

A Study on the Role of Rural Tourism for the Sustainable Development of Rural Areas

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Abstract

The paper portrays the part of rural tourism for the sustainable development of rural areas and worries the significance of strategic approach in the planning of their development. The creator identifies center issues, which dispense with their utilization and handicap singular techniques set by a few business people in rural tourism. Solidly it is the nonattendance of creating ventures and spotlight on the development of individual villages. At that point it is the absence of will to participate, neighborhood assets are not effectively utilized and the nearby group isn't sufficiently included.

Index Terms : rural areas, sustainable development, rural tourism, marketing, strategic plan.

I. INTRODUCTION

One of the vital highlights of present day society is center around sustainable development. As depicted by the commission of Gro Harlem Brundtland, support capable development can be viewed as addressing our necessities without debilitating the requirements of who and what is to come. Sustainable development depends on three columns: sustainable financial development, social development and condition assurance. Spotlight on sustainable development is, in any case, extraordinary for municipalities and the supposed "open space" areas, which can be rural areas.

In numerous nations, rural areas are less created areas which have numerous particular issues. This is additionally the case in the Czech Republic, where rural areas have been out of the overall population enthusiasm for a long time. This brought about an undesired circumstance of Czech agriculturists (specifically the little ones), high unemployment rate, deficiency of fund and authoritative help, which would advance business speculations and new occupation creation (<http://www.mze.cz>). The circumstance has changed after the EU passage. The EU part states as a rule need to expand the personal satisfaction, clear or relieve local difference and keep sustainable development in rural areas (<http://www.mmr.cz>). The entire procedure is planned and overseen. Objectives for the development of a district are determined to profitability and aggressiveness with the utilization of proactive, planned and strategic acknowledgment. Strategic development of rural areas is one of the fundamental undertakings of district chiefs. Strategic planning is along these lines the fundamental apparatus for the social-monetary development. The plan is a key report and there are numerous issues that emphatically or contrarily impact such strategic plan.

Other than strategic planning, critical is the help of little and medium size ventures and the likelihood of systems administration of such entrepreneurs. The individual areas, towns and municipalities contend among themselves in drawing in monetary subjects. They make and balance out new employments and by this they impact thriving and expectation for everyday comforts of areas' or municipalities' tenants. Such subjects can be additionally entrepreneurs in tourism. Tourism in rural areas is an essential factor, which can emphatically impact local development. Tourism, in any case, must be upheld and conditions for its positive development must be made. One approach to make rural districts more appealing and help taking care of issues of horticulture organizations are different types of rural tourism. That is an elective method for agrarian business which might be valuable to come back to benefit, increment in aggressiveness of farming and new occupation creation (http://www.mmr.cz/transfer/records/cestovni_ruch). Because of this, joins in the administration of open organization – its strategic administration and systems of individual entrepreneurs in rural tourism – are imperative.

II. LITERATURE REVIEW

Definition of rural regions and rural tourism

The meaning of rural areas is a much examined issue. The foundations of this dialog can be found as back as in the nineteenth century when initially specified in 1929 Sorokin and Zimmerman in their "Standards of Rural Urban Sociology" (Sorokin, Zimmerman 1929). The creators bring in excess of 200 markers of rural areas and set out to find the contrasts between the rural and urban universes. Pahl (1968) in his paper "The Rural-Urban Continuum" recommends that a correct meaning of rural areas might be exceptionally troublesome.

This shows to characterize rural areas is extremely confused. The present writing demonstrates that rural areas, or rural populace, separately, can be characterized in different ways. It might be the official report of the EU the "Proposition for a Council Regulation on help to Rural Development by the European Agricultural Fund for Rural Development" which recognizes neighborhoods as rural if the populace cave city is beneath 150 tenants for each 1 square kilometer (<http://ec.europa.eu/horticulture>). This definition has ended up being helpful in making global compari-children of rural conditions and patterns. At the territorial level, (NUTS 3) the OECD recognizes:

Overwhelmingly rural locales: more than half of the populace lives in rural collectives (with under 150 tenants/km²).

Altogether rural locales: 15 to half of the populace living in rural collectives.

Prevalently urban locales: less then 15% of the populace living in rural collectives.

After the EU section, we utilize pointers regularly utilized by the OECD and the Eurostat (Majerová et al. 2002).

In the first place pointer is the populace thickness per km², which for rural villages was diminished from max 150 tenants/km² (OECD) to the level utilized by the Eurostat, which is 100 occupants for every km². Second marker is the quantity of tenants living in villages with populace of under 100 individuals for each km².

In light of the previously mentioned philosophy, rural territory, or rural populace, are characterized as a zone, or populace, of neighborhood groups/municipalities, with thickness of under 100 tenants for every 1 square kilometer. Starting at 1 January 2001, the rural zone of the Czech Republic at the NUTS 3 level (kraj) comprised of all the nation except for Prague and the North Moravian district and secured 92.3% territory of the Czech Republic. Rural region at the NUTS 4 level (okres) comprised of 64 areas (okres). There were 66.5% tenants living in the region, and it secured 90.9% of the Czech Republic. The aggregate number of financially dynamic occupants accounted to 45.1%. Rural region of the Czech Republic at the NUTS 5 level (obec) accounted to 79.2% of all groups and spoke to approximately 75% of the nation zone. There were 22.5% of all occupants living in there. The genuine social-financial issues of rural zone are noticeable just at the NUTS 5 level (Majerová et al. 2002).

To figure out what wide open is, diverse criteria can be utilized, from the least difficult one to more intricate ones like monetary highlights or mix of variables portraying specific sorts of municipalities or rural locales. For instance Perlín (1998) characterized different sorts of Czech rural districts: rural zone, rural areas in rich rural locales, north (rich) Sudety, south (poor) Sudety, heartland outskirts and Moravia-Slovak boondocks. Every parameter utilized for the assessment of conditions has its favorable circumstances and dis-points of interest, which constrain the utilization of the parameter. The regularly utilized paradigm in the Czech Republic is the quantity of tenants – a region is thought to be rural in the event that it has under 2000 occupants.

Like the meaning of rural zone it is additionally the possibility of rural development, which is regularly talked about in writing for a long time. It might be the unbending comprehension of how rural areas should look like and what parts they ought to have. Rural areas were seen as the wellspring of national legacy, culture and a basic piece of national images. Today, we take a gander at rural areas from a significantly more extensive viewpoint. Rural areas are places for living, recreational areas, social and characteristic space. It is a piece of nature and has numerous financial, ecologic and social capacities. Then again, rural areas are seen as tricky issues of modernization, change of farming, expanding joblessness. The separation of rural areas and urban communities is found in expanding of pay and work openings.

Discourse on rural development frequently prompts the topic of the part of horticulture. Its place is regularly addressed by saying that farming can't give financial strength of rural areas (Van der Ploeg 2000). Hence, the concentration is coordinated to non-agrarian undertaking (for instance venture in rural tourism or agro-tourism). As a general rule, this multifunctional view of the horticultural sec-tor implies not just the safeguarding of scene, timberlands, water and condition, yet in addition the security of rural areas as the place for life in the created foundation and work openings (<http://www.mmr.cz>).

Be that as it may, what precisely is rural tourism? Rural tourism will be tourism which happens in rural areas. As indicated by Stříbrná (2005), rural tourism identifies with low populace, open space and areas with under 10 000 occupants. Pourová (2002) characterizes rural tourism as the tourism advancing both outside diversion and tourism focuses and outside of urban areas. Numerous creators are occupied with the issues of tourism and their division. For instance Librová (1994) orders tourism into "delicate" (or "elective") tourism and "hard" tourism. As indicated by her, "delicate" tourism, which is additionally rural tourism, tries for new social and natural access to the host areas. Delicate tourism contemplates sustainable development and is more natural.

Rural tourism or agro-tourism turns out to be extremely famous particularly in the financially created nations. It is its monetarily and socially constructive effect which enables ranchers to increase extra money related sources and make new occupation positions for other nearby individuals. Indeed, it is an exceptionally positive and environmental type of tourism. Not at all like the uncontrolled, mass and absolutely business tourism, these relaxation exercises have a low negative effect on the earth. Decentralization of convenience enables guests to spread everywhere throughout the district and gives great chances to singular exercises. All the time such exercises are specific, trailed by other social extra projects. This permits change of the quality and allure of such administration, or adjustment of the focused on gathering. Such extra projects incorporate steed riding (hippo-tourism), cycling-tourism, chasing or angling. All these simply fill the holes in neighborhood administrations which would not be generally given (Šimková 2006).

III. GOALS AND METHODOLOGY

The creator accept that taking care of client's requests in the present business condition is increasingly troublesome. It is likewise exceptionally requesting. Before setting up a rural tourism situated business, it is prudent to carefully break down the general arrangement of the area. It is important to respond to the progressions of shopper conduct, for example, expanding request propensities and introduction to merchandise and ventures that are not by any stretch of the imagination essential.

The objective of this article is to set the system of the examination of the rural tourism potential, and worry the need of usage of the viable planning and marketing approach as a key angle in rural tourism entrepreneurship. The article likewise exhibits center issues upon the examination of the strategic reports of the rural group development (rural tourism development issues are normally included here). These center issues restrict their future use and they can likewise bring about hindrances to fruitful execution of the individual strategic plans of neighborhood entrepreneurs in rural tourism.

The examination of rural tourism and the primary strategic business rules depend on the data from countless and practical experience of the creator. She dissected strategic reports and accumulated a ton of data. Additional data was picked up from the examination performed toward the start of 2007 through an electronic poll sent to the chairmen of municipalities in Hradec Kralove district. The broke down example comprised of 28 respondents. The poll was made of 13 inquiries to the piece of strategic reports and their practical realization.

IV. RESULTS AND DISCUSSION

Rural tourism is a business movement as some other. In any case, if the rural tourism should dispense with the specified issues of rural areas (and bolster their sustainable development), it ought to routinely coordinate the necessities of the supportability in regard of social financial approach (<http://www.epa.gov>).

Sustainable development of a locale can be viewed as: personal satisfaction, which is expectation for everyday comforts, open trans-port, foundation, open administrations, prosperous economy, obligation to nature.

Social economy depends on collaboration, solidarity and connection of the local partners. It underpins local wealth by making new employments and serves to the development of social capital. Thus, it is vital to dissect or rather mindfully investigate the capability of the entire district and its individual spots. It is the main method for mapping the capability of rural tourism.

Procedures for the analysis of the potential of rural tourism

It has been for the most part acknowledged that there are great conditions for assist development in rural areas covering somewhere in the range of 80% of state region (<http://www.mmr.cz>). It could be effectively inferred that rural tourism can be given in any rural region. In any case, the contribute ment necessities, (for example, settlement capaci-ties, relaxation limits, and other framework), put engaging quality and hierarchical prerequisites vary one zone from another. Consequently, it is important to perceive monetary and different sources and to characterize the successful types of their specific utilize. The prescribed investigation that can be utilized is the accompanying (Šimková 2004):

- Evaluation of the place appropriateness for rural tourism.
- Demographic, social and economic features, community plans and stakeholder expectations.
- Analysis of the area potential (natural resources, cultural resources, public resources and services, possible risky areas and environment conditions).
- Analysis of the current state (attractiveness, size of non-urban areas, ecology-oriented responsibility of inhabitants, cultural wealth and experience, access to financial resources, availability of qualified workforce, eco-behaviour.).

- Evaluation of organisations and institutions which support tourism.
- Current problems and obstacles to tourism.
- Analysis of business and local specific risks in relation to rural tourism
- Existing risks must be perceived at two levels. At the first level, any business risk can also become a business opportunity, and any lost opportunity can be viewed as damage. At the second level, all risks represent some degree of business uncertainty. Risk analysis must therefore be performed with systematic approach. The CATWOE (Checkland, Scholes 1999) methodology can be useful, of course with respect to rural tourism requirements: Customer is the user of rural tourism.
- Actor is the provider of rural tourism service Transformation describes the ways of how inputs change to outputs.
- Worldview – the kind of experience and pleasure rural tourism provides.
- Owner is the one who can decide on whether or not to continue in service providing.
- Environmental constraints – impacts of rural tourism on the environment stability, requirements on infrastructure.
- Trend description
- Evaluation of sustainability indicators of the place (economic prosperity, health a life quality, wellness, environment conditions, ...).
- Trends in rural tourism within the EU and their impact on rural tourism in the CR.
- Attractiveness of the locality for rural tourism from the view of the investor as well as users.
- Selection of the right place for rural tourism.
- Infrastructure requirements for rural tourism (questionnaires).
- Financial sources and ways of financing of rural tourism (EU funds availability).
- Marketing strategy (potential target groups of customers, PR and different ways of presentation).

Strategic plans and marketing in rural tourism

As some other business movement, likewise rural tourism is benefit situated. By the by, in light of the fact that it is driven by the responsibility standards, rural tourism ought to be construct not just with respect profoundly highlights of rural visitism (local biodiversity and eco-frameworks bolster, sustainable development), yet in addition on understanding the way of life of the clients of items and administrations of rural tourism (Moutinho 2000). This recognition and understanding requires great business planning including a situation affect evaluation (condition agreeableness, meeting condition administration measures) with a solid spotlight on the accompanying issues: specialized (vitality and waste), financial matters (costs and money related sources), social (morals, duty to the earth), marketing (rural tourism introduction and correspondence with clients) et cetera (<http://www.fao.org>). Great strategy for success must be strategically arranged and should adequately utilize marketing apparatuses.

Toward the start of this part, basic highlights of maintainability of a locality, and social-financial matters have been introduced. This implies strategic plans of rural tourism business should regard the standards of sustainable development (Šimková 2003):

Responsible and ethical approach towards the artificial and natural environment (the quality of which should not decrease in the long term, but should rather improve).

Local benefits should be planned way ahead with respect on the long-term sustainability.

Stakeholders (local communities, public authorities, NGOs, business partners, customers) should be informed on their relations and influence on the environment.

There should be some limits defined for the locality

– capacity limits (number of tourists), biological (impact of visitors on the environment), psychological (environment quality and “feeling” of visitors) and social limits (number of visitors and the impact on the lifestyle of the local community) ...

Strategic plans then lead to a situation analysis of the locality and community, and feasibility of the project. It should be focused on four elements:

Current situation (“Situation of the community and place”)

Description of the community, “stocktaking” of the locality, analysis of the locality.

Requirements on environmental regulation. Historical development in the land use.

Trend description (“Where the community is heading”).

Sustainability indicators development (economic prosperity, wealth and quality of life).

Community development plans (“Where it should be getting to”).

Definition of its vision. Indicator setting.

Sources and ways of financing.

Realisation (“How the vision will be achieved”). Analysis of cost, benefits and risks (Cost-Benefit Analysis).

Benefits of rural tourism can be seen from the following criteria (Šimková 2006):

- Economic (new job creation, source of capital, housing renovation, entrepreneurship stimuli, ... – overall increases competitiveness of the area).
- Social (public service improvement, revitalization of folklore and local traditions – increases life quality in the region, both for local inhabitants and tourists, without dramatic changes of the local people lifestyle and general attitude).
- Environmental (increasing the overall environmental knowledge of visitors and local people, increasing use of natural, cultural and historical potential, improvement of stability and biodiversity of the environment).
- Costs relating to rural tourism development: infrastructure, energy, waste collection costs.
- Risks of tourism: environmental damages (damages caused by visitors – soil, water and air pollution, flora and fauna devastation, damages of historical subjects, risk related to waste liquidation, ...), social-cultural changes of the region (lifestyle changes).
- All human activities, which also include rural tourism, have impact on the environment. It is therefore necessary to use tools and procedures for the assessment of such environmental impacts – so called “EA (Environmental Assessment) procedures” (<http://ec.europa.eu/environment/eia>). These are: EIA (Environmental Impact Assessment), SEAN (Strategic Environmental Impact Analysis) and SEA (Strategic Environmental Impact Assessment), which can be used at different levels of management (Figure 1).
- It is the complexity of the world which has shown that the “EA procedures” have an indisputable role. However, these are rather reactive (react to what already happened), while we need a proactive approach. Quite naturally it is advisable to include the “EA procedures” into a much wider framework such as risk management, where environmental risk assessment is one part. By focusing on risk analysis, we can get results that are in line with sustainability

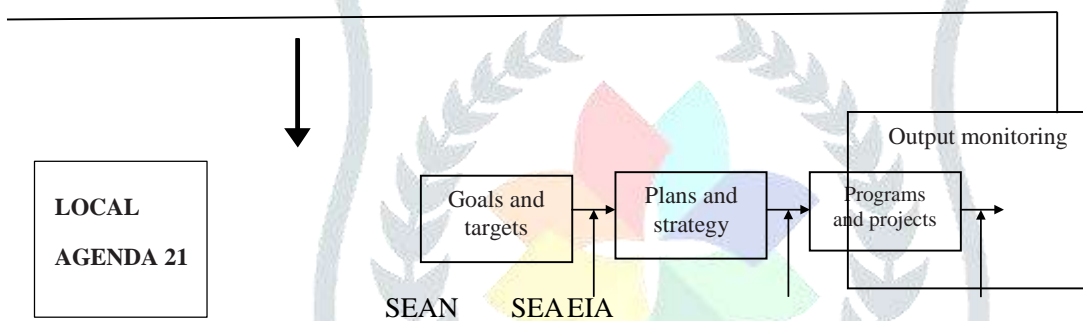


Figure 1. Use of EA procedures at different levels of management

Note: Local Agenda 21 is a program to be utilized for the maintainability development at local or provincial levels (<http://ucr.uhk.cz>). It depends on the necessities of strategic way to deal with the development and adjusted portrayal of every one of its angles – monetary, social and natural cordiality .

patterns and hazard administration is one a player in venture administration. Along these lines, chance issues are assessed in substantially more extensive setting.

Strategy for success of rural tourism construct business ought to be worked with respect to the information of the way of life and requirements of customers. Presumably, rural tourism ought to be founded on sustainable tourism. Marketing ought to be in this way determined by natural guidelines, for example, ecological similarity and natural effect minimization (Moutinho, Evans 1992). This will along these lines change the entire marketing plan in light of the fact that other than standard marketing exercises (marketing exploration and marketing communication), it ought to likewise incorporate an appraisal of locality, items and administrations gave:

Marketing research (examinations showcase profile of rural tourism, way of life of potential clients, their inspiration and reasons of the determination of rural tourism).

Marketing examination (investigation of locality in connection to target gathering of clients).

SWOT examination of the locality (through which we should see if the chose group and locality bear highlights of "green group" as it is depicted in the records of the US organization for the earth EPA (Environment Protection Agency (<http://www.epa.gov>)).

Investigation of items and administrations (Life Cycle Assessment).

When the marketing plan is done, budgetary and marketing systems can be characterized, including business technique. That is centered around communication with partners and mindfulness sharing of the locality. To some degree, these can likewise add to natural instruction.

Strategic plan as a tool for rural areas development

Strategic development and social financial matters require an open and delicate political framework (<http://www.fao.org>). On one side, there is an agent with his strategy for success, on the other, strategic plans of the municipalities as one of the key archives of the financial development of the pertinent locale. The point of most provincial methodologies is to recognize principle patterns of development of smaller scale districts. Be that as it may, the genuine utilization of the records is significantly more constrained, which can bring about hindrances to fruitful usage of the individual strategic plans of local entrepreneurs in rural tourism. It demonstrates the outcomes picked up from the examination of strategic archives and in look into through an electronic poll sent to leaders of municipalities in the Hradec Kralove district.

The following can be concluded:

- Almost all villages have strategic plans.
- Most of them are expert based.
- Strategic focus is often missing (documents are not often used to implement the micro-regional development, but mainly as instruments for receiving financial support).
- They are often economically oriented (social and environmental issues are missing).
- Activities of the main focus often lead to repairing the existing burdens, not to new investments leading to social cohesion.
- Activities are often locally based; only rarely villages cooperate together.

All the time they don't meet one of the essential highlights of strategic planning, which is the utilization of local assets and local group.

Understanding the inconsistency between the quantity of provincial systems and their criticalness for development lies in the difference in introduction of strategic archives into genuine development ventures, which are prompting a stable and a long haul development of the entire positive region. It requires the strategic plans to be situated likewise on the utilization of three essential sorts of capitals in rural areas – social, social and ecological capital (Hubík 2004). Such tasks are gone for the help of the local financial and business base, at work increment of the unequivocal region and at the expansion of miniaturized scale provincial personality through reinforcing the noteworthy components of local culture and history.

V. CONCLUSION

On the off chance that we need rural areas to be sustainable, they should have the fitting financial sources and incomes. That, in any case, requires business opportunities not just in the horticulture sector. These opportunities must be applicable to the particular highlights of the area or municipality, as depicted in the article. Sustainable development depends on "Think all around and act locally". The overviews show inadequacies which indicate that the genuine utilization of the reports is substantially more limited. Individual activities are predominantly subject to the individual will of politicians. That implies center around development-based activities, participation, and maximal utilization of local assets, including local community. Strategic reports of rural small scale areas ought to have a wide reach; ought to be utilized as tools for discussion about the main issues and arrangements, ought to reflect techniques of local entrepreneurs. It is the best way to understand the techniques of individual entrepreneurs, and in addition entrepreneurs in rural tourism.

Despite the fact that it might be valid that rural tourism is not as financially appealing as a large portion of other sectors, in the end it adds to the insurance of statistic structure of rural areas and supports the particular social heritage and condition. The inquiry whether it is just financial assets required and the income accumulated from work

availability comes up. Next and similarly imperative sources are social capital, interpersonal organization. These identify with collaboration and connection among individuals. Monetary benefits alone are not the strategic resource of rural areas, but rather it is somewhat the desire for the "sentimental" side of life. All things considered, within strategic development of rural areas, it is necessary to have in mind small enterprises and to support them in their innovativeness.

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