



## Rural Tourism: Development, Management, and Sustainability in Rural Establishments

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**Abstract:** *As nowadays tourism industry is developing intensively, it becomes big sphere to research and do business. Due to the fact that the downtown is very busy and noisy, people prefer suburban places to relax. This article considers the growth and development of, and demand for, rural tourism as a distinct sector of the tourist industry and looks at the role and potential of tourism in the socio-economic development and regeneration of rural areas. It demonstrates and explains why an integrated and sustainable approach is so crucial to rural tourism to avoid damage to the resource on which it depends. The countryside is considered as a multi-purpose resource, with tourism just one demand on that resource. The historical development of rural tourism is outlined and the factors and characteristics of demand and motivation for rural tourism analyzed. The article considers the growth and development of, and demand for, rural tourism as a distinct sector of the tourist industry and looks at the role and potential of tourism in the socio-economic development and regeneration of rural areas.*

**Keywords:** *Tourism, intensively, downtown, suburban place, rural tourism, socio-economic, sustainable, countryside, multi-purpose.*

### Introduction

Tourism is become one of the main areas for the development and raising the economy of any country. As tourism develops, its range is also expanding. Rural tourism is a type of tourism that has started to develop recently and quickly gained popularity. UNWTO understands Rural Tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural tourism is an alternative of great interest for different segments of tourists, whose preferences include the sustainability of tourist spaces as one of the differential elements when planning their trips. **Rural tourism** has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory.

### Sustainable rural tourism

Nowadays, people are very busy with their own affairs, work, and from this they get a lot of workload, stress, and as a result, everyone wants to move away from the noisy central cities. And thanks to this, rural tourism began to develop rapidly, and for this type of tourism began to pay great attention. Fiorello and Bo (2012) divulged that the tourism industry's sustainability is pivotal because of mass tourism which is insensitive to the community's economic, environmental, and social effect. Rural tourism is closely aligned with the concept of sustainable tourism. Rural tourism is not just type of tourism it is divided within itself into several types such as golfing tourism, glamping or woofing. Rural tourism should be:

- traditional in character;
- growing slowly and organically;
- connecting with local families;
- rural tourism should attract people with its history and natural vibe.

Activities which can do rural tourist are motivational reasons include the desire to relax, wanting to take part in sport, wanting to experience culture, seeking adventure, looking for a retreat, seeking novelty, for health reasons and for education. Some traditional rural tourism pursuits include walking, fishing, hunting, camping, cycling. There are also many special interest holidays that take place in rural areas like heritage tours and activities, wildlife spotting or visiting, skiing, painting, photography, climbing. So all these activities attract tourist that is why developing them in rural areas is important.

**Best tourism villages by UNWTO.** Most popular rural touristic places in Europe are Maramures (Romania), Aosta Valley (Italy), Zlatibor (Serbia), Marvão (Portugal), Brest (Belarus) and others. These center of culture and civilization is a place where traditions, folk clothes and art are preserved like nowhere else in the region, which has preserved the history and customs associated with work, life and celebration. Tourists can enjoy magical hillside surroundings, paths and wine trails, as well as authentic cuisine.

### *Development of rural tourism*

According to UNWTO the sustainability of tourism in rural areas will only be successful if a comprehensive, inclusive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. The UNWTO Recommendations on Tourism and Rural Development aim to support governments at different levels, the private sector and the international community to develop tourism in rural areas in a way that contributes to inclusive, sustainable and resilient development. Rural development will also help to make rural areas more accessible to both locals and visitors of different generations and with different access needs, creating a better quality of life for all. 5 Key Rural Tourism Development Strategies Recommended by UNWTO:

- I. Place tourism as a strategic pillar in rural development policy
- II. Tourism for the Benefit and Wellbeing of Rural Communities: Building a Fair, Inclusive, Resilient and Sustainable Sector
- III. New opportunities for tourism and rural development: innovation, technology and digitization
- IV. Product development and value chain integration for a sustainable and enhanced travel experience
- V. Promoting Sustainable Policies and Practices in Rural DestinationsWorld Tourism Organization

### *Rural tourism management*

For the first what is tourism management?

It involves managing a variety of activities such as studying the destination, planning the tour, making travel arrangements and providing accommodation. This also includes marketing efforts to attract tourists to travel to specific destinations.

### *Conclusion*

This work aims to study the integration of the environment in rural tourism management. Here you can read more about the development, management, combination of sustainable tourism in rural tourism. The article also provides UNWTO recommendations for the development of rural tourism. This paper is only to develop a research model on the relationship between sustainable rural tourism,

entrepreneurship and economic development, socio-cultural impact, environmental impact and rural livelihood.

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