



## EUROPEAN MODELS OF RURAL TOURISM ORGANIZATION: COMPARATIVE STUDY ON AUSTRIA, SWITZERLAND AND ITALY

CIOLAC RAMONA<sup>1</sup>, IANCU TIBERIU<sup>1</sup>, POPESCU GABRIELA\*<sup>1</sup>, ADAMOV TABITA<sup>1</sup>, PÎRVULESCU LUMINIȚA<sup>1</sup>, RABA DIANA<sup>1</sup>, FEHER ANDREA<sup>1</sup>, MARIN DIANA<sup>1</sup>

<sup>1</sup>University of Life Sciences "King Mihai I" from Timisoara,  
 Faculty of Management and Rural Tourism, Romania

**Abstract:** Rural tourism is an important sector of the European economy, contributing to the capitalization of local resources and sustainable development of rural communities. The paper analyzes the organizational and operational models of rural tourism in Austria, Switzerland and Italy, highlighting the particularities of each country, the institutional mechanisms and the determinants of development.

### • Introduction

- The organization and operation models of rural tourism differ significantly at European level, being influenced by factors such as: natural setting, the level of economic development, local traditions and public policies [4,11]. In this sense, Austria, Switzerland and Italy represent three distinct benchmarks, illustrating different typologies of rural tourism development, but converging in terms of efficiency and sustainability [10,14].

### • Material and method

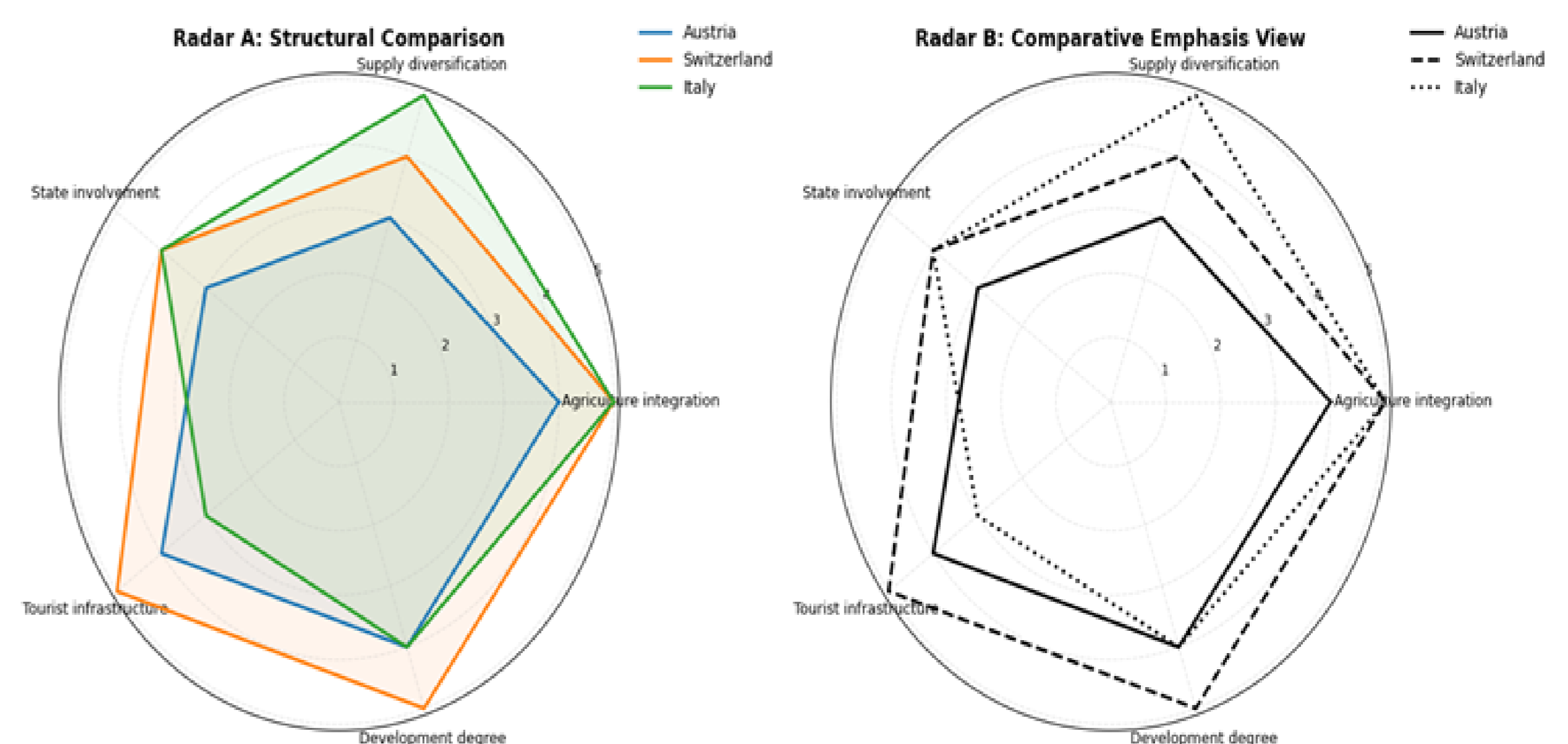
- The purpose of this paper is to highlight the main characteristics of rural tourism in the three countries analyzed, as well as to identify the determinants of the performance of this sector. So the aim is both to describe the organization and operation forms, and to carry out a comparative analysis that allows the formulation of relevant conclusions for the development of rural tourism.
- The material used in this article consists of secondary data sources, selected based on the scientific relevance and timeliness of the information.
- The research presents certain limitations, mainly generated by the use of secondary data sources, which may reflect differences in timeliness and methodology between the three countries analyzed.

### • Results and discussions

Comparative analysis of rural tourism models in Austria, Switzerland and Italy

Analyzed criteria	Austria	Switzerland	Italy
Development basis	Alpine mountain landscape	Alpine landscape + territorial organization	Geographical and cultural diversity
Organization model	Decentralized, community	Strategically coordinated, efficient	Regulated by law
Integration with agriculture	High	Very high	Mandatory by law
Supply diversification	Average	High	Very high
Accommodation types	Family guesthouses, farms	Holiday homes, tourist villages	Homesteads, farms, camping
State involvement	Moderate	High	High
Tourist infrastructure	Well developed	Very well developed	Variable
Elements of attractiveness	Nature, winter sports	Organization, landscapes, exclusivity	Gastronomy, culture, traditions
Development degree	High	Very high	High

Figure X. Double Radar Analysis of Rural Tourism Models in Europe



### • Conclusions

- In conclusion, although all three models are effective, they differ in the way they are organized and in the emphasis placed on certain components of the tourism product. Austria excels in authenticity and community involvement, Switzerland in efficiency and organizational innovation, and Italy in diversity and the integration of tourism with agriculture. These models can constitute valuable benchmarks for the development of rural tourism in other regions.