

MANAGEMENT OF TOURISM INFRASTRUCTURE IN THE COUNTRYSIDE

MODULE 3: RURAL TOURISM AWARENESS LANDSCAPE PLANNING AND

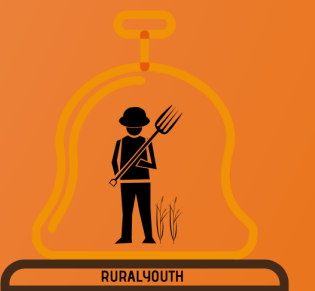
MANAGEMENT OF RURAL TOURISM INFRASTRUCTURE

OBJECTIVES

In Unit 3.2 you will learn about management of tourism infrastructure in the countryside.

Keywords:

- Strategic management
- Marketing management
- Promotion management



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand what is the relation between management and tourism infrastructure



Explain the role of the management of tourism infrastructure in countryside



Understand how management and tourism infrastructure affect each other



Understand the value of management of tourism infrastructure



TOPICS

1. Tourism infrastructure and management
2. The Value of management of tourism infrastructure
3. Impacts of management on tourism infrastructure

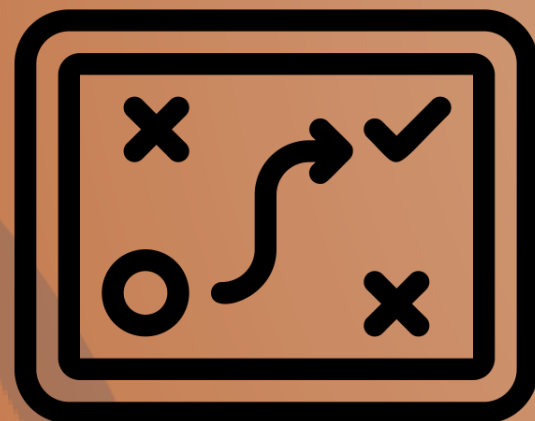
Tourism Infrastructure and Management



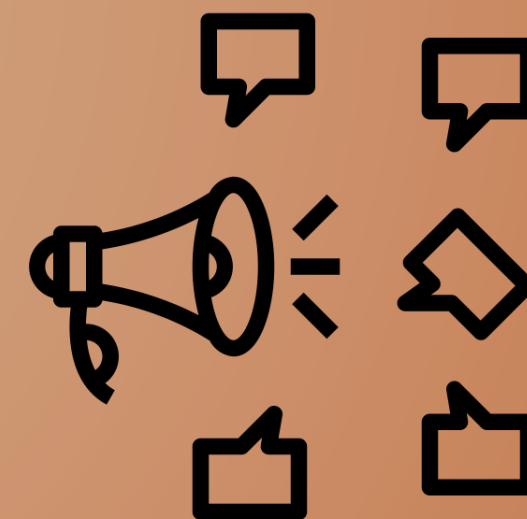
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You probably know that in the development of rural tourism infrastructure, it is necessary to pay attention to marketing activities, mainly promotion and its proper management. The most common management methods include:

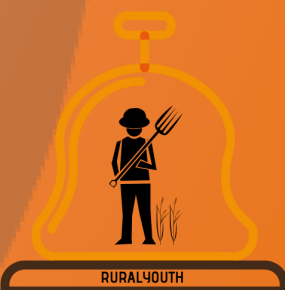
**strategic
management**



**marketing management, including
promotion management and
information management.**



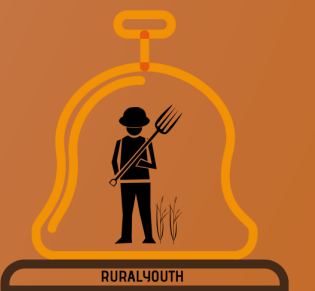
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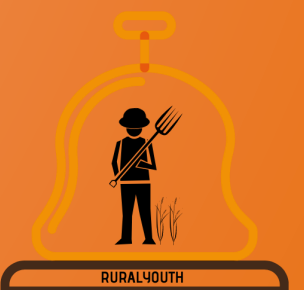
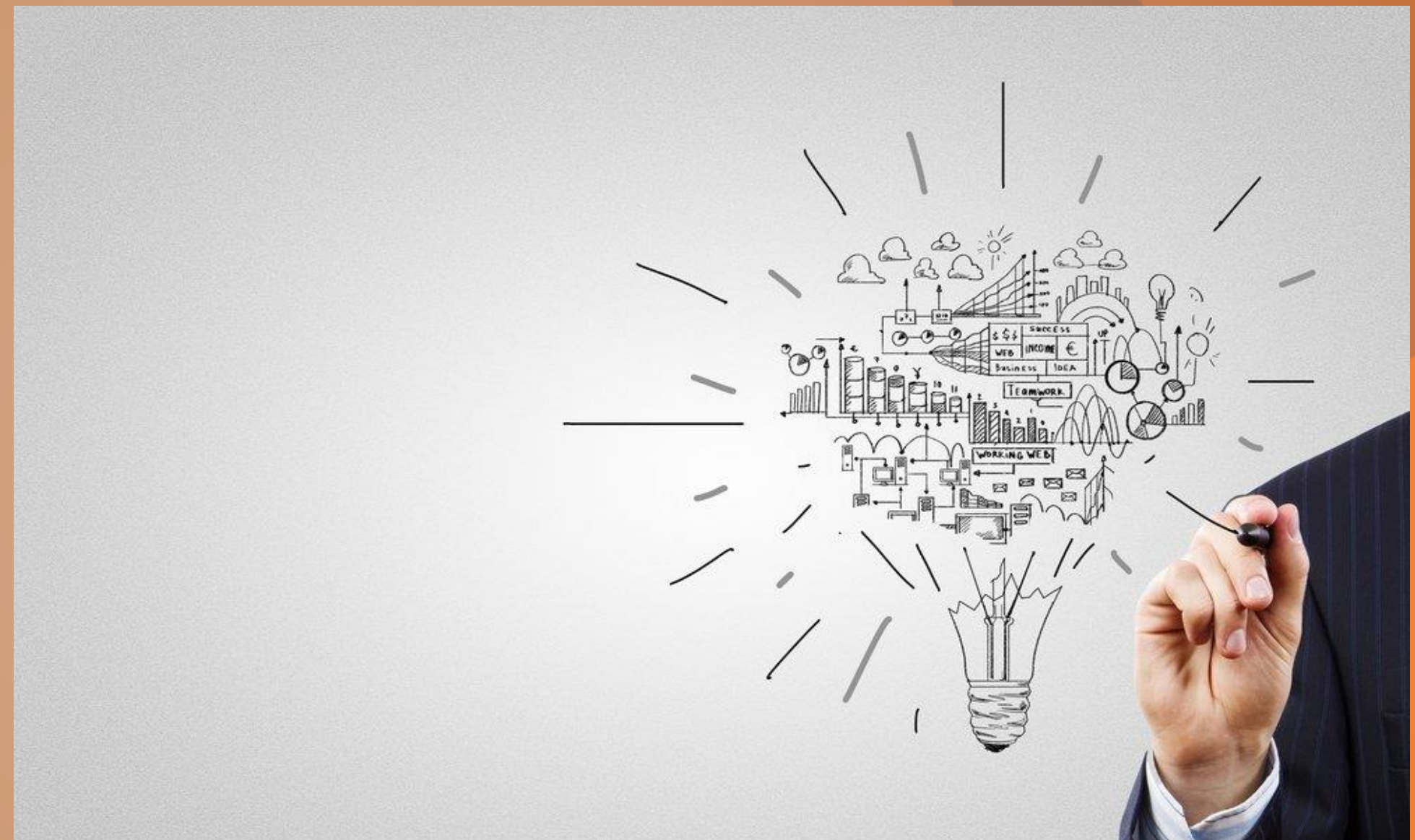
RURAL4YOUTH

Good management consists in showing average people how to do the work of superior people.

— John D. Rockefeller

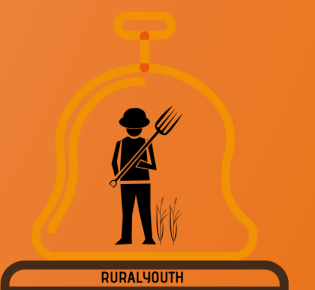


Strategic management is connected with elaboration of development strategy of villages. In the strategies of most rural areas in Poland much space is devoted to development of local tourist economy, i.e. tourism infrastructure. The documents often include various activities supporting its development, including support for its particular forms, e.g. agrotourism or active tourism.

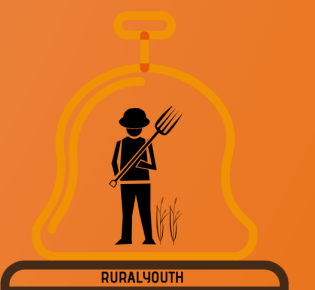




Most often strategic documents concern support for tourism promotion activities tourism promotion activities by communal authorities and other organizations. They also include postulates related to acquiring EU funds for the development of tourist and recreational services, cooperation with various entities in the field of tourism development in the commune.

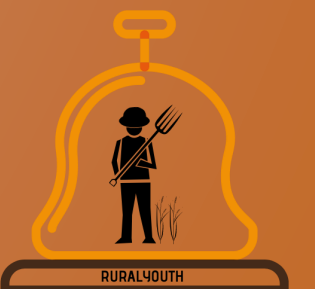


Each commune should have its own development strategy. It is an important tool in managing economic and social development of communes and at the same time an important instrument in strategic and marketing management of local tourism. Various activities supporting tourist and recreational services are included in it. All communes' strategies should pay attention to positive issues concerning tourism by pointing out the natural and cultural values of the commune, appropriate tourist development, diversified accommodation base, opportunities for various forms of rural The main points of the strategies were attractive natural and cultural values, adequate tourism development, diversified accommodation base, possibilities of various forms of rural tourism, especially agrotourism, ecotourism and qualified tourism.

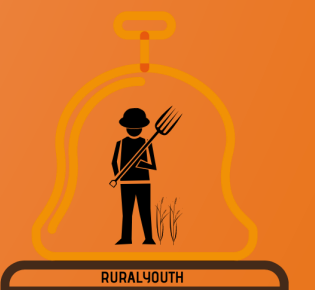


Management is nothing more than motivating other people.

- Lee Lacocca



Marketing management refers to activities compliant with the philosophy of marketing, the application of which is the basis for development of tourism in the village. It also applies to rural cultural tourism. Rural accommodation facilities should include in their offer information about cultural assets that their guests can visit. It is advisable to emphasize the benefits of visiting architectural monuments and learning about the folklore of the rural area.



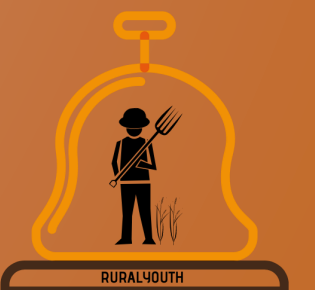
Promotion management is an important type of marketing management in tourism. Promotion, next to product, distribution and price is the basic element of marketing. Promotion is the marketing influence on customers and potential buyers by providing information, argumentation and promises, as well as encouragement, inducing to buy the offered products, as well as creating a favourable opinion about industrial, trade and service companies. Promotion of tourism infrastructure is aimed at informing potential tourists about the attractions of a given rural tourist area, its natural and about the offer of hotel facilities, sports and recreational facilities (tourist infrastructure). The most frequently used instruments in promotional activity in tourism include advertising, personal sales, fairs, exchanges, complementary promotion, as well as public relations.





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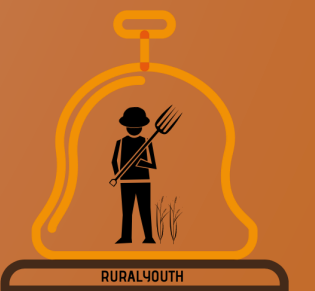
One of the most important factors determining the development of rural tourism is the support of the institutional environment. Various entities involved in the development of rural tourism and agritourism are involved in the promotion of local and regional cultural values, folklore and cultural-historical heritage of the region.





Challenges are what make life interesting and overcoming them is what makes life meaningful.

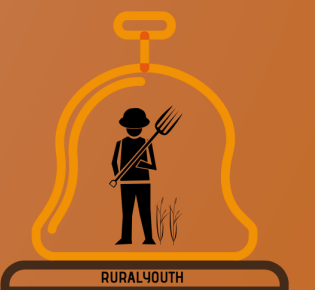
- Joshua J. Marine



Observing the contemporary tourism market, one can notice the phenomenon of decreasing reliance on traditional instruments of promotion and importance of the Internet in reaching clients with offers of rural tourism.

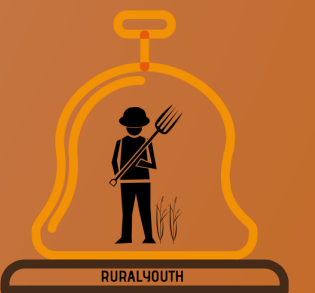
A manifestation of using modern technologies is the creation of websites of agritourism farms and the use of social networking sites.

PROMOTION



Without promotion, something terrible happens... nothing!

- P. T. Barnum

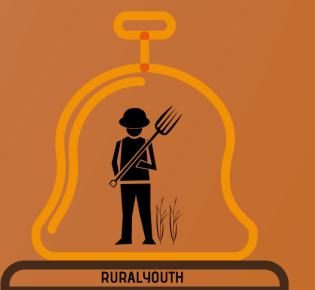


Value of Management of Tourism Infrastructure

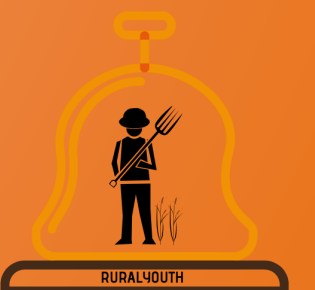


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Tourist infrastructure is one of the basic factors conditioning the development of tourist services. It consists of accommodation facilities (hotels, guest rooms, agritourism farms, tourist hostels, tourist homes, holiday homes, camping sites, etc.), catering base (restaurants, bars, pubs, etc.) and transport base (means of transport, on foot, ski transport (means of transport, hiking, skiing, horse riding and cycling trails)).



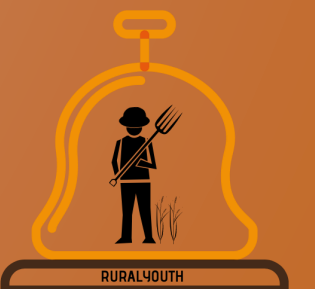
Among the elements of infrastructure related to tourism, the most important in rural areas are: swimming pools, golf courses, riding schools, open-air museums, bathing beaches, but above all, recently very dynamically developing are theme villages and sports and recreation parks.





Collect moments, not things.

- Paulo Coelho



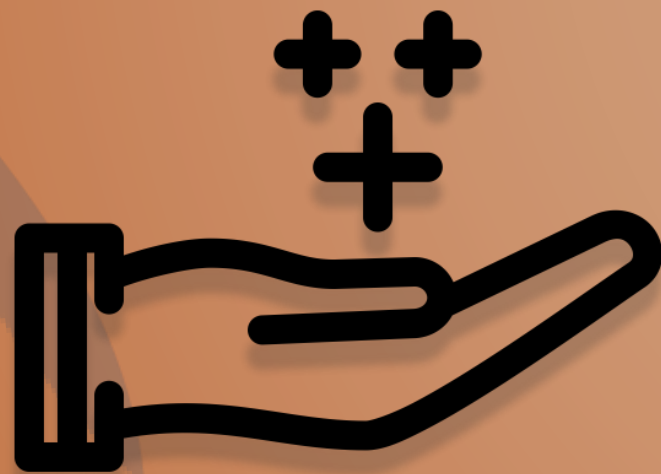
Effective management of tourism infrastructure is essential to ensure that further tourism growth does not create negative social, economic and also environmental impacts.



From an economic point of view, management of tourist infrastructure is a very important element of rural tourism development. All planned investments of tourism infrastructure (which is the case of tourism management) should focus primarily on areas attractive to tourists, i.e. tourist areas, where the largest number of agritourist farms is located. Their concentration can bring the best results. The investments in rural areas without tourist traditions will improve the spatial values of villages, but the use of the created facilities and equipment will be local and only sporadically used by visitors. Thematic projects may be an exception as they are a good way to stimulate the development of neglected areas.

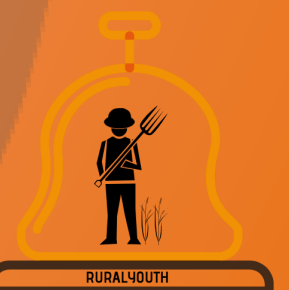


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Thanks to the effective management of tourism infrastructure, the value of rural areas can be higher and higher so that the interest of tourists in the tourist offer of these villages may systematically increase.



Impacts of Management on Tourism Infrastructure



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Tourism infrastructure has both positive and negative impacts on rural areas. It can be a way to protect areas from other, more damaging forms of development and to provide an economic basis for investment, as well as to create local employment in areas where there is little other employment.

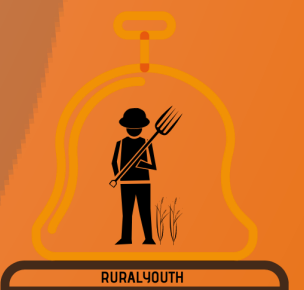


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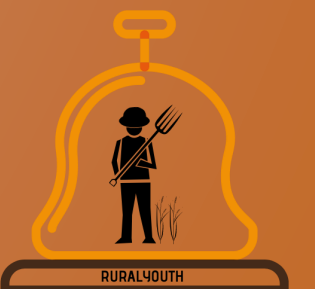
Effective management of tourism infrastructure in rural areas promotes their social and economic development and counteracts negative environmental impacts due to the conversion of land for tourism purposes, the inappropriate siting of tourist sites, pollution and waste, the overexploitation of natural resources and the disturbance of wildlife. It can also prevent negative social impacts related to conflicts over resource use, clashes between tourists and local cultural norms and values, or related to working conditions and employment opportunities for local people in tourism enterprises.



RURAL4YOUTH

The tourism infrastructure is fully restored; all attractions are up and running.

- Andy Newman

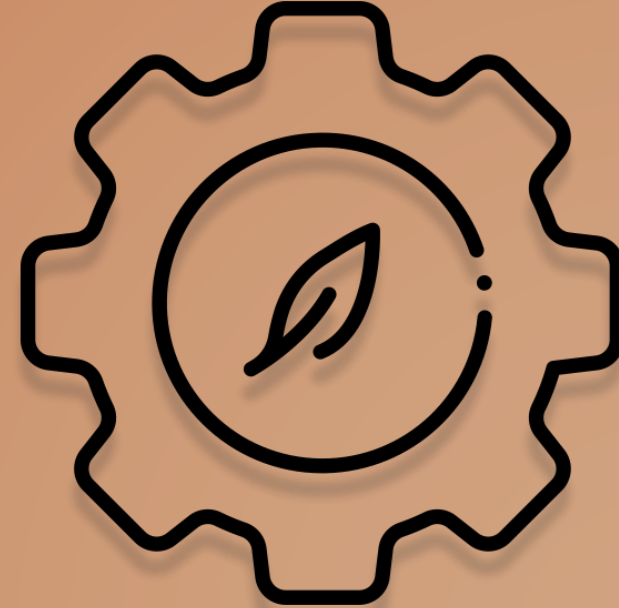


The **negative effects** of tourism infrastructure can be reduced by a number of simple measures, including:



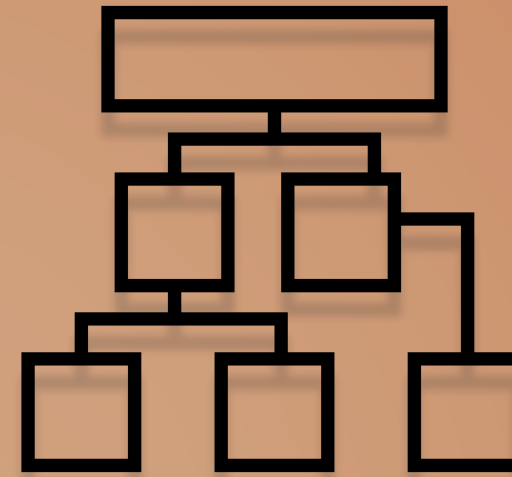
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Planning village management strategies to protect important and sensitive areas from tourism development,



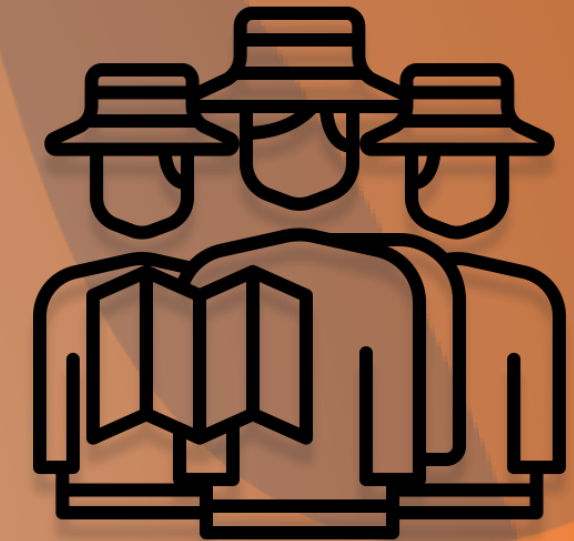
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Applying tourism infrastructure management practices



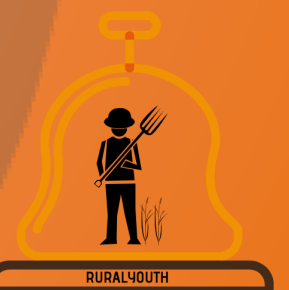
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Implementing sustainable schemes to create tourism infrastructure in rural areas



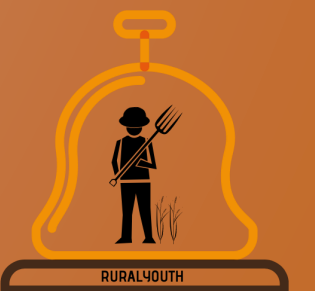
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Managing local stakeholders to effective use of tourism infrastructure



If you want to create new markets, or disrupt old ones, you create ubiquitous infrastructure.

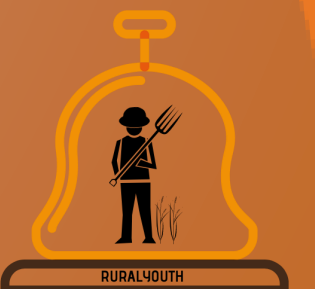
- David "Doc" Searls



You probably know about positive impacts...

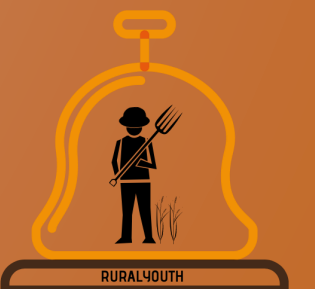
Employment and economic development

According to the UNWTO, tourism provides more than 75 million direct jobs worldwide. Many of these jobs are linked to the tourism infrastructure in rural areas. The income and local employment generated by tourism infrastructure can create a strong incentive for communities, local authorities and governments to invest in sustainable rural tourism infrastructure.



When people speak of quality of life, when cities promote theirs, this is what they're talking about, this is the quintessential image: people enjoying recreational activities on a sunny day near a body of water.

- A.D. Aliwat, In Limbo





➡ With this video, GIZ's sector project Sustainable Rural Areas explains how territorial approaches reveal potentials for the sustainable development of rural areas and enable better development planning on site.



Watch the video with Prof. Pawan Gupta about tourism infrastructure:



Doug Lansky is a travel writer turned tourism advisor who works with destinations around the world. He is considered a thought leader in the industry and speaks regularly at travel, hotel, airport, and tech conferences. For this TEDx talk, Doug wanted to look at a new model for success in tourism that emphasizes sustainable growth, protecting local assets, and enhancing life for the locals while maximizing the local economic impact:



As Director of Rural Development for New Mexico, Terry Bruner travels to rural communities all across the state. As such, he's got a unique vantage point on what makes some communities thrive while other falter, and at TEDxABQ 2013 he presents what he's learned:

MATCH THE PARAGRAPHS!



Strategic management...

...much space is devoted to development of local tourist economy.

Rural accommodation facilities...

...a key foundation for many areas of the tourism economy.

The most frequently used instruments in promotional activity in tourism include...

...it is necessary to pay attention to marketing activities, mainly promotion and its proper management.

In the development of rural tourism...

...is connected with elaboration of development strategy of municipalities.

In the strategies of most rural areas in Poland...

...advertising, personal sales, fairs, exchanges, complementary promotion, as well as public relations.



TEST YOUR KNOWLEDGE!



What is tourism infrastructure?

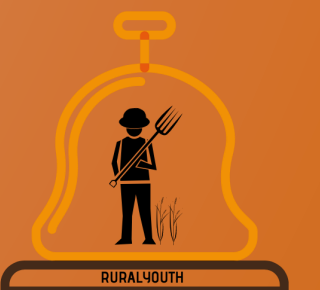
- a) accomodation
- b) facilities and services necessary to develop tourist reception area**
- c) tourist attractions
- d) catering

The most common management methods include:

- a) strategic management
- b) marketing management
- c) information management
- d) all of them**

Strategic management on rural areas is connected with:

- a) development strategy of town
- b) development strategy of villages**
- c) development strategy of the region
- d) development strategy of the country



Marketing management refers to

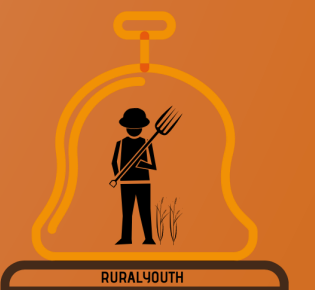
- a) Research
- b) Promotion
- c) Knowledge
- d) all of these activities**

Promotion management is an important type of:

- a) Information management
- c) Cultural management
- b) Global management
- d) Marketing management

Camping sites are part of:

- a) accommodation facilities**
- c) catering base
- b) transport base
- d) touristic base



Negative impacts of tourism infrastructure in rural areas are:

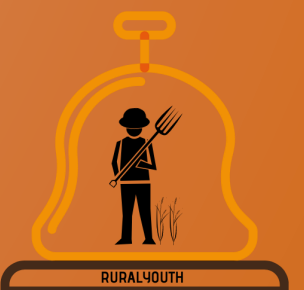
- a) hospitality
- b) cash inflow
- c) clashes between tourists and local culture**
- d) swimming pools

According to the UNWTO, tourism provides more than:

- a) 55 million direct jobs worldwide.
- b) 15 million direct jobs worldwide.
- c) 75 million direct jobs worldwide.**
- d) 85 million direct jobs worldwide.

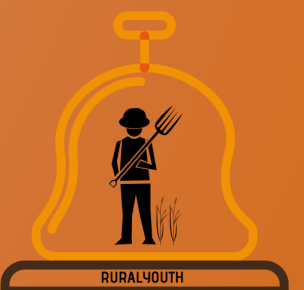
Rural areas can be higher and higher thanks to:

- a) tourists
- b) local people
- c) effective management**
- d) tourism infrastructure



DISCUSSION

1. Characterize the advantages and disadvantages of tourism infrastructure - agritourism farms in environmentally valuable areas and ways to manage these facilities by their owners in order to prevent degradation of the natural environment.
1. Propose 3 elements of marketing strategy for a well-known village in your country.
1. Do you agree that the most important in rural areas are swimming pools and golf areas? Give reasons for your answers.



SUMMARY

- In this unit, you have learned about strategic, marketing and promotion management of tourism infrastructure in the countryside.
- Go outside and look for the right strategy for your village!
- Why don't you check this document if it consists of the most important parts of tourism attractions of your village? Evaluate your strategy – be critical.
- In Unit 3.3 you will learn about ecological elements in planning of tourism infrastructure

