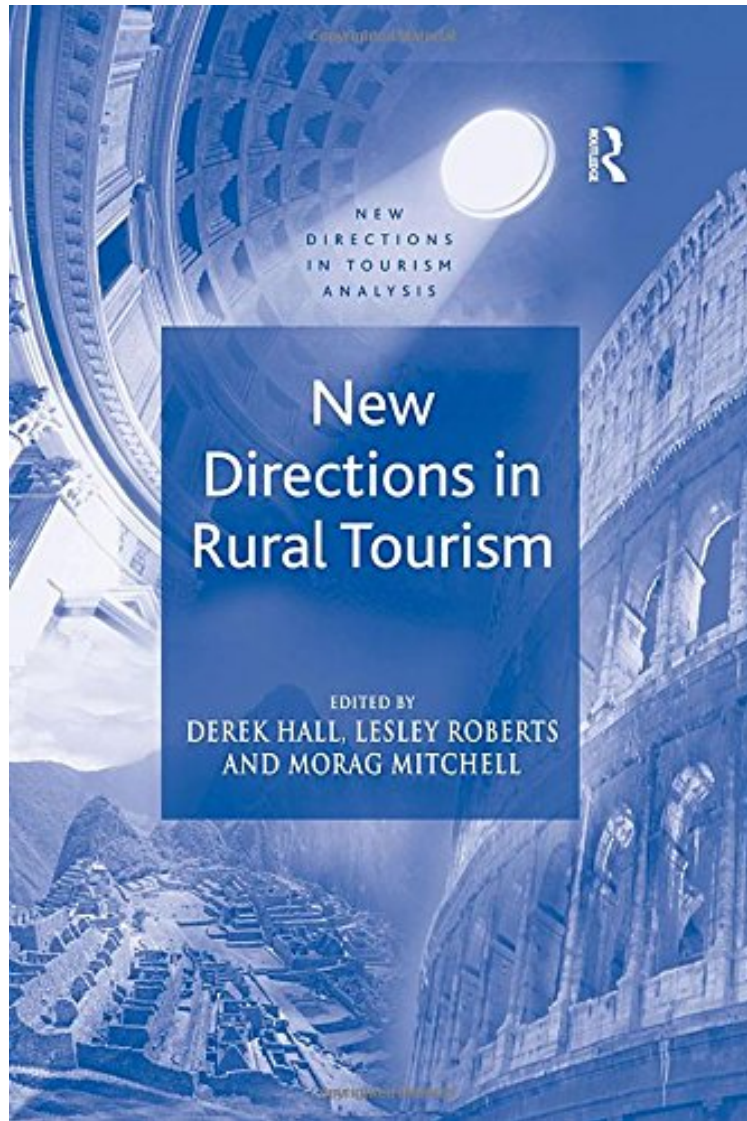


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Although there has been an increasing interest in rural tourism in terms of research, training and teaching in recent years, its conceptualization and the relationships between concept and strategy are still poorly represented and not well understood. The need for such a critical understanding is particularly crucial as rural areas experience rapid change, and as tourism is viewed as a key element of development and regeneration. This volume provides an interdisciplinary approach to new directions in rural tourism, drawing on the latest conceptual thinking and evolving strategic roles. It brings together case study exemplification from the UK, Denmark, Norway, Austria, Spain, Slovenia, Poland, New Zealand and the Caribbean. It debates such key issues as sustainability and niche marketing. The book thus provides accessible material drawn from a range of environmental and cultural contexts and focuses attention on the nature and interrelationships between local and global issues in rural tourism and development.