

Sustainable Rural Tourism Strategies: A Tool for Development and Conservation

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ABSTRACT. This paper reviews how the principles of sustainable tourism have special relevance to the development of rural tourism, and examines how those principles can be translated into practice by the writing and implementing of regional sustainable tourism strategies. It considers the advantages of this approach, and offers guide-lines for future practitioners. A case study is given of the development of a strategy for an area in northern England, Berwick-upon-Tweed.

RESUMEN: Este trabajo revisa como los principios de sustentabilidad del turismo tienen especial relevancia para el desarrollo del turismo rural, y examina como aquellos principios pueden ser trasladados a la práctica por medio de escribir e implementar estrategias regionales de turismo sustentable. El artículo considera las ventajas de éste método, y ofrece guías para futuros implementadores de estrategias en el sector turístico. Un caso de estudio se presenta para el desarrollo de una estrategia para un área en el norte de Inglaterra, Berwick-upon-Tweed.

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Travel and Tourism is the world's largest industry and the major contributor to global economic development. One in 15 employees — 112 million world wide — is involved in this sector. The World Travel and Tourism Council, 1991.

If we continue to treat nature as we have so far, we will undermine the foundations of our own life.., we live in a postsocialist, and, I believe, a postcapitalist age. A social and ecological market economy is something quite different. Professor Hans Kueng, Catholic Theologian, University of Tuebingen, 1991.

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