



The Euracademy Association
invites you to take part in the
11th Summer Academy

on

“Rural Tourism Revisited”

to be held in cooperation with the University of Life Sciences, Estonia
24th June – 1st July 2012, Tartu, Estonia

Topic: What are the changes and developments which have taken place in rural tourism since the first Euracademy Summer Academy on the topic of sustainable rural tourism in Gotland 2002. Have the problems and issues surrounding the development of the sector changed and if so how have they changed and what are the prospects for the future?

Rural tourism plays an important role in the local economy of many of Europe’s rural areas and is also revolutionising businesses and prompting economic development across the continent. Tourism activities have been found to increase business, income and employment in many rural regions and contribute to social and economic development. Rural tourism has many potential benefits including employment growth, an expanded economic base, repopulation, social improvement, and revitalization of local crafts. The extent to which these benefits have been realised remains the subject of much debate. Certainly, there is evidence to support the claim that, as a vehicle of economic growth and diversification, tourism can make an important contribution to rural incomes both at the level of the tourism operators and more widely in the local economy.

Tourism is not the panacea for all rural problems but it has number of positive attractions and it is one among many opportunities that rural communities can consider to improve productivity

and incomes. As a general rule, however, rural communities are challenged to take full advantage of the tourism industry due to lack of sufficient infrastructure to support year round visitors.

Tourism is a very dynamic industry with new products and sectors appearing while others decline on a regular basis. The impact on host communities is unlike any other form of rural development and the SA will look in detail at how communities can take advantage of new developments while at the same time taking steps to mitigate any negative impacts. Finally the SA will look at where the sector is going in the future, it will explore not only what was niche but is now mainstream and what the new niche might be but also at what policy issues there might be and what the new European Rural Policy (2014-2020) might mean for rural tourism and how our rural communities might take advantage of this.

The 11th Summer Academy aims to discuss the potential for further development of rural tourism and its importance for sustainable social and economic development. Rural tourism will be approached in terms of recent developments over the past decade and the potential for future development opportunities for the next ten years.

How this challenge can be met will be explored in the Summer Academy through both practical work and lectures. The discussion themes include:

1. Considering the change in the last ten years – are there new roles for rural tourism in the 21st century?
2. The changing face of rural tourism, what are the new types of tourism, new meanings, markets and expectations which have changed. Niche has become mainstream so what are the new niches and new faces for tourism?
3. Rural and community tourism: development of rural & community tourism products and services and their impact on rural communities
4. Planning & marketing of rural & community tourism utilising new technologies and social media
5. EU Rural Policy and rural tourism: is there a clear future?

The Target Group: managers and animators of rural tourism & rural development, community developers, providers of rural tourism, researchers, policy makers, local and regional authorities, LEADER and local action groups, environmental and development NGOs, economic and development agencies, training providers

The 11th Summer Academy welcomes participants from all over Europe, south, north, east and west, who are working in the field of rural development. Professional people working in local or regional authorities, development agencies, LEADER and other local action groups, NGOs or other local groups active in rural development are welcome. The course is designed for 40 participants, who will be invited to share their experiences, to acquire new knowledge and skills and to benefit from the wide networking opportunities offered by Euracademy Association. Participants should have a reasonable command of English.

The Format: introduction, thematic study tours, lectures and discussion workshops

The 11th Summer Academy will take place in Tartu, Estonia; it will benefit from the experiences of 10 previous Summer Academies held in an equal number of different locations around Europe. Following the arrival of participants on 24th June, an international dinner is held, to warm up the

group and give opportunities for participants to meet and discuss in a relaxed environment. The first day is devoted to lectures and discussion workshops. The following two days will be spent on the Thematic Study Tours. Each tour will focus on a village and its surroundings and will include practical examples on a specific study theme. A Study Tour report will be prepared by participants, which will describe their experiences and make proposals for implementing rural tourism activities and strategies in the area. These reports will be presented and discussed in a plenary session on the day following the study tours. The final two days will be devoted to panel discussions, debating and drawing conclusions, evaluating the Summer Academy and networking. The departure days are 1st or 2nd July 2012.

Course support: Thematic Guide and Participants' Handbook

Course materials will be provided before and during the Summer Academy in printed and electronic format. This includes a course manual on the theme Rural Tourism and a Participants' handbook, which includes practical information and the methodology that will be used in the Summer Academy, as well as tasks for participants to prepare before arriving to the Summer Academy. Administrative and tutorial support will be offered by the host Institute and Euracademy Association. Lecturers and facilitators are recruited among the host organisations and Euracademy Association members.

Participation Cost

The cost of attending the Summer Academy is kept to a minimum. There is no attendance fee, but a charge to cover accommodation, course materials, full board and travel for the study tours. The cost is 450 Euro per person. The charge includes also the subscription fee for one year's Euracademy Association membership. Scholarships are also available covering part of the participation cost.

The application deadline is 21st May 2012

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