

CONFERENCE

15-17th/Feb/2017

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STRD 2017

Sustainable tourism
for rural development

A first-ever event that brings together stakeholders from two of the most relevant sectors of the European economy to set common ground for future cooperation and synergies. Organized in the context of the UNWTO “2017 Year of Sustainable Tourism for Development” and the implementation of the Cork 2.0 Declaration.

BERGAMO
Lombardia
Italy



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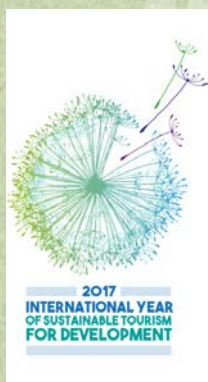
RURAL TOURISM is already an important part of the European tourism sector. But many assets and resources for recreation in rural areas are yet not used, or even remain undetected. This conference is a step to broaden the view and unleash the full rural potential for leisure through a holistic approach that includes hospitality, food, gastronomy, culture, active tourism, and any other relevant aspects.



Tourism represents around 10% of European GDP, and is one of the most resilient sectors of EU economy with excellent perspectives of growth.

92% of EU territory is **rural or peri-urban**, providing a wide scope of resources and public goods for 743 million habitants in Europe.

The conference is organised around **four topics: Vitality, Value chains, Rural Experience, and Digitalization**. Each is discussed in a moderated panel, followed by best-practice cases from Europe and Italy. Further 40-50 examples will be presented in a **Marketplace of Ideas** in the foyer, where participants shall vote for the three most inspiring cases.



The organisation of the conference is shared between **EuroGites-European Federation of Rural Tourism and MER-Mouvement Européen de Ruralité**. It counts with cooperation of **UNWTO (tbc)**, **ENRD**, **COPA-COGECA**, **EDEN Network**, **Regione Lombardia**, and **Ente Fiera Promoberg**.

It takes place in the **Exhibition Center of Bergamo** during the international fair on rural tourism and **Agri Travel & Slow Travel Expo 2017** where the participants will have the opportunity to show their ideas, professional exchange (seminars, workshops, etc.) and business contacts B2B and B2C.



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