

ERP-Gathering Kielce

Number of the workshop: 23

Name of the workshop: **Rural tourism, trends and possibilities**

Our responses to challenges:

Challenge. Raised Prices

1. Financial and technical support for energy efficiency for small business
2. Direct payments to individuals
3. Support the short supply chain first at national level

Challenge. Local NGOs don't have access to Cross Border funds

1. Dedicated funds for local NGOs from EU
2. Define direction and launch support for local NGOs at national and EU level
3. Cooperation projects within LEADER

Challenge. Destination management

1. Financial rural business to create local Network
2. International level to create rural tourism tours
3. Make a platform for tourism networking, to connect the entrepreneurs at EU level

Challenge. Lack of information / marketing for rural tourism

1. Making regional brands for local products : promotion
2. Detailed map with all the information for rural places
3. Funding to external marketing

Our proposals for governments & EU

Local NGOs don't have **access to Cross Border fund**

Lack of **information** for rural tourism, **marketing** tourism

Prices are raised from covid and war

Destination management should be more promoted

Raising local capacity

Rural pollution

Good ideas, practices, processes

It is important to design the right strategy to develop rural tourism

The cooperation between public and private sector is very important

The right way to promote the rural tourism is the promotion of local products, services and rural attraction

Agrotourism is a new way\trend to develop the rural tourism

Today, digitalisation is an important tool to develop rural tourism