



Sustainable rural tourism

7 May 2025

Draft Agenda

Timing	Agenda items
09.00 – 9.10	<p>Welcome and introduction to the day</p> <ul style="list-style-type: none"> > Outline of the event objectives and agenda Patricia Martínez, Rural Pact Support Office > The LTVRA and sustainable rural tourism: building resilient and thriving communities Haude Blanc, European Commission, DG AGRI
09.10 – 9.45	<p>Setting the scene: EU initiatives to support sustainable rural tourism</p> <p>EC representatives will present key EU policy frameworks and funding opportunities supporting sustainable rural tourism.</p> <ul style="list-style-type: none"> > Andreea Staicu, European Commission, DG MOVE. > European Commission, DG REGIO > European Committee of the Regions, presentation of the study 'Tourism and Rural Development: A Policy Perspective' (TBC) <p>Questions & Answers</p>
09.45 – 10.15	<p>Challenges and opportunities for tourism as a driver for rural development</p> <p>Insights from EU networks on how tourism can drive sustainable rural development</p> <ul style="list-style-type: none"> > Klaus Ehrlich, General Secretary RURALTOUR. > The coordinators of the Rural Pact Community Group on culture and creativity in rural areas: Nancy Duxbury, senior researcher at the Centre for Social Studies of the University of Coimbra, and coordinator of IN SITU project, and Piotr Michalowski, coordinator of the ENCC Working Group on non-urban culture. > NECSTouR <p>Questions & Answers</p>
10.15 – 10.30	Virtual coffee break
10.30 – 11.15	<p>Learning from inspirational projects and practices</p> <p>Panel presentation and discussion with local examples that implement innovative approaches to sustainable rural tourism</p> <p>Questions & Answers</p>
11.15	Transition to break-out rooms sessions
11.15 – 12.15	<p>Sharing experiences and drawing lessons and recommendations</p> <p>Parallel break-out discussions on various sustainable tourism topics will be determined based on the expressions of interest received. Potential topics for exchange might include:</p> <ul style="list-style-type: none"> > Innovation, economic development and diversification in rural tourism > Community participation, cultural heritage, and destination management > Climate-friendly, resilient, and sustainable rural tourism



12.15 – 12.30

Virtual coffee break

12.30 – 12.50

Reporting back from break-out sessions, plenary discussion

12.50 – 13.00

Closing remarks



Funded by
the European Union