



Sustainable Rural Development through Tourism, Events, and Recreation

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

Rural areas have often been romanticized destinations for people to escape to so they can reconnect with past generational roots and culture. Such tourism has often catered to regional or domestic tourists (Gartner, 2004), but events extend destination marketing and act as spectacles, which is leading to more international exposure (Richards, 2017). However, while rural areas see a regular flow of visitors that is often seasonal, events and recreational activities can change the dynamics of places and can increase visitation at different times during the year and during different seasons. While much attention is often focused on urban developments, it is important to pay attention to more rural and remote areas as well. Sustainable rural development is an attempt by regional planners to enhance the use of spaces and places with potential, especially when it comes to tourism, events and recreational activity. The wider need to focus on in rural areas is understanding how such attractions and activities enhance regional competitiveness.

I encourage authors to send papers that cover any aspect of tourism, events, or recreation development in rural areas.





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