



KONGRES RURALNOG TURIZMA

**4th INTERNATIONAL RURAL TOURISM CONGRESS
NEW ERA – THE ERA OF RURAL TOURISM
May 9 – 12, 2018 Supetar, Brač, Croatia**

Themes of the 4th International Rural Congress

1. Opening lectures
2. Sustainable development in rural tourism
 - Entrepreneurship
 - Preservation of villages
 - Renewable energy sources and energy efficiency
 - Innovative services in rural tourism
 - Natural and artificial potentials
 - Rural tourism of undeveloped areas
 - Rural tourism of islands
 - Standardization of products and services (symbols and signs in quality function, authenticity and promotion)
 - Tourist (cultural and theme) routes
 - Tourist education of local population
 - Creative tourism
 - Rural-gourmet tourism
 - Tradition in offer shaping
 - Placement of agricultural products through rural tourism
 - Management, marketing and rural entrepreneurship
 - Agrarian economy and rural tourism
 - Good practice examples

3. Formation of rural-touristic destinations through networking

- The role of tourist organizations
- The role of destination management companies
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- The role of tourist agencies and tour operators
- The role of local action groups and local action groups in fishing (LAG and LAGUR)
- The role of the public sector
- The role of cluster
- The role of development agencies
- The role of associations
- The role of tour guides
- The role of other domestic and international organizations and institutions
- Manifestations and events
- Intersectoral and international cooperation
- International tourist zones

4. Inheritance in rural tourism

- European year of cultural inheritance 2018 (engagement, sustainability, preservation, innovation)
<http://www.min-kulture.hr/default.aspx?id=19216>
- New paradigms of culture and tourism
- Tourist cultural routes (definitions, experience, potentials, foundation, sustainability)
- Tourist attraction of rural tourism in the function of crafting rural-tourist products
- What do we know about our cultural-tourist product
- Historic itineraries
- Story telling
- Story doing
- Inheritance interpretation
- Management of cultural tourism and inheritance-tourism in rural areas
- Architectural inheritance

5. Digital marketing in rural tourism

- Web presence – the basis for digital marketing and booking
- “Tell a story” – social networks
- Tourist apps for smartphones
- Contemporary PR via internet
- Influencer marketing & newsletter
- Virtual destinations (virtual walks through destinations)
- Smart villages, small towns and rural areas

6. The role of emigrants and minority groups in development, promotion and placement of rural products

- Find the roots
- Nostalgia
- Tourist arrangements
- Return and employment
- Tourist agencies – specialists for Croatia
- Investments

7. Sources of financing in rural tourism

- EU funds
- National support
- Regional and local government support
- Credit lines and insurance

8. Legal framework of rural tourism

- Hospitality and tourist services
- Production and distribution of food
- Agriculture and rural development
- Tax policies
- Jobs and employment
- Health conditions
- Nature and environment protection
- Architecture and spatial planning
- Quality and originality labels
- Other significant regulations in rural tourism operations