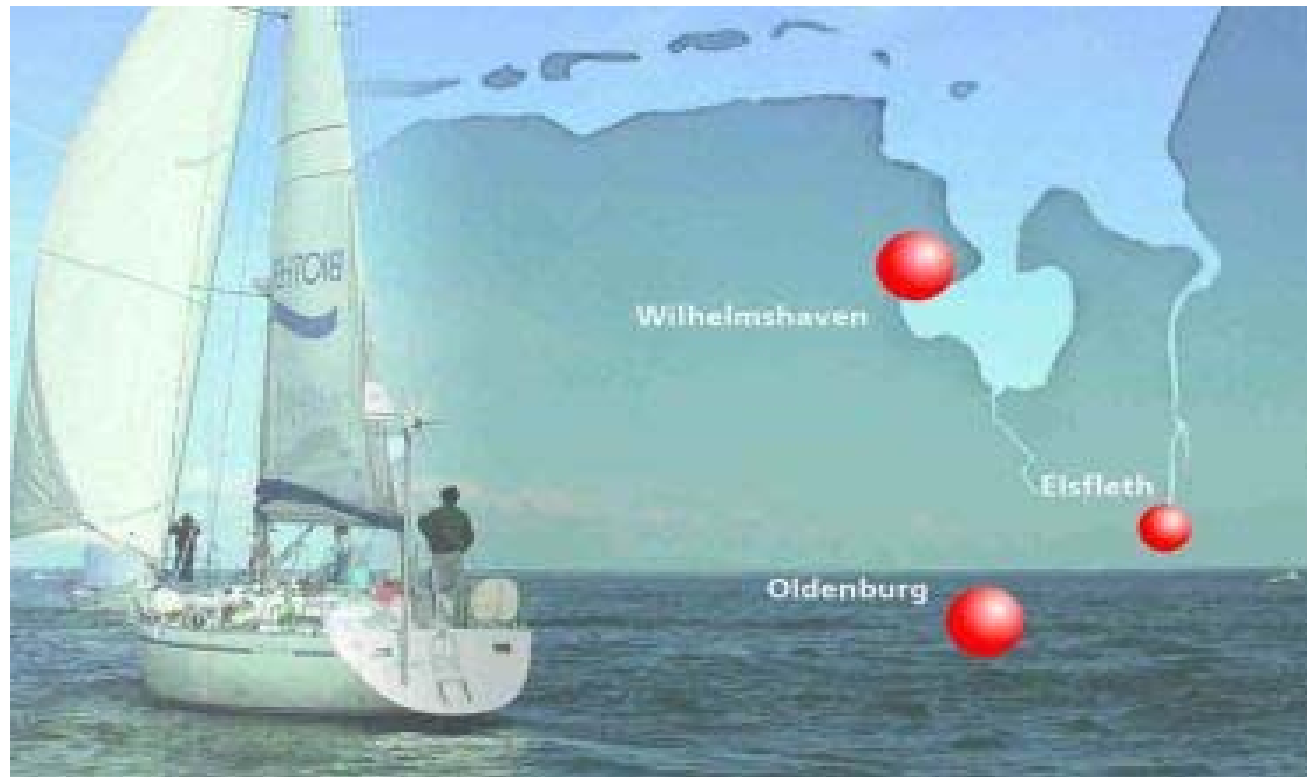


The Role of EU-Universities within the Project ‚Sustainable Rural Tourism‘

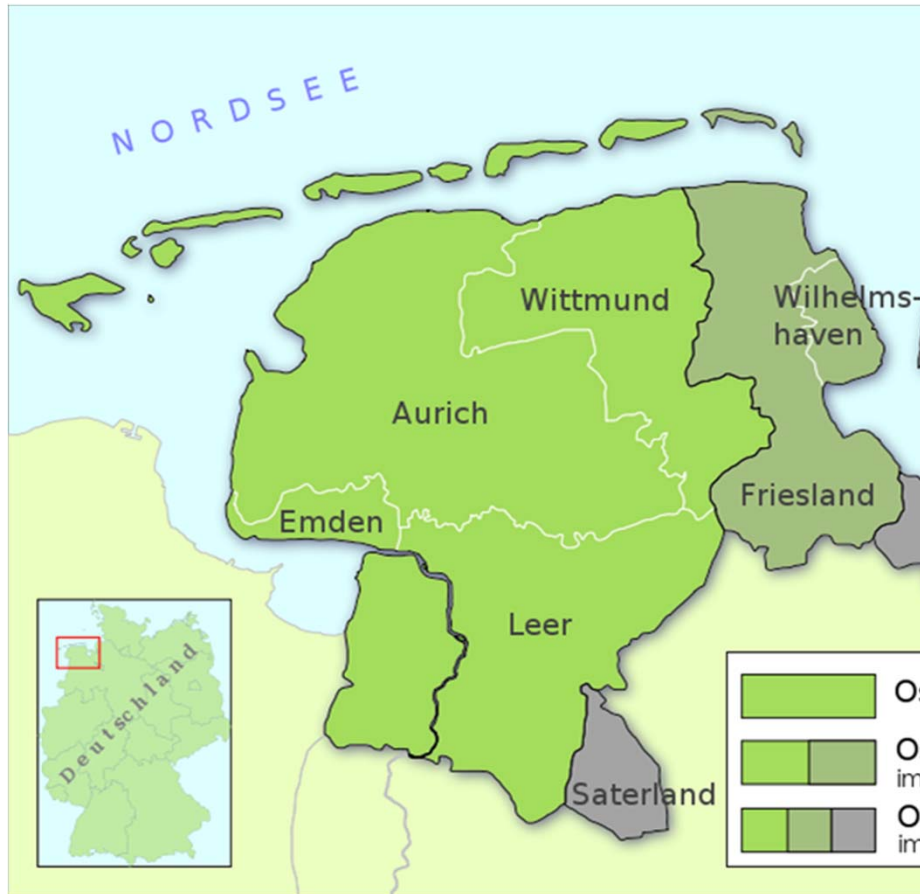


Gila Altmann, Jade University of Applied Science, Odessa 4/12

In the North-West of Germany



Facts about my region (Dec 2010)



- Size: 3752.11 km²
- Inhabitants: 562.146
- Wilhelmshaven: 81324
- **Economy:**
- traditional industrial sectors like car and ship building
- Renewable energy
- food and milk production
- rural tourism



(c) by jeger
www.fotos.sc



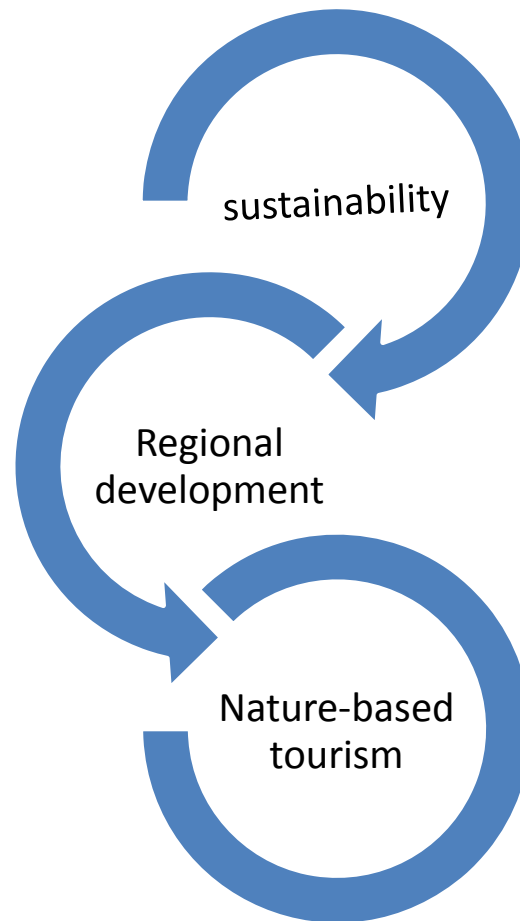


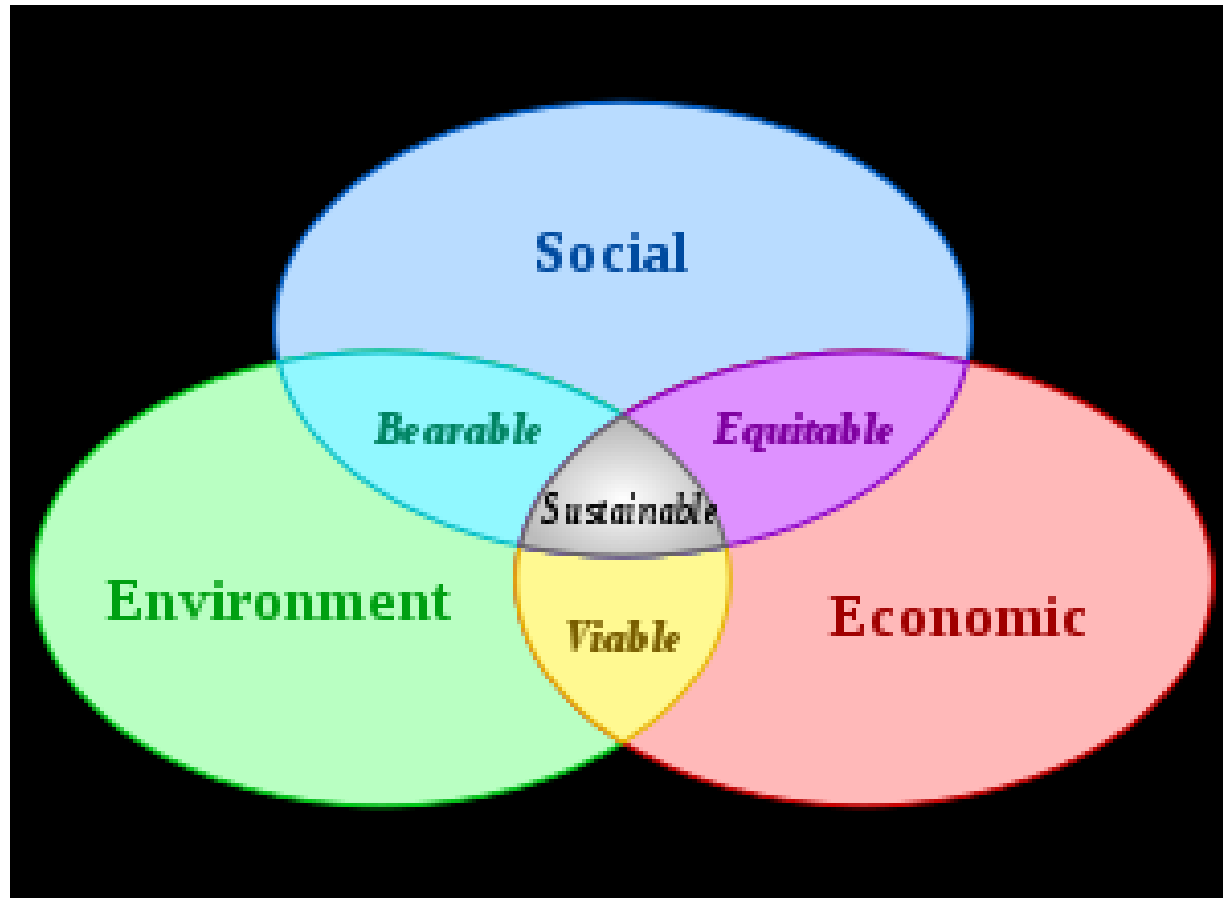
Tourism activities

- Health tourism
- Culture tourism
- Event tourism
- Biking
- Hiking
- Canoeing
- Beach holiday
- Enjoying eastfrisian cuisine



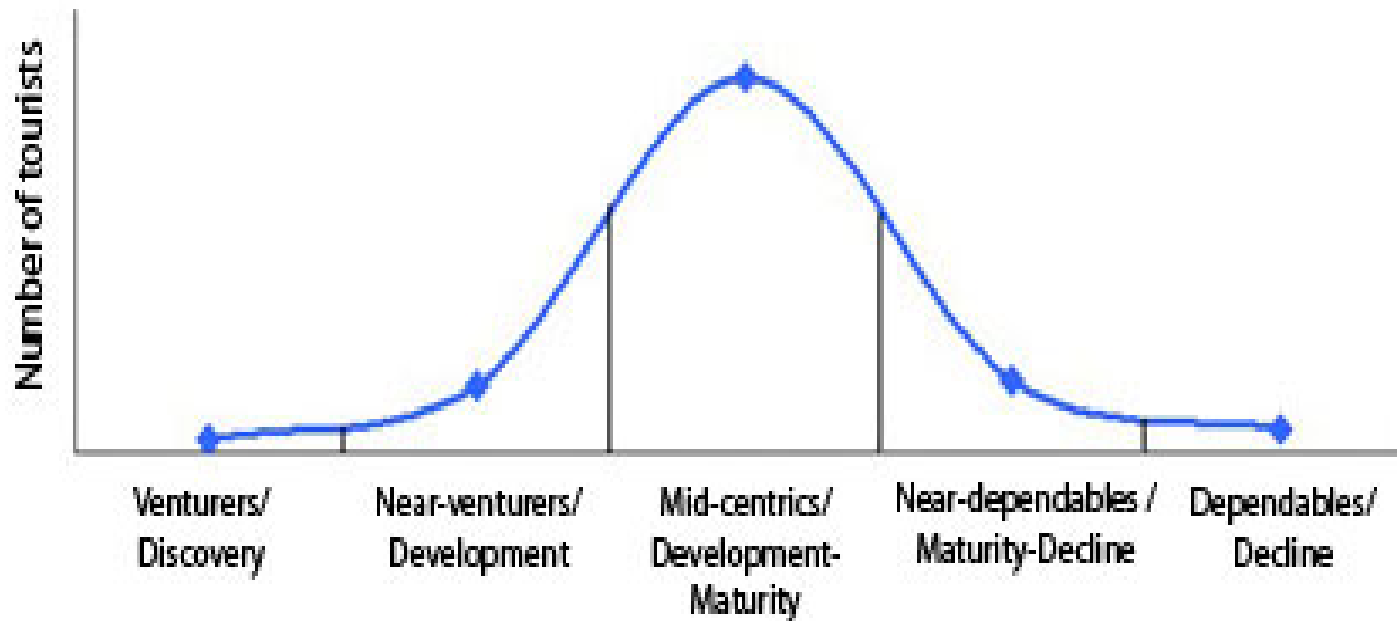
Where we want to set up competence



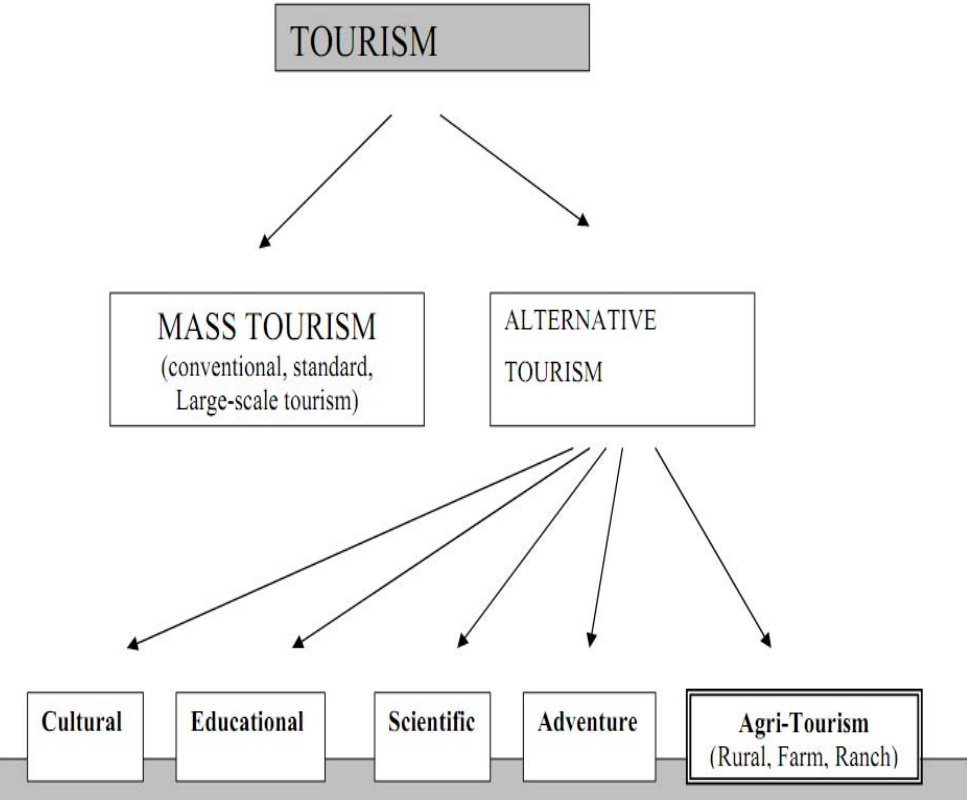


“The concept of sustainable development results from the observation that current generations are imposing too great of a demand upon the natural environment to allow it to continue to reproduce and maintain itself at its previous level of stability” (Butler et al, 1998, p557).

Evolution of destination life cycle, according to traveller type Plog's Model



Rural tourism should be,, be friendly to the environment and respect social and cultural values of the communities , which allows both hosts and guests to enjoy positive , interactive and shared experiences“
 (Wearing&Neil)



Definitions of Rural Tourism

Product-related definitions:

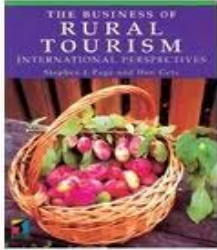
“The Rural Tourism product could be segmented to include such product components as rural attractions, rural adventure tours, nature based tours, ecotourism tours, country towns, rural resorts and country-style accommodation, and farm holidays, together with festivals, events and agricultural education” (Department of Tourism, 1994:4).

Geographic and demographic definitions:

“A multi-faced activity that takes place in an environment outside heavily urbanized areas. It is an industry sector characterized by small scale tourism business, set in areas where land use is dominated by agricultural pursuits, forestry or natural areas” (Department of Tourism, 1994: 3)

Tourist experience-related definitions:

“Rural Tourism should be seen as offering a different range of experience to those offered in big cities” and that “the emphasis in rural tourism is on the tourist’s experience of the products and activities of the area” (Department of Tourism, 1994: 3).



Preconditions to be met

- **Located** in rural areas
- **Functionally rural** - small scale enterprise, open space, contact with nature and tradition
- **Rural in scale** - both in buildings and settlements
- **Traditional** in character, growing slowly and organically, connected with local families
- **Representing** the complex pattern of environment, economy, history and location
- (Lane,1994)

Rural tourism can include...

- Aspects of culture and agriculture
- Industrial tourism (farm practices)
- Educational tourism
- Special events
- Ecological attractions
- Adventure tourism
- Wine tourism

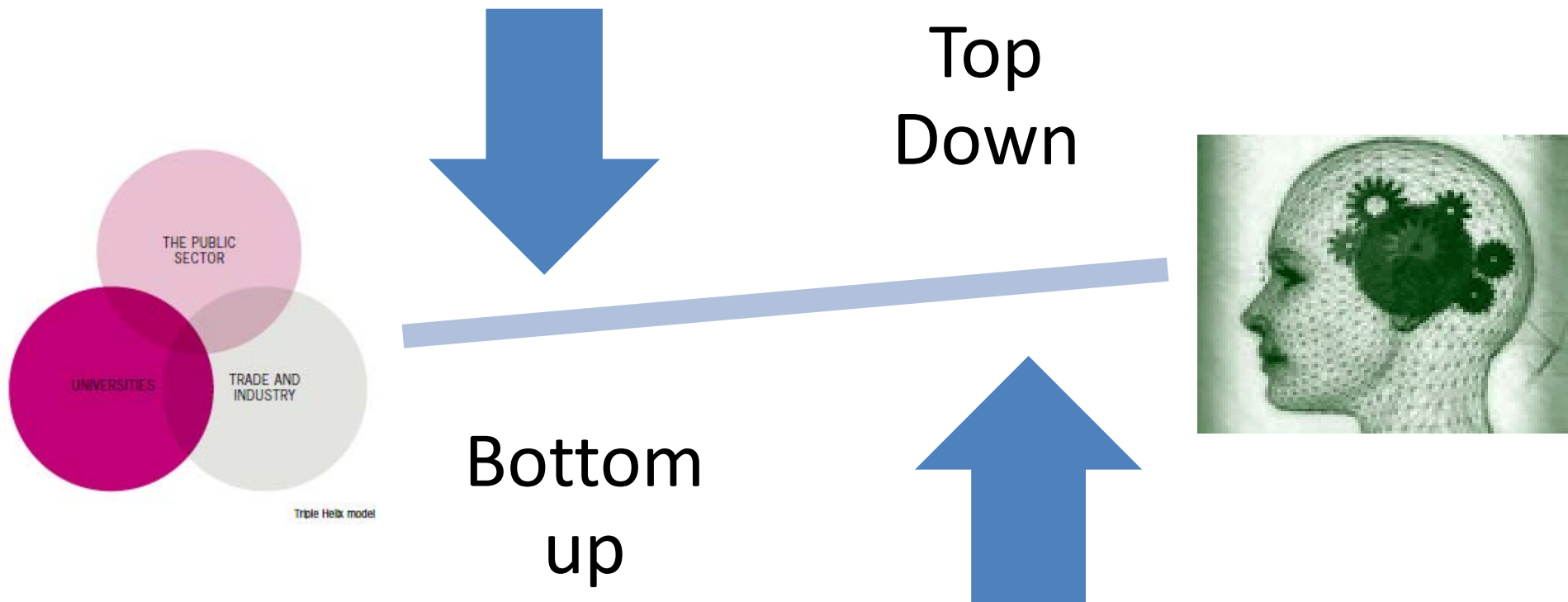


Rural Tourism needs regional collaboration in:

- nature conservation
- culture protection
- farming and
- regional production
- gastronomy
- lodging
- SME



Knowledge-based economy as motor for regional development



Role of HEI within a joint strategy

- Definition of sustainable tourism and destination management
- Definition of unique selling points
- Definition of target group market
- Determination of standards and consumer demands/SWOT analysis
- Evaluation of infrastructure like *accommodation, services, (intercultural) competences, information systems, advertisement*
- Finances (How to calculate a price)



Mobility

- Exchange programmes for students, teachers and scientists
- Contacts to tourism industry and politics on a regular base
- Practical placements
- Joint curricula development based on different experience of countries

Introduction of modern teaching methods



Thank you
for your attention!
for your attention!

