

ROLE OF ECO-MUSEUMS IN THE DEVELOPMENT OF LOCAL RURAL COMMUNITIES

**THE EUROPEAN COUNCIL FOR THE
VILLAGE AND SMALL TOWN**

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RURAL TOURISM

- ▣ Rural Tourism has been 1 of 4 main Working Groups
 - others are landscape; rural buildings/heritage; small towns
- ▣ 1st international working group was in Lubeck, Germany in 1988 at the C of E Countryside Campaign
- ▣ Topic was discussed in our 1st rural policy document
 - Strategy for Rural Europe published in 1991
- ▣ Spoke at numerous conferences on rural tourism:
 - Hungary (Balatonfoldvar 1989 & Kapsovar 1990); France (Avignon 1992); Italy (Palermo 1992 & Florence 1998); Macedonia (Skopje 1998); Poland (Bialowieza 2007); Greece (Heraklion 2013)
 - Croatian tourism conferences in Hvar 2007; Opatija 2008; Losinji 2010; Osijek 2012
 - 4th European Tourism Conference held in Romania in Piatra Neamt in 2012
- ▣ Project work on Heritage Trails in Croatia; Bulgaria; Slovenia and Romania

LOTS OF TYPES OF TOURISM

- ▣ ECOVAST International Publication on Small Towns identified 9 types
- ▣ ECOVAST Austria has been classifying the types
On the next few slides I am going to give a list of a few of them



- ▣ ECOVAST's main interest is Heritage Tourism
 - ▣ Heritage Buildings; Heritage Townscape; Beautiful landscapes – mountains, lakes, coasts, river valleys

Other types of tourism

- ▣ Industrial tourism: mines; famous industrial sites
- ▣ Geotourism: glaciers; famous mountains
- ▣ Cultural tourism: festivals, dancing, music
- ▣ Military tourism; castles, forts, battlesites
- ▣ Religious tourism: pilgrimages, shrines
- ▣ Burial tourism: war graves , ship wrecks
- ▣ Celebrating local people
- ▣ Sport - skiing; sailing
- ▣ Memory tourism: memorial sites, concentration camps, prisons



BENEFITS TO COMMUNITIES

- ▣ Money spent by the tourism site
- ▣ Money spent by the tourism visitors
- ▣ Encourages new business to cope with visitors
 - places to stay; places to eat; shops to buy local goods
- ▣ **Can lead to the creation of more local jobs**
 - ▣ **Local businesses make a significant contribution not only to local but also to regional and national economies**
- ▣ Using locally produced goods (food etc)
- ▣ **Benefits the local businesses**
- ▣ **benefits the local community**
 - ▣ **heritage assets are known to make very major contributions to the economy - Visit Britain quoted – ‘the heritage sector accounts for around £5 billion of the UK’s GDP – the biggest asset of a booming tourist industry’**

WHAT IS 'GREEN TOURISM'

- ▣ **Has a responsible attitude to the environment**
- ▣ **Not mass tourism**
- ▣ **Can be about how you travel to the tourism site**
 - **using public transport to get to destinations**
- ▣ **Activities such as walking cycling and riding**
- ▣ **Using local resources to provide food etc**
- ▣ **Using green business practices**
 - **recycling, water mangement**
- ▣ **Simple enjoyment of the countryside**
- ▣ **Fresh clean air and water**
- ▣ **Rest and recuperation**

Green Tourism Examples

- ▣ Long distance footpaths and cycleways and riding trails
- ▣ Green business awards
- ▣ Health resorts
 - Spa towns / Health farms
- ▣ Sanatoriums for recuperation
 - in the countryside / on the coast
- ▣ Celebration of landscapes;
 - Mountains / islands / lakes / coasts
- ▣ Simple enjoyment of the countryside
 - Country hotels

Long distance footpath and cycle trail, Derbyshire England & Croatian Kazun



Recent examples visited by ECOVAŠT

Sanatorium visit 2018 in
the Harz Mountains,
Germany



Tour of Spa Towns 2015 in Czech Republic



Eco Museum, Flodden Battle Site; Scotland

To mark 500 years of the battle between England and Scotland 1513



Volunteers from the local community did a lot of the research
Over 10,000 school children visited



CONCLUSIONS

- ▣ **ECOVAST is about to produce a new policy statement about the benefits of rural tourism**
 - based on our experiences across Europe
- ▣ **It will be communicated to our pan-European partners**
 - Council of Europe; European Union DG Agri and DG Regio; PREPARE; CIVILSCAPE; the Economic Forum; European Planners network; APURE; Purple Network; Local Authority networks etc
- ▣ **Our policy will list our various experiences and the lessons learned and will look at the different varieties of tourism**
- ▣ **We hope to be able to include the conclusions reached at this Eco-Museum conference**