



"Challenges and Strategies for Rural Tourism"

Eger (HU), September 26-28, 2007



3rd European Congress on Rural Tourism "Challenges and Strategies for Rural Tourism"

September 26 - 28, 2007
Eger - Hungary

After the celebration of the 1st & 2nd European Congress on Rural Tourism in 2003 and 2005, this **3rd Congress** will be a new opportunity to obtain first-hand information on this extremely varied activity in Europe.

Organized by [EuroGites - European Federation of Farm and Village Tourism](#) with the strong support of the **Hungarian Federation of Rural and AgroTourism "Fatosz"** and the **Hungarian Government**, it has been designed to offer a complete range of experiences under the general leitmotiv of "**Challenges and Strategies for Rural Tourism**". Official Patronage of this event was also granted from the **UNWTO-World Tourism Organisation**.

The objective of this Congress is to provide again a meeting point and discussion forum for the Rural Tourism Entrepreneur and for public and private authorities involved in rural development. After consulting with 30 regional and national Rural Tourism organisations, it was decided that this year's Congress will focus on the following aspects:

- *Rural Tourism between romanticism and commerce*
- *New trends of leisure demand*
- *Rural Tourism and Nature Environment*
- *Competitiveness of Rural Tourism – how to improve?*

They will be presented and dealt with in a very practical way, giving preference to hands-on experience from different countries and regions. These four blocks of plenary sessions will be complemented by a special presentation on occasion of the World Tourism Day, by case studies, and by country presentations that show the experience and reality in different countries of Europe.

Representatives of Rural Accommodation and Rural Tourism Organisations from all over Europe, from Georgia to Iceland and from Finland to Portugal, have already confirmed their presence.

After the Congress, a choice of Study Tours will be optionally available.

The official languages with simultaneous translation are: **English, German, Hungarian**

This document is updated to 27 July, 2007, for later information check the [congress website](#)



PROGRAM

General concept

2 days of plenary sessions (27/sept morning until 28/sept late afternoon)

Four thematic blocks (1/2 day each), all of them related with the general topic of the Congress:

Challenges and Strategies for Rural Tourism

Intermediate sessions for country presentations of those who did not participate or present their situation at earlier editions of this congress, and for practical case studies.

Official languages with simultaneous translation: **English, German, Hungarian**

26 September (Wednesday)

Arrival of participants during the afternoon

Official reception and Get-Together in the evening

27 September (Thursday)

9:00 Inauguration Hungarian Government
Regional Government
Local Authorities
EuroGites
UNWTO representative

9:45 The hosts present: 2007, the Year of Green Tourism at Hungary - Hungarian Tourism Central (Mr Balázs SZÚCS marketing director)

10:15 Coffee Break

Topic 1: "Romanticism" or "Rural Disney" – where are we heading?

10:45 Keynote **Bernard Lane (UK)**

11:15 Contributions The perspective 2020 in France (*Source - Jean-François Mamdy*)

11:35 The Rural Community and Tourism (*Mr. Gérard Peltre - RED*)

11:55 Existing and potential connection between Rural Tourism and Rural Development – empirical approach (*Elisabeth Kastenholz - University of Aveiro - PT*)

Country presentations and case studies

- 12:20 Flanders (BE)
- 12:40 Órség – the most developing out-of-town destination in Hungary (Mr László BAUER – Naturpark Kht)
- 13:00 **Lunch**

14:15 World Tourism Day 2007 -- “Tourism opens doors for women”

Greeting address of UNWTO (presented by Mr. Luigi Cabrini)

Special presentation: Living a full life – the role of women in rural tourism (Hajnalka Petrics, University of Bologna / IT)

Topic 2: Trends of Leisure Demand

- 15:00 Keynote New trends in demand and their implication for Rural Tourism – the case of the German market (Karen Winkler – NIT / RA Deutschland)
- 15:30 Contributions Expectations and market segmentation – first results of the online survey 2007 (University Almería) ¹
- 15:50 From Rural Tourism to Rural Experience Economy – CEE experiences (Dr Dezső KOVÁCS - Széchenyi University of Agricultural Sciences, Gödöllő)
- 16:10 What the client really wants (a tour operator’s view) N.N.
- 16:30 **Coffee Break**

Country presentations and case studies

- 17:00 Norway
- 17:20 Moldova
- 17:40 Tápiógyörgye, winner of the 2. prize in the European Rural –Renewal competition (Gábor PATKOS - HAJTACSAPAT Leader group, Tápiógyörgy)

******* EVENING EVENT *******

28 September (Friday)

Topic 3: Rural Tourism and Natural Environment

- 9:00 Keynote **Mr. Ladislav Miko** – DG Environment European Commission
- 9:30 Contributions Natura2000 and Rural Tourism (Kerstin Sundseth – DG ENVI project) + practical project cases:
Latvia
Spain

¹ first evaluation of the actual online survey at http://serv.celotajs.lv/qst/survey_final

- 10:45** Nature – an asset for Rural Tourism (*Mr. Tamás Marghescu -- Regional Director for Europa and Parliament Representative to the European Union*)
- 11:00** **Coffee Break**
- 11:30** Sustainable Tourism – a new framework for European Policy in Tourism (*Apolonia Rodrigues – TSG at DG ENTER*)

Country presentations and case studies

- 12:00** Finland
- 12:20** Nature conservation serving the rural and eco-tourism - promising things and question marks based on experience in Hungary (*Dr. János TARDY - ECNC-European Center for Nature Conservation*)
- 12:40** Keeping of traditions, out of town events and rural tourism (*Dr. Árpád HANUSZ - College of Nyíregyháza, Nyíregyháza*)
- 13:00** **Lunchbreak**

Topic 4 **Competitiveness of Rural Tourism – how to improve?**

- 14:00** Keynote Impact of ICT on communication, markets, and structures of the tourism sector (*Graham MacKenzie – Travelmole UK*)
- 14:30** Contributions Strategies to re-organise the Rural Tourism – practical cases
Gites de France – results of strategy analysis in 2006/7
Mostviertel Austria (*Mag. Andreas Purt*)
Hungary (*Dr. Laszló CSIZMADIA*)

Country presentations and case studies

- 15:40** Slovakia
- 16:00** Routes of wines in the Rural Tourism System (*Dr. Géza SZABÓ - Jannus Pannonius University, Pécs*)
- 16:30** **Coffee Break**
- 17:00** Conclusions of the Congress
- 17:30** **Formal approval of the EuroGites Position Paper on Rural Tourism**

17:45 **Closure session**

29-30 September

Optional visit programmes

REGISTRATION & other information

Use the Registration Form to register for the **Congress**. You have different choices:

- The **on-line version**. Your registration will be stored immediately on the participant database, and no further action is needed.
- The **off-line version**. Fill your data in on screen, and then print it out (or you may also print out the empty form and fill in manually).

Please note that registration is only possible through one of the above methods.

Once we receive your registration in either of the above-mentioned ways, we will check if data is complete and the chosen modality of participation is still available. Allow up to 48 hours (working days).

REGISTRATION OFFICE: H-1077 Budapest, Király str. 93.
Phone: +361 268-05-92
Web-site: www.europeanrtcongress.org
E-mail: ruraltourism.hun@gmail.com

CONGRESS VENUE: H- 3300 Eger, Szálloda str. 1-3. Hotel Park****
Web-site: www.hotelegerpark.hu

If you have any questions about registration, accommodation, transfers and other services to provide, please contact the above registration office.

REGISTRATION FEES

MEMBERS OF EUROGITES ORGANISATIONS

Registration fee for Eurogites members **300 EUR/person**

Including: 3 overnight stays (26,27,28 September) accommodation at Hotel Eger Park, double room, full board during the conference days, 26 September evening Surprise Night of FATOSZ, professional materials, participation at lectures, interpretation, free transfer service between Budapest and Eger only as scheduled below. Single room supplement: 20 EUR/night.

NOTE: one representative per EuroGites member has the congress fee waived, and only needs to pay 200 EUR (instead of 300 EUR)

Registration fee without accommodation: **195 EUR/person**

Including: 26 September evening Surprise Night of FATOSZ, 2 days full board during the conference days, professional materials, participation at lectures, interpretation.
Please note: *Transfers NOT included*

OTHER PARTICIPANTS

Registration fee for non members and individual professionals **380 EUR/person**

Including: 3 overnight stays (26,27,28 September) accommodation at Hotel Eger Park, double room, full board during the conference days, 26 September evening Surprise Night of FATOSZ, professional materials, participation at lectures, interpretation, free transfer service between Budapest and Eger only as scheduled below. Single room supplement: 20 EUR/night.

Registration fee for non members without accommodation: 275 EUR/person

Including: 26 September evening Surprise Night of FATOSZ, 2 days full board during the conference days, professional materials, participation at lectures, interpretation.
Please note: *Transfers NOT included*

ACCOMPANYING FEE

Accompanying persons that do not assist at the congress: 220 EUR/person

Including: 3 overnight stays (26,27,28 September) accommodation at Hotel Eger Park, double room, full board during the conference days, 26 September evening Surprise Night of FATOSZ, common transfer between Budapest and Eger, half day city-tour in Eger.

For registration after 25 August, a supplement of 50 EUR/person applies.

TRANSFER

Organised shuttles Budapest-Eger-Budapest

26 September at 01.00 p.m / 05.00 p.m./ 10.00 p.m. from Budapest to Eger
29 September at 07.00 a.m and 11.00 p.m (after the excursion) Eger-Budapest
30 September at 11.00 p.m (after the excursion) – Eger-Budapest

Note: only the above scheduled shuttles are included in the registration fee.

OPTIONAL TOURS

Optional study tours (see detailed programs separately)

One-day: 29 September: 1.) Egerszalók and surroundings 60 EUR/person
2.) Noszvaj-Cserépfalu 60 EUR/person
Two-days: 29-30 September: Tokaj-Aggtelek 116 EUR/person

Included in the study tours: English-speaking guide, professional attendant, professional and cultural éprogrammes, full board. **Not included** is the overnight stay after finishing the tours, either in Hotel Park Eger, village accommodation in Eger, or Budapest 3*hotel.

EXTRAS

Extras apply for services that are not included in the Registration Fees as stated above:

1. Accommodation

The Registration Fee with accommodation includes the 3 overnights that are necessary to assist at the congress (26,27 and 28 September). For any extra days (e.g. registration without accommodation, night after the one-day excursion) rates apply as follows:

Eger Hotel Park *** incl. breakfast (*conference site*)
Single room: 60 EUR/ person/night
Double room 35 EUR/ person/night

Village accommodation in Egerszalók incl. breakfast (*own transport needed - no organized shuttle to the conference site!*)

Single room 20 EUR/person
Double room for 1 person: 14 EUR/person

In case of special request (triple room, close houses etc.) please inform us.

2. Budapest accommodation (upon individual request)

***** hotel incl. breakfast:** Single room: 70 EUR/person/night
 Double room: 45 EUR/person/night

3. SHUTTLE (only if you do NOT use the organized shuttles)

Airport – Budapest Hotel shuttle: 14 EUR / person / oneway
Extra Shuttle Budapest-Eger: 32 EUR / person / oneway

DEADLINES:

1 July - 25 August: registration/ confirmation of preliminary registration and payment at official rates (*see above*)

25 August-15 September: registration with 50 EUR/person surcharge
after 15 September: only name-change accepted
On site registration: accepted but payment is possible only ON-SITE with 70 EUR extra fee

CONDITIONS of Cancellation or Money Payback

Before: 1 August: refund is possible without administration fee
1 August - 25 August: total paid amount, except 20% administrative charge refund
After 25 August: no refund in case of cancellation, but name change of participant is possible

FORM OF PAYMENT

Bank account: **10103173-40063023-00000002**
SWIFT/BIC code: **BUDAHUHB**
Bank name: **Budapest Bank Váci str. 188 H-1138 Budapest**
Account holder: **FATOSZ Király str. 93 H-1077 Budapest**

TRAVEL INFORMATION

Travel to/from EGER

Eger is situated in the north-east of Hungary, about 140 kms north-east of Budapest. It is also the capital of the Heves county.

You can find a lot of information about the city and its [history here](#).

Eger can be reached easily by road (from Budapest mostly motorway) or train. A shuttle transfer from Budapest Airport is offered for registered congress participants (see below)



CURRENCY EXCHANGE

The local currency in Hungary is the “**Forint**” (HUF). Exchange rate (July 2007):

1 EUR = 250 HUF

All mayor credit cards are accepted, cash machines for withdrawal are available.

FLIGHT CONNECTIONS

There is no airport at Eger, all arrival must fly to **Budapest (BUD)** airport which has direct flight connection with every capital of Europe and other major cities and hubs in Europe and world-wide. Budapest Ferihegy Airport has three terminals roughly 28 kilometres from the city centre. Check time-tables at online services such as www.opodo.com

Besides the major airlines, since 2004 several low cost airlines have been running their flights between Budapest and the large European cities. ([Wizzair](#), [Germanwings](#), [EasyJet](#), [SkyEurope](#), [Air-Berlin](#), [Snowflake](#)).

For further details regarding Budapest Airport please visit the following website: www.bud.hu

The Budapest Airport Minibus operation is similar to a door-to-door taxi service. The 8-11-seater minibuses pick up passengers living in one part of the city while shuttles from the airport to the city also take passengers living in roughly the same area. For this reason it is necessary to reckon on a longer transfer time than a taxi.

TRAIN CONNECTIONS <http://www.elvira.hu/elvira.dll?language=2>

Trains from Budapest to Eger run every hour during daytime.

TRANSFER TO EGER

For all participants arriving to **Budapest Airport**, a free transfer service to and from Yalta will be provided at the following hours (*pls. confirm these schedules*)

Sept 26	leave Budapest airport at	13:00, 17:00, and 22:00 hs
Sept 29	leave from Eger at	7:00 am (to the airport) 23:00 pm (to Budapest city)
Sept 30	leave from Eger at	23.00 hs. to Budapest city.

THE CONGRESS VENUE

The Congress is to be held at the

Hotel Park ****
Szálloda str. 1-3
H- 3300 Eger
Web-site: www.hotelegerpark.hu

Participants with Registration Fee including accommodation will stay at this same hotel and do not need any further transfer.

For participants booked at other accommodations, no transfer is provided – pls. arrange for your own transport.

ACCOMMODATION

Accommodation at the venue hotel is already included in the standard registration fee.

For other options, pls. contact the Registration Office.

USEFUL LINKS

Europe	www.visiteurope.com
Hungary	www.visiteurope.com/hungary
Hungarian National Tourist Office	www.hungary.com
Budapest Tourism Office	www.budapestinfo.hu
Museums	www.museum.hu
Malév Hungarian Airlines	www.malev.hu
Hungarian Railway	www.elvira.hu
Eurolines	www.eurolines.com
Visa	www.mfa.gov.hu
Budapest Week	www.budapestweek.hu

CALL FOR CONTRIBUTION

The **3rd European Congress on Rural Tourism** offers to all interested institutions, investigators, practitioners, organizations, etc... the unique possibility to participate and be present at the very significant event of Rural Tourism in Europe. All contributions presented in time and will be published on a CD.

You are hereby cordially invited to participate and submit your contribution to the **3rd European Congress of Rural Tourism**. The following topics were considered to be preferential by a group of experts:

- Topic 1:** "Romanticism" or "Rural Disney" – where are we heading?
- Topic 2:** Trends of Leisure Demand and Communication
- Topic 3:** Rural Tourism and Natural Environment
- Topic 4:** Competitiveness of Rural Tourism – how to improve?

Nevertheless, any other contribution related with Rural Tourism is equally welcome.

Call for Papers

Any interested organization, researcher, professional, or individual can provide **contributions** about topics related to Rural Tourism in their region, country, or in Europe. They are to consist of written text only, no time for an oral presentation is provided. The papers should not exceed 10 A4 pages.

Deadline for reception of papers is **September 15**. All papers received in correct format and within time will be published on CD.

SUBMISSIONS

All European languages are admitted, but we strongly recommend the use of one of the official languages of the congress: **English, German, or Hungarian**. A short (max. 10 lines) abstract at the beginning in as many languages as possible is always useful.

Electronic submission in DOC, PPT, or PDF to program@europeanrtcongress.org is required. Please identify the author with complete contact information (mailing address, phone number, fax number, and e-mail address), also in the heading of the file.

PROCEEDINGS

After the Congress, **formal proceedings** of all communications, Country Spotlights, and selected papers will be published on a CD-ROM. The Program Committee will select the papers to be included in these formal proceedings, based on the review results and the quality of the papers according the review criteria (see Country Spotlights)

KEY DATE

Submission deadline: **September 15, 2007**

GUIDELINES

Paper submission is open until **September 15, 2007**. All authors will receive notification of reception, with indication of eventual failure in compliance with the guidelines in order to allow for corrections.

In order to achieve best dissemination and readability, we strongly recommend the use of one of the official languages of this congress: **English, German, or Hungarian**. In any case, a short (max. ten lines) abstract at the beginning in as many languages as possible is always useful to call the attention of any reader.

Please read the following guidelines for preparing and submitting **Papers**.

PAPERS

If your submission is a paper, you must prepare directly the final version. If it is additionally considered by the Program Committee for presentation in the Plenary Sessions, you will be informed in due time.

○ **Final Paper**

Shortly after the Congress, we will distribute to all registered participants a CD containing the papers presented in time and according to the guidelines, provided that the authors previously authorise their papers to be provided and released.

If you wish your paper to be included on the CD, please prepare a full text (max. 10-15 pages), and send it in DOC or PDF format to program@europeanrtcongress.org by **September 15**. The files should print properly on A4 size paper, including text, illustrations, and charts, with a margin of 20 mm on all four sides.

○ **Presentation**

No time for discussion is provided. All presentations should use MS-PowerPoint, or an EXE-version of other similar products. Please send your file to program@europeanrtcongress.org until **September 15, 2007**. If you wish, your presentation slides will be included together with your full paper on the CD-ROM.

REVIEW CRITERIA

Papers submitted to **ECRT 2007** are reviewed by the Program Committee for further publication. The following criteria are to be taken into consideration:

- Submissions should present original work, with a strong focus on novel concepts and methodologies. They are reviewed with respect to originality and novelty of ideas, expected impact on future research and implementation, methodological soundness, and quality of presentation.
- A high value is given to the application of such concepts and methodologies for practical experiences, practices, and developments in Rural Tourism on regional, national, or European level. Review criteria in this field are best-practice, practical impact, sustainability, integration of concepts and practice, and quality of presentation.

The **ECRT 2007** follows the general review guidelines of similar events. In particular, the contents of papers is treated as privileged information, not to be disclosed to others before publication.

POST-CONGRESS TOURS AT YOUR CHOICE

STUDY TOUR 1. – Saturday 29 Sept full day

MEZŐKÖVESD-NOSZVAJ-CSERÉPFALU

60 EUR/person

[Download the program >>>](#)

STUDY TOUR 2. – Saturday 29 Sept full day

EGERSZALÓK-MÁTRADERECSKE

60 EUR/person

[Download the program >>>](#)

STUDY TOUR 3. – Saturday/Sunday 29/30 Sept (two days)

TOKAJ-AGGTELEK

114 EUR/person

[Download the program >>>](#)

More details at

<http://www.europeanrtcongress.org/new/study.html>