

EXPLORING RURAL TOURISM IN SOUTHERN EUROPE

THREATS AND POSSIBILITIES FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

Tourism has been considered a development factor for rural areas. Nevertheless, tourism impacts into local environments can be positives and negatives. Sociological analysis of tourism, from the starting point of the phenomena in a determinated region, would offer good outputs for local communities, in terms of tourism management and sustainable development. Our research explore the first steps of tourism processes in the most SW region of Europe (Sierra de Huelva, Spain). We aim to discover what model of tourism is arriving, taking references on theoretical models discovered in similar areas of Spain. Secondly, we test this hipotesys: construction (real state) expansion in the last decades of S.XX had an effect on touristic model in the region. Resources and values of tourism in rural areas could be threatened by real state expansion: consume of natural resources and socioeconomic unbalances are caused.

MORE INFORMATION



OBJECTIVE AND METHODOLOGY

BACKGROUND	Rural Tourism is recognized as a factor for local development of inland areas, traditionally under-developed. Importance of knowing its threats from the beginning of tourism processes.
OBJECTIVE	Explore tourism development at Sierra de Huelva: models and features.
METHODOLOGY	Multivariable analysis from official data at municipal level (as Yagüe, 2002)

TRADITIONAL “TOURISM” MODEL

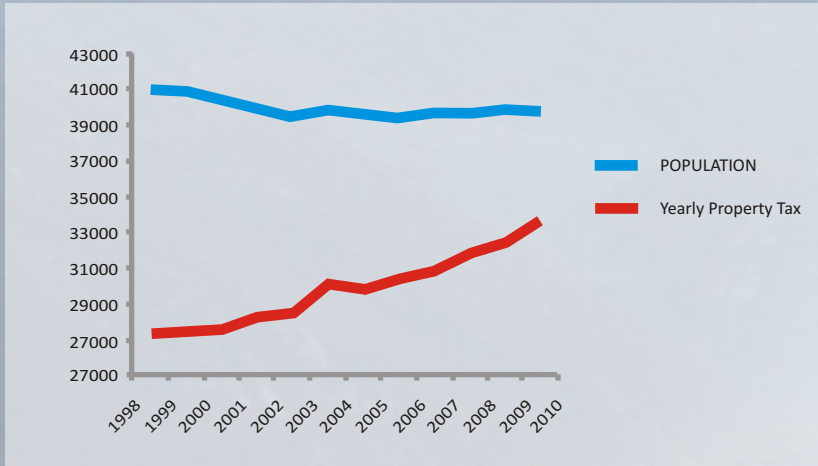
Inland areas
Aged population, emigration, decreasing vegetative growth (deads>born). Smallholded agriculture, familiar iberian pig livestock, traditional activities, linked to local resources, small service rural-cities. Vacational and familiar tourism, mainly local people who come back from migration to visit family. Poor tourist offer. Yagüe, 2002; Solsona, 2001; Cánoves, 2004.

MODERN “TOURISM” MODEL

Inland areas
Positive vegetative growth, youth people stablishing. Small agriculture and/or livestock activities, more important services sector, restaurants and lodging. Diversified economy. Outlander tourists, looking for enjoy environmental and cultural resources. Local “autenticity” as a value. Yagüe, 2002; Solsona, 2001; Cánoves, 2004.

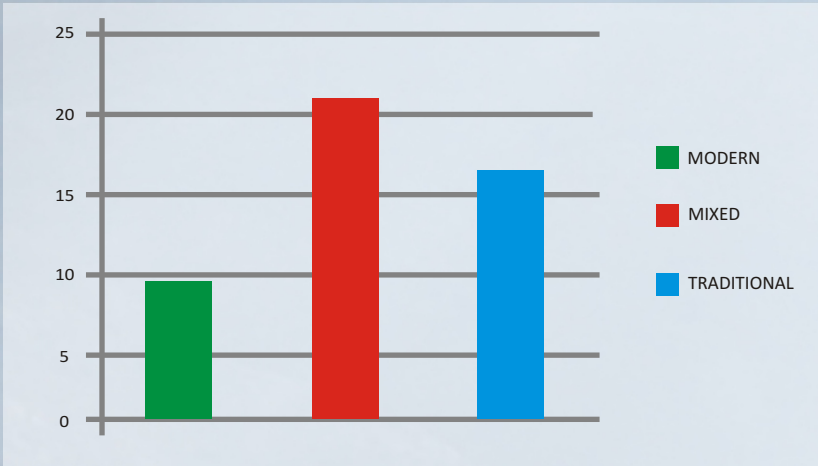
SOME INTERESTING FINDINGS

High real state development. Growing stock of non-selled dwellings. High falling into debts (enterprises and particulars).



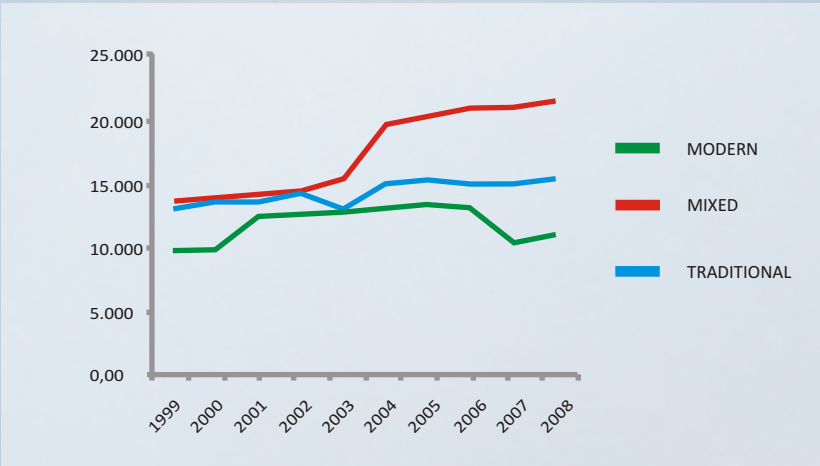
Evolution of the population and number of property tax receipts

Low real state development in municipalities considered into “modern tourism model”



Increased property tax receipts as tourism model (%)

High increasing soil prices in Traditional and Mixed models. Low increasing in Modern model.



Evolution urban cadastral value (€) as tourism models

MAIN RESULTS

TRADITIONAL MODEL

Medium demographic density
high loss of inhabitants
Medium-high income level
High unemployment
Low entrepreneurship dynamics.

MIXED MODEL

High demographic density
High presence of inmigrants
Moderate loss of inhabitants
Medium-high income level
Very high unemployment
Medium entrepreneurship dynamics

MODERN MODEL

Low demographic density
Few inmigrants
Low loss of inhabitants
Medium-low income level
Economic diversification
Medium-high entrepreneurship dynamics: agriculture, craftsmanship, manufacture, restaurants and lodging.

* All items referred to regional level

CONCLUSSIONS

Real-estate uncontrolled growth, strong threat for sustainable tourism development.

Discovered a third “tourism” model, of mixed features, between modern and traditional models.

Clearly an unsustainable model, that influences local socio-economic structure.

Excesive real-estate expansion at rural areas determines local development model and its sustainability.

Bibliografia

Canoves, G., Villarino, M., Priestley, G.K. & Blanco, A. 2004, "Rural tourism in Spain: an analysis of recent evolution", Geoforum, vol. 35, no. 6, pp. 755-769. ; Solsona Monzonis, J. 2001, "El Turismo en espacio Rural en España", Estudios y perspectivas de Turismo, vol. 10. ; Yagüe, R. 2002, "Rural tourism in Spain", Annals of Tourism Research, vol. 29, no. 4, pp. 1101. Ask for more references to: andres@uhu.es"