

Kırsal turizm: Kırsal alanda yoksullukla mücadele için bir alternatif.

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Abstract

The promotion of tourism is an important factor for economic growth and community development. It also appears as a poverty reduction tool in developing countries. Tourism brings opportunities, facilities, and empowerment too. Tourism also reduces economic shocks and favors the community welfare. However, it is a paradox to note that in countryside areas, the source of income and necessary infrastructures are lows. Even though tourism could assure in proper way revenue in those specific regions, generate sustainable development and alleviate considerably poverty. In this respect, the movement of typical tourists, from their urban area of residence to upcountry places (for a minimum period of a day for the sole purpose and leisure, etc.) could represent a solution for a sustainable activity to alleviate poverty. Consequently, This paper by a review of the literature figures out which asset is necessary to promote rural tourism. Also, the paper examines how rural tourism overcome deprivation through some well-known successful example. Furthermore, the possible link between rural tourism and rural poverty is discussed. The advantages of rural tourism as the solution of poverty alleviation have been emphasized.

Keywords: Rural tourism, rural development, alternative tourism, poverty, sustainable development.

Introduction

Nowadays, tourism is known to lead to economic growth (Fagioli et al., 2014; Garau, 2015). This sector of rural tourism hosts exactly 3% of global tourists. But recently tourism promoters are increasingly advertising small-scale tourism in non-urban destinations. It is estimated that the proportion will be growing at an annual pace of six percent around, well above the growth rate for all tourism (UNWTO, 2004). Therefore, the promotion of small-scale tourism is intuitively perceived as an appropriate form of economic development for rural areas (Fleischer and Felsenstein, 2000). Indeed, those small scales tourism are promoted in the country area where the welfare is still dependent on nature, to drain external capital. Therefore, it is a likely source to exit from the precariousness for local residents. It turns the non-urban landscape into a source of income. Thus, the power of tourism lies in its potentiality to simulate development via activities like construction, agriculture, industry, trade... According to Landré (2009), tourism also has a major impact on transport modes and networks by its ability to supply additional motivations for leisure and business travel. But until recently, the number of poor people remains high in rural areas. Also, in these areas, there is a low development of essential infrastructure; added to a sole source of income: agricultural income. Consequently, it is obvious that although tourism has a remarkable potential for an economic transformation, it is still true that the rural world benefits little from this sector. In this regard, a careful examination of literature will help to define the potentiality and at which manner rural tourism could alleviate poverty.

From Mass tourism to rural tourism, a genesis of alternative tourism

Mass tourism refers habitually to modern, industrial tourism. It is distinguished by significant numbers of tourists being transported, accommodated and entertained

expensively by giant mainstream tourism enterprises in pre-packaged and highly organized tour arrangements. Mass tourism has begun at the cessation of the Second World War. It promotes the visit of a relatively well-off class in the urban cities towards the coasts. But this type of tourism promptly showed its boundaries through deprivations of morals, degradation and pollution of the coasts at the visited regions. This situation will later lead to consider otherwise tourism. Thereby, other forms of more sustainable and responsible tourism will be alternately thought out: therefore, any type of tourism that is not mass and is part of sustainability's logic is designated alternative tourism (ecotourism, agritourism, tourism to community base, farm tourism, etc.).

But rural tourism already existed in several countries of central Europe and northern Europe in the 16th century. In southern Europe, It was developed only in the decades that follow, according to a policy of assistance and stopping the rural exodus at the level of disadvantaged areas (Sgroi F. et al., 2014). But it was from the 90s, the literature started being focused on the concept of rural tourism. The first definitions of rural tourism stipulate that this is the type of tourism in the non-urban territory where human activities take place, mainly agricultural activities; the permanence of the human presence seems to be a required quality (Derno; 1991). Fleischer and Pizam (1997) at their side refer to rural tourism as: "The county vacation where the tourist spends the vast proportion of his vacation period in a rural environment like a farm, ranch, country home, or the surrounding areas". The rural environment is characterized by:

- ~ Agriculture, forestry, aquaculture, and fisheries.
- ~ Economic and cultural activities of country-dwellers.
- ~ Non-urban recreation and leisure areas or nature reserves.

It must be emphasized that rural tourism itself belongs

to the very large family of non-urban tourism. The type of tourism or it's not the beauty of the cityscape, nor the rest or distraction at the beach anymore solar bath alone that matters. It is the type of tourism that includes agrotourism, farm tourism and non-farm tourism in rural communities. The types of accommodations that go with this type of tourism are often campsites, isolated resorts, lodges, rural hotels, second homes, bed and breakfast (B & Bs), farm (Dernoi; 1991, Emerick and Emerick; 1994). A certain thing is that, the theme of rural tourism is in full swing, and the definitions for this subject will not remain on the sidelines: they will evolve well too.

Rural tourism as an alternative tourism for development

The notion of development inevitably aims at the well-being of the people. And this well-being dwells at the social and economic levels. An economically stable household is socially well regarded. This is valid in both urban and rural areas. But because the rural environment is often characterized by a low level of infrastructure and source of income, tourism (rural as well as alternative) becomes a new source of hope for rural people. In addition, the promotion of rural destinations calls for rural land development to make it more attractive. In addition, it also requires residents to be available and open to meeting tourists, otherwise, it calls for a spirit of openness of the rural to the outside world. If the rural environment in question is not a certain opening to the outside world, any effort to promote the environment is doomed to failure in advance. In countries like America, Germany, Austria, Italy and Denmark, tourism has been seen as a tool for the development of underdeveloped regions (especially mountainous-forested) in the northern European countries from the 1950s and in the southern countries since the 1970s. Studies show that rural tourism significantly contributes to the rural economy and tourism industry. Therefore rural tourism produces opportunities for rural and rural development. Hence, the development of rural income increases, rural-urban migration, improving the quality of products, and positive socio-cultural life (Özçaltabaş; 2010).

Rural tourism: an alternative way to alleviate rural poverty

In Europe, farm tourism plays an important role in rural tourism. In some rural areas in East Germany (Wittow, Island of Rügen), 80% of accommodation is provided by working farms or farms that have been converted to accommodation facilities. In African rural areas, there are some commercial guest farms and the emerging equivalent of homestays in traditional huts. There is evidence that farm tourism generates proportionately higher benefits than other tourism using purpose-built accommodation in a similar area (Holland et al., 2003). Poland's experience since the early 1990s provides a case in point: rural farm-based tourism was seen as a cheap form of tourism that would utilize existing spare capacities in farmhouses and small, unsophisticated catering facilities (McMahon F.; 1996). This was a high investment burden for generally small-scale farmers. Furthermore, marketing costs and the set-up of marketing networks coordinating a large number of small-scale entrepreneurs were added expenditures that were initially not foreseen. As a consequence farm tourism was far from a cheap option as was initially thought (Holland et al., 2003).

The British government in 2000 estimated national rural tourism revenues around €14 billion, compared to €18 billion from the agricultural sector. Rural and farm tourism in the UK employs over 380,000 people in 25,000 businesses (Sharpley and Craven 2001; Lane et al; 2013). In 2009-2010 for England alone now show that rural tourism is worth over €34 billion, and accounts for over 12% of rural employment; 10% of rural businesses are tourism-related.

Furthermore, rural tourism supports 900,000 direct

and indirect jobs in Europe and generates €150 billion in gross income each year (EuroGites; 2009). By 2016/2017 rural tourism employment was estimated at 567 000 which represents 14% of total tourism employment. In terms of created Business related to tourism in rural, it is estimated at 62 500 businesses.

Conclusion

Development and community welfare have an impact on the current standard of living of the people. For this purpose, economic and social policies are introduced to increase the welfare of agrarian society. This study has proposed tourism as an alternative livelihood for countryside people. In that way, rural tourism can efficiently be an important tool to alleviate rural poverty. Besides, the difference between rural and alternative tourism should be remembered. The first promotes the non-urban area, not the touristic activity and the second is different by tourism thinking about sustainability passing to the future generations. Also, it is necessary to remember that in rural areas, when tourist activity makes use of local resources and skills, it contributes effectively to the alleviation of poverty. On the contrary, if tourism in a rural area does not use any local jurisdiction but everything is exogenous to the native population; obviously poverty alleviation by tourism may sound just like a myth.

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