

Model of Sustainable Tourism Based on Rural Development

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Abstract

Today's tourists realize that the most important thing is freeing from the stress and that it is impossible to achieve on the places where the everyday experiences are repeating. This shows completely other type tourists and tourism which will surely change the theory and the behavior in that sector in the future. Future guests will be more interested for natural beauties and for cultural monument of tourism destinations. Stimulated by a need for excursions, for the changes of the place of living and of a desire for new knowledge and different excitements, the guests will require more from the tourism. The purpose of this article is to evaluate the rural tourism as an important asset in the model of tourism economy for sustainable development. Through rural tourism we can vitalized all rural area that are "forgotten" by government, people, investors, tourists, ect. Rural areas have concentrated most of natural resources and offer several types of tourism.

Keywords: rural tourism, tourists, rural area, sustainable development model, rural development, bio products, environmental, nature resources

1. Introduction

Noisy life, psychologically charged, who accompanies us all the time, makes us to think, more and more, for holidays and recreation, where this last one has become a separate business, which define the name of tourism. All the branches of the economy are intended to be designed and developed in the context of sustainable development. Sustainable development is the main condition and the term by which the ears are listening to us every day. In a world like the present, where things go faster in complex, and where we understand that our problems cannot ever run out, we are trying to maintain balance. In itself, sustainable development itself is essentially this: "Maintaining a balance between natural capital, human capital, and economic future activities". Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given;
- the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs." (WCED, 1987)

All definitions of sustainable development require that we see the world as a system—a system that connects space; and a system that connects time (IISD, 2013). People concerned about sustainable development suggest that meeting the needs of the future depends on how well we balance social, economic, and environmental objectives--or needs--when making decisions today. Some of these needs are itemized around the puzzle diagram. For tourism, to make a greater contribution to sustainable development, it must use its unique position as an interpreter within meaningful settings to aid the transformation of one's thinking and behavior upon returning home.

Tourism has received considerable attention in the last four decades because of its potential for regional economic development (Barucci, 1990). Tourism should have as a core objective: the development of "sustainability ambassadors". There are few studies that show tourism has the power to change thinking and alter the course of one's life through the new perspectives it offers. On the positive side, tourism has been promoted by many governments because of its

potential for job creation, income generation, improvements in the balance of payment and acquisition of hard currency. On the positive side, tourism is considered a tool of economic regeneration and a medium for heritage and environmental preservation, creation of infrastructure, cultural communication and political stability (Squire, 1996).

On the other hand, since the tourism product is consumed at the same place of production, tourism development has come under criticism for various social and environmental strains experienced by receiving destinations and host populations, such as environmental degradation, cultural pollution, commercialization of human relations and negative demonstration effects (Andriotis, 2002). Tourism is industries, which use the community as a resource, sells it as a product, and in the process affects the lives of everyone (Murphy, 1980a). The community as a product is an amalgam of the destination's resources. Therefore, Murphy (1985, p.37) suggests that the product produced and sold by a community should be a 'community tourist product': it should be the one which the community, as a whole, wishes to present and sell to the tourism market. The three groups of people who are important in tourism development are:

1. business people (who seek their enterprises to be viable);
2. the residents (who throw their support contribute to the success of a tourist destination); and
3. the local authorities (who desire the development of tourism in accordance with their plans and objectives, e.g. environmental preservation, taxation, Employment generation) (Andriotis, 2003)

A wide variety of tourist opportunities exist throughout rural area and continue to grow as increasing numbers of local entrepreneurs identify new ways to market previously untapped local resources and attractions, and bring tourists into their area. Moreover, the nature of tourism is especially well-suited to small-scale rural enterprises. Many remote areas are ideal locations for nature-based activities like hunting and fishing, or ecotourism activities such as hiking and rafting.

2. Literature review

Depending where one looks you will find various definitions aimed at describing 'sustainability' in a manner most favourable to the users' point of view. Earlier definitions were driven by egocentrics who viewed economic growth as incompatible with environmental protection and predicated solutions based on minimal resource exploitation and organic agriculture (CSIR, 2006).

Sustainable development was defined by the United Nations World Commission on Environment and Development in the 1987 Brundtland Report as "those paths of social, economic and political progress that meet the needs of the present without compromising the ability of future generations to meet their own needs." In 1993 – a year after the Earth Summit in Rio de Janeiro – the World Congress of Architects defined sustainability for the architectural fraternity as follows: "Sustainability means meeting our needs today without compromising the ability of future generations to meet their own needs".

One important study—by the Board on Sustainable Development of the U.S. National Academy of Sciences—sought to bring some order to the broad literature its members reviewed. In its report, *Our Common Journey: A Transition toward Sustainability*, the board focused on the seemingly inherent distinction between what advocates and analysts sought to sustain and what they sought to develop, the relationship between the two, and the time horizon of the future

Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of ecological, cultural and social impacts; and maximization of benefits for conservation and local communities (UNEP, 2006), defines rural tourism as a discrete activity with distinct characteristics which may vary in intensity, and by area. Consideration is given to developing rural tourism in ways where the supply of tourist facilities and experiences is appropriate to the needs of the host community, the environment and the local suppliers, and where it also matches the requirements of tourists on the demand side (Bramwell, 1994). He is expressed that rural tourism should not develop as the hapless outcome of inexorable, external forces, and hence prominence is given to the role of local communities and local businesses in shaping rural tourism (Bramwell, 1994)

3. Some critical issue

3.1 Rural tourism and types of tourism

Human desires are increasing, and so are the claims of the types of tourism. Rural areas are usually away from the building pressure, heavy branches of industry, from attention to their destruction. Also the surface of rural areas is greater. Today, tourism trends are moving increasingly in search of nature, those natural ecosystems. So, if you choose a

rural area, can simultaneously enjoying tourism, historical, religious, cultural, ethnographic, ecotourism, tourism, handicrafts, bio-tourism, etc. And moreover, all these are unique, just for this space. Rural area is special because unlike the urban areas, rapidly falling into the whirlpool "globalization / value calculus", rural areas preserve more their identity.

3.2 Rural tourism and local economy:

In a time of economic crisis, like the present, where globalization and rampant capitalism, showed that there is economic miracle, all eyes are turning another phrase "Think globally, ACT locally". The local economy is always secure and cannot be seriously affected by the universal crisis. Residents of rural areas have made connections and interdependence on each other to meet their needs most, which means that capital circulates inside the local grid and money are safe. The walk to the local economy in tourism has always prevailed. Tourists come across certain seasons of the year, depending on the type of tourism. Residents have always time to make their preparations. Tourists generally always want less consumption and local products. This thing motivates people to produce BIO, and not to attach importance to international cuisine finds everywhere. Tourism and hospitality operators and the wider region can also benefit from stronger food and tourism connections through:

Association with a quality product; Local foods are not a standardized product. Reinforcement of 'authentic' tourist experiences allows visitors to see beyond the shop front and establish strong relationships with a destination; Food is an attraction. Existence of product, such as markets and wineries, provides a motivation for visitation to an area, stay in accommodation and eat at restaurants; Existence of food related products also helps extend length of stay because it gives visitors places to visit and activities to engage in (Hall, M. & Wilson, S., 2008).

For tourism to be economically sustainable buying local foods will not be all that is required. Local foods may help local economies yet there are communities that cannot provide food for themselves. Residents of rural areas are not all in the same economic level, but this is not an obstacle to be included in the scheme of the host infrastructure and accommodation of tourists, because the visitors do not have all the same amount of money to spend for their accommodation. So the creation of several alternatives, such as giving rental villas, wait of tourists in the home where the residents live, creating some kind managed camps, etc., are some possibilities that will integrate a large group of visitors and local employees. The greater of the number of visitors and the diversity of groups and social categories, and variety of services will therefore require more human capital will be required to provide the father realize them. Consequently, it will grow not only the number of self-employed, but the number of employees.

3.3 Rural Tourism and Social Growth

Rural areas far from being intensive urban development pressures, away from the noise of the big events in cities, generally remain behind a little in the way of development. This is for several reasons, because people are more connected to the land, there are always chasing the trend for university studies, have less time to be devoted to IT, there is less opportunity for professional choice, or an active social life. But this is not an absolute theory as the best tourism today may break the taboo and the public that rural areas are undevelopment. Development of rural tourism in the report on social development should be viewed in two perspectives.

Firstly, contributor, as social development in rural area. This means that residents of areas, over time get used to the presence of foreign tourists, creates friendships teach. The basic premise of the hypothesis is that social contact between two different ethnic groups will result in a change of attitudes, preconceived stereotypes, and prejudices held by each group for the other (Amir, 1969). Psychologically, this is a breach mentality and personality development for the people who accept cultural innovation or conduct of foreign tourists.

There are numerous subsequent studies as Mouton 2001, Shaules 2004, Tomljenovic 2002, and many other models examining changes of knowledge, attitudes, and values toward cultures as a result of contact through tourism. Besides this there is educational value. Usually young people who engage in activities that relate to services provided to tourists, start learning foreign languages, as a crucial element in the tourism economy. Also, not to mention, the necessity and desire, which young people will have to be educated in the field of tourism, for a better serve to family's business.

Secondly, tourists are the first ambassadors to break taboos and myths that are overdue for rural areas. After returning from vacation, tourists spread impressions about the visit to the country, for the hospitality of the habitants, their culture, the level and quality of services. And in cases of good impressions certainly encourage others to visit these areas.

3.4 Rural tourism and the environment:

Environmental problems are forcing us that for many branches of the economy have to change the way it functions, others should be locked at all etc. Only a branch of economics is that if managed properly has minimal impact on environmental. This is almost tourism, qualified as "white industry". In fact, tourism is one of the economic trends which can more easily to combine elements, and to achieve balance, for sustainable development. Express that tourism is an industry friendly to the environment. But it cannot long survive if we do not preserve balances, and not manage tourism economic activity, in accordance with environmental values. However, when we talk about rural tourism, it is unlikely that the presence of environmental problems to be present.

4. Methodology

Realization of this article comes in its combination of several methods of study. Initially start by research method, which means the research for the current studies in this field. Proceed further with analyses method where we analyzed all the current study and our ideas, and synthesis method which means the synthesis of our study and our research. Certainly here is not missing the method of questionnaires, which included different social groups and interest groups. Questionnaires were addressed to the current residents of the area, investors or business leaders who have focused their activities in the field of tourism, residents fled, and tourists.

- Questionnaires for tourists
- Questionnaires for business in tourism field

We have chosen four groups and have made 100 questionnaires for which group. So in total are 200 questionnaires. In questionnaires for tourist we have ask foreign tourists and Albanian tourists with different age and different gender and nationality. In questionnaires for residents are asked residents in the village of Valbone, Borsh, Dhermi, Qeparo, Vuno, Voskopoje, Dardhe. In questionnaires for business are included persons who have different kind of businesses like travel agency, touristic agency, hotel, resorts, ect. We have decided to make 100 questionnaires for every group because we want to take opinion from as many people in different social economical situation, different age and gender as we can; because the opinion and the thinking of the others persons, that are specially and very important actors in this chain of development, is very useful.

5. Analyze of case study - rural tourism in Albania

The geographically positioned in the Mediterranean basin, with wide outlet on the Adriatic Sea and Ionian Sea, and with great natural assets and cultural, Albania in recent years has begun to pay attention to tourism. Although a bit late compared to other countries in the region, it has made some steps forward in promoting tourism, but also the economic benefit from it. Albania has inherited a rural population and still today, a significant proportion of the population lives in rural areas. Hence, the greatest natural assets and cultural are concentrated in rural areas. Given this fact, it can be a very good alternative for rural tourism development. But even with numerous cultural assets and natural, in all studies have noted that rural areas have many socio-economic problems, and few development alternatives, bypassing the tourism as a development opportunity, and more as a sustainable alternative. For many years tourism was focused on the main coastal cities in the country, and this for several reasons, such as better road infrastructure, reception and accommodation service, access and service in short time, the tradition to these cities, the lack of knowledge for rural areas etc.. But in recent years, investors and the residents of rural areas have chosen to invest in tourism. Rural tourism, took the path of early development in coastal areas of Albania where Borsh, Lukova, Dhermi, Qeparo, etc. are among the most favorite destinations for tourism "sand and water" during the summer but also more expensive. Recently the mountainous areas, which although faced with a huge rural exodus, and haven't a good general infrastructure, have entered the path of tourism. Thus the villages that lie in mountainous areas like Dardha, Voskopoja, Thethi, Valbona, Dragobia, etc.. are turn into tourist destinations. It is only the beginning and in its sporadic marketing, have been successful, and for more tourists leave satisfied from these villages. Clean air, greenery, beautiful landscapes, traditional cuisine, special dishes just for friends, clean products without GMOs, access to sports, like skiing, horseback riding, various ball games, etc., the hospitality of residents, are some of the alternatives to be offered in these areas. Tourism in rural areas, will contribute to economic revitalization and improvement of the inhabitants of remote areas of the country, who will now have one more option, in addition to immigration or agriculture for livelihood.

5.1 Questionnaires' analyze

5.1.1 Questionnaire for tourists

1. *Do you like this village? Why you have chosen rural area for rest?(Without alternative, tourists can answer as they want*
From the questionnaires with 100 tourists, result that 82% answer that they like very much the village where they are staying for rest. 18% of them declare that they like enough the village. We ask them why have chosen this area the reason are many, but they all have one meaning that confirm the trend of tourism "in searching of natural" .So they have evaluated Clean environmental, Healthy air, Silence, Aware of smog, Local product BIO, Secure for small kids, aware from traffic and noise ect.
2. *Have you been in another touristic village in Albania?*
It is well to hear that 75% of them have been in others villages of Albania. This show that have start to discover rural areas and their wonderful landscape.24% of them , which was all foreign tourists have no visit other touristy village, but in friendly way they confirm us that the rest have not finished , so they have time to go around.
3. *What do you want more?*
Lowest rates and more local activity are the things that tourists want more from tourist services. They underline that some local activity for example, local fest, traditional music, traditional wearing, local food, etc. Also they estimate the fact that villages need more guide tour, employment people to explain the guide, so they can learn something about history, geography art, music, etc. Another things to do in the future is to improve road infrastructure and tourists accommodation .also some of them express desire that they want something more traditional about tourist accommodation..
4. *Would you like to come back again here?*
53% of them like to turn back even the fact that for them was not first time of being here. Most of them are Albanian tourists which are annual tourist in the village. For them is like a tradition to be every year for some days rest in their prefer village. This group of tourist is familiar, with small kids, and they "feel secure" in the village because they know many things about it. .24% of them declare that "may be" they will turn back. 23% of total number of tourists, responses that they would not like to return in the same place. The last group was made by youth people who usually like to explore new places.

5.1.2 Questionnaires for tourism business in rural area

1. *Why you have chosen this area to invest?(Without alternative, business can answer as they want) How many years have your activity?*
In questionnaires for business we have talk with investors on village that have construct something or have a business in tourism service. The first question was to discover the reasons of their investments in the village. Is characteristic for most of them were emigrant many years ago and they have turn back in their country with the desire to invest. So when we ask them which is the reason the answer in those way: Is my property, I like village, Is my birthplace, Low price of land. Tourism is the future and for me is a secure economic investment 52% of them have 3-6years that have started their activity, 20% of them have 1-3 years with their activity, and only 28 % of all 100 businesses have over 6 years. This shows us that rural tourism is new in our country, and 72% of it is development during last 6 years.
2. *Are you pleasure with economic profits?*
When we speak fortourism the top point is economic profit . And specially for investors economic profit is key point of all casus. Form all the questionnaires that we have make with 100 businesses we have an equality between the them they are pleasure and they that are enough pleasure. It is worth mentioning that 10% of businesses that are not pleased are from rural mountain ares.They are new in filed of tourism and they need more help for general infrastructure, marceting, investimants from government etc.
3. *How is going the number of tourists from is last 3 years?*
In general most of businesses have answer that the number of tourists is growing up.20% of them have declared that the tourist number is well, enough, which means that they are somewhat satisfied with the number of tourist for their business .12% of the business were answered that the number of tourist is equal in the last three years. These are business in mountains areas where tourism is in the first steps.

4. *What are the main obstacles for your business?* (Without alternative, business can answer as they want) "General infrastructure" is the key point of the summary of responses that all business gave us. They want qualitative way, regular supply of electricity, regular supply of clean water. They also require local government to make as many promotional events or different events that will render the known area.
5. *Would expand your economic activity in the future?*
This question has logical connect with the question of economic profits. So, based on the fact that most of them were satisfied with the benefits, because they do not forget to emphasize the factor that we are the first steps to their business, they will continue with further investment. Mainly of investments consist to improve the quality of service. But there are a small percentage of respondents who do not want to invest for the moment, as the financial situation connected with the global crisis, makes them insecure.

6. Recommendations

- Support for rural tourism development.
- Sustainable tourism is a powerfully attractive concept to the rural tourism manager. It provides a useful philosophy and check-list for proposed actions.
- Develop plans and strategies for sustainable development where tourism will occupy a considerable place
- Preservation of unique values, and of non-proliferation their specialty in other areas.
- The indigenous communities, their way of life, their identity and relationship with the land and nature.
- Conduct promotional activities
- Preservation of natural resources and care for the landscape
- Conserve the environmental value
- Issues to be Addressed if Sustainable Rural Tourism is to be Promoted Successfully
- Special visitor management techniques may have to be employed to prevent and/or repair environmental damage caused by visitor pressure. agriculture / forestry support;
- The development of a better quality of life for rural peoples;
- The development of new roles for disadvantaged/under-employed groups;
- -Quality-of-life enhancement for visitors from urban areas, last in this list but a crucial aim in many respects.
- Make marketing of rural tourist areas
- Successful development and management will require both public and private sector participation.
- The provision of effective planning and conservation legislation, and bodies to implement that legislation -- a public sector responsibility;
- The development of regional and local sustainable rural tourism strategy plans to assess an area's strengths, weaknesses, opportunities and threats, to guide both public and private sector investment, and to assess environmental and community requirements.

7. Conclusions

All definitions of sustainable development require that we see the world as a system—a system that connects space; and a system that connects time. Human desires are increasing, and so are the claims of the types of tourism. For many years tourism in Albania was focused on the main coastal cities in the country, but in recent years, investors and the residents of rural areas have chosen to invest in tourism. Rural areas are usually away from the building pressure, heavy branches of industry, from attention to their destruction. Environmental problems associated with us in everyday life make people ask more and more natural for their holidays rural tourism can be defined as a tourism product, which approach accentuates the importance of supply management and marketing activities. They are a very safe alternative for sustainable development. To develop rural tourism in ways where the supply of tourist facilities and experiences is appropriate to the needs of the host community, the environment and the local suppliers, and where it also matches the requirements of tourists on the demand side. The variety of services, tourism and the values are too numerous to alter anything helps groups of tourists. Tourists are the first ambassadors to break taboos and myths that are overdue rural areas. In a time of economic crisis, like the present, where globalization and rampant capitalism, showed that there is economic miracle, all eyes are turning another phrase "Think globally, ACT locally". The local economy is always secure and cannot be seriously affected by the universal crisis.

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