



## 5th European Congress on Rural Tourism

### “European Rural Tourism 2020”

Alpbachtal/Tyrol (AT), October 06-08, 2014

<http://www.europeanrtcongress.org/en/>

## General concept:

The congress takes place on two plenary days (6th/7th-October), plus one day for excursions.

6. October 2014	
13:00 - 14:00	<b>Inauguration</b>
14:00 - 15:30	<b>First session</b> “Rural Tourism - A hidden champion?” - Rural Tourism 2014: The State of Art <ul style="list-style-type: none"> <li><input type="checkbox"/> Overview state of art (numbers, concepts, markets, ... )</li> <li><input type="checkbox"/> “We are the future”- dynamic and animated keynote on European tourism and growth potential for rural tourism</li> <li><input type="checkbox"/> Diversity cases (“30 days sun” versus “30 days rain” per year – and how to deal with it)</li> </ul>
15:30 - 16:00	<b>Coffee break</b>
16:00 - 17:30	<b>Second session</b> “Trends & horizons” – social, cultural and business environment <ul style="list-style-type: none"> <li><input type="checkbox"/> Know your customer</li> <li><input type="checkbox"/> Technological perspective</li> <li><input type="checkbox"/> Practical case</li> </ul>
19:30 - diner	Exposition of posters from participating countries with their representatives being available to give explanations ( <i>in the foyer of the venue</i> )
20:00	<b>Diner</b>
7. October 2014	
09:00 - 09:30	<b>Third session</b> “Change and challenge” – upcoming adaption and constraints of Rural Tourism Keynote on the changes and resulting challenges for Rural Tourism
09:30 - 11:00	<b>Work groups</b> Five parallel work groups on specific topics: <ol style="list-style-type: none"> <li>1. Internet impacts on booking</li> <li>2. Branding and consumer satisfaction</li> <li>3. Legal framework (licence, tax, safety and security) – how to ease it for micro-services?</li> <li>4. The role and future of rural tourism organisations</li> <li>5. “RT is more than a bed” - but <u>what</u> more</li> </ol>

### The congress venue

#### Congress Centrum Alpbach

A-6236 Alpbach 246

Tyrol, Austria

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<http://www.congressalpbach.com>

11:00 - 11:30	<b>Coffee break</b>	
11:30 - 12:30	<b>Reports of work groups to plenary &amp; discussion</b>	
12:30 - 14:00	<b>Lunch</b>	
14:00 - 15:30	<b>Fourth session</b> “A look over the fence” – what we can learn from other point of views <ul style="list-style-type: none"> <li><input type="checkbox"/> Work with the travel trade – what are the rules?</li> <li><input type="checkbox"/> New markets</li> <li><input type="checkbox"/> How our competitors do it?</li> </ul>	
15:30 - 16:00	<b>Coffee break</b>	
16:00 - 17:30	<b>Fifth session</b> “What do we need for a good future?” - moderated and guided holistic panel discussion	
20:00	<b>An evening in the Alps</b> – dinner and music at the Hornboden mountain restaurant in the Alps ( <i>hosted by the Tyrol Tourist Board</i> )	
21:00	<b>Informal closure of the congress</b>	

### Study Tour on 8<sup>th</sup>-October

### “Tyrolean Holiday Farms – hands-on cases”

8.45	Departure from Alpbach
9.00 - 10.30	Visit to the typical tyrolean holiday farm “Oberhaslach” in Reith. It combines active agriculture and tourism: <ul style="list-style-type: none"> <li><input type="checkbox"/> Farm holidays in two self-catering units</li> <li><input type="checkbox"/> Agriculture based on grassland management</li> <li><input type="checkbox"/> Dairy farming (35 milk cows, 50 young stock)</li> </ul> The owner is the president of the Tyrol Chamber of Agriculture.
11.00	After this visit, we will stop for a “Jause” (strong snack) in the lovely “Hildegard-von-Bingen” gardens. Along a stroll through this garden, we will learn about the cultivation and use of natural herbs.
12.30 - 14.00	Lunch
14.30 - 16.00	Above the village of Reith and with an impressive panoramic view, we will visit the farmstead “Gasteighof”. It is a family enterprise that combines several activities: <ul style="list-style-type: none"> <li><input type="checkbox"/> Holiday on the farm</li> <li><input type="checkbox"/> Grassland management with dairy farming</li> <li><input type="checkbox"/> Cattle breeding</li> <li><input type="checkbox"/> Forestry (production and sale of firewood)</li> <li><input type="checkbox"/> Christmas tree plantation</li> </ul>
16.00	Return to Alpbach



Alpbach is situated in the eastern part of Tyrol: 54 km to airport Innsbruck, 170 km to airport Munich. (D), 143 km to airport Salzburg (A) and 240 km to airport Memmingen (D).

Information about destination Alpbach: <http://www.alpbachtal.at/en>

