

## ERP Mid-Term Event 2021 - Breakout Group 7 Report

<p><b>Breakout Group Name: Rural Tourism</b></p>
<p><b>Names of Leader, Reporter, Speaker</b>          Leader &amp; Speaker - Iro Tsimir, General Director of Achaia Development Agency, SA/ Greek Leader Network          Reporter - Brendan Mulry Irish Rural Link</p>
<p><b>Main issues and lessons identified in presentations and discussion</b></p> <ul style="list-style-type: none"> <li>• The importance of strategies to support domestic tourism to ensure the pandemic ‘staycation’ and ‘working nomad’ phenomenon is here to stay.</li> <li>• More cooperation is needed for tourism branding and supports to link with other services... There is evidence that this is happening to different levels in different countries.</li> <li>• Balance and nuance are very important to foster.</li> </ul> <p>All features of rural tourism are important but imbalance brings problems. Particular problem areas identified include:</p> <ul style="list-style-type: none"> <li>• Seasonal employment/unemployment levels</li> <li>• Short term profit v Long Term Quality of Life</li> <li>• Local Identity</li> <li>• Rights of Tourists v Rights of the Local Population</li> <li>• Property price control mechanisms</li> <li>• Planning and Environmental Policies</li> <li>• Capacity Building – Inclusive of Digital Connectivity. Ensuring the local populations are equipped to play a full role in local rural tourism.</li> </ul>
<p><b>Any ideas and case-study examples relating to the theme (including a name and email for the person proposing if possible)</b></p> <p>In Latvia the success of an enhanced cooperation effort between all rural tourism stakeholder over the past two years has proven successful.</p> <p>Denmark being a notably successful example in local tourism branding and integrated tourism provision where all stakeholders and providers work together to offer a fuller, more authentic tourist experience offering.</p>
<p><b>Messages for the 5<sup>th</sup> ERP 2022</b></p> <ul style="list-style-type: none"> <li>• The LEADER Approach was universally acknowledged as the most effective structure to deliver the level of balance and nuance required in local rural tourism development.</li> <li>• Respect for the crucial role of the Local citizen in policy creation was an overarching demand expressed by the group.</li> </ul>