Introduction

The Spanish Tourism Quality System (CTEE) (2012) initiative developed and implemented by the Spanish Tourism Quality Association is a crucial component of the country's strategy to improve the quality of tourism services. The system is based on several key principles that guide the development of tourism businesses, ensuring a high level of service and satisfaction for tourists.

Abstract

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RURAL TOURISM QUALITY IN SPAIN: THE "MARKET" APPROACH OF DEVELOPMENT FOR EURO REGION DNA 2012-2014

References

Region of Extremadura

An approach to arrive at the region of the "Mark" area to improve the quality of rural tourism services. The study focuses on the implementation of innovative and sustainable tourism development projects, with the aim of enhancing the competitiveness of rural destinations.
For example of the students concern, the quality requirements for Rural Houses:

**Promotion**: Value and market and guarantee to users.

**Cleaning and Maintenance**: All staff and process related to this activity.

**Activity Tourism**: The tourism activity as the main responsible to Service the Spanish Quality Standard.
RURAL TOURISM 2.0: SOUTHERN EUROPEAN CASES

ABSTRACT

The rapid growth of the rural tourism market in Southern Europe has been driven by the increasing demand for alternative travel experiences. This paper aims to explore the current landscape of rural tourism in Southern Europe, with a focus on the emerging trends and strategies adopted by destinations to attract and retain visitors. The study is based on a qualitative research approach, including interviews with key stakeholders, and a content analysis of tourism websites and social media platforms.

Keywords: Rural Tourism, Southern Europe, Emerging Trends, Digital Marketing, Sustainable Tourism

INTRODUCTION

Rural tourism has become a significant component of the tourism industry, particularly in Southern Europe, where the unique cultural heritage and natural landscapes offer a range of opportunities for visitors seeking alternative travel experiences. The growth of this market has been accompanied by a need for destinations to adapt and evolve their strategies to remain competitive and meet the evolving expectations of travelers.

TRENDS IN RURAL TOURISM

1. Digital Marketing

The digital transformation has had a profound impact on rural tourism, with an increasing emphasis on online marketing and the use of social media to attract visitors. Destinations are leveraging digital platforms to enhance visitor engagement, such as through interactive content and real-time updates on local events and activities.

2. Sustainable Tourism

There is a growing interest in sustainable and eco-friendly travel, and rural destinations are adopting practices that minimize their environmental impact and promote conservation. This includes initiatives such as promoting local food and products, reducing waste, and encouraging visitors to engage in activities that support the local community.

3. Experiential Tourism

The focus is shifting from traditional sightseeing to more immersive and participatory experiences, such as agritourism, homestays, and outdoor activities. These experiences offer visitors a chance to connect with local culture and nature, making for a more authentic and fulfilling travel experience.

4. Megatrends

Global megatrends, such as the rise of Generation Y and millennial travelers, are influencing the demand for rural tourism. Younger generations are more interested in unique and authentic experiences, and are willing to pay premium prices for destinations that offer these qualities.

CONCLUSIONS

Rural tourism in Southern Europe continues to evolve, driven by a combination of demographic trends, technological advancements, and changing visitor expectations. Destinations that are able to adapt and innovate are best positioned to attract and retain visitors in this dynamic landscape.