3. SOUTHERN EUROPEAN CASES

RURAL TOURISM 1.0

a) The rural sector will drive the next generation of rural tourism products. As a consequence, we could undermine these main aspects for the future. Interconnectedness is key to know more about the product and to have a better understanding of the consumer experience. Consumers are seeking for experiences that are different from other destinations. The quality of the experience is more important than the destination itself.

b) New trends in tourism

I. SOUTH-EUROPEAN CASES

2. Tourism 2.0 Paradigm

Tourism 2.0 is a business revolution in the tourism and business industries that is creating new business models. The tourism 2.0 paradigm is fundamentally different from the traditional tourism model. It is characterized by a shift from mass tourism to niche tourism, from passive tourism to active tourism, and from one-size-fits-all tourism to personalized tourism. This new paradigm is driven by the increasing demand for unique and authentic experiences, the rise of digital technologies, and the growing importance of sustainability and environmental concerns.

ABSTRACT

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RURAL TOURISM 2.0: SOUTHERN EUROPEAN CASES

Rural tourism is an important sector in the Southern European countries. It offers a unique opportunity to develop sustainable tourism that can contribute to the social, economic, and environmental development of rural areas. However, rural tourism is facing several challenges, such as the lack of infrastructure, the need for specialized training, and the need for marketing strategies. This paper explores the potential of rural tourism in Southern Europe and identifies some best practices and successful cases. The analysis highlights the importance of community involvement, the need for collaboration between stakeholders, and the potential of rural tourism to contribute to the local economy and culture.
Abstract

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