

# Intercontinental Declaration on Rural Tourism 2020<sup>1</sup>

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The World Tourism Organization (UNWTO) declared 2020 the year of "Tourism and Rural Development" to commemorate World Tourism Day, but the global pandemic of the SARS-Cov-2 virus paralyzed human mobility and the international economy, generating one of its worst crises in the history of the tourism sector.

Many readings can be made of this disruptive phenomenon, which nevertheless opens up an unprecedented opportunity: we have the opportunity to redefine tourist activity from more just coordinates for the host communities and generate significant experiences with a positive impact on the lives of tourists.

With many nuances, typical of each culture, each territory, and historical moment, rural tourism has proven to be a tool to value the resources of the rural environment (culture, landscapes, traditions, stories, etc.), generating opportunities for local communities, especially for young people and women; and attracting tourists with a higher level of awareness regarding their travel motivations and how it relates to nature and culture.

It is precisely in rural tourism where it is sought to satisfy these motivations, which seek to escape the overcrowding and link with the natural space.

In this context, we are convinced that the recovery of rural tourism worldwide must find us working together, with common objectives and goals, cooperating, seeking to grow from the individual, but contributing to collective construction.

That is why we declare that:

- Rural tourism is sustainable in all its dimensions, and its purpose is to contribute to the good living of the receiving and sending communities.
- People, with their natural and cultural heritage, are at the center of rural tourism proposals, which despite being characterized as an eminently economic activity whose motive is to generate wealth, its impacts on local development must be made visible, linked to the UN Sustainable Development Goals, which we support and to which we are committed.
- Rural tourism is diverse, so it can be developed differently in each place, respecting the diversity of cultures and territories within the framework of the agreements built based on its social capital.
- We must seek the training and preparation of the subjects of rural tourism as a mechanism to defend authenticity as an added value in the experience offered to tourists.
- We promote the associative work of all those who make up the chain of rural tourism services as a basis to demand fair and equitable incorporation in the public policies of each nation.
- Rural tourism seeks to generate memorable experiences regardless of travel motivations.
- We seek strategies that guarantee fair trade in the comprehensive offer of goods and services.
- We call on our governments and multilateral organizations to have the vision of contributing to rural development, from a multifunctional and sustainable perspective.
- We recognize the importance and contribution of academic and scientific research to the development of Rural Tourism.

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<sup>1</sup> To sign the declaration write to [declaraciontr@gmail.com](mailto:declaraciontr@gmail.com)

- We recognize the role of the different organizations that have been involved in promoting and promoting rural tourism throughout the world.
- We value an integrated and diverse view of rural areas where the traditional communities of each territory interact.
- We respect and recognize indigenous peoples' ancestral rights over any economic activity that is intended to develop in their territories, and that does not have their consent.
- We support and promote the exchange of experiences between countries in order to shorten the learning and development curves based on what has been experienced and acquired by our colleagues and brothers from other regions, territories and countries.
- We support the development of an INTERCONTINENTAL NETWORK OF RURAL TOURISM to exchange information and coordinate efforts.
- We recognize that the path to unity is challenging but fundamentally necessary to preserve the quality, responsibility, identity, and sustainability of Rural Tourism.

In the year of "Tourism and Rural Development," we redefine, promote, and strengthen our various expressions of RURAL TOURISM.

With the agreement of the undersigned on September 27, 2020.





**They also support**

Ing. Mg. Andrea Maria Roque. Presidente del Instituto Brasil Rural (ITBR). Brasil

Lic. Ana Caballero de Silvero. Presidente de Asociación Paraguaya de Turismo Rural (APATUR). Paraguay

Dr. Antonio Morales Rojas. Presidente de la Cámara de Turismo y Cultura del Estado Lara y la asociación Civil de Inversiones para el estado Lara (PROINLARA). Venezuela

Dr. Enrique Cabanilla. Carrera de Turismo. Facultad de Ciencias Agrícolas. Universidad Central del Ecuador

Dr. Humberto López Tirone. Presidente del Instituto Iberoamericano de Turismo Rural (IBEROATUR)

Lic. Mariano Villani. Presidente de ALATUR. Asociación Latinoamericana de Turismo Rural - Facultad de Agronomía, Universidad de Buenos Aires, Argentina.

Lic. Marina Cantera Nebel. Presidente de la Sociedad Uruguaya de Turismo Rural (SUTUR)

Ing MBA Luis Martínez Figueroa. Gerente de Asociación Chilena de Turismo Rural (ACHITUR)

Dr Humberto Thomé Ortiz. Presidente de Asociación Mexicana de Turismo Rural (AMEXTUR)

Ing. Marvin Blanco. Socio fundador y secretario de Asociación Costarricense de Agroturismo (AGROTUR)

Dra Celina Boccazzi. Asociación Latinoamericana de Turismo Rural (ALATUR). Argentina

Mg. Lic. Raúl Mendivil. Corporación Universitaria del HUILA (CORHUILA). Colombia.

Me. Alberto Viana. Membro do grupo de pesquisa TBC-Rede da Universidade Federal de Juiz de Fora-UFJF e do DAR e do Núcleo de Estudos Regionais e Agrários-NERA da Universidade Federal da Bahia-UFBA. Rede BATUC - Turismo Comunitário da Bahia. Rede Brasileira de Turismo Solidário e Comunitário. Brasil