

THE DEFINITION OF RURAL TOURISM AND ITS FEATURES

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Abstract: *the article provides the definition of rural tourism briefly. There are generally a lot of types(sphere) of tourism, for instance, rural tourism, ecotourism, sport tourism, medical tourism and so forth. Developing each sphere separately in the country ensures continuous flow of foreign citizens easily. So, it is important to pay attention to each spheres of tourism and promote these spheres with creating favorable infrastructure and conditions for people who visit the country from abroad. And sometimes, it is often interpreted that rural tourism and agritourism is the same thing or synonym words. In the article, the difference between agritourism and rural tourism is determined and showed with samples briefly.*

Keywords: *agritourism, rural tourism, excursion, sport tourism, tourist, visitor, service.*

Tourism, the world's largest industry of more than 10% of total employment and 11% of global GDP, is also a quickly growing industry as "total tourist trips are predicted to increase to 1.6 billion by 2020" [2].

If you are tired of noisy city, constant traffic, high pace of life, and any signs of civilization you will need rural tourism. You can not find the usual five-star hotels, as well as all the comforts they offer, all of which will be replaced by the beauty of the field, the wind's whisper, clean air, and the most "real" product. At the same time, rural tourism is a revenue-generating sector and occupies a special place in the global tourism market. Although rural tourism can not compete with a large sector, such as the sea resorts, it is important to study and develop a special place in tourism. In our country rural tourism is not almost available. But because of the sincerity of the villagers, the cleanliness of the environment, the ecological comfort, it has a future.

Not everybody is able to relax in the most expensive tourist centers, so the development of rural tourism is of great importance.

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism [1]. The International Ecotourism Society (TIES) defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" [3]. Many villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

Rural tourism is carried out in the following cases:

- in rural areas it is carried out according to family traditions, regardless how much it costs;
- to improve the health in rural climatic conditions according to the doctor's advice;
- to spend more time in fresh air;
- Eating environmentally fresh and cheap products;
- availability of opportunities for gaining experience in agriculture;
- to communicate with other social groups, to get acquainted with their culture, traditions, to participate in their holidays and games.

Vacation in the village is the removal of fatigue accumulated in the city for years, fresh air, environmentally friendly food, climate change, not dense population, other procedures and living culture, gardening, stockbreeding, nature conservation, and the cheapest holiday. According to its character, this type of tourism is one of the forms of ecological tourism.

Tourists are likely to set up a family home in a farmer's home, allowing tourists to become familiar with rural life and new people there, to work with their traditions and agricultural practices. Obviously, it creates inconvenience for homeowners, but brings more money and innovation to them. Tourists are provided with one or more special rooms and all necessary things. Both state and farmers benefit from such tourism. In this regard, rural tourism can be considered as a convenient and attractive tourism type. One of the positive aspects of rural tourism is that it is possible to provide employment in rural areas. For the first time this field does not require labor, the majority of farmers and their family members do the work, but later, as a result of profits from this industry, it will be possible to offer other types of services.

Rural tourism can be divided into the following types:

- Agro-tourism (harvesting);
- Accommodation in the village ("living in the village");
- Practice experience (experience of life);
- Gastronomic Excursions (Traditional Dishes and Drinks);
- Sport tourism (hiking, horseback riding, biking);

- Community ecotourism (ecological community tourism);
- Ethnographic tourism (acquaintance with local traditions).

The benefits of tourism for the farming business include:

- Getting more income;
- Encourage your home arrangement;
- Perform creative work of adult family members;
- Friendly relationships with tourists to deal with a variety of problems with children (vacation in cities, help with university studies, sales of auxiliary products, etc.);
- Interesting communication;
- Increasing the level of education;
- Promoting active learning of foreign languages.

For public authorities, tourism can benefit from the benefits of tourism in the farm:

- Increasing employment;
- Reducing social tension;
- Increasing household income;
- Low cost of this kind of tourism for the authorities due to the use of family resources;
- All funds raised by families remain in the region;
- The decision of the organizers of tourism to the public authority (creation of temporary and permanent jobs, improving the living standards of the population);
- Access to tourist services by cultural organizations;
- Increasing social activity of farmers in tourism;
- Improve the appearance of populated areas;
- Increasing the interest of the population to keep clean points;
- Additional income for sanitation, fire inspections;
- The fact that large-scale services are a reliable source of budget filling;
- Decreasing the criminal situation through increasing the cultural level of the population in the future.

People who use rural tourism services come to rest, learn about the cultures of many countries, and see them on the other hand. They are tired of fighting with strong pace of the life and this kind of tourism will help them to forget about everything.

In rural tourism, a variety of activities are carried out for a particular farming business. In the case of tourists, tourists can choose their daylight saving time and can buy varieties for 5-10 days. Once the farmer receives tourists, tourists will need to adapt to the rural life as soon as possible. They must be equipped primarily with a comfortable and touristy room, and the necessary equipment is also included in the room. Emergency situations must be taken in a timely manner. Tourists are only allowed to deal with different types of rural life it is advisable to take tourists to work in this field if the farmer specializes in the cultivation of grain products. For example, tourists can take care of crops, irrigation, mineral fertilizers, gathering, which is of course a matter of interest to tourists and allows them to apply their knowledge in practice. The organization of tourism in the farming sector also has a good result. Food hunting is a fun occupation for all. The farmer working in the area farms and livestock sector can also develop the tourism industry. Seeing or maintaining a farmer's shepherd's livestock in the hillside helps him to enjoy the beauty of the mountain and aesthetic pleasure. In addition, the use of animals such as horses and camels for tourists is also beneficial. In tourism, tourism can also be a good tourist attraction for tourists and to take part in fruiting. Echo-animal feeding is also a good way to develop tourism, for example, is an ostrich.

References

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