



Escape2

Module 1 Potential For Rural Tourism in your Region

Forms/types of rural tourism

Extra Bonus Content

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Forms/types of rural tourism

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1. agrotourism
2. ecotourism
3. green tourism
4. adventure tourism
5. sports tourism
6. health tourism
7. cultural tourism
8. events tourism
9. scientific tourism
10. village tourism
11. rural community-based tourism, etc.

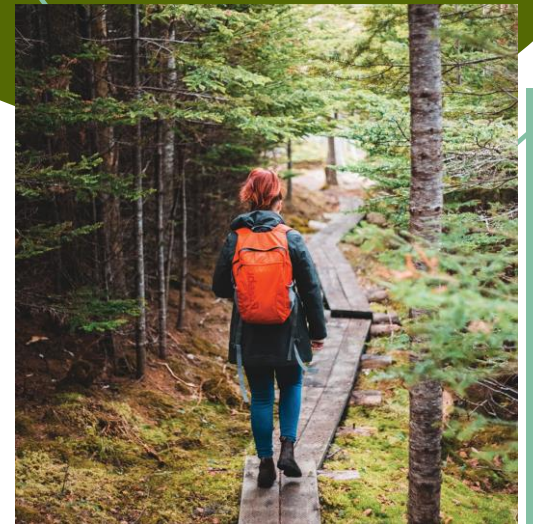


1. agrotourism

This type of rural tourism is located on active farms (farm tourism), making it possible for tourists to participate in the different agricultural activities.

The agricultural activity and the tourist activity of the entrepreneur are always related, the latter being a complement to the agricultural and livestock income.

It allows the tourist to get in touch with local traditions, and other elements connoting the destination, such as typical products, crafts, events, popular culture, etc.



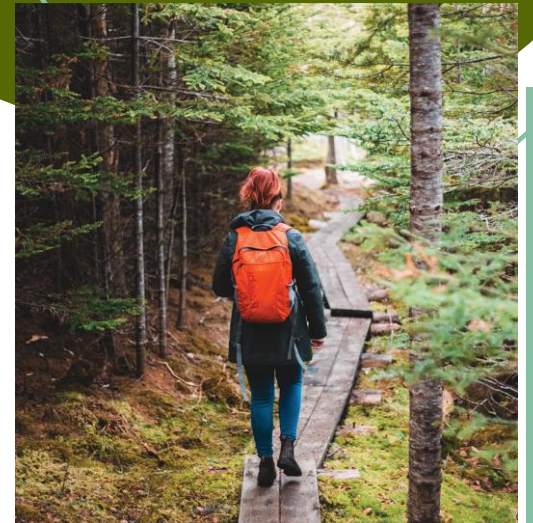
2. ecotourism

It involves tourist activities whose priority is the conservation of the natural space where it is developed.

According to the WTO (world tourism organization) ecotourism is used to designate forms of tourism with the following characteristics:

1. any form of nature-based tourism in which the primary motivation of tourists is the observation and appreciation of nature or of the traditional cultures dominant in natural areas;
2. It includes educational, cultural and interpretative elements.
3. It is usually, but not exclusively, organized for small groups
Service providers collaborating at the destination tend to be small, local businesses.
4. It seeks to minimize negative impacts on the natural and socio-cultural environment and contribute to its protection.

Examples: birdwatching, fauna observation, and botanical tourism.



3. green tourism

Green tourism, or nature tourism, has the landscape as its main reference, and its objective is the integration of the tourist in the natural environment. It is a type of rural tourism especially linked to the environment and contact with nature.

Examples of green tourism activities: hiking, interpretative walks, horseback or bicycle rides, scenic routes, etc.



4. adventure tourism

It is based on the use of the natural environment to produce sensations of discovery and adventure in its participants. The tourist participates actively in getting to know the local environment.

Adventure tourism involves sporting activities classified as risky (active tourism, risk tourism) such as: rafting, climbing, paragliding, bungee jumping, 4x4, survival, orienteering, canyoning, windsurfing, etc.



“experience the adventure!”

5. sports tourism

It is based on the development of special sporting activities where the spectacle and the sensation of risk are fundamental. These are activities that take place in the open air and away from roads, where, as a general rule, the overnight stay is in places set up for this purpose (campsites, open-air nights, shelters, hostels, etc.).

Examples of sports tourism activities: canoeing, skiing, hunting, fishing, sailing, motocross, etc.



6. health tourism



It refers to rural tourist areas characterized by the existence of thermal centers, either by the presence of free-flowing thermal waters, or by the presence of spaces equipped for thermal enjoyment - known as spas.

The main motivation of the spa tourist is related to health and relaxation.

7. cultural tourism

This type of tourism is found in those rural centers that arouse tourist interest due to their rich historical and artistic heritage, based on the presence of important monuments, traditional architecture, unique festivals declared of cultural interest, the presence of works of art, ethnographic museums, etc.

The main motivation of the tourist is the knowledge of the local culture, from all points of view: gastronomy, culture in general, traditions, festivities, ways of life, architecture, etc.



8. event tourism

It refers to the organization of events of a very diverse nature that result in the presence of tourists in the rural environment, who are generally motivated by the experience of a singular event in a place defined by special characteristics that distinguish it from others.

Examples of event tourism activities include religious tourism, tourism linked to the celebration of fairs, traditional events, historical events and commemorations, festivals, etc.





9. scientific tourism



A type of rural tourism which involves tourists travelling by scientific reasons, motivated by the knowledge of what is foreign, new and exotic, which leads them to travel to unique areas, generally far from human settlements and lacking in hotel infrastructure and associated services.

10. village tourism



This refers to the development of a tourist or holiday practice in a rural area. Generally, there is a link between the tourists and the village: family relations, or second homes.

In one way or another, the overnight stay is made in the property of the tourist, which is why in some sectors this type of activity is not considered as a form of tourism.

Also referred to as “return tourism”.

11. rural community-based tourism

Tourism activities linked to community-based rural tourism are managed by local organizations: cooperatives, producers' associations, conservation associations, women's groups, foundations, committees, etc.

Tourists who practice community-based tourism:

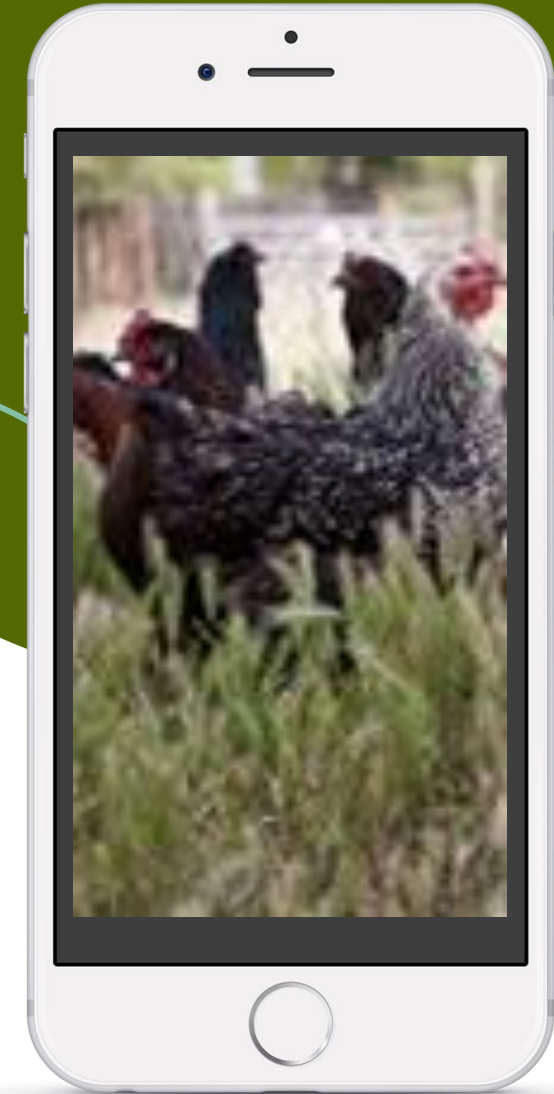
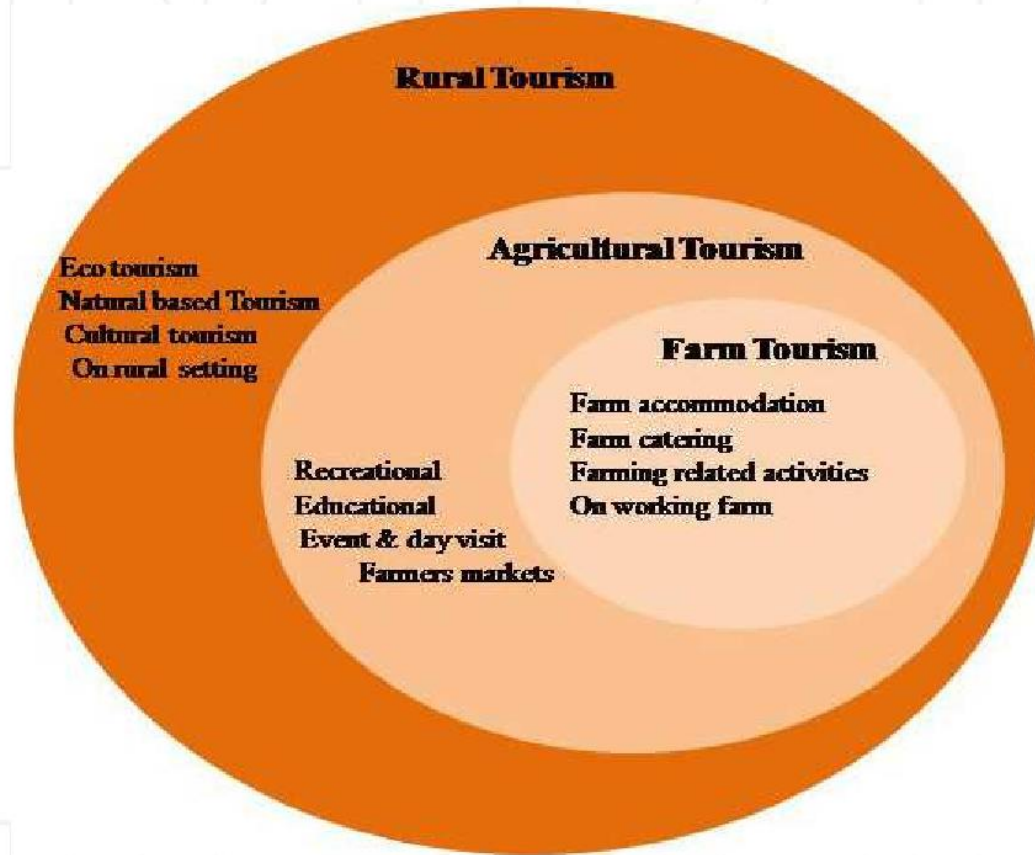
- are motivated to participate and collaborate in the development of the host communities (indigenous peoples, rural communities at risk of extinction, remote communities, etc),
- are involved with rural development and sustainability criteria,
- are cooperators or collaborators with non-governmental organizations, and
- are interested in learning about and discovering the local culture and customs, as well as actively participating in them.



***let's remember that the categorization is provisional; it shows, however, the variety of activities which are involved in the concept of “**rural tourism**” ...**

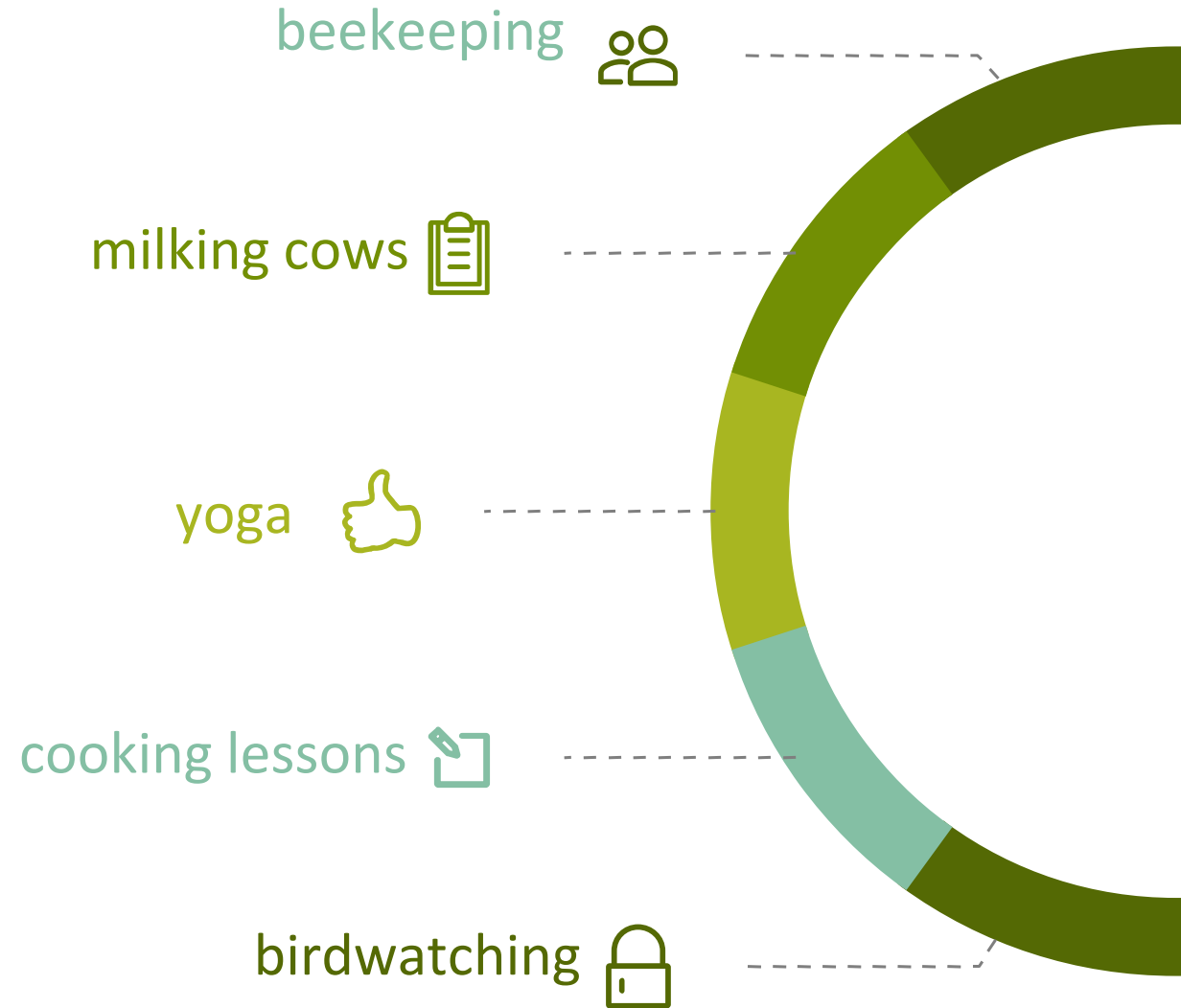
another idea

on types of rural tourism:



Indicative **activities**/ products related to rural tourism

- making cheese/sausages/ olive oil/**jams**
- harvesting
- trekking, cycling, **horse riding**
- parkour, **rafting**, acrobatic routes
- paragliding, **hiking**, climbing, boating, **surf**,
- **study of local languages and cultures**
- guided visits to agri-food companies, **gourmand tourism**, visits to cellars and tastings,
- **oil tastings**,
- environmental education, **outdoor workshops on ecosystems**,
- observation of flora and fauna





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Well Done!

Next is Module 2
*Different Models of
Rural Tourism*



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