

Rural Tourism as an Alternative to the Development for Rural Areas and the Creation of Employment

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Abstract

In the recent years some alternatives to the sun and beach tourism have emerged due to, overall, the change that the tourist consumers' demand has undergone. This metamorphosis that the demand has suffered, has favoured the chance to generate employment in the rural areas through the tourist activity. The rural tourism is an activity of an increasing expansion not only in Spain but also in other countries of the European Union that entails, in the most of the cases, an economic growth in the areas that have generated it. It is necessary its study with the aim of identifying the demand of the already mentioned tourist group not only into a qualitative level but also in a quantitative level, in order to know if a sustainable tourism is being developed, which improves the quality life and the income level of the rural area's inhabitants. The research that has been carried out, it has been structured in two parts: in the former, an analysis of this tourist sub-sector (rural tourism in Spain) has been carried out and about the evolution undergone in the recent years, with the aim of identifying the models that let obtain predictions about the demand of rural tourism in a short-term and medium-term. In the second part, two types of models will be carried out according to the positive evolution of the rural tourism. Some of these models are carried out using the Box-Jenkins methodology, and which have the idea of estimating the demand of employment generated by this sector. Others are based on logic models to know the profile of the individuals who work in this sector or apply for employment in it.

Key words: Employment, Rural tourism, econometric model, demand.

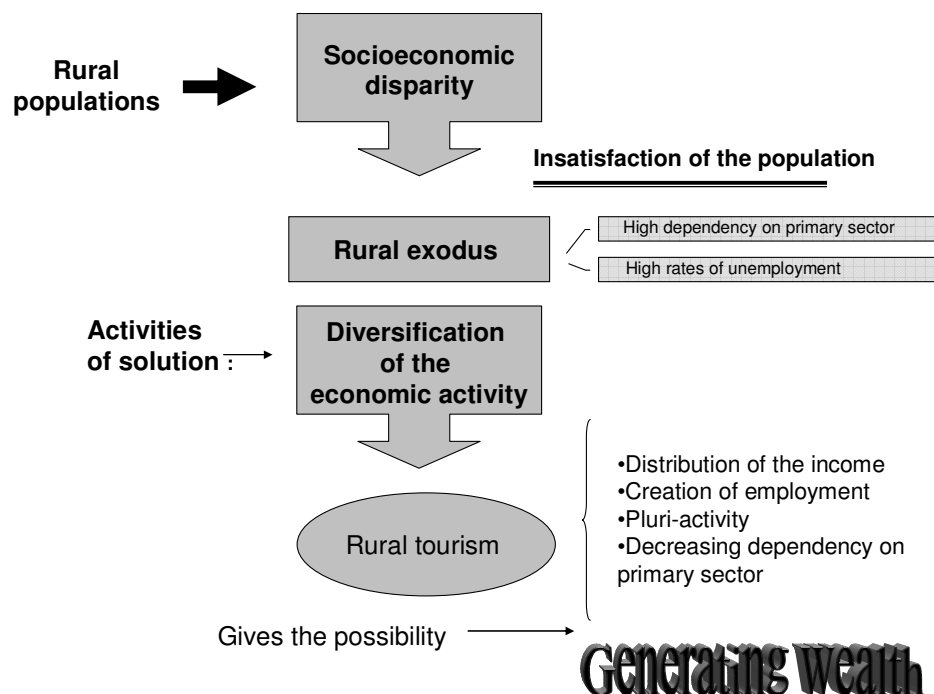
1. Introduction

This research starts from the approach of a current problem such as the socioeconomic disparity existing between the rural population and the urban one. The population shows a degree of dissatisfaction before this situation, because of that it is produced the exodus to the cities (De Souza, 2012). From this research the rural tourism is proposed as a generated activity of supplementary incomes in the area and distributor of the income. Tourism is one of the most enriching acts, and even more if it is carried out in a rural place, offering tranquillity, hospitality in contact with the environment, offering the possibility of playing sports... and this is the new alternative of tourism to the one that was traditionally carried out, one of the most demanded by the society in the last years, giving place to a great chance in the developing rural areas.

The rural tourism has become the solution of some of the problems that have emerged in these areas: high rate of unemployment, rural exodus, dependence on the primary sector... so the practice of this activity will generate and diversify and redistribute the incomes (Pulido & Cárdenas, 2011), producing pluri-activity, creating employment, decreasing the rural exodus...

Then, it is necessary to offer a product adapted to the demand of the tourist consumer, and for it is essential to offer a product fixed to the current consumer's needs and, without any doubt, it is got knowing his or her profile (Mediano, 2003).

Figure 1. Conceptual Map



To elaborate the econometric analysis of the demand of travellers of rural tourism in Spain, a multivariant model will be used. It will be estimated by the method of Aitken, which is the method most used to estimate identified equations. On the contrary, the method of analysis of univariant temporal series $Y_t = f(t) + \epsilon_t$ will be used to show the evolution of the variable employment generated by the tourist sector. It will be built a model based on the temporal analysis to the short-term of 12 months. These predictions will help to the taking of decisions in the sector (Millán, et. al, 2011). By means of these models will be dealt with researching some of the aspects of the rural tourism in Spain such as the demand and the employment generated: an increase of the employment favouring a direct increase of the incomes in the areas where the rural tourist points are located (Blanco, 1990 and García, 1996).

2. Rural Tourism: A Methodological Application.

The demand of the rural tourism is even known to the regional and local levels, there is no statistical regular information either disaggregated or punctual (Camisón et. al, 2011). Only the National Institute of Statistics (INE) offers data regularly about estimated open accommodation of rural tourism, estimated places of accommodation of rural tourism, overnight stays, average stay, degree of occupation per place, degree of occupation per places at the weekend, degree of occupation per rooms, employed staff; by comunidad autónoma since 2001 in the survey of the offer of Accommodation of Rural Tourism (EOATR) that will be a source used to the economic statistical studies of the research. The INE elaborates this survey to know the behaviour of a series of variables that let describe the fundamental characteristics of this type of accommodation within the tourist sector, not only from the point of view of the offer but also from the demand, and so understanding the necessity of knowledge about the sector. The variables taken into consideration are:

It's considered **estimated open accommodation of rural tourism**, this accommodation of open rural tourism in season, that one in which the month of reference is covered within its opening period. And registered like these ones in the corresponding register of its comunidad autónoma according to the definitions¹ that of those accommodations appear in the different legal regional regulations.

The estimated places of an accommodation of rural tourism, number of places estimated by the survey of the accommodations of rural tourism open in season. It is understood by places of an accommodation of rural tourism the number of permanent beds the accommodation has; it is not included the extras and the double bed which are two places.

It is considered as **traveller**, everyone who carries out one or more continued overnight stay in the same accommodation. The travellers are classified by their place of residence. For the Spaniards it is specified by the comunidad autónoma of origin.

An **overnight stay**, it is understood as overnight stay, every night a traveller stays in the accommodation of rural tourism.

The average stay it is an approximation in the number of days that, on average, travellers stay in the accommodation of rural tourism and it is calculated as quotient between the overnight stays and the numbers of travellers.

The degree of occupation by places, it is the relation in percentage between the total of the overnight stays and the product of the stay multiplied by the days referred to the overnight stays including the extra beds.

The employed staff, it is the group of people, remunerated and non- remunerated who contribute with the contribution of their work, to the production of goods and services during the period of reference of the survey, although they work out from these accommodations.

Besides, other socioeconomic variables, which have been used, are:

Index of prices of consume: (IPC), information offered by the INE, it is a statistical measure of the evolution of the group of the prices of the goods and services that are consumed by the resident population of the familiar homes in Spain. In the system of indexes of prices of base consume 2001, the simple arithmetic measure of the monthly indexes of that year calculated according to that system has been done equal to 100. The collection of data is carried out through the interviewers in the accommodations and the collection centralized for special items, besides, the method of calculation Laspayres linked, is carried out around 200,000 monthly prices over 484 products.

Member workers to the social security, monthly data, at the same level of the other used variables. Those data have been applied for the service of statistical study of Affiliation and social protection of general submanagement of social and labour statistics.

Interest rates, obtained from the monthly series of the monthly bulletin of statistics from the epigraph finances and companies, legal interest rates, from the mortgage market and financial market measured in percentage.

¹ There is no uniformity to expose a classification of the tourist accommodations in the rural area. It is interesting the definition that it is done in Andalusia of this concept nowadays. It is defined as tourist accommodation in the rural area those places of tourist accommodation and tourist housing of rural accommodation that own the following conditions: (a) having the features referred to the architectural typology of the region where they are placed, (b) being integrated in the natural and cultural environment properly, (c) being provided of the specified prescriptions and minimum requirements of infrastructures that are established for each type of accommodation. In relation to those requirements, in Andalusia the following tourist accommodations can be found: (a) rural houses: basic or superior; (b) hotels and tourist rural flats, (c) tourist hotels complex and (d) other tourist accommodations. On the contrary, the legislators of Castilla y León in the article 2 of the Decree 84/1995, DE 11th May, of ordination and performance of accommodations of rural tourism classifies the accommodations of rural tourism in: (a) rural houses, (b) inns and (c) rural tourist centre. With these examples, we only want to show the existing heterogeneity when we define many of the aspects referred to the rural tourism.

Regular urban transport of travellers and registered vehicles, obtained from the monthly series of the monthly bulletin of statistics of transport of travellers. The first ones appear in the titled epigraph “Transports and communications, transports, urban and inter-urban travellers measured in units in thousands of travellers. It shows the services of transports according to regular itineraries with fixed timetables and stops, carried out by bus, tram or service line to airport or train station. The second one appears in the epigraph of “Other information related to the land transport.”

Now, the statistics show the central tendency, dispersion and range of the obtained variables from EOATR used in the research.

Table 1. Analysis the variables EOATR.

	Mínimo	Máximo	Media	Desv. típ.
Travellers	46.422,00	290.108,00	128.986,3390	47.848,18613
Overnight stays	115.986,00	1.486.815,00	399.220,3390	271.456,78930
Average stay	1,98	5,13	2,8868	0,76500
Num. of accommodations	4.958,00	10.085,00	7.254,5000	1.553,25229
Number of places	35.831,00	88.731,00	61.486,6780	15.113,39934
Employed staff	6.509,00	17.554,00	11.595,8475	2.985,27304
% overnight stays castellano-leoneses	2,56	11,45	6,2920	1,67879

In relation to the analysis of correlations (Table 2) shows the lineal correlations between couples of variables. The variables, which are significantly correlated for a degree $\alpha = 0.1$, are:

Total number of travellers: total overnight stays, average stay, number of accommodation, number of places, number of employees and percentage of the overnight stays carried out by “castellano-leoneses” (degree of negative correlation).

Total overnight stays: total number of travellers, average stay, number of accommodation, number of places, number of employed and percentage of the overnight stays carried out by “castellano-leoneses” (degree of negative correlation).

Average stay: total number of travellers, total overnight stays and percentage of the overnight carried out by “castellano-leoneses” (degree of negative correlation).

Table 2. Original of Correlations.

		total_viaj	total_pern	est_media	num_aloj	num_plaz	pers_empl	por_pern_cast_leon
total_viaj	Correlación de Pearson	1	,928(**)	,775(**)	,615(**)	,637(**)	,673(**)	-,476(**)
	Sig. (bilateral)		,000	,000	,000	,000	,000	,000
	N	59	59	59	58	59	59	59
total_pern	Correlación de Pearson	,928(**)	1	,933(**)	,415(**)	,433(**)	,480(**)	-,605(**)
	Sig. (bilateral)	,000		,000	,001	,001	,000	,000
	N	59	59	59	58	59	59	59
est_media	Correlación de Pearson	,775(**)	,933(**)	1	,208	,225	,275(*)	-,680(**)
	Sig. (bilateral)	,000	,000		,117	,087	,035	,000
	N	59	59	59	58	59	59	59
num_aloj	Correlación de Pearson	,615(**)	,415(**)	,208	1	,996(**)	,993(**)	-,088
	Sig. (bilateral)	,000	,001	,117		,000	,000	,509
	N	58	58	58	58	58	58	58
num_plaz	Correlación de Pearson	,637(**)	,433(**)	,225	,996(**)	1	,997(**)	-,100
	Sig. (bilateral)	,000	,001	,087	,000		,000	,453
	N	59	59	59	58	59	59	59
pers_empl	Correlación de Pearson	,673(**)	,480(**)	,275(*)	,993(**)	,997(**)	1	-,143
	Sig. (bilateral)	,000	,000	,035	,000	,000		,281
	N	59	59	59	58	59	59	59
por_pern_cast_leon	Correlación de Pearson	-,476(**)	-,605(**)	-,680(**)	-,088	-,100	-,143	1
	Sig. (bilateral)	,000	,000	,000	,509	,453	,281	
	N	59	59	59	58	59	59	59

Number of accommodation: number of total travellers, total overnight stays, number of places and number of employees.

Number of places: number of total travellers, total overnight stays, number of accommodation and number of employees.

Number of employees: total number of travellers, total overnight stays, average stay, number of accommodation and number of places.

Percentage of the overnight stays carried out by “castellano-leoneses”: total number of travellers, total overnight stays and average stay (there is a degree of negative correlation with all of them, showing it in the obtained models).

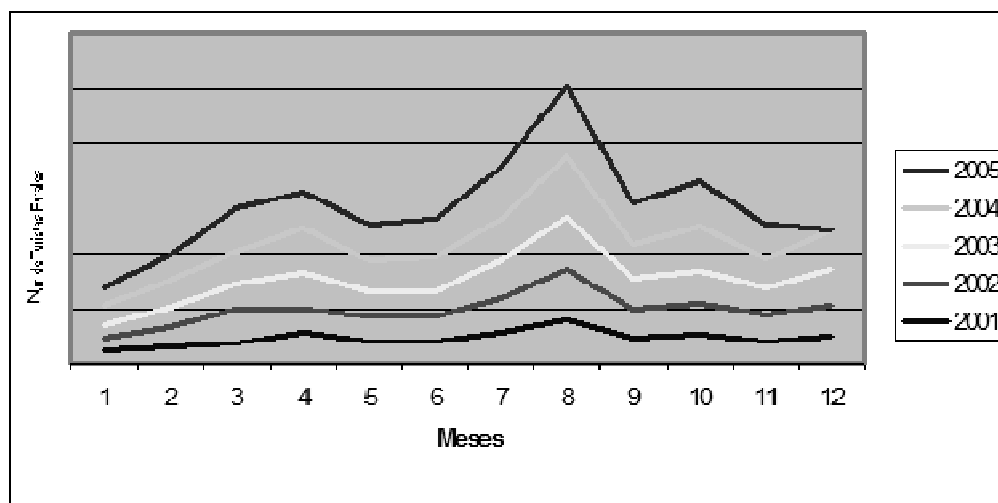
After this preliminary, the obtained models will be presented having done all the previous steps to their validation, with the aim of getting a significant use in the tourist sector.

3. The Demand of Rural Tourism in Spain

It is a tourism which is executed with a higher periodicity, helping to decrease the typical seasonal nature of this sector due to the fact that it does not depend on so much climatology as the other tourism alternatives. This feature is of a great importance from an economic point of view, overall considering the employment, direct and indirect, which is generated and it shouldn't be so temporary as the one generated currently. Equally, it will favour the creation of small and medium companies orientated to craftsmanship works, to the typical gastronomy of the area... establishing new places of work for the native population (Bardón, 1990; Gilbert, 1992; Millán, 1999 & Regidor, 2000). The graphic shown below presents the evolution of resident travellers of rural tourism in Spain (demand) since January 2001 to December 2005.

The demand of rural tourism is a seasonal variable (Sancho, 2003), oscillating cyclically every twelve months showing maximum points of demand during July-August, that means, the summer holiday the same as the sun and beach tourism; in December and due to the Christmas holidays and bank holidays (6th-8th of December), moreover and considering the year, between March and April, there is other upturn due to Easter. It is obvious that in these days, at the same level maximum points of other tourist alternatives are because it is the time when the average tourist usually goes on his or her work holidays. However and because it is a sub-sector with less subjection to the climatology than others, its seasonal nature is inferior. Moreover, and due to the fact that it is a sub-sector in which a great choice of supplementary products can be offered, according to the rural area and the season of the year, the demand of rural hunting tourism in some natural parks is determined by the dates of open season of big and small games because the main tourist is the hunter (Vázquez y Martín, 2011).

Figure 2. Number of resident travellers of rural tourism in Spain 2001-2005.



Source: Made on the premises. Data: EOATR. INE.

Now, we are going to estimate a model once it has been disposed of a random sample of the sectioned endogenous variable, with the idea of extrapolating the results of the population. Thus we try to show that the explained variables affect to the endogenous variable, total number of travellers, taking into account the residents in Spain and the foreigners, who carry the same rural tourism in Spain; to do that, we decide to elaborate a multi-equational model. The study has been carried based on the data offered by INE in the EOATR carried out between January 2001 and November 2005 to the people who carry the rural tourism in Spain. It is necessary to bear in mind that, in order to be able to calculate the coefficients of a multi-equational model the method of least ordinary squares cannot be applied so the estimators of structural parameters would be inefficient, inconsistent and on the bias, and they would not carry out the Gauss Markov theorem, due to the fact the endogenous variables appear as explanatory in some of the equations that constitute it. In this case the method of estimate with limited information, used to estimate the equations of the multi-equational model: Two-stage least squares method.

A multi-equational model will be elaborated; it will try to explain the variation of two endogenous variables:

1. Number of travellers.
2. Degree of occupation by places.

According to these minimum endogenous variables and to the predetermined variables:

1. Members of the social security.
2. Index of prices of consume.
3. Registered vehicles.
4. Travellers of regular urban transport.
5. Employed staff.
6. Average stay.
7. Percentage of the overnight stays carried out by castellano-leoneses.

The method will have two equations, associated each of them to an endogenous variable. The model will be considered valid because all its parameters are considered significant. In the appendixes all the information obtained through the treatment program Eviews will be exposed. The multi-equational model will be formulated.

$$RES_TR_ES = -104116.5 + 0.023426 *AFIL_SS + 30118.96*IPC + 0.378248*AUTOS - 1.594891*VIAJ_BUS_URB + \Phi e(t-6)$$

$$GR_OCUP_PLAZ_TR_ESP = 0.000132*RES_TR_ES -0.001277*PERS_EMPL_TR_ESP + 6.442617*MED_PER_TR_ESP - 0.193755*POR_PERNESP_CAST_LEON + \Phi e(t-12)$$

First Equation.

Dependent Variable: RES_TR_ES
 Method: Two-Stage Least Squares
 Instrument list: AFIL_SS IPC AUTOS VIAJ_BUS_URB
 PERS_EMPL_TR_ESP MED_PER_TR_ESP
 POR_PERNESP_CAST_LEON
 Lagged regressors
 added to instruments
 for consistent ARMA
 estimation

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-104116.5	50104.00	-2.078007	0.0432
AFIL_SS	0.023426	0.003133	7.477159	0.0000
IPC	30118.96	3404.675	8.846354	0.0000
AUTOS	0.378248	0.121457	3.114256	0.0031
VIAJ_BUS_URB	-1.594891	0.163983	-9.725925	0.0000
Φe(t-6)	-0.857017	0.106073	-8.079490	0.0000
R-squared	0.882433	Mean dependent var		134455.9
Adjusted R-squared	0.869926	S.D. dependent var		46698.59
S.E. of regression	16842.21	Sum squared resid		1.33E+10
F-statistic	70.55449	Durbin-Watson stat		1.839755
Prob(F-statistic)	0.000000			

Second Equation.

Dependent Variable: GR_OCUP_PLAZ_TR_ESP

Method: Two-Stage Least Squares

Instrument list: AFIL_SS IPC AUTOS VIAJ_BUS_URB

PERS_EMPL_TR_ESP MED_PER_TR_ESP

POR_PERNESP_CAST_LEON

Lagged regressors

added to instruments

for consistent ARMA

estimation

Variable	Coefficient	Std. Error	t-Statistic	Prob.
RES_TR_ES	0.000132	1.40E-05	9.407200	0.0000
PERS_EMPL_TR_E SP	-0.001277	0.000114	-11.19447	0.0000
MED_PER_TR_ESP	6.442617	0.728017	8.849547	0.0000
POR_PERNESP_CA ST_LEON	-0.193755	0.091094	-2.126976	0.0393
$\Phi_e(t-12)$	0.714984	0.049304	14.50170	0.0000
R-squared	0.993182	Mean dependent var	20.49617	
Adjusted R-squared	0.992532	S.D. dependent var	11.64211	
S.E. of regression	1.006062	Sum squared resid	42.51073	
Durbin-Watson stat	2.220917			

The obtained conclusions of this economic study point out:

1. The Index of prices of consume will influence positively on the increase of travellers who carry out rural tourism, in the opposition to what we foresaw initially. A rise of the index of prices of consume means an increase of the daily life what would determine an inferior income available dedicate to leisure. However, it is precise to bear in mind we are still talking about a “cheap” tourism.
2. The registered vehicles (0.378248) would take part in the same way in an increase of the endogenous variable, because everyone knows that the most of the tourists go on holidays in their own cars, so a higher number of national cars will mean an increase of the travellers who carry out rural tourism.
3. Member workers to the Social Security: an increase of this variable will affect positively in the same way in the rise of the demand because of there is a higher number of members, there is a higher number of people who are working within the family unit, so the spending power of the family unit will be higher, with the possibility to invest a higher proportion in leisure.

4. The Employment Generated by the Rural Tourism in Spain.

The creation of employment from the rural tourism in the development areas, will mean the securing of supplementary incomes and the solution of many of the problems that are presented in the rural society. The number of employed people in this sub-sector has grown up progressively.

At the same time, the introduction of the tourist activity in the rural areas can be an element that avoids the emigration to other areas by the part of the native population, in the same way it will help to decrease the high rates of unemployment, being these two the most severe difficulties that these developing societies are suffering. The data of EOAT in Spain shows the creation of employment that has meant this sub-sector in the last years.

Figure 3. Evolution of employment generated by the rural tourism in Spain 2001-2005.

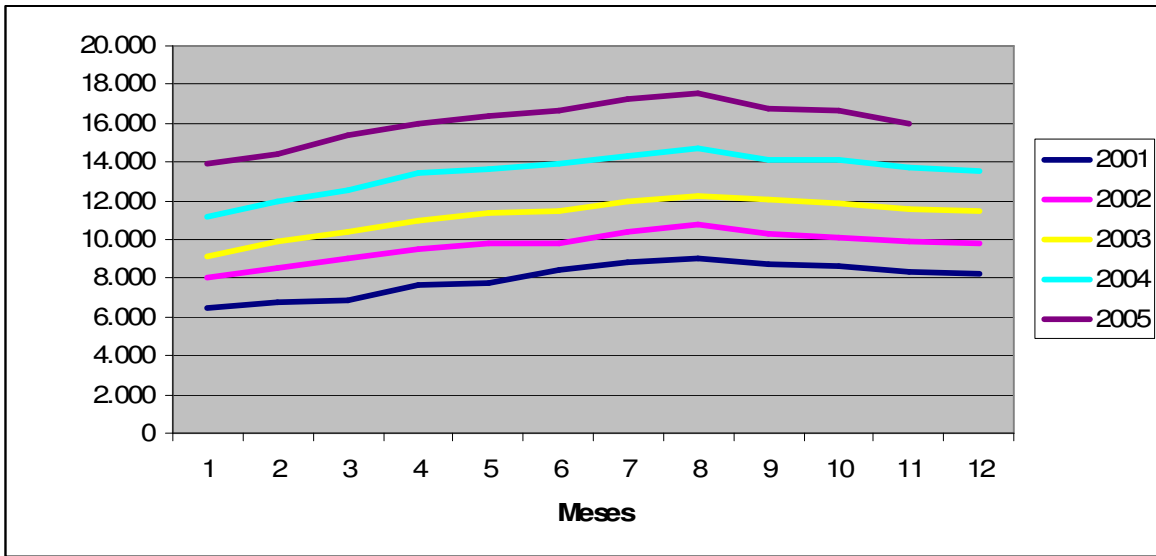
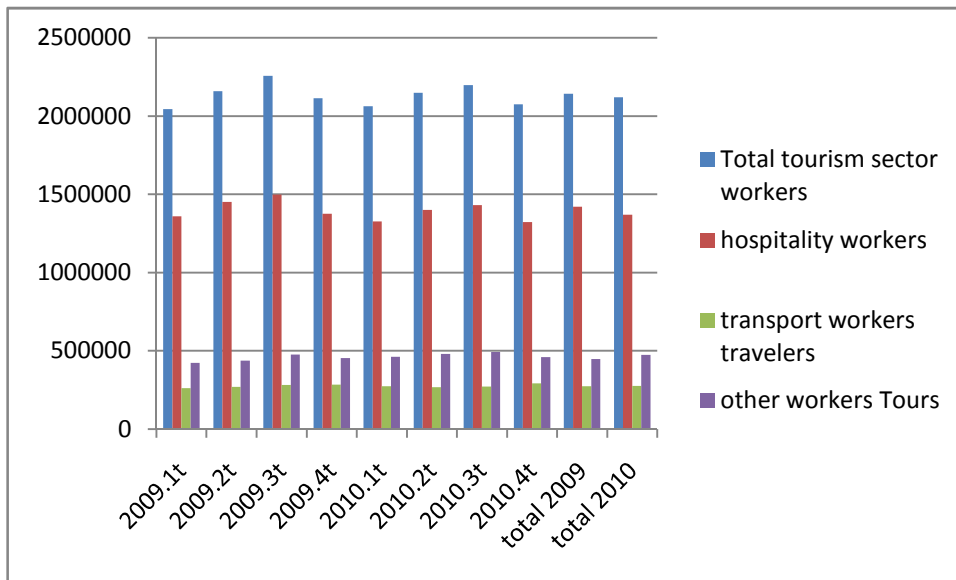


Figure 4. Tourism sector workers by industry activity 2009-2010



It will be elaborated a multi-equational model, which tries to explain the variation of employed staff as endogenous variables; the main variables dealt with in this survey have been:

1. Members of the social security. (AFIL_SS)
2. Index of prices of consume. (IPC)
3. Interest rates.
4. Registered vehicles.(AUTOS)
5. Average stay. (MED_PER_TR_ESP)
6. Accommodations of Rural Tourism. (NUM_ALOJ_ESP)
7. Travellers. (RES_TR_ES),
8. Percentage of the overnight stays carried out by castellano-leoneses. (POR_PERNESP_CAST_LEON)

Ecuacion. $PERS_EMPL_TR_ESP = -7483.363629 + 81.43658867*IPC - 346.9782774*I + 0.0006429861739*AFIL_SS - 0.003243195091*AUTOS - 65.66639912*POR_PERNESP_CAST_LEON + 1.445643584*NUM_ALoj_ESP + 0.002949093846*RES_TR_ES + \Phi_e(t-6)$

Model

Dependent Variable: PERS_EMPL_TR_ESP

Method: Least Squares

White Heteroskedasticity-Consistent Standard Errors & Covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-7483.364	1955.834	-3.826174	0.0004
IPC	81.43659	36.71543	2.218048	0.0318
I	-346.9783	48.00514	-7.227941	0.0000
AFIL_SS	0.000643	0.000133	4.847752	0.0000
AUTOS	-0.003243	0.001051	-3.086687	0.0035
POR_PERNESP_CA	-65.66640	11.56119	-5.679901	0.0000
ST_LEON				
NUM_ALOJ_ESP	1.445644	0.067607	21.38294	0.0000
RES_TR_ES	0.002949	0.001185	2.488688	0.0167
$\Phi_e(t-6)$	-0.836657	0.103761	-8.063338	0.0000
R-squared	0.997146	Mean dependent var	12079.85	
Adjusted R-squared	0.996627	S.D. dependent var	2746.486	
S.E. of regresión	159.4979	Akaike info criterion	13.13546	
Sum squared resid	1119341.	Schwarz criterion	13.47004	
Log likelihood	-339.0896	F-statistic	1921.841	
Durbin-Watson stat	1.290282	Prob(F-statistic)	0.000000	

Obtaining the following results:

- 1.- It is obvious that an increase of the interest rate will affect negatively to the creation of employment in the sector of the rural tourism in Spain because the increase of the I carries out a decrease of the demand when the investments that the businessmen carried out in this sector decrease when the cost others' funding.
- 2.- The variation in the number of members of the Social Security means a positive variation but it is very insignificant, due to the fact that the number of employed people in this sub-sector is a very little proportion in relation to the total number of members.
- 3.- The higher the number of accommodation is the higher the number of employees should be to cover the emerged activity in these accommodations.
- 4.- The number of registered cars affects negatively, if the rural population has a car, it would travel to the urban areas because there is a higher number of probability of getting a job.

Now, we are going to expose the prediction of December 2005 and the comparison of the estimate of the endogenous variable of employed staff in the tourist sector and the real piece of information of the EOAT.

Dependent Variable: D(PERS_EMPL_TR_ESP,1,12)

Method: Least Squares

Variable	Coefficient	Std. Error	t-Statistic	Prob.
AR(1)	-0.603672	0.124368	-4.853930	0.0000
MA(12)	0.881185	0.043145	20.42397	0.0000
R-squared	0.563995	Mean dependent var	11.66667	
Adjusted R-squared	0.553856	S.D. dependent var	240.3312	
S.E. of regression	160.5269	Akaike info criterion	13.03823	
Sum squared resid	1108062.	Schwarz criterion	13.11852	
Log likelihood	-291.3601	Durbin-Watson stat	1.777477	

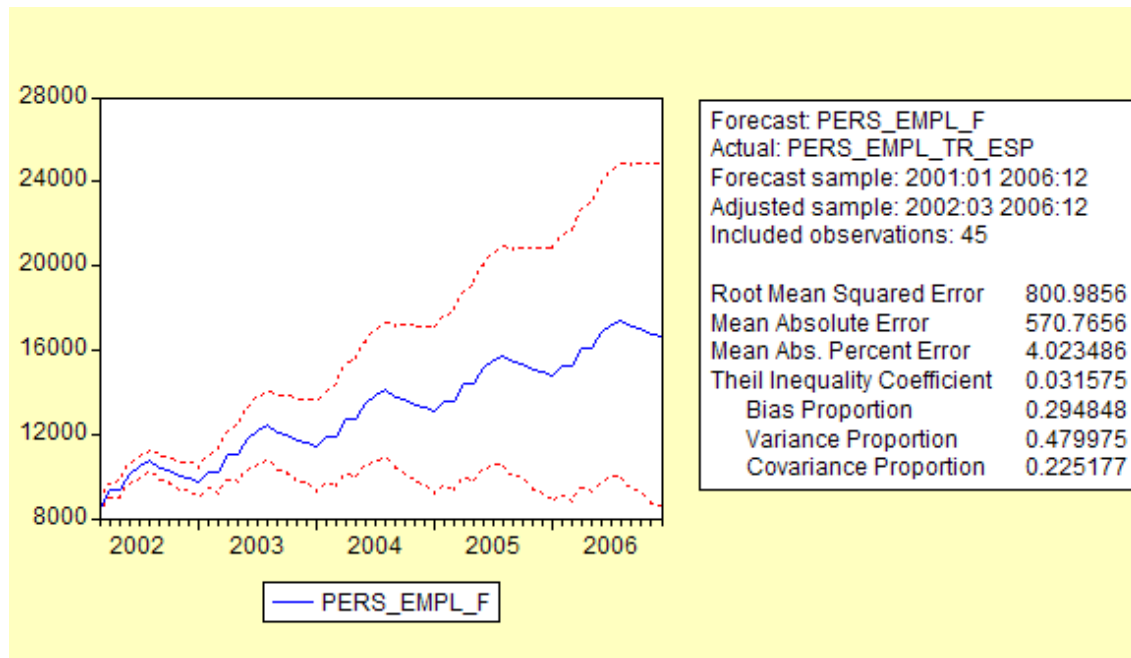
Obtaining through the predictions by points, it is foreseen that this tourist sub-sector needs approximately 16.255,11 people as an average for the next 12 months, the following results:

Period of time	2005.12	2006.01	2006.02	2006.03	2006.04	2006.05
Employed staff	15.012,14	14.790,91	15.272,04	15.295,60	16.077,03	16.147,07

Period of time	2006.06	2006.07	2006.08	2006.09	2006.10	2006.11
Employed staff	16.832,75	17.217,76	17.466,10	17.137,25	17.031,77	16.780,96

If we compare the data that shows the EOATR during the subsequent months to the used sample in the research already published and the estimated values, the variations will be found within the estimated intervals in the model, you can see the presented graphic.

Figure 5. Estimate of the generated jobs by the rural tourism in Spain.



So, it is obvious that the presented model is valid to the estimate of the employees in the sector of the rural tourism in Spain, for the next periods to short term, it is necessary to check the model and bring up to date. The public bodies have promoted in the last years development programs to make easier the tourist activity in the rural areas, because it is essential the co-operation, the dialogue and the co-ordination of the different socio-economic agents and institutions local, regional or supranational (Bachiller, 2012). The public bodies² bet by the taking of economic and legal steps to get a development in the rural areas.

² But we have to precise the implication to the society, the people participation in order to boost the resources and the possibilities of the area, and to offer a product that satisfies the needs of the tourist consumer fully. The demand of tourist services in a rural area has increased the opportunities for the population and it is necessary that the native population of these areas become aware of the existence of this demand. They are the main benefits and without the help of the neighbours the development of the tourist sector is impossible, a rise in the partnership of the town, has to be promoted because until now only a small group of the population has observed this phenomenon of the tourism and it has been less valued.

The European Union has elaborated the development programs based on actions run to the tourist sector in a rural zone. The political economic supports proposed to help the development of the rural areas by means of a new economic activity: the rural tourism. The EC initiatives enrich the policies of local development used for diversifying the economy of rural zones with the collaboration of private entities by means of subventions to enterprising projects. Among the aims that are proposed it is intended to decrease the differences between urban and rural regions in order to get the quest for a socio-economic balance.

5. Conclusion

The tourist sector has the capacity to generate employment and wealth, exploiting the cultural, natural, historic and ethnographic heritage efficiently. The rural tourism has meant the appearance of new opportunities for these areas; for their population this activity becomes a source of employment and wealth. The rural society reacts to the socioeconomic changes that are produced in the environment. So, the inhabitants of rural places must exploit in the best way the available resources, although it means becoming a new enterprising.

The change of prospects on the part of the tourist consumer will co-operate to mitigate the socioeconomic backward of the rural areas and it will provide a development, an increase of the quality of life. The socioeconomic changes benefit to the tourist sector: (a) reversal of population pyramid, (b) the change of the role of woman, (c) the habits and values of the population have changed. (d) The quality of life of the population has increased. (e) A rise of the levels of available income has been produced. (f) All these linked to a rise of the leisure and free time... We need to have a strategic view of the sector that incorporate transversely agriculture, development and tourism, without producing a saturation of the rural environment, and promoting the sustainability of the environment, generating wealth and employment to the native population.

The tourism constitutes an important tool to the organization of the land, letting the creation of employment, contributing to keep the rural world, apart from collaborating with the economic growth of the most underprivileged regions and the re-structure of the productive fabrics. The structural funds will help to improve the general situation of the less privileged regions, lending direct and indirect support to the companies of the tourist sector in other occasions, a high part of the invests has as objective the rise of the attraction of the areas for visitors: improvement of the tourist offer, territorial distribution of the tourism, decrease of the seasonal nature, the exploitation of patrimony and the development of a new alternative of this sector, that is, the rural tourism; the formation of specialised staff to the employment in the sector...

It is precise that the offered tourist product is adapted to the existing demand. The rural areas should be understood as authentic tourist products, and for it, it is essential the support of the public and private bodies and of the population itself that they will be the “designers” of the rural revolution. Coordinating and planning all the tourist initiatives, facing the new threats and weaknesses that appear, promoting the sustainability of the environment, offering a different and competitive product which satisfies the needs of the demands... All of them are objectives that should be considered by the rural population if the wish to improve the current situation of these areas.

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