

DOI 10.20544/HORIZONS.A.29.2.21. P12
UDC338.48-44]:005.52:005.33(497.2-22)

BASIC CONCEPT FOR DEVELOPMENT OF RURAL TOURISM¹

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ABSTRACT

The need for rapid economic development leads to the creation of a new concept of the consumer market. It is actually a concept that offers something new to consumers in terms of a new product or new service, in this case a better offer in the field of rural tourism. Namely, for the development of a basic concept of rural tourism, it is necessary for it to be developed in an environment that has rich traditions, natural resources, cultural values and individual authenticity. Based on that, the basic concept for development of rural tourism is based on setting a framework for its development and its identification as a model for better local economic development. In fact, the purpose of this paper is to present a basic concept for the development of rural tourism in order to improve the quality of life of the population of these areas.

KEY WORDS: development, rural tourism, services, offer, concept.

¹ review scientific paper

INTRODUCTION

The individuality of the approach to the traditional authentic products of the rural population is a good basis for modeling a specific development concept of rural tourism. Namely, in order to model a concept for development of rural tourism, it is necessary to determine a framework of the main directions for development of rural tourism, which are based on cultural and natural heritage, authenticity and quality of products, individuality of the region including hospitality. and the culture of behavior of the rural population itself. In fact, there is an unwritten rule that indicates that rural tourism is a specific activity that can not be developed in every rural area.

Namely, the above is because it is necessary to meet some conditions that are a basic concept for the development of rural tourism, such as: the geographical location of the village, the presence of archeological sites in that rural area interesting for tourism, the existence of traditional authentic architecture for that rural area, the recognition in the gastronomy, ethno-cultural manifestations characteristic for those environments as well as the infrastructural connection of the rural environment with the surrounding places. However, when we talk about modeling a basic concept of rural tourism, it must be noted that the general concept can be composed of other types of tourism and coincide with the rural area where rural tourism itself develops. Thus, the concept of a rural tourism can be encompassed by the implementation of eco-tourism, hunting tourism, wine tourism, fishing tourism, farm tourism, cultural tourism, gastronomic tourism, ie overall activities and actions that take place in a complete middle.

Also in modeling a basic concept for the development of rural tourism, primary factors that have a significant impact and contribute to increased tourism development are the way of promoting the destination on the Internet and social platforms, positive and negative comments of visitors, their suggestions and proposals, finance implications of the whole offer that is offered to tourism, as well as the most important, and that is the quality of service from all aspects.

Finally, the question arises: Why is it important to model the basic concept of rural tourism development well at the beginning? The answer stems from the great opportunity for employment of the local population, creating concepts of direct and indirect investment of the economy in these areas. The goal is to create a good starting concept for the development of rural tourism, which is to reduce unemployment and accelerate local economic development in places that offer such opportunities.

MODELING THE BASIC CONCEPT FOR DEVELOPMENT OF RURAL TOURISM

Modeling a concept for tourism development, especially with a main focus on the development of rural tourism, requires starting parameters or defining a strategy for the development of rural tourism.

Based on how basic parameters that should be defined for the development of rural tourism are:

- identify the concept
- framework for stimulating development
- development strategy.

²Defining parameters for creating a basic concept for development implies the application of methodological tools for data collection and processing in combination with qualitative and quantitative methods.

Based on that, the method of involvement of all stakeholders is used as a basic concept, which is a basic potential for prohibited sustainable economic development from the areas that are targeted for the development of rural tourism. Namely, key factors that lead to the creation of a basis for the development of a rural tourism are:

- the availability of human resources,
- access to financial funds,
- communication with the business community,
- the banking sector, as well as communication with investment funds.

²<https://economy.gov.mk/>, National strategy for tourism development 2017

In fact, this concept enables self-sustainability of the concept for development of rural tourism as well as of the projects and investments that are implemented in that direction, ie investment projects that would develop rural tourism through the inflow of funds from primary rural sustainable development such as forestry.hunting tourism, cultural tourism, eco-tourism, wine tourism, farm tourism, gastronomic tourism, components whose activities contribute to complementing the basic concept for the development of a rural tourism. Thus, the diagram number 1 presents a basic overview of the development of rural tourism through primary activities.

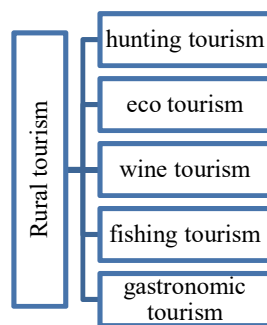


Diagram 1 Overview of the development of rural tourism through primary activities

However, when we talk about the development of rural tourism, the main link that connects all segments of development is the possibility for quality accommodation, ie communication of the local population with tourists, their way of life, tradition and customs.

³The main parameters when determining a competitive rural environment that the tourist would choose to visit are:

- easy access to facilities, developed infrastructure to the destination
- access to telecommunications services at the place of residence
- package of services that provide easy physical activity,
- fast and simple way of choosing and booking an arrangement using modern technologies,

³ <https://economy.gov.mk/>, National Strategy for Tourism Development 2017, pp.11-12

- attractiveness and unique experiences, as opportunities to improve personal skills such as cooking, horseback riding, painting, etc.

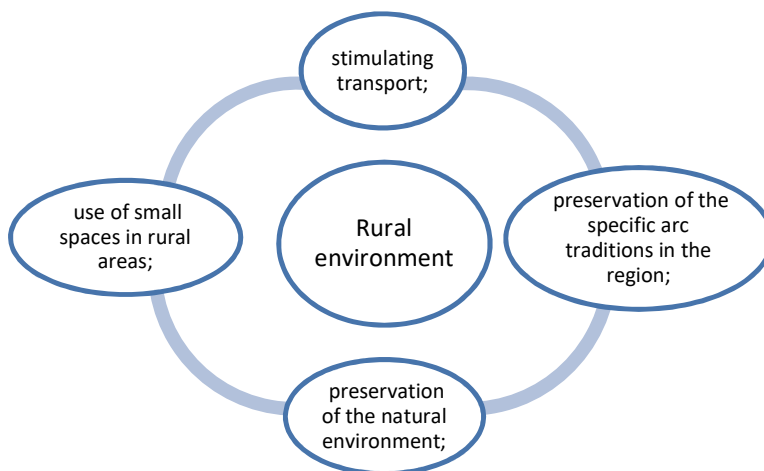
Based on the above, in fact, the essence for the development of rural tourism can be shown through the expression **CHAR**, which is an abbreviation of:⁴

- **C** - cleanness - (of nature, of food, of object, of soul),
- **H** - hospitality,
- **A** - attraction and
- **R** - rurality.

This indicates that every tourist wants to be well received, well respected and respected by the one who offers the service, ie by the local population. Therefore, when modeling a basic concept for the development of rural tourism, it is necessary for the place that offers development of rural tourism to be infrastructurally connected with the larger urban places through:

- stimulating transport;
- preservation of the specific architecture and traditions in the region;
- preservation of the natural environment as well
- use of small spaces in rural areas;

⁵This is because no matter how beautiful a rural environment is and no matter how many attractions it has, it is still the people who develop tourism.



⁴Statev, V., "Rural tourism", Faber, Veliko Turnovo, 2007 p.49

⁵Stankova, M., "Forms of Alternative Tourism - Rural Tourism", UNSS, Sofia, 2003 p.27

Diagram number 2 Concept of infrastructure connection in the rural area

SWOT ANALYSIS IN MODELING THE BASIC CONCEPT FOR RURAL TOURISM DEVELOPMENT

When modeling a concept, it is necessary to make an analysis of the strengths and weaknesses that would affect the quality of the development concept itself. Namely, it is implemented with the implementation of SWOT analysis which actually summarizes all aspects related to the development concept for sustainable development of rural tourism. In fact, the SWOT analysis itself is conceived of four segments

- Strengths
- Weaknesses
- Opportunities and
- Threats

⁶In the context of analyzing the basic concept of development strategy for the development of rural tourism through the use of SWOT analysis, **the strengths** would be the infrastructural elements, geographical location, human potential, financial benefits, destination advertising, **Weaknesses** would be weaknesses that appear in a local context regardless of regional and global trends. **Opportunities** would be to make better use of the potential if weaknesses are overcome and **threats** or external factors are those that may hinder the further development of the rural tourism development concept. Based on that, the following table number 1 shows the basic SWOT analysis in modeling a concept for development of rural tourism from the aspect of Institutional capacities.

Table 1 SWOT analysis in modeling a concept for development of rural tourism from the aspect of Institutional capacities⁷

Strengths	Weaknesses	Opportunities	Threats
Utilization of institutional capacities and legal regulations	lack of specialized departments in the existing institutions for	Establishment of specialized departments at local and regional level.	Lack of coordination in the competencies of the institutions

⁶ <https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.42

⁷ <https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.43

	rural tourism at local, regional and national level.		
Existence of institutions for development and tourism promotion	Rural tourism is not explicitly defined within the law	Regulating the categorization of objects	
Harmonized legislation according to EU standards			

Table 2 SWOT analysis in modeling a concept for development of rural tourism from the aspect of Human Resources⁸

Strengths	Weaknesses	Opportunities	Threats
Availability with quality builders, caterers and experienced hoteliers	There are no training centers for rural tourism development at the local level	Identification and development of specific skills, by establishing basic profiles for professions in rural tourism	High level of migration from rural to urban areas
Logistics by a higher education system to support rural tourists	Lack of integrated information on supply-demand for labor force in tourism as an industry	Ancillary activities in rural tourism bring opportunities for a large number of unemployed young people to be employed	The low level of average profitability of small and medium enterprises and individuals in rural tourism leads to low incomes and the image of unattractive jobs

⁸<https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.44

The large number of catering facilities in urban areas is an informal staff generator	No criteria have been introduced for the quality of employees working in the tourism industry	Development of an information booklet for institutions that offer certification of certain knowledge and skills related to rural tourism	Reduced solvency of the rural population for education
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Table 3 SWOT analysis in modeling a concept for development of rural tourism from the aspect of Infrastructure⁹

Strengths	Weaknesses	Opportunities	Threats
Existence of international airports	Underdeveloped road infrastructure locally makes certain destinations hard to reach	Use of European funds for the development of local road network	Financial crises can lead to a reduction in the volume of infrastructure investments in rural areas
Connection with international airports in neighboring countries	High costs for attachment to the communal infrastructure	Use of European funds for development of pedestrian paths and accompanying infrastructure	
Developed information infrastructure			

Table 4 SWOT analysis in modeling a concept for development of rural tourism from the aspect of Marketing¹⁰

Strengths	Weaknesses	Opportunities	Threats
Intensive	Lack of sub-	Interest in	Competition

⁹<https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.44

¹⁰ <https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.46

promotions of attractive tourist destinations	brands in the regions for Rural Tourism-Region, specific product, unique experience Lack of integrated tourist offer	rural tourism in the region and Europe Social networks as a medium for promoting rural tourism	with the offer for rural tourism
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Table 5 SWOT analysis in modeling concept for development of rural tourism in terms of accommodation¹¹.

Strengths	Weaknesses	Opportunities	Threats
Existence of a large number of individual weekend cottages Private farms Private hotels and restaurants Family businesses in the field of rural tourism	Individual investments without sufficient opportunities for forming a recognizable brand	Favorable conditions for investment co-financing in reconstruction of accommodation and catering facilities and construction of catering facilities in rural areas	Competitive conditions for the quality of accommodation
	Small offer of additional contents for rural tourism	A large number of abandoned villages or villages with a small number of inhabitants that can be revitalized by private initiatives.	

¹¹<https://economy.gov.mk/>, National Strategy for Tourism Development 2017, p.47

	Accommodation facilities do not have specific quality standards		
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CONCLUSION:

Creating a basic concept for the development of rural tourism indicates that economically poorly developed rural areas by applying such a model of development leads to greater awareness of the local population that the development of its own rural tourism can lead to better economic conditions.

Namely, from the above it can be said that during the development of rural tourism must be joined several factors from the tourism business and various industries that would contribute to greater development of rural tourism and the overall local community where these rural areas are suitable for development of this type of tourism. Therefore, it is pointed out that in any modeling of a small or large concept for the development of rural tourism, it is necessary to define a development strategy and put into use all available resources from the community.

In order to implement all this, the application of SWOT analysis is inevitable in order for the management and planning process to define the development goals such as active involvement of the local community and application of certain standards in the implementation of the strategy for rural tourism development.

Namely, through the application of the results of the done analysis, it can be seen which are the weaknesses and which are the strengths of the rural area where we want to implement the strategy for development of rural tourism. So what is essential in modeling a basic concept for rural tourism development is proper allocation of available human resources, recognition of access resources and their orientation towards development tourism in order to accelerate economic development of neglected rural areas.

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