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## Countryside

A territorial entity that, alongside the rural, normally refers to non-urban spaces. Its perception, evaluation and policy proposals vary according to different social and cultural settings. In the capitalist and industrialized West, the dominant post-agricultural country-side – a consequence of the move from 'productivist' to 'postproductivist' societies – still tends to evoke images of harmony and consensus, and the countryside is perceived as an ideal place (see Sense of place) for leisure and tourism activities. These transformations meant that the notions of the countryside as a resource for agricultural production, as an aesthetic landscape to be conserved, and as a place for recreation, had to be

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reconfigured. Until recently, recreational and tourism activities in the countryside were closely associated with its rural character, and were passive and relaxing (see Quiet enjoyment). Lately, new demands and expectations have brought more challenging and active tourism (see Adventure tourism), requiring new approaches to the management and planning of the countryside.

See also Rural tourism

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