

Contents

FERTILE LINKS? CONNECTIONS BETWEEN TOURISM ACTIVITIES, SOCIOECONOMIC CONTEXTS AND LOCAL DEVELOPMENT IN EUROPEAN RURAL AREAS	7
<i>Elisabete Figueiredo and Antonio Raschi</i>	
PART ONE	
Concepts and Visions: Is tourism promoting new ruralities?	
TOURISTIC PROCESSES, GENERIC RURALITY AND LOCAL DEVELOPMENT	19
<i>Jesus Oliva and Luis Camarero</i>	
RECREATING RURALITY THROUGH TOURISM – VISIONS OF HOSTS AND GUESTS IN TWO PORTUGUESE VILLAGES	43
<i>Elisabete Figueiredo, Elisabeth Kastenholz and Joana Lima</i>	
INDUSTRIAL HERITAGE TOURISM AS THE TRIGGER FOR LOCAL DEVELOPMENT OF A POST-MINING AREA IN THE SOUTHEAST OF PORTUGAL: PERCEPTION OF THE LOCALS AND THE VISITORS	71
<i>Daniela Craveiro, Idalina Dias-Sardinha and Sérgio Milheiras</i>	
IS RURAL TOURISM SUSTAINABLE? A REFLECTION BASED ON THE CONCEPT OF 'RURAL TOURISM CONFIGURATIONS'	93
<i>Giovanni Belletti, Gianluca Brunori, Andrea Marescotti, Giaime Berti and Massimo Rovai</i>	

6 Fertile Links?

PART TWO

Conflicts and complementarities: old and new activities, old and new actors

TAMING THE VILLAGE BEAST: RURAL ENTREPRENEURSHIP AS
THE ART OF BALANCE BETWEEN ECONOMIC GROWTH AND SOCIAL
SUSTAINABILITY. 107
Berit Brandth, Marit S. Haugen and Britt Kramoig

REQUIREMENTS FOR FERTILE LINKS BETWEEN FARMING AND
TOURISM: MATCHING SUPPLY AND DEMAND 127
Eva Meiberger and Martin Weichbold

AGRITOURISM IN OPPOSITION TO AGRICULTURE? TWO GREEK
CASE-STUDIES 145
*Alex Koutsouris, Isabella Gidarakou, Maria Kokkali and Maria
Dimopoulou*

PART THREE

Innovation in rural tourism and local development

TOURISM AND AGRICULTURE REVIVAL - FLAGSHIP INITIATIVES
IN A FRAGILE REGION 173
Patrícia Rêgo

RUDIMENTS OF AN INNOVATION SYSTEM IN THE RURAL TOURISM
INDUSTRY – HOW SYSTEMIC FEATURES PROMOTE INNOVATION 193
Martin Rønningen

BUILDING FERTILE LINKS WITH REGIONAL BRANDS: THE CASE OF
CZECH REGIONAL PRODUCTS 215
Jana Spilková and Dana Fialová

ABOUT THE AUTHORS 237