



Study of Rural tourism its Driving Forces and Benefits

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Introduction : Rural tourism simply means a form of tourism taking place in rural areas or settlements, providing employment and income to local population and offering individualized holiday products to consumers. Rural tourism is based on accommodation service which is complemented by additional services and facilities relying on the local social, cultural and natural resources, which are exploited according to the principles of sustainable development.

According to Rátz & Puczko, it seems to be simple to define rural tourism as ‘tourism that takes place in the countryside’, but this definition does not include the complexity of the activity and the different forms and meanings developed in different countries. According to a broader definition, ‘rural tourism includes a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business’. If this broader concept is accepted, rural tourism covers not only farm tourism, which is what rural tourism means for most people, but also special interest nature holidays, touring in rural areas, and the services include accommodation plus events, festivities, gastronomy, outdoor recreation, production and sale of handicrafts and agricultural products, etc. (Rátz & Puczko 1998). However, it is impossible to find a concrete universal definition of rural tourism. It can be different from country to country and time to time, but it has many potential benefits for including employment growth, an expanded economic base, repopulation, social improvement, and revitalization of local crafts. At the same time, tourism is not the solution to all the problems that are there in the rural areas but it has number of positive attractions. It is one of the many opportunities that rural communities might consider to improve productivity and income.

2.2.1 Driving forces of rural tourism

During this research, the author read quite a deal of articles and texts written by different authors and he came up with a summary in general about the major driving forces of rural tourism.

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