



North Atlantic Forum – June 12-14, 2013 – Hólar in Hjaltadalur, Iceland

Rural Tourism - Challenges in Changing Times

NAF 2013

Community, Experience, Economy and Environment

In times of global economic turmoil and climate change, this conference will explore the challenges and practices of smart and sustainable rural tourism. The programme will address the development challenges through four interrelated and strategic perspectives - Community, Experience, Economy and the Environment.



Hólar in Hjaltadalur

NAF 2013 welcomes participants interested or engaged in rural tourism for three days of intensive but critical conversations and explorations of ideas, information, innovation and best practices, in the stunning setting of Hólar, North Iceland.

This conference will bring together a diverse mix of participants who have researched and embraced innovative tourism strategies and partnerships. These include municipal and national government officials; practitioners responsible for regional development; tourism, culture and heritage operators; community volunteers; and academics and graduate students involved in rural tourism research.

Through the four interrelated themes - Community, Experience, Economy and Environment - and a highly participatory programme the conference will critically explore strategic opportunities for innovative, yet concrete and practical solutions for sustainable rural tourism.

The goal of NAF 2013

is that participants will take home practical insights on strategy development, participation process, effective government/civil society collaboration, partnership design and development and innovative ways of developing, managing and presenting local resources.

Rural Tourism - Challenges in Changing Times is a collaborative effort of:

North Atlantic Forum, a 'collegial assembly' built on the network set up by the North Atlantic Islands Program, based at the Institute of Island Studies, University of Prince Edward Island, in Charlottetown, Canada: www.upei.ca/iis/naf

Canadian Rural Revitalization Foundation, whose mandate is to revitalize rural Canada through education and research for rural leaders in the community, the private sector and in government: <http://www.crrf.ca>

Department of Rural Tourism, Hólar University College, North Iceland, set up in 1996, which collaborates closely with tourism practitioners and now offers four different programs of study in Rural Tourism and Event Management that embrace both theory and practice. www.holar.is

For further information please contact Guðrún Þóra Gunnarsdóttir ggunn@holar.is or Kristina Tryselius kristina@holar.is

For further information about the conference please visit
www.naf2013.holar.is