



Comparing mass and rural (eco) tourism

Mass tourism	Rural (eco) tourism
 Journey to a holiday place	
<ul style="list-style-type: none"> • From several hundreds to several thousands of kilometres • Transport: airplane, car, train, bus 	<ul style="list-style-type: none"> • Most often a few tens of kilometres. • Travel by car or public transport
 Accommodation	
<ul style="list-style-type: none"> • In most cases, huge air-conditioned hotels out of town • Expensive 	<ul style="list-style-type: none"> • Accommodation in a countryside guest house • Less expensive
 Food	
<ul style="list-style-type: none"> • Food is transported to the holiday place from distant regions. 	<ul style="list-style-type: none"> • The food is mostly with local origin and often produced according to the principles of organic agriculture.
 Environment	
<ul style="list-style-type: none"> • Standard area according to the mandatory urban norms. Most often, the natural environment is partially or completely destroyed by the infrastructure that enables a large number of people to reside in one place and practice sports that disrupt ecosystems (skiing, motor sports). 	<ul style="list-style-type: none"> • Natural (rural) environment.

Mass tourism	Rural (eco) tourism
 Ways of spending leisure time	
<ul style="list-style-type: none"> Varies according to location. 	<ul style="list-style-type: none"> Active rest in nature, cycling, horse riding, picking mushrooms and berries, agricultural activities.
 Organiser	
<ul style="list-style-type: none"> Hotels and facilities are mostly owned by large corporations. The participation of local population in the profits is limited. Travel agencies, too, are supported by mass tourism. 	<ul style="list-style-type: none"> The investor and owner of the tourist unit is the landlord. Almost all profits stay in the local community.
 Contacts with local people	
<ul style="list-style-type: none"> Tourists are treated as clients. 	<ul style="list-style-type: none"> Tourists are treated as guests.
 Informative advantage	
	<ul style="list-style-type: none"> Closer acquaintance with nature and local customs and habits.