



# Comparing mass tourism and rural tourism

It can be interesting to follow tourist information in the newspapers for a week or two, as well as adverts for well-known resorts in your own country or abroad.

Analyse the materials that you have collected. Note what the advertisements consider to be a "tourist attraction". Are these attractions connected with specific natural features of the region, or do they have more to do with tourist amenities, fancy restaurants and four-star hotel accommodation? Make a note of any differences between the various brochures and adverts.

Use the table below to distinguish between mass tourism and rural tourism.

	MASS TOURISM	RURAL TOURISM
	<b>Travel</b> <ul style="list-style-type: none"><li>● Distances travelled are often several hundreds or thousands of kilometres.</li><li>● Journeys are made by aeroplane, car or train.</li></ul>	<ul style="list-style-type: none"><li>● Journeys are made by car or public transport.</li></ul>
	<b>Accommodation and price</b> <ul style="list-style-type: none"><li>● In most cases, in air-conditioned hotels out of town.</li><li>● Tends to be expensive.</li></ul>	<ul style="list-style-type: none"><li>● In country houses.</li><li>● Tends to be cheap or relatively inexpensive.</li></ul>
	<b>Food</b> <ul style="list-style-type: none"><li>● Ingredients are transported from distant regions.</li></ul>	<ul style="list-style-type: none"><li>● Some or most of the food is produced locally, very often according to the principles of organic farming.</li></ul>



	MASS TOURISM	RURAL TOURISM
	<b>Destinations</b> <ul style="list-style-type: none"><li>● Typically urban areas.</li><li>● Valuable natural areas are ruined by the infrastructure that allows an enormous number of people to stay in one place and participate in active pursuits that further destroy ecosystems (e.g. skiing, aquatic motor sports).</li></ul>	<ul style="list-style-type: none"><li>● Natural rural environments with a unique ecological character, and nearby villages with a unique culture and social character.</li></ul>
	<b>Leisure-time pursuits</b> <ul style="list-style-type: none"><li>● Vary according to location.</li></ul>	<ul style="list-style-type: none"><li>● Relaxation, cycling, riding, mushroom picking, recreational fishing, farming activities, etc.</li></ul>
	<b>Organiser</b> <ul style="list-style-type: none"><li>● Hotels and facilities are mostly owned by large corporations, while the local population enjoys only limited profits through the manufacturing and sale of souvenirs, traditional foods etc.). Travel agencies are supported by mass tourism.</li></ul>	<ul style="list-style-type: none"><li>● The investors and owners of tourist facilities are the landlords, and there is no leakage of profits out of the particular region.</li></ul>
	<b>Contacts with local people</b> <ul style="list-style-type: none"><li>● Tourists are treated as clients.</li></ul>	<ul style="list-style-type: none"><li>● Tourists are treated as guests.</li></ul>
	<b>Opportunities for discovery</b> <ul style="list-style-type: none"><li>● Largely depend on tour programmes and the flexibility of the itinerary.</li></ul>	<ul style="list-style-type: none"><li>● Visitors can get acquainted with nature and local customs.</li></ul>