



Sustainable rural tourism

7 May 2025

Draft Agenda

Timing	Agenda items
09.00 – 9.10	Welcome and introduction to the day <ul style="list-style-type: none"> > Outline of the event objectives and agenda Rural Pact Support Office > The LTVRA and sustainable rural tourism: building resilient and thriving communities European Commission, DG AGRI
09.10 – 9.45	Setting the scene: EU initiatives to support sustainable rural tourism EC representatives from CoR, DG GROW, and DG REGIO, (TBC) will present key EU policy frameworks and funding opportunities supporting sustainable rural tourism. Questions & Answers
09.45 – 10.15	Challenges and opportunities for tourism as a driver for rural development Insights from RURALTOUR, The Rural Pact Community Group on culture and creativity in rural areas (led by the European Network of Cultural Centres and the Centre for Social Studies of the University of Coimbra), and NECSTouR (TBC) on how tourism can drive sustainable rural development Questions & Answers
10.15 – 10.30	Virtual coffee break
10.30 – 11.15	Learning from inspirational projects and practices Panel presentation and discussion with local examples that implement innovative approaches to sustainable rural tourism Questions & Answers
11.15	Transition to break-out rooms sessions
11.15 – 12.15	Sharing experiences and drawing lessons and recommendations Parallel break-out discussions on various sustainable tourism topics will be determined based on the expressions of interest received. Potential topics for exchange might include: <ul style="list-style-type: none"> > Innovation and diversification in rural tourism > Community engagement and local governance > Sustainability and cultural heritage protection > Other
12.15 – 12.30	Virtual coffee break
12.30 – 12.50	Reporting back from break-out sessions, plenary discussion
12.50 – 13.00	Closing remarks

