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Programme for the virtual seminar on <mark>February 1st, 2023 (Wednesday)</mark>
12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)
The link for joining the conference event presented at the end of this programme

Presentation 1

Title: **A CRITICAL FACTOR OF THEMATIC VILLAGE DEVELOPMENT FOR SUSTAINABLE DEVELOPMENT OF RURAL AREAS**

Speaker: **Ingrida Kazlauskienė,** Vytautas Magnus University Agricultural Academy

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Annotation: In order to achieve the sustainable development of rural areas, creative, entrepreneurial, cooperative and innovative community organizations, families or other groups of residents of rural areas develop thematic villages. A thematic village is a themed object - a homestead, a park, a museum, a nature trail or another themed space in a rural area. Local or attracted cultural, heritage, natural, infrastructural and knowledge resources are used for the development of the thematic village. By integrating them, a unique package of local products, services and experiences is developed and realized, intended not only for visitors but also for local residents.
After analysing the literature, a lack of scientific knowledge about the thematic village phenomenon was identified. Therefore, in this thesis, the structured grounded theory is formed, which reveals the critical factor of the development of the thematic villages and with it related management decisions, in order to achieve the sustainable development of the rural area. A qualitative Corbin and Strauss's (2015) structured grounded theory version methodology was used to achieve this goal.

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