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Multidestination travel and its potential relevance for rural tourism in Europe



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STRUCTURE OF THE PRESENTATION

Rural tourism in Europe and Networks

Multi-destination travel



A model of multi-destination travel in the
European rural tourism context



Conclusions

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RURAL TOURISM IN EUROPE

Declaration of Cork:

- **one quarter of the European population lives in rural areas (80% of the European territory);**
- **rural areas are marked by a particular set of social, cultural and economic characteristics resulting in a great diversity of activities and landscapes (forests, farms, villages, little towns and small industries)**

(Swarbrooke, 1999; ECARD, 2007)

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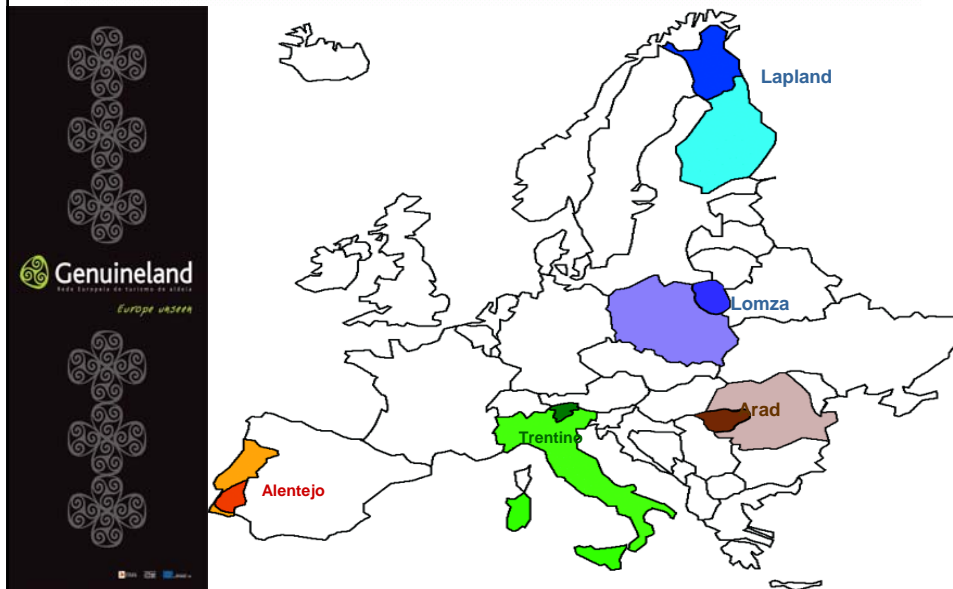
RURAL TOURISM AND NETWORKS

- ▶ **Network - a variety of subjects with different but complementary interests involved in a long term relationship aiming at a better use of resources and specializations (Mingizzi, 2006)**
- ▶ **Growing interest of the European Union in promoting networks between European regions, especially in rural areas**
- ▶ **Within rural tourism, local partnerships are increasingly recognised as an appropriate response, bringing together the full range of interest groups in developing a consistent and socio-politically inclusive planning approach (OECD, 1993)**

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Example: The European Network of Village Tourism



MULTIDESTINATION TRAVEL

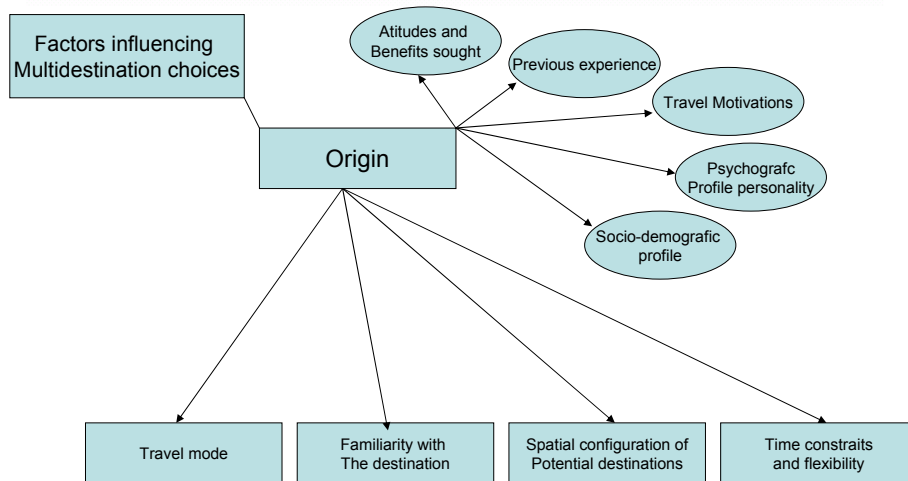
The decisions associated with multidestination trips are connected both with the characteristics and context of living of tourists and the spatial configuration of destination areas (Oppermann, 1995; Wing, 1989)

The pattern of visiting several destinations during one holiday trip is more evident for tourists that have to overcome longer distances (Tye, 1989; Edwards, 1990)

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A MODEL OF DESTINATION TRAVEL IN THE EUROPEAN RURAL TOURISM CONTEXT



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CONCLUSIONS

► There is a growing interest of the European Union in promoting networks between European regions but there is a clear lack of studies related to the multi-destination travel pattern of tourists

► A model of multi-destination travel in the European rural tourism would help:

- to better direct planning efforts and marketing action of the rural tourism networks that have been developed both within and between the associated European countries

- tour operators to diversify their portofolio of tailor made packages with mixed urban-rural multi-destination packages

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Thank you!!!

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