

Is Tourism the Solution to Rural Decline? Evaluating
the “Promise of Rural Tourism” to Close the Gap
between Rhetoric and Practice

by

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

ABSTRACT

Rural areas across the developed world have encountered economic decline due to trends of industrialisation and urbanisation (Lane, 1994). The damaging effects of the declining economy have persuaded governments to recognize these problems and tourism has been presented as a catalyst to revitalize disadvantaged rural areas (Riberio & Marques, 2002). Tourism often represents a means of generating revenue and increasing employment opportunities.

Today, the idea that tourism will save disadvantaged rural areas has grown into a widely agreed upon notion, which is reflected in a vast range of policy documents. This thesis has questioned whether the promise of rural tourism to contribute to local community development has surfaced as a result of over optimism. The purpose of this study was to determine if tourism is a viable tool for development in rural areas by stepping back and evaluating what is really happening in practice in rural areas. This study examined if, and to what extent, the reported benefits of rural tourism are realized on the ground at the local community level. However, there is little to be gained by examining the impacts of tourism without examining the processes which have contributed to the creation and growth of rural tourism. This research consisted of a close examination of the rural tourism development process and the impacts of its development in a rural village in the Czech Republic.

Data were collected through semi-structured interviews, household survey questionnaires, secondary data analysis and finally, participant observation. The analysis of the data revealed four main themes, which include: (1) the nature of tourism development, (2) the impacts of tourism, (3) the role of tourism, and (4) the future of tourism development. The findings of this research showed that residents held a favourable view towards tourism development and are supportive of future tourism development. Tourism is attributed to the many positive changes that have occurred in the village. Moreover, residents reported valuing the social contributions of tourism more than the economic contributions. It was revealed that there is an awareness future tourism planning and monitoring is needed, however, there is a distinct lack of organized tourism planning in the village.

The study concluded that tourism's promise of providing development potential to rural communities, as outlined, remains partially unfulfilled. Residents have a realistic grasp on the role of tourism in their village and as such, realize that tourism is currently not a viable development option for their village. This study demonstrates that it should not be assumed that rural economic development is a natural outcome of rural tourism.

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DEDICATION

This thesis is dedicated, in loving memory, to my Babi: a woman with a remarkable power to give and of extraordinary strength. You continue to inspire me.

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Chapter 1

Introduction

Rural areas around the globe are said to be subject to considerable economic and social changes due to the decline in resource-based employment opportunities. This decline can be attributed to a number of factors including the rapid industrialisation and subsequent urbanisation of western societies beginning in the nineteenth century (Lane, 1994; Sharpley & Sharpley, 1997). To combat economic decline, rising unemployment rates, and the outmigration of youth, many rural community leaders use the development of tourism as a catalyst to revitalize these underdeveloped regions.

Many rural areas in Europe have been successful at attracting increasing numbers of tourists to the countryside. The appeal of the countryside lies in its unique natural landscapes and opportunities for various sports and activities (Verbole, 1997; Page, Brunt, Busby & Connell, 2001). Improvements in transportation networks, increases in disposable incomes, and longer holidays have enabled people from urban areas to visit the countryside more easily (Lane, 1994; Sharpley & Sharpley, 1997). This is encouraging for those authorities who wish to pursue tourism as a tool for development. Today, the idea that the development of tourism will save disadvantaged rural areas has grown into a widely agreed upon notion. Riberio & Marques (2002, 212) illustrate the popularity of this notion:

Tourism has been perceived by the majority of politicians, technical advisors and many academics as the most effective, hence the priority 'prescription,' with which to reverse the negative trends that the less favoured areas have been registering, by virtue of its ostensibly general applicability and the synergies it is able to generate in a wide range of sectors and activities, the local resources it is able to promote and the income and employment multiplier effects it is able to produce. The idea that tourism is/could be the key to the future of these regions has been gaining more and more adherents. From the European Union down to local level administrators, that is to say, the leaders of local and city authorities, this conviction has become recurrent and insistent in official speeches and in a vast range of written documents.

As touched upon briefly by Riberio & Marques, there are a number of benefits frequently associated with rural tourism development. These include its ability to create employment opportunities, to increase incomes, to improve infrastructure and/or create new facilities, to diversify the economy providing a stable base for the local community, to foster pride in the local community, to foster conservation of natural, cultural and historic resources and to discourage the outmigration of youth (Gannon, 1994; Greffe, 1994; Opperman, 1996; Hung & Stewart, 1996; Sharpley & Sharpley, 1997; Riberio & Marques, 2002; MacDonald & Jolliffe, 2003; Liu, 2006). Liu (2006, 879) speculates “the promotion of rural tourism is a derivative of political will, because of the perceived need to reduce disparities between urban and rural areas.” The promotion of these potential benefits from authorities is what will be referred to as “the promise of rural tourism” in this research. While the academic literature has begun to challenge the notion that rural tourism will save disadvantaged rural areas, public policy rhetoric continues to guide tourism planning and development. It is the policy rhetoric that justifies the promotion of rural tourism based on its potential to contribute to economic development while pushing aside other benefits that may arise from rural tourism development. Has the promise of rural tourism surfaced as a result of over optimism? Does tourism, as a single force, have the ability to rejuvenate the economy, or does it merely complement existing economic activities? It is time to step back and evaluate what is really happening in practice in rural areas.

The purpose of this study is to determine if tourism is a viable tool for development in rural areas as stipulated in policy rhetoric. The promise of rural tourism will be evaluated. This will be achieved by exploring the developmental process of rural tourism in Venkov¹; a rural village in the Czech Republic. This research will examine if, and to what extent, the benefits of rural tourism are realized on the ground at the local community level. There is little to be gained by examining the impacts of tourism without examining the process which has contributed to the creation and growth of rural tourism. According to Kappert (2000,

¹ Names have been changed to ensure the anonymity of study participants.

258), “the impact of tourism development cannot be divorced from the process by which it occurs.” Telfer & Sharpley (2008) confirm this notion by suggesting the impacts of tourism cannot be considered in isolation. Within the tourism literature, it is all too common to see tourism impacts listed; however, “when assessing the impacts of tourism, it is essential to consider the broader social, political and economic context of the destination” (Telfer & Sharpley, 2008, 176). The authors go on to state that “the overall outcome of the impacts will influence the contribution of tourism to development” (2008, 175).

Therefore, it is of central importance to this research to examine the rural tourism development process. How was tourism initiated? Who participates? Who benefits? Who loses? Who makes the decisions? These are all questions that need to be raised in order to gain a holistic understanding of the role tourism can play in revitalizing disadvantaged areas.

1.1 Problem Statement

Tourism is heralded as an effective local development strategy for rural areas with little empirical evidence to support this claim. There has been a great deal of attention in existing research on the impacts, attitudes and perceptions of tourism in rural areas from the perspectives of tourists and the local community themselves (Lewis, 1996). However, little is known about how the process of tourism development in rural communities shapes these impacts, attitudes and perceptions. Thus, in order to claim tourism is a viable tool for development in rural areas, it is imperative to investigate if the promised benefits do in fact materialize and what factors contribute to the generation of these benefits.

1.2 Research Objectives and Research Questions

This thesis will attempt to empirically test the conventional perceptions of rural tourism whereby it is widely promoted as a solution to many of the problems experienced in rural areas. The five objectives guiding this research are as follows:

- (1) To investigate the process of tourism development in rural areas;
- (2) To determine how rural tourism is perceived by local community members;

- (3) To evaluate the validity of the promise of rural tourism as stipulated in policy documents;
- (4) To determine if tourism is a viable development option for rural areas, according to those living in Venkov; and
- (5) To make recommendations based on the findings of this study.

To achieve these objectives the following research questions will be addressed:

- How is tourism developed in rural areas?
- How do local residents feel that the development of tourism has affected their lives?
- How successful is rural tourism at contributing to rural development?
- How can rural tourism be developed to ensure it lives up to its expectations of contributing to rural development?

This research will continue to build upon our understanding of how tourism is initiated and developed in rural areas, and to build upon our understanding of how tourism is perceived by rural residents. Rural areas in the Czech Republic are relatively understudied within the tourism arena. A detailed description of the case study area is provided in Chapter Four. The Czech Republic's rural areas, along with other rural regions in Eastern Europe are of particular importance as they have undergone tremendous political, historical and social change in the past three decades, making their rural tourism development processes truly unique. Overall, this research is intended to contribute to the growing body of rural tourism literature and to help inform future rural tourism planning and development.

1.3 Organization of Thesis

This thesis consists of seven chapters. This chapter has introduced the topic of this research, and has presented the research problem, the research objectives and questions and finally, the rationale for this research. Chapter Two examines the bodies of literature relevant to this research. Chapter Three discusses the research methods undertaken. Chapter Four provides background information of the study area. The findings of the research are reported in

Chapter Five. Chapter Six interprets the findings of the research and discusses how they relate back to the literature. The final chapter of this thesis provides conclusions, presents a set of recommendations for future rural tourism development and suggests directions for future research.

Chapter 2

Review of the Literature

The aim of this chapter is to explore the literature on rural tourism and tourism development to provide a contextual basis for this study. This chapter begins by defining rural tourism and examines the literature addressing the use of tourism as a tool for development. The promise of rural tourism along with the costs of rural tourism are explored, followed by an examination of the emerging literature on the rural tourism development process. This chapter concludes by examining the literature on the role of the community in tourism development processes. In reviewing the literature, a number of gaps have been identified. This study aims to fill some of these gaps.

2.1 What is Rural Tourism?

Traditionally, rural areas have been viewed as disadvantaged as they are said to often suffer from geographical isolation, economic marginalization, and have poor access to and from markets (Brown & Hall, 2000). Perspectives on rural areas have evolved over time to embrace the positive features they can hold. For example, rural areas are seen to hold important qualities urban centres do not, such as characteristics of natural beauty, quaintness, and peacefulness (Brown & Hall, 2000). These unique characteristics have drawn people to visit these areas, which have ultimately made rural tourism an increasingly popular phenomenon.

Even though there has been extensive research conducted within the rural tourism arena, there is still no consensus on the definition of rural tourism. Nor is there consensus on the particular activities or locations which distinguish rural tourism from other forms of tourism (Sharpley & Sharpley, 1997). However, before jumping into the rural tourism literature, it would be appropriate to firstly examine how 'rural' is interpreted.

2.1.1 What Constitutes 'Rural'?

Rural means different things to different countries. According to Page et.al (2001), a number of frameworks and approaches exist for defining rural. Some researchers choose to define rural based on the elements or functions of rural space. Others look to the degree of remoteness from urban centres or even to how rural is perceived and subsequently, socially constructed by individuals.

Perhaps one of the most straightforward ways of defining rurality lies in looking at population size. However, each country has its own population parameters when defining rural. For census purposes Statistics Canada defines 'rural areas' in Canada as "sparsely populated lands lying outside urban areas [with]...populations living outside places of 1000 people or more OR populations living outside places with densities of 400 or more people per square kilometre (Statistics Canada, 2002, 8). In her work, Simkova (2007) recognizes the difficulties with defining 'rural' and looks to the European Union's (EU) interpretation of the term. The EU identifies areas with population densities below 150 inhabitants per square kilometre as 'rural' (Simkova, 2007). Simkova (2007, 264) goes on to state, "the most often used criterion in the Czech Republic is the number of inhabitants-a municipality is considered to be rural if it has less than 2000 inhabitants." As this research's setting is in the Czech countryside, it would be most appropriate to adopt this understanding of "rural" for this study.

2.1.2 Defining Rural Tourism

The early 1990s marked the beginning of publications embracing the relationship between tourism and rural areas. Researchers have attempted to define rural tourism as its own form of tourist activity, and to explore the processes of integrating tourism into wider rural development agendas (Sharpley & Roberts, 2004). Davidson (1992, 141) introduced rural tourism as a "concept which covers tourists activity devised and managed by local people, and based on the strengths of the natural and human environment."

Lane (1994) further clarified rural tourism by explaining it as a form of tourism which is located in rural areas, is rural in its function, scale and character and represents a complex pattern of rural environment, economy, and history. He went on to propose that rural tourism includes activities in farms, nature, heritage, sport, education, culture and adventure. Page et al. (2001) broadened the view of rural tourism to embrace all activities occurring in the countryside, by stating rural tourism is simply tourism which takes place in the countryside.

Most recently, Sharpley & Roberts (2004) adopted a different approach to defining rural tourism and contended that it is a concept unlikely to be shared by North Americans and Europeans due to the vast interpretations of this form of tourism. They implied that rural tourism is a socially constructed and culturally bound concept and therefore, perceptions must be examined in order to fully understand its true meaning.

This study has taken Sharpley & Roberts (2004) approach to defining rural tourism, by seeking to understand the social realities of the study participants. Therefore, rural tourism in the Czech countryside is broadly understood as the following: rural tourism is regarded as a form of tourism taking place in the countryside for the main purpose of enjoying the rural way of life. Rural tourism is largely built upon natural attractions and cultural landscapes. There is a strong social component to this form of tourism since it enables and encourages interaction between residents and between residents and tourists. It is not a standardised concept, thus includes a wide range of activities, predominantly in the outdoors. Chapters Four and Five provide a deeper understanding of what rural tourism entails in the study setting.

2.2 Tourism as a Tool for Development

The complexity of accurately defining what is meant by rural tourism is evident. Identifying the role tourism plays in the development process of rural areas is equally challenging. In his work dedicated to exploring tourism's ability to contribute to development, Sharpley (2002) suggested tourism, in any area or region within both the developed and developing world, is

regarded as a means of achieving economic and social development. What varies between the developed and developing world is the contextual meaning of development or “the hoped-for outcomes of tourism development” (Sharpley, 2002, 14). Thus, it is essential to understand what is meant by the term ‘development’ in the context of this study.

2.2.1 Defining and Understanding Development

The term development is a difficult term to conceptualize as it is one that is ambiguous and used to mean a multitude of things. Cown & Shenton (as cited in Telfer & Sharpley, 2008) even went as far to propose that ‘development’ is a term that has defied definition. Sharpley (2002) suggested that development alludes to the notion of progress where positive transformation is sought to reach a desired future state. It can be thought of as a “philosophy, a process, the outcome or product of that process, and a plan guiding the process towards desired objectives” (Sharpley, 2002, 23).

Earlier interpretations of development have solely concentrated on economic growth. However, economic growth does not provide insight into possible improvements to issues of the distribution of wealth, reduction of poverty, securing employment, better healthcare, etc. (Telfer & Sharpley, 2008). Since the end of the Second World War, the term has passed through a series of theoretical perspectives (Scheyvens, 2007). Once focusing solely on economic growth, development today is often associated with the “sustainable development” paradigm. Telfer & Sharpley (2008, 11) state:

In general, the ‘story’ of development theory is one of a shift from traditional, top-down economic growth-based models to a more broad-based approach with emphasis on bottom-up planning, the supplying of basic human needs and a focus on sustainable development.

The concept of development has now broadened its focus to encompass economic growth, social development and environmental protection (Telfer, 2002; Scheyvens, 2007; Telfer & Sharpley, 2008). Development is now closely connected to these three pillars, which can be found in general development literature to tourism literature specifically.

Although focusing on tourism's potential to contribute to development in particular, Telfer & Sharpley (2008, 6) provide a definition of development which can be applied to various subject areas and not just tourism. The authors explain development as:

...a complex, multidimensional concept that may be defined as a continuous and positive change in the economic, social, political and cultural dimensions of the human condition, guided by the principles of freedom of choice and limited by the environment's capacity to sustain such change.

The main advantage of this definition is that it is all encompassing by including the many dimensions of change that need to occur to ensure the human condition is improved in a meaningful manner. This definition will be revisited in later chapters to evaluate whether rural tourism can contribute to the development of rural areas.

Burns (1999) provided a critical approach to the developmental potential of tourism. Burns (1999) argued that there are two very different approaches to tourism planning which endorse tourism as a means of bringing development to a country. Although his work focused on a larger scale (international tourism in the developing world), his ideas can be applied to the development of rural areas as many of the issues he discusses are apparent in smaller scale contexts as well. Burns proposed that approaches to tourism planning can be placed on a continuum. One end is described as the 'Tourism First' approach which seeks economic and growth benefits through various multipliers and high tourist arrival numbers. This end focuses on tourism for tourism's sake. The other end is concerned with using specific development goals of an area as a starting point to implement tourism, which is termed 'Development First.' This approach places emphasis on the relationship between tourism and its environs, where tourism is seen as a means to achieve not only economic goals but social ones as well. Although the 'Development First' approach coincides with the highly desired notion of sustainable development, Burns (1999) argued that the 'Tourism First' approach remains the dominant planning paradigm.

Burns' work highlights how development and its relation to tourism can be interpreted to mean a variety of things. When policymakers, planners, or even academics

propose tourism will be the answer to the problems rural areas face, it is important to question which underlying approach to development is really sought. Or as previously highlighted, one must ask what are their “hoped-for outcomes” of tourism development? Is it economic growth, the overall improvement to quality of life of residents or both? According to Marcouiller (1997, 338), “there is a tendency to approach tourism with the preconceived opinion that it is tourism that will provide an economic panacea for development of rural regions.” Unfortunately, this optimistic developmental promise of tourism overshadows the consideration of any negative impacts that may arise. Liu’s (2006, 878) view supports Marcouiller’s finding, by contending that “the preparation of rural tourism plans is often preoccupied with catchphrases of special relevance to economic gains.” There are several studies which have investigated tourism’s developmental potential for rural communities. The findings of these studies will be discussed in more detail below.

2.2.2 The Promise of Rural Tourism

A review of the literature indicated that there are a number of common benefits reported to arise from rural tourism which collectively perpetuate the “promise of rural tourism” notion. Gannon (1994), Greffe (1994) and Sharpley & Sharpley (1997) provide comprehensive lists of the benefits of rural tourism.

The literature suggests that rural tourism acts as a source of employment, resulting in a primary source of income for individuals or acts as additional income for individuals (Gannon, 1994; Greffe, 1994; Opperman, 1996; Sharpley & Sharpley, 1997; Riberio & Marques, 2002; MacDonald & Jolliffe, 2003; Liu, 2006). The development of rural tourism is said to serve as a lever for a whole chain of activities-as there becomes an increased need for goods and services to accommodate tourist needs- therefore, providing support for existing and new businesses and services. In turn, this diversifies and strengthens the local economy and provides a more stable economic base for the local community (Gannon, 1994; Greffe, 1994; Opperman, 1996; Huang & Stewart, 1996; Sharpley & Sharpley, 1997; Riberio & Marques, 2002). The goal of developing tourism in rural areas is to attract tourists from

outside the close vicinity of the destination. Attracting outsiders to a destination translates into bringing new money into the area, in turn stimulating the local economy (Gannon, 1994; Greffe, 1994).

In addition to the economic benefits of rural tourism, the literature also suggests the development of rural tourism can contribute to a number of social benefits to rural communities. These benefits include the provision of recreational opportunities, facilities, services and amenities that the rural community can benefit from which would otherwise be unavailable (Gannon, 1994; Opperman, 1996; Sharpley & Sharpley, 1997, Garrod, Wornell & Youell, 2006). Gannon (1994) asserted that rural tourism has the ability to foster pride in the community, to provide an opportunity for cultural exchange and to create conditions for safeguarding and enhancing local cultural identities. Similarly, Sharpley & Sharpley (1997) suggested that rural communities can benefit from the development of tourism as it will enable the revitalization of local customs, crafts and cultural identities. And finally, it will repopulate the area which is often typified as having a declining and older community.

The countryside is often the main draw to attracting tourists to rural areas, thus, the physical environment is an important component to the success of rural tourism. It is agreed that developing tourism in rural areas can play a key role in revitalising the natural, cultural and historical resources of the area (Gannon, 1994; Sharpley & Sharpley, 1997). Rural tourism is said to have the ability to stimulate the conservation, protection and improvement of these important resources.

These benefits collectively perpetuate the “promise of rural tourism” notion and explain why “the promotion of rural tourism is a derivative of political will” (Liu, 2006, 878). One must ask: is the enthusiasm expressed by decision-makers regarding rural tourism warranted? A major gap in the literature rests in a lack of evidence showcasing that these benefits do in fact materialize on the ground and that they are maintained overtime. The need to examine if and how these benefits accrue in practice persists.

Numerous studies have dealt with examining the course of tourism development overtime. Butler’s (1980) tourists area life cycle model illustrates how destinations evolve

over time, moving from the first stage of exploration, through to the development stage, and finally to the stagnation stage. It is thought that the positive impacts of tourism are most apparent at the beginning stages of tourism development. Doxey's index of tourist irritation examines the course of tourism development over time in relation to resident's attitudes toward tourists. At the onset of development, residents perceive tourism to be primarily positive but these positive feelings taper off over time, leaving communities with high levels of irritation towards tourists and tourism development (Page et al., 2001). The model suggests with the growth of tourism development, host communities pass through four distinct stages: starting with euphoria, apathy, through to irritation and antagonism (Page et al., 2001).

Smith & Krannich (1998) offered a typology for communities who are experiencing tourism growth. Similar to the previous models, the authors suggested that increasing tourism development has the potential to impact host communities negatively over time. Their model was derived from analysis of four rural communities in western United States. The typology consists of three categories which include: tourism-hungry, tourism-realized and tourism-saturated communities.

A tourism-hungry destination has significant potential to attract more tourism, and residents strongly desire to have the industry contribute to their economy. Residents perceive tourism to bring about positive impacts. They perceive tourism to be more important than it actually is. A tourism-realized destination has a "moderate but increasing level of tourism and a growing ambivalence among residents regarding the desirability of additional development" (Smith & Krannich, 1998, 793). Tourism is not dominant in the community but represents an important part of the community's economy. Residents enjoy the benefits of tourism but are concerned about the possibility of becoming a tourism-saturated community. Finally, residents of a tourism-saturated community have a greater level of perceived negative impacts from tourism and its economic development and experience lower levels of community, economic and social satisfaction. The community has reached a

threshold level of development and residents desire little or no more development (Smith & Krannich, 1998).

Lastly, Mitchell (1998) devised a stage-model of Creative Destruction explaining the evolution of rural heritage villages. According to the model, a rural heritage village will evolve through five stages in the process of creative destruction, from early commodification, advanced commodification, early destruction, advanced destruction and finally to post-destruction. In 2009, Mitchell & de Waal revised the model by adding an additional stage to the beginning of the model, called pre-commodification. Three variables (entrepreneurial investment, consumption of commodified heritage and destruction of the rural idyll) are used to explain the changes that occur within a community through the six stages. Similar to the other models discussed above, the creative destruction model illustrates how resident attitudes become increasingly negative as the evolution of tourism development unfolds.

Pre-commodification is described as a stage where the community is part of a productivist landscape, from either an economically stable or declining form. Early commodification occurs when an entrepreneur recognizes the potential of a rural locale and investment into the locale is initiated. The number of visitors is low and residents hold positive attitudes towards their environment. The rural idyll is still intact. During advanced commodification, investments increase along with visitor numbers. Residents begin to be aware of negative implications of growth. In the early destruction stage, investment levels continue to increase, steering away from residents' needs to visitors' needs. An increasing awareness amongst residents occurs regarding the erosion of their community. Advanced destruction is characterized by a high scale of investment, increasing visitor numbers and the ultimate destruction of the rural idyll. Resident attitudes are extremely negative which creates the potential for outmigration. Finally, in post destruction, investment opportunities decrease or disappear and visitor numbers may decline due to a lack of authenticity. Fewer negative attitudes may be present due to the remaining residents accepting tourist activity or due to a partial return to the rural idyll as tourist numbers begin to fall.

This model is useful to guide, monitor or predict the outcome of communities whose “development has occurred around the commodification of the countryside ideal” (Mitchell, 1998, 285). It illustrates the need to find a state of equilibrium to generate financial benefits while retaining the rural idyll in the eyes of local residents; a task Mitchell (1998) suggested as being easier to achieve in theory than in practice.

Butler’s, Doxey’s, Smith & Krannich’s and Mitchell’s models illustrate how tourism is constantly evolving. Without proper planning of the industry, negative impacts can accrue and affect the host community. It seems as though policymakers focus on the beginning stages of these models when suggesting rural communities initiate tourism development; when the benefits of tourism are perceived as the highest.

The literature suggests tourism is considered a success if the benefits accruing from its development are not outweighed by the costs (Sharpley, 2002). However, in the case of rural tourism, the costs can be overlooked by policymakers and planners which has enabled this “promise of rural tourism” notion to thrive (Riberio & Marques, 2002). Therefore, it is appropriate to shift the discussion towards examining the literature that reports the negative impacts that may result from rural tourism.

2.2.3 The Costs of Rural Tourism

As with all types of tourism, rural tourism has the potential to create a number of negative impacts on the economy, the host community and/or the physical environment. It is important to examine these potential costs of rural tourism and understand why they may emerge. As stated by Mair (2006, 2), “in light of the increasing credence given to tourism as a rural economic ‘propellant’, it is no surprise that academic attention in this area has also grown dramatically.” Consequently, “with this increased attention, however, has come a burgeoning awareness that tourism development in rural areas creates serious impacts and therefore must be considered carefully” (Mair, 2006, 2).

The level of both the positive and negative impacts of rural tourism vary, according to a number of factors, including: how tourism is planned and implemented, who participates in

this planning and implementation, the size and importance of the industry to a community, the volume of tourists and what sorts of activities they take part in, and the robustness of the local community and the local environment, to name a few (Sharpley & Sharpley, 1997; Page et al., 2001; Sharpley, 2002).

Butler & Hall (1998) pointed out that tourism may not be the most appropriate developmental tool to be introduced in all rural areas. Tourism requires specific conditions to meet market needs, current tastes and preferences to succeed effectively in economic, social and environmental terms, especially in the long term. Even if rural areas can offer these specific conditions to tourists, it does not mean they are immune to the negative impacts that may arise. Reid, Mair & George (2004) warn that tourism initiatives may grow rapidly to the point where tourists can outnumber residents, resulting in a change in dynamics of the community. Congestion, overcrowding, noise, crime, price inflation, pollution, hostility towards tourists and dependence on a single sector of the economy are all negative impacts associated with this changing dynamic of rural communities. Recently, academics have brought these impacts to light by conducting empirical studies in various rural areas.

Riberio & Marques (2002), caution against the naiveté of politician, academics and local authorities who herald tourism in rural areas as an effective instrument in solving the many problems that can occur in these areas. The focus of their research was to question the validity of the widely accepted discourse regarding the benefits of rural tourism. Their work highlights some of the contradictions that have emerged between the policy rhetoric and the real benefits that tourism produces for rural communities and their economies.

Riberio & Marques (2002) took the assumptions regarding the benefits tourism can bring to rural regions and applied them in practice to two regions in Northern Portugal. They found the development of rural tourism had not generated many employment opportunities for the local people, and the job opportunities that did present themselves were seasonal, of low quality and of low pay. The authors also found the economic impacts of rural tourism to be quite modest as these regions were incapable of encouraging tourists to spend money in the local economy.

These findings are comparable to those of Fleischer & Felsenstein (2000). The authors suggested that rural tourism is often characterized by a large number of small, family-based businesses. The small-scale nature of rural tourism may translate into only rendering marginal benefits in improving local welfare. Furthermore, the authors suggested that rural tourism businesses are frequently operated from a low capital base, with low-level skills and little experience, placing rural tourism businesses in a position to experience high market failure.

Grefe (1994) argued that organising tourism is costly, even for rural areas. Unfortunately, he reported that developing rural tourism often costs more than it brings in. Furthermore, Bramwell (1994) claimed that it is common for rural areas to lack local entrepreneurs, capital and expertise, all factors which Wilson et al. (2001) claimed are factors necessary for successful rural tourism development. Another reported challenge to developing rural tourism is the inability to obtain investment to start up tourism businesses. In Dezsó's (2000) study examining the impacts of tourism development in one village in Hungary and one in the Slovak Republic, it was found that local people were not able to take part in tourism due to the lack of service knowledge and lack of capital. The study concluded by stating that overall, tourism had negative effects on the communities and brought fewer benefits to the local people than claimed by authorities.

In summary, there is a sense that a dichotomy exists where the literature either supports rural tourism as an effective tool for development or refutes this notion. Either way, the majority of the literature reviewed thus far has assumed "tourism as a pre-existing condition in rural communities" (Lewis, 1996, 4). Meaning, researchers have not examined how tourism was developed, why it was developed, or who played a role in developing it. Researchers have neglected these details and have begun their research by examining the current state of tourism when entering the field. This does not allow for a deep understanding of the processes that have shaped and influenced tourism development up until its current state.

Only recently have studies address how tourism was developed, why it was developed, by whom it was developed, etc. In order to understand the validity of the promise of rural tourism and to understand how reported benefits of it are made possible, it is essential to understand the overall tourism development process. This provides a more detailed understanding of rural tourism's potential to contribute to the development of rural destinations.

2.3 The Rural Tourism Development Process

The following section reviews the literature that recognizes the importance of examining the rural tourism development process. Through this review, it was found that the local community is of central importance to this process. Past researchers have argued that community support is an integral component to the long-term success of tourism development (Murphy, 1988; Keogh, 1990; Wilson et al., 2001; Prideaux, 2002; Reid, Mair & George, 2004; Mafunzwaini & Hugo, 2005; Ying & Zhou, 2007; Wang & Pfister, 2008). Yet ultimately, tourism is a for-profit activity that caters primarily to tourists and the product is not for community consumption, though it requires the community to be part of what is consumed (Joppe, 1996). Sharpley & Sharpley (1997) argued that local residents have a moral right to be involved in the development of tourism since it is likely to result in both benefits and costs to their community. Tourism, in addition to having the potential to act as a community development tool, is also part of development in a community (Lewis, 1996).

Since the local community is such a central component to rural tourism development, it is important to understand the concept of "community."

2.3.1 Defining Community

Often times the term "community" is used loosely and is quite vague. "Community" is often defined either based on geographical terms, where a community is a group of citizens within a specified locality; or based on shared interests and values, built on heritage and cultural values (Joppe, 1996; Aas, Ladkin & Fletcher, 2005). For the purpose of this study,

community will be understood as the latter, whereby the community is considered a social system made up of meaningful social interactions and close personal ties between residents of the research setting. Huang & Stewart (1996) proposed that personal relationships are thought to be significantly closer in rural areas than those in urban areas. Meaningful social interactions between residents and close personal ties are critical for the formation of a community (Huang & Stewart, 1996). The authors further suggested that close personal ties are the result of a shared life-style or culture. When similar backgrounds are shared, residents are able to identify with one another and help each other achieve common goals.

The term “community” is often used to imply a common interest however it is important to recognize that the interests of those living in a “community” do not always coincide (Richards & Hall, 2000). Communities may benefit disproportionately from tourism. Additionally, communities may not be equally satisfied with tourism development. It is important to not treat the community as a homogeneous unit and strive to get an accurate representation of opinions when researching a specific “community.”

2.3.2 Examining the Rural Tourism Development Process in the Literature

To understand the potential contribution tourism can have on a rural community, one must firstly understand the processes that have created tourism. Lewis (1996, 4) illustrated this by stating, “it is necessary to understand the process that created tourism in order to understand tourism and its economic or social contribution to a rural community.” A number of different stakeholders can play a role in either initiating these processes and/or shaping them as they develop. Unfortunately, only a few studies have documented this process (Verbole, 2000; MacDonald & Jolliffe, 2003). Interestingly, these studies have done so by examining the process from the perspectives of a range of stakeholders, resulting in inconsistencies in the findings. This study aims to contribute to the literature by examining these processes from the perspectives of village residents.

Verbole (2000) examined the tourism development process in Pišece, Slovenia by exploring the perspectives of various local social actors focusing on how they attempted to

transform rural tourism development to fit their own needs, values and agendas. Verbole (2000, 480) highlighted that, “local people are not passive recipients of the consequences of rural tourism development policy, but are instead capable of making the most out of a given situation (i.e. initiating a developmental project through the bottom-up approach).” This confirms what had been reported by Murphy (1988, 98) who suggested that local communities are capable of initiating “grassroots” support for tourism development and that “more communities are developing the tourism potential within their geographic location or cultural heritage as a means of diversifying the local economy and increasing local amenities.” However, it should be noted that being capable and being engaged are two completely different issues. Perhaps a more appropriate question is: why are or why aren’t local people involved in tourism planning in their community? Participation in the tourism development process will not occur unless local people have the interest and the will to engage themselves in the process (Telfer & Sharpley, 2008). Examining the tourism development process from the perspectives of the local people themselves can result into further insight of what factors influence members of a community to participate in tourism development.

Verbole (2000) went on to contend that, “it is of vital importance to understand the socio-political dynamic process taking place within the local communities as rural tourism develops” (Verbole, 2000, 480). Understanding this process is of particular importance in order to understand *how* as opposed to which impacts surface as a result of rural tourism development. Through her investigation, Verbole (2000) found that the developmental process of tourism is an ongoing process which is socially constructed and constantly negotiated. The tourism development process in Pišece was dominated by conflicts among various actors which resulted in the establishment and perpetuation of unsustainable tourism.

MacDonald & Jolliffe’s (2003) study is another one of the few studies that focused specifically on the rural tourism development process. Their research was conducted in the Evangeline Region of Prince Edward Island, Canada. This study explored the stages of rural tourism development to understand the process of how a rural community changes while

developing tourism activity. A focus is placed on the cultural resources of their study area. Contrary to Verbole's (2000) findings, MacDonald & Jolliffe (2003) found tourism to be a positive force in the region. Community members supported the development of tourism and resident ownership of tourism amenities and infrastructure was high, resulting in an increase in employment opportunities. Furthermore, it was found that the local community worked with local decision-makers to ensure the community's ideas and input were taken into consideration.

Verbole (2000) sought the perspectives of community members from a variety of social settings such as from bars, community centres, administrative bodies, voluntary associations, clubs, (etc.) while MacDonald & Jolliffe (2003) sought the perspectives of local-business owners, tourism operators, development agents and government officers. This illustrates how local authorities with an economic interest in tourism may perceive tourism impacts much differently from residents with little economic interest in the industry. On the other hand, one must remember that the conflicting findings may be due to rural tourism development being embedded in given social, political and historical contexts (Verbole, 2000). Meaning, the rural tourism development process will not be the same for each destination as each destination has distinctive social, political, cultural, historical, and economic dimensions to their communities; all playing a role in shaping the development of tourism. Therefore, it should not be forgotten that "communities are unique and are exposed to different circumstances, [and] respond differently to similar circumstances even within a given nation" (Epps, 2002, 226). There is a need for more case study research concerning the rural tourism developmental process in order to holistically evaluate the promise rural tourism holds to contribute to the development of rural destinations.

2.3.3 Examining the Role of Community in the Tourism Development Process

It is essential to this study to understand how tourism was initiated, why it was initiated, who played a role in initiating it, who continues to participate in its development, who benefits and who loses. A commonality that emerges from these questions is the emphasis on the

“who” aspect in the rural tourism development process; meaning the residents and the community as a whole. Thus, it is of relevance to examine some of the existing literature on community participation.

Traditionally, tourism has often been planned and implemented through two approaches: the top-down approach or from the bottom-up approach. Host communities can be engaged in either types of planning, however, the bottom-up approach is increasingly viewed as the favoured approach amongst academics as it is an approach that should, in principle, lead to the host community retaining more benefits and less costs from tourism development.

The bottom-up approach is understood as planning in which the host community initiates and controls tourism development. It is often associated with grass-roots development and perceived as a movement where the entire community plays a role in the tourism development. Bryant (2002, 266) stated that, “local actors and populations are increasingly taking up the call to become engaged in shaping their own local economy, society and environment (i.e. to become more actively involved in constructing more sustainable rural communities).” However, Murphy (1988) clarified that it is often a relatively small group of people who become involved in tourism development and are able to achieve so much. Little academic literature exists on situations where members of rural communities are truly the ones to take the initiative to develop tourism, or in other words, where the bottom-up approach is successfully implemented.

The top-down approach is understood as planning in which governments or other power holders impose tourism development on a host community. Mitchell & Reid (2001, 114) explained that, “most decisions affecting tourism communities are driven by the industry in concert with national governments; in other words, local people and their communities have become the objects of development but not the subjects of it.” This practice has shown to cause a great deal of problems for host communities, thus, academics have encouraged those holding power of tourism decision-making to involve the host community in some fashion.

In any case, discussions regarding the importance of involving the local community in tourism planning and development have been prominent in academic literature for quite some time (Murphy, 1988; Keogh, 1990; Jamal & Getz, 1995; Timothy, 1999; Tosun, 2000; Mitchell & Reid, 2001; Scheyvens, 2002; Aas, Ladkin & Fletcher, 2005). The main reason for involving the host community in tourism planning and development is simply because the “tourism industry is dependent on the local community’s hospitality, and therefore it should be developed according to the host community’s needs and desires” (Andriotis, 2005, 68). Thus, one of the best way of ensuring a host community’s values, goals, priorities and preferences are incorporated into tourism development plans is to encourage it be developed by those who know what is best for the community: community members themselves. Community participation is seen as a way of extending control and influence over the tourism industry to local residents.

Although the importance of involving the community in tourism development has been well documented (Murphy, 1988; Keogh, 1990; Jamal & Getz, 1995; Timothy, 1999; Tosun, 2000; Mitchell & Reid, 2001; Scheyvens, 2002; Aas, Ladkin & Fletcher, 2005), it has also been established that community participation is not as straightforward as allowing members of a host community to make decisions in tourism related issues. It is important to recognize that various levels of participation can occur. Blackstock (2005, 41) provided a critical assessment of community-based tourism and stated that often times, “the community is co-opted into supporting tourism through an illusion of power sharing but they are not empowered to reject tourism as a development option.” Community participation is interconnected with issues of power distribution. Community participation may be so difficult to implement due to the fact that “those who traditionally hold power may resist its redistribution” (Reed, 1997, 589). This is evident when examining the different community participation typologies found in the literature (Arnstein, 1969; Pretty, 1995; Tosun, 2006).

Arnstein (1969) created a metaphor of a ladder of community participation to illuminate the different degrees of community involvement. The model consisted of eight levels of participation classified into three categories: manipulative participation, citizen

tokenism and, the highest and most ideal category, citizen control. Pretty (1995) created a similar model containing seven levels ranging from manipulative participation to self mobilization. Tosun (2006) is the first to consider the varying degrees of community participation specifically in the tourism context.

Tosun (2006) argued that the forms of community participation desired by host communities have not been considered much in the literature. Tosun’s model contains three categories including: spontaneous community participation, coercive community participation and induced community participation (see Table 1). Tosun suggested that the level of community participation is relative to power distribution in communities.

Spontaneous participation is described as the ideal mode of community participation while coercive participation, the least ideal type of participation, is seen as a tokenistic mode of participation. Induced participation lies somewhere in between, and is described as a form of participation by consultation.

Table 1: Summary of Tosun's (2006) Typology of Community Participation

Level of Participation	Key Characteristics
Spontaneous Participation	The host community has full managerial responsibility and authority. This type of participation falls within the bottom-up planning approach. It is seen as an active form of participation where host communities make decisions.
Induced Participation	The host community is allowed to hear and be heard. They have a voice in the tourism development process but lack the power to make sure their views are taken into account by powerful interest groups. Induced participation is seen as a level of tokenism, passive participation. It is associated with the top-down planning approach.
Coercive Participation	Seen as a manipulated and contrived form of participation. It is a substitute for genuine participation. The priority is to meet the needs and desires of decision makers and tourists rather than host communities. It is also associated with the top-down planning approach.

It is easy to encourage community participation in tourism development as there is widespread agreement on its benefits (Murphy, 1988; Keogh, 1990; Jamal & Getz, 1995; Timothy, 1999; Tosun, 2000; Mitchell & Reid, 2001; Scheyvens, 2002; Aas, Ladkin & Fletcher, 2005), yet it is difficult to achieve in practice since issues of power distribution create barriers for host community’s to take charge of tourism development affecting their

community. The literature on community participation in tourism development processes illustrates the need to recognize and analyse the power structures within communities. According to Blackstock (2005, 46), “understanding the relationship between local participation and local power structures...will help to dismantle rather than reinforce barriers to local democracy.”

Scheyvens (2002) has suggested that when outside control turns to local control, many benefits become apparent. These benefits can include economic, psychological, social and political empowerment. A description of Scheyven’s types of community empowerment in tourism development is provided in Table 2 (Scheyvens, 2002, 60).

Table 2: Types of Community Empowerment in Tourism Development

Type of Empowerment	Signs of Empowerment	Signs of Disempowerment
Economic	Tourism brings lasting economic gains to a local community. Cash earned is shared between many households in the community. There are visible signs of improvements from the cash that is earned.	Tourism merely results in small spasmodic cash gains for a local community. Only a few individuals or families gain direct financial benefits from tourism, while others cannot find a way to share in these economic benefits because they lack capital, experience and/or appropriate skills
Psychological	Self-esteem of many community members is enhanced because of outside recognition of the uniqueness and value of their culture, their natural resources and their traditional knowledge. Access to employment and cash leads to an increase in status for traditionally low-status sectors of society, eg. Youth, the poor	Those who interact with tourists are left feeling that their culture and way of life are inferior. Many people do not share in the benefits of tourism, and are thus confused, frustrated, uninterested or disillusioned with the initiative.
Social	Tourism maintains or enhances the local community’s equilibrium. Community cohesion is improved as individuals and families work together to build a successful tourism venture. Some funds raised are used for community development purposes, e.g. to build schools or improve water supplies.	Disharmony and social decay. Many in the community take on outside values and lose respect for traditional culture and for their elders. Disadvantaged groups (e.g. women) bear the brunt of problems associated with the tourism initiative and fail to share equitably in its benefits. Rather than cooperating, families/ethnic or socio-economic groups compete with each other for the perceived benefits of tourism. Resentment and jealousy

		are commonplace.
Political	The community's political structure fairly represents the needs and interests of all community groups. The opinions of a variety of community groups are sought and they are provided with opportunities to be represented on decision-making bodies.	The community has an autocratic and/or self-interested leadership. The local community is not involved in decision-making so the majority of community members feel they have little or no say over whether the tourism initiative operates or the way in which it operates.

Researchers recognize the importance of involving the host community in tourism, and the benefits that can arise, however there are varying opinions on how community participation should take form. This is reflected by Mitchell & Reid (2001, 114) who stated that, “while scholars, entrepreneurs, and practitioners are beginning to understand the need for placing greater emphasis on community empowerment in tourism planning and implementation, little work has been done on the details of execution.” This demonstrates the need to conduct further research which examines the role of the host community in the tourism development process and subsequently, the impacts this has on their community.

2.4 Conclusion

In reviewing the literature, the real distribution of costs and benefits of rural tourism development are unclear. It remains uncertain as to what role tourism plays in rural development. There is widespread support for rural tourism by policymakers as it is often regarded as an effective tool for rural development, however, what actually happens on the ground at the community level cannot be certain.

The second half of this literature review examined the rural tourism development process. The study of the rural tourism development process is a vital part of the analysis of the promise rural tourism holds in contributing to rural development because the processes govern the end results of rural tourism development.

The examination of the tourism development process cannot be complete without considering the role the community plays in the process. The literature on community participation in tourism development was reviewed. It revealed that power structures play a

large role in determining what level of participation a community will have access to. If meaningful community participation does occur, a host community can be empowered in a number of ways. The key is to find a way in which the host community can be involved in the rural tourism development process in order for ‘development’ to occur.

By reviewing the academic literature and reflecting on its relevance to this research, one detail stood out that is significant to point out; and that is the issue of the population size of the case studies. The case study site of this study (Venkov) has a population of fewer than 250 residents. It is difficult to find academic contributions to rural tourism of areas below approximately 2000 residents. This is significant because rural areas with populations of 2000 or more have aspects of their tourism industries that play a role in shaping the development process which simply have very little relevance to rural villages with populations of smaller sizes.

Furthermore, research on rural tourism development has traditionally been limited to North American and Western Europe contexts. Studies conducted in countries with histories of stable political states are less relevant to rural areas of countries that have undergone profound political, historical and social change. These gaps in the research warrant a need to undergo more research in small rural villages, in a variety of geographic contexts in order to fully understand rural tourism development.

This study attempts to fill in the gaps in the literature that have been identified through this literature review. This study should be of interest to policymakers because grasping a better understanding of the impacts of tourism specific to rural areas, and the conditions or processes that influenced those impacts, will help guide the planning, development, management and evaluation of rural tourism projects in the future.

Chapter 3

Research Approach and Methods

The researcher spent a total of one and a half months in the Czech Republic between July and August 2008. Of that, four weeks were spent living in Venkov. The time spent participating in the daily life of the village proved to be advantageous in attempting to grasp a deep understanding of the role of tourism, especially since the time spent in the village was during a period where the village experienced a great number of visitors. Much knowledge was also gained while travelling around the Czech Republic prior to and after conducting primary research in Venkov. This allowed the researcher to obtain a better understanding of the society and of the impacts the country's history has had on society, which has also contributed to this study. This chapter describes the research approach, the data collection techniques, the data analysis process, ethical considerations and research limitations of this study.

3.1 Research Approach

3.1.1 Research Framework

Each researcher has his/her own stance about the nature of social reality, made up of certain values and beliefs. These views of the nature of social reality are often referred to as paradigms or knowledge claims (Babbie, 2003; Creswell, 2003).

This research was guided by the post-positivist knowledge claim and as such has influenced the choice of methods used in this research. According to Creswell (2003, 7), "the knowledge that develops through a postpositivist lens is based on careful observation and measurement of the objective reality that exists "out there" in the world." Post-positivist researchers place emphasis on understanding and representing the experience of participants as accurately as possible. In order to present an accurate representation of reality, a researcher needs to understand how a reality is experienced and interpreted from those

directly involved in the reality. Specifically, post-positivists choose to examine causes that influence outcomes (Creswell, 2003). The post-positivist approach was used for this study because the researcher has sought to understand how tourism has been initiated and developed, and further, to understand the perceived impacts residents hold towards tourism. This was achieved by using the case study approach.

3.1.2 Case Study Research

The case study method was employed in this research to accurately understand and measure the objective reality of the research participants. Yin (2003, 13) defined the case study as an “empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident.” Yin (2003) argued that the case study method is the preferred approach to research when asking “how” or “why” questions, when the researcher has little control over the events, and lastly, when the focus is on a contemporary phenomenon within some real-life context.

This approach directly relates to this research as its purpose is to determine *how* the rural tourism development process has developed and its perceived influence on residents in their real-life context. This method allowed the researcher to obtain a thorough understanding of issues directly related to a single community.

3.1.2.1 The Case Study Site

Venkov, a small rural village in the Czech Republic, was selected as the area of study for this research. Venkov is part of the Hradec Králové region which is located in North-Eastern Czech Republic, neighbouring Poland. The residents of Venkov have realized their village can provide a unique experience to tourists. Despite its small population (as of 2005, Venkov had a total population of 244 people (VBD, 2008)), it has been successful at attracting large crowds of tourists annually. An annual folk festival, the *Lidová Řemesla*, has been held in Venkov for the past 14 years. The *Lidová Řemesla* is a one-day event where local culture and art is on display. In 1998, the first year of the festival, 1844 tourists attended the fair. Tourist numbers ballooned to 8817 tourists in 2008 (Venkov.cz, 2008).

In addition to the annual fair, Venkov is known for its ceramic school which attracts tourists all year round. Week long courses are offered to tourists during the summer, and weekend course are offered throughout the year. Venkov also has a number of bike trails, a pension which can accommodate up to 12 people with combined restaurant/pub, a goat farm, a sheep and honey farm and a bakery. Although lacking sufficient tourist amenities for the number of tourists it attracts, Venkov has done considerably well at attracting tourists. A more detailed description of the case study site, its tourism potential and evolution is included in Chapter Four.

3.2 Data Collection

The data acquired for this study were obtained from a variety of sources, using a variety of techniques. The use of multiple methods to obtain data ensures the research is complete, reliable and valid. Triangulation of the data was used to cross-check the reliability of the collected data. Each research method has its individual weaknesses, but rarely do different methods share the same weaknesses. Thus, triangulation is a valuable research strategy as it essentially tests for inconsistencies in the findings. The researcher decided triangulation would be an appropriate technique for this research. Triangulation allowed the researcher to approach the research questions and research objectives from various angles to ensure a thorough understanding of the tourism processes inherent to the case study site was obtained and to ensure consistency in the findings.

Specifically, this research used four different research methods: semi-structured interviews, the administration of a survey questionnaire, participant observation and lastly, the analysis of secondary data sources.

3.2.1 The Mixed Methods Approach

This research has been designed to incorporate qualitative and quantitative components, which is often referred to as the mixed methods approach. Creswell (2003, 19) defined the mixed methods approach as one that involves “collecting data either simultaneously or sequentially to best understand research problems. The data collection also involves

gathering both numeric information (e.g. on instruments) as well as text information (e.g. on interviews) so that the final database represents both quantitative and qualitative information.” The mixed methods approach was selected as the best approach to meet the objectives of this study and answer the research questions. The purpose of this study is to conduct an in-depth investigation into the process of tourism development in a rural destination to determine if and how the benefits of rural tourism are generated and also how these potential benefits affect the lives of those impacted by tourism activities. At first glance, it would seem in-depth investigations and answering “how” questions rely on the application of qualitative methods. However, as put forward by Smith (1991, as cited in Babbie, 1998, 37), researchers often categorize data based on patterns. This categorizing “permits grouping, grouping permits enumeration, and counts are intrinsically quantitative.” Thus, quantification has the ability to make observations more explicit (Babbie, 1998). To determine if tourism is a viable tool for development in rural areas, there was a need to quantify the findings by determining how the majority of the village perceived tourism.

3.2.2 Semi-Structured Interviews

A total of ten face-to-face semi-structured interviews were conducted with those individuals who had played a role in developing tourism in Venkov. The purpose of these interviews was to gather in-depth information about the process of tourism development in Venkov. The interviews established a deep understanding of how tourism is perceived and developed in the village and its current effects on community life. Interviews ranged from 40 minutes to one hour in length.

An interview guide was designed prior to arriving in Venkov by the researcher. Question development was guided by existing literature and the study’s research questions and objectives. Questions were designed to capture responses about general background information of the village, the different stages of the tourism development process, the role of tourism in the village and the future of tourism in the village. Probes were built into the

interview guide to ensure in-depth responses were captured in case participants did not expand on their responses.

Although an interview guide was prepared and used, various subjects and questions emerged throughout the interviews that were not found in the guide. Interviews were flexible and resulted in being informal discussions rather than a rigid question and answer period. The purpose of the interview guide was to ensure that all participants were asked similar questions. A copy of the interview guide can be found in Appendix A.

Interviews took place in a variety of settings. Most took place in participant's homes or businesses, with the exception of one taking place during a fishing trip and another during a biking trip. The generosity of the participants surprised the researcher and as such, these participants welcomed the researcher on excursions to speak about tourism issues. Each participant was asked for permission to tape record the interview. Six out of the ten participants agreed to have the interview recorded. Interviews were conducted in the Czech language because each participant indicated they felt most comfortable speaking in their first language. As the researcher is fluent in Czech, this did not pose a problem. The recorded interviews were promptly transcribed in preparation for data analysis. The researcher directly translated the interviews from Czech to English during the transcription process. For those interviews where tape recording was declined, extensive notes were taken by the researcher.

3.2.2.1 Sampling Method

The sample for the semi-structured interviews was influenced by the research questions and also by the willingness of individuals to participate in the study. To obtain information on the process of tourism development in the village, it was essential to speak to individuals directly involved in either having previously been involved in developing tourism, currently involved in contributing to the development of tourism or planning on contributing to the development of tourism in the future. With limited knowledge of the case study site prior to conducting research, it was difficult to determine who all these individuals may have been. In fact, prior to arriving in the village, the researcher was only aware of two individuals who played a role

in the tourism development process. These individuals were the village Mayor and the owner of the ceramic school. It was determined that the snowball technique was the most appropriate sampling technique to be used. Babbie (1998) has suggested that snowball sampling is most appropriate for members of a population who are difficult to locate. The owner of the ceramic school was the first individual to be contacted for an interview. Each individual who was interviewed was asked to list others within the village who may have played a role in the tourism development process. The researcher contacted those people and requested an interview with them. A list of interview participants and the dates of the interviews are provided in Appendix B.

The researcher realized data saturation occurred by two main indicators. The first was that interview participants continued to suggest the same people when asked to list individuals within the village who may have played a role in the tourism development process. Secondly, it occurred to the researcher that the research reached data saturation when no new, fresh data sparked new theoretical insights.

3.2.3 Survey Questionnaires

Self-administered questionnaires were distributed to the residents of Venkov. Self-administered questionnaires are defined as those “which participants are asked to complete the questionnaire themselves” (Babbie, 1998, 257). Survey research is appropriate for measuring attitudes and orientations of a population (Babbie, 1998). The purpose of these questionnaires was to gain an understanding of how tourism is perceived by local residents and to understand what benefits the residents believe tourism creates for their village.

The survey questionnaire was comprised of 34 questions, consisting of both open and close-ended questions and a series of five-point Likert scale questions. The survey questionnaire was designed to elicit information on the level of satisfaction of living in the village, the changes that have occurred in the village that residents like and dislike, the degree to which residents are involved in tourism decision-making, and of the perceived impacts of tourism in the village. A copy of the survey questionnaire can be found in

Appendix C. The survey questionnaires were translated and completed in the Czech language.

Before entering the field, a pilot test was conducted with the survey questionnaires, to test the language, substance of the questions and the overall time it would take to fill out a questionnaire. Pilot tests are helpful to learn more about the topic being studied. Glesne (2006) has suggested pilot tests may aid in examining how the research questions hold up and if new research questions arise. Approximately 10 friends were targeted to pilot test the survey questionnaires. Glesne (2006, 43) stated that there is no specific number of people to be included in the pilot test however, “the number and variability should be sufficient to allow you to explore likely problems.”

3.2.3.1 Sampling Method

The survey questionnaires were distributed by the home delivery technique. Upon arrival to Venkov, the researcher was provided with a list of houses in the village that were inhabited by permanent residents. Venkov has a large concentration of cottagers resulting in there being approximately 150 houses in the village. However, only 82 houses are inhabited by permanent residents. Multiple copies of the questionnaire were delivered to each of the 82 homes inhabited with permanent residents. The questionnaires were accompanied with an introductory letter explaining the purpose of the study and asking that all those living in the home over the age of 18 fill out a questionnaire. Salant & Dillman (1994) stated that the home delivery or “drop-off” technique is an effective approach to distributing questionnaires as the survey’s importance can be personally communicated to the intended participants which helps increase the response rate. Furthermore, this technique requires little costs, and the opportunity for follow-up.

It was anticipated during the research proposal stage that all eligible residents of the village would be sampled. It was often found that when the survey questionnaires were dropped off to residents who were home at the time, the residents invited the researcher in to wait while the questionnaires were filled out. It was also found that in the case where there

was more than one individual living in the household, the residents insisted on filling out only one questionnaire between the household even when asked by the researcher for each individual to fill out a survey questionnaire. Therefore, the focus from targeting each eligible resident in the village shifted toward targeting each household.

Those participants not home at the time of delivery had approximately one week to complete the questionnaires. After that time, the researcher returned to the participants' houses to pick up the questionnaires. The questionnaires were placed into an envelope and mixed with others and therefore, the anonymity of the participants was kept. If the questionnaires were not completed, the researcher used the return visit as an opportunity to remind the participant to complete the questionnaire. Participants were then asked when the best time for pick-up would be. A total of fifty-seven questionnaires were collected from Venkov households.

It proved to be advantageous to be present as participants completed the survey questionnaires as discussions regarding tourism related issues arose. These insights were documented and contributed to the research since a more in-depth understanding of residents' perceptions of tourism was attained. It must be noted that the researcher ensured not to influence any responses. In these situations, the researcher took on the role of solely listening to the residents opinions rather than offering opinions on tourism-related issues. Even when residents asked for the researcher's opinion, the researcher declined to comment.

3.2.4 Participation Observation

Participant observation proved to be very useful to this research. As described by Singleton & Straits (2005, 317), there "is a fine line between nonparticipant and participant observation, making participant observation a matter of degree." In other words, field observation should be regarded as a continuum, "at one extreme is the participant observer who becomes completely absorbed in the group under observation; at the other is the nonparticipant observer who tried to remain aloof from it" (Singleton & Strait, 2005, 317). This research entailed participant observation somewhere in between these two extremes,

whereby the researcher lived in the village for a period of time but it was known by residents that the researcher was present for the purpose of investigating the development of tourism.

Babbie (2003) advises to take full and accurate notes on the observations the researcher observes, including any interpretations of them. The researcher ensured to always have a pen and note pad and took notes daily during the fieldwork period. It proved to be extremely valuable to be present during the festival as many observations were made on the days leading up to the festival, what went on during the festival and during the clean up. Participant observation in this instance validated what was discussed in many of the interviews.

Participant observation strength lies in the fact that the researcher has first-hand experience of the participants. Furthermore, the researcher can record information as it is revealed, and lastly unusual aspects can be noticed during participant observation (Creswell, 2003). The major drawback to participant observation is that the researcher's biases can influence what is recorded and how observations are interpreted. This obstacle was addressed in this research by being aware of this issues and cross-checking observation notes with other data sources, such as interview transcripts, responses on survey questionnaires and through the analysis of secondary data sources.

The type of data collected through this method included the types of interactions between residents, the types of social networks within the village, the process of decision-making in the village, the operations of the festival, and the feelings towards the festival. Data regarding these issues were recorded based on observed behaviours and actions.

3.2.5 Secondary Data Sources

Secondary data sources were retrieved from interview participants, the Czech Tourism Authority office in Prague, the tourist information centre in the city of Hradec Králové, and online. Secondary data sources consisted of statistics provided from past events in Venkov, brochures, informational tourist posters, regional tourism planning documents, government reports, newspaper articles, and academic literature.

Specific information to Venkov and tourism in Venkov was not readily available, with the exception of the *Strategy for Sustainable Tourism in the Coalition of Municipalities of Podkralovská*. Thus, the only way to obtain data pertaining to Venkov was to look broader, to available information on the region Venkov is located in; the Hradec Králové region.

Secondary data sources proved to be particularly useful for background information on the history of the region, the political environment of the country, and the evolution of rural tourism in the country and specifically in Venkov.

3.3 Data Analysis Process

Data analysis involves making sense of the collected data. Specifically, the process of data analysis “involves preparing the data for analysis, conducting different analyses, moving deeper and deeper into understanding the data, representing the data, and making an interpretation of the larger meaning of data” (Creswell, 2003, 190). As this research used both qualitative and quantitative research methods, the following sections will describe the techniques used to analyze the data.

3.3.1 Qualitative Data Analysis

Both transcribed interviews and secondary data sources were analyzed qualitatively. The first step to the analysis of the transcribed interviews included reading through the interviews a number of times to obtain a strong familiarity of the data. Reflections on the overall meaning were recorded. The second step involved identifying and recording reoccurring similarities or themes that emerged from the data. A total of fourteen themes were initially recorded. Each theme was assigned a specific colour. The next step involved revisiting the interviews and highlighting data which corresponded with the assigned theme-colour. This provided a visual representation of which themes were most and least prominent. This resulted in modifying and refining the themes. With a new total of ten themes, the interviews were revisited and pieces of data were highlighted to correspond with the new themes. The next step involved clustering the themes together based on relationships and similarities in order to create broad,

overarching themes with appropriate sub-themes. Returning to the literature helped refine the final themes and sub-themes. The final outcome of the interview data analysis resulted in four themes with varying numbers of sub-themes for each. Quotations that best represented each sub-theme were selected and recorded in a chart under each of the sub-theme headings.

Pertinent documents from secondary data sources were analyzed by selective coding. Data was selectively coded using the four themes that emerged from analyzing the interviews. As with the interview data analysis, data from the secondary data sources were highlighted to correspond to the identified themes. Similarities and contradictions between what was said in the interviews and the secondary sources were identified. The next step involved questioning why similarities and/or contradictions emerged. This was the basis for interpreting the secondary data sources.

3.3.2 Quantitative Data Analysis

The close and open-ended questions on the survey questionnaire were analyzed quantitatively. Quantitative data was analyzed with the help of the Statistical Package for the Social Sciences (SPSS). All responses from the survey questionnaires were assigned numeric codes and subsequently inputted into SPSS for analysis. Open-ended questions were coded by identifying patterns in the responses and then creating categories for similar responses. Each category was assigned a numeric code and inputted into SPSS. Descriptive statistics were used to analyze the data. Chi-square tests were conducted to determine statistical significance. The chi-square test is commonly used to determine if there is a significant difference between expected frequencies and observed frequencies (Babbie, 1998). Data was tested to the 0.05 level of significance. The interpretations made from both qualitative and quantitative data analysis will be discussed at length in Chapter Five.

3.4 Ethical Considerations

Ethical issues need to be anticipated throughout the research process as research has the potential to negatively affect its participants. "Research in itself is a powerful intervention...which has traditionally benefited the researcher, and the knowledge base of the

dominant group in society” (Tuhiwai & Smith 1999, as cited in Glesne, 2006, 129). This research was designed with a number of ethical considerations in mind and as a result posed minimal ethical risks to the research participants.

This research received full ethics clearance from the University of Waterloo’s Office of Research Ethics. Participation in all aspects of this research was voluntary, enabling both interview participants and survey questionnaire participants to decline participation. In the case of interview participants, participants were informed they could withdraw from the study at any time. Also, only those 18 years or older were asked to participate in the study. All data collected from interviews and survey questionnaires were considered confidential.

3.5 Research Limitations and Challenges

Limitations and challenges were encountered throughout the research process. One of the major limitations to this research was the sample size for the survey questionnaire. As mentioned previously, it was anticipated prior to conducting research that it would be possible to obtain a questionnaire from every resident over the age of 18 years old. However, when conducting research this proved to be harder than anticipated. Thus, the researcher decided to focus on obtaining survey questionnaires from households rather than from individuals. The researcher made a strong effort to get as many participants as possible however, since this research was designed and implemented based on voluntary participation the researcher had very little control on who chose to participate and who did not. Since the researcher was only present in the village for four weeks, it is believed that some residents were not cooperative due to the researcher’s limited presence in the community. Some residents were not aware of the researcher’s presence, therefore, were less likely to voluntarily participate in the research.

Time was another constraint on this research. In order to obtain an in-depth understanding of a community and to build an appropriate level of rapport with residents it is essential to spend an extended amount of time in the case study site to participate in the villages’ daily-life. Although the researcher felt that a strong rapport was built with many of

the residents in the short period of time spent in the village, it is acknowledged that the researcher could have made the research stronger if rapport was built with more residents.

Another limitation that may have influenced this research was that the researcher stayed with one of the residents who is influential in tourism development and decision-making for the village. Other participants may have felt inclined to either participate or not participate in this study for this reason.

This research was designed to obtain an understanding of resident's perceived impacts of tourism development in Venkov. This research did not undergo a technical impact analysis due to the unavailability of statistical data. Data regarding what percent of business comes from tourists, or even the numbers of visitors staying in the village throughout the year, are not recorded. One disadvantage to measuring perceptions is that residents may only report direct impacts since they are often more easily identifiable than indirect or induced impacts. The conclusions of this thesis are based on the reported direct impacts. There may be other impacts this research did not cover as a result of not gathering statistical measurements on the impacts of tourism in the village.

Lastly, it would have been ideal to first conduct the semi-structured interviews and based on the responses revisit the questionnaire to add or delete questions as needed. Unfortunately, this could not occur because the survey questionnaires had to be printed before entering the field due to there not being a printing business in close vicinity of the village. However, it is believed an appropriate amount of information was collected through interviews, referring to secondary data sources and finally, by relying on participant observation.

Chapter 4

Rural Tourism in the Czech Republic

The Czech Republic has been struck with profound changes over the past three decades. These changes have ultimately shaped the way in which tourism has been developed in not only the case study site, but also across the country as a whole. The purpose of the following chapter is: (1) to provide comprehensive background information on the study site; (2) to set the historical, political and social context of the study site and; (3) to understand the factors influencing the development of present day tourism. In order to obtain a holistic understanding of the tourism development process in rural communities, it is vital to understand the general development processes embedded in the community. This chapter will highlight the tourism development process in rural Czech Republic. This tourism development process is ongoing which has been shaped and will continue to be shaped by the historical, political and social context. The insights presented in this chapter are drawn from interviews with study participants, secondary data sources and participant observation.

4.1 Historical Background to Tourism in the Czech Republic

Up until 1989, the Czech Republic was governed by communist parties. Five-year economic plans, along with state ownership of the means of production and distribution, greatly influenced the development processes (Hall, 1991). Employment was guaranteed to citizens; however, mobility out of the country was largely constrained. By spring of 1989, the communist party in command lost power and the country returned to a democratic state after forty years of communist rule.

Prior to the fall of communism, tourism was of relatively minor economic importance. It was perceived as a social activity rather than an economic one (Williams & Baláž, 2000). With closed off borders to Westerners, tourism in the country mainly consisted of domestic travelers and visitors from other communist countries.

In the early 1990s, the country became an attractive destination for foreign visitors. The country experienced a concentration of tourists in major urban centres, particularly in the capital city of Prague. Curious Western visitors were drawn to the formally closed-off country. The introduction of privatization of businesses led to the establishment of tourism businesses, thus, improving and increasing the supply of tourism services. Also in the early 1990s, the country saw an extreme devaluation of the Czech Krown, making it a low-cost destination for foreigners (Williams & Baláž, 2000). Although there was a sharp increase in the number of foreign arrivals in the early 1990s, the country experienced a decline in visitors later in the decade (see Appendix D).

Tourism development in the country was further transformed by the country's accession into the European Union in 2004. The process of EU accession had forced the Czech Republic's tourism industry to comply with the EU's key objectives including sustainable development, social and economic cohesion, improvements to quality of life and European integration (Kiralova, 2006). Compliance with EU laws, provisions, and policies have influenced and continue to impact tourism development (Kiralova, 2006). A regional plan for the case study site has been created in line with the EU's objectives on tourism development. This regional plan was analyzed with the other data collected for this study. Analysis of this document is presented in Chapter Five.

As seen through the decline and subsequent tapering off of tourist numbers in the mid- to late 1990s (see Appendix A), it was obvious that the *laissez-faire* approach to tourism development the government adopted was no longer working. A new strategy was needed to increase tourist numbers in the country. The tourist decline, along with the European Union's increased focus on economic development of rural areas, encouraged policymakers to look to rural tourism as an option for not only increasing tourist numbers, but also as a strategy to get tourists out of urban centres and into the periphery (Williams & Baláž, 2000). This would also provide tourists the opportunity to discover other attractions of the country. All of the events discussed above have greatly influenced and changed the basis of social life across the

Czech Republic. The following section explores how these changes influenced the social dynamics of rural areas in the country.

4.2 The Evolution of Rural Tourism in a Country in Transition

The historical events that occurred in the Czech Republic have had a significant influence on the social dynamics of borderland areas, which are primarily made up of rural settlements. Venkov is one of these borderland rural settlements. In 1938, borderland areas were under the control of the German government. Many Czech residents were forcibly moved inland, along with the Czech army, to make room for German residents. In 1945, the borderland areas were returned to the Czechs and the German families who once lived there were ordered to leave their farms, houses and businesses immediately and return to Germany. These vacant settlements were filled up by Czech citizens who wanted to take advantage of the cheap properties and farm lands left behind by the previous German residents.

Rural areas once again underwent extreme structural changes between 1950 and the 1990s. In the 1950s, private farmers were forced to give up their land to the communist regime. Private farm lands were merged together to create either collective co-operatives or state enterprises. Collectivisation created deep social unrest in rural areas. Under the communist regime, agricultural production was driven by the goal of national sufficiency and production targets. This resulted in overproduction and exploitation of the land and of the environment (Reiner & Strong, 1995). Farmers were given the choice to work on these newly established farms however, it was common for farmers and their families to leave the rural areas and seek work in urban centres. This was, in part, because if farmers chose to stay and work on the newly established farms (consisting of the farmlands that were expropriated and subsequently combined) the power and decision-making they once had regarding the working of the land was stripped from them (Interview 3 and 6). This resulted in farmers becoming increasingly frustrated with the new governing structures of rural areas. Or, as one study participant stated:

A lot of families were forced to move from these villages because workers on the cooperative farms didn't want the previous landowners working alongside them. So previous landowners lost any opportunity to make a living in the countryside. They basically had no other option but to work in factories in the bigger cities or in the mining industry (Interview 3).

Thus farmers and their families often returned to where they lived prior to 1945, abandoning the rural life altogether, once again emptying out rural areas. The government tried to encourage people to move to rural areas, as they were sparsely populated, by offering cash bonuses. Many families moved initially, stayed a couple of years, but moved back to urban centres where life was easier.

Only after 1989 were farms re-distributed to their previous owners and family farms re-established. However, the rural-rooted urban dwellers lost most contact with agriculture due to the deprivation of land ownership in the past, thus losing interest in agricultural life. According to Rey & Bachvarov (1998), it was the children of the post-collectivisation emigrants who were qualified to accept previously taken farm lands. The land property was often not used as an opportunity to re-emigrate back to rural areas but rather, used as a source of recreation for second home/cottage development, or as a source for rent or real estate which could be sold. Tourism in rural areas flourished with the rise of second-home/cottage ownership. The Czech people traditionally have a strong association to nature and rural life (Carter, 1991). It was and continues to be common for urban residents to leave the cities on weekends and stay with family and friends in rural areas or rent cottages in the countryside (Williams & Baláž, 2000). In many cases, villages now rely on cottagers for tourism. The importance of cottagers to tourism in Venkov was conveyed by interview participants in the following manner:

...I think the people from the cottages are important for Venkov. These people help us to represent the village. They are from Prague and other cities. They tell their friends and family about us. I think it would be difficult to get so many people here without their representation. It was these people, the

ceramic school and the Lidová Řemesla that got tourists here. No information or material existed before. The popularity of the village has relied on communication between people. Cottagers, I think, are really important for the tourism here (Interview 2).

Second home ownership in rural areas has also acted as a catalyst of social change to village life, which is especially true for Venkov:

I think half of the buildings are cottages and the other half are residences of Venkov. Many people have cottages in Venkov and after some years, stay and they become citizens of Venkov because they enjoy the life here so much. This village has that draw. Cottagers have family and friends come on weekends and during the summer. This doubles the size of the population. This has changed the dynamics. Because of this, we have tourism in Venkov (Interview 2).

These second home owners increase the concentration of residents in villages, thus encouraging the development of shops, restaurants and other necessary services. Over time, villagers have recognized the opportunity to invest in tourism. Improving farm houses to accommodate tourists is a notable phenomenon which has occurred in many rural villages, including Venkov.

Furthermore, rural areas in the Czech Republic experienced a wave of counter-urbanization after the fall of communism as it became expensive to live in urban centres. Between the years 1989-1993, urban centres experienced abrupt and declining changes to the standard of living (Willams & Baláž, 2000). As properties were given back to their previous owners, the upkeep and renovation of residential buildings were the responsibility of landlords rather than the state. With a lack of experience and lack of proper funding, it was common for property owners to be unable to keep up with required maintenance. These changes encouraged people to seek a different life in a more peaceful and pristine environment, again changing the dynamics of rural areas. The rise in second home ownership coupled with a trend of moving from urban areas to rural areas in the hopes of finding a

better life are two influential factors that jump started tourism in many rural regions of the Czech Republic.

The historical underpinnings that occurred in rural areas have had a great influence on the social dynamics of rural areas today. This is especially true for borderland rural areas. Communities do not have deep-rooted residents or traditions as is commonly associated with rural communities. Furthermore, as mentioned previously, the literature suggests that there is a trend to migrate from rural areas to urban centres in search of better job opportunities; this has been shown to apply especially to youth (Gannon, 1994; Greffe, 1994; Sharpley & Sharpley, 1997). This is not the case for many rural Czech communities. Since the Czech Republic is a geographically small country, rural communities are a stone's throw from urban centres. It is now common for young families to move to rural communities and commute to urban centres for work.

The understanding of the changing social dynamics of a village can contribute to the understanding of the process of tourism development. The changes discussed above are directly relevant to the case of Venkov. Essentially, there are a limited number of families who have deep "roots" in Venkov due to the instability of rural borderland areas as a result of the historical events that have occurred. The historical events explain why the village experiences so many newcomers and why these people are primarily the driving force of tourism in the village. While attempting to discover how tourism emerged in Venkov, the majority of interview participants would firstly discuss the importance of recognizing the historical, political and social processes that have been inherent in the village. For this reason, a brief account of these processes has been included in this chapter. It is now appropriate to shift the discussion specifically to the case study site.

4.3 The Case Study Site: Venkov

As of January 1st, 2000, the Czech Republic was administratively divided into 14 regions, which include Prague, South Bohemia, South Moravia, Karlovy Vary, Hradec Králové, Liberec, Moravia-Silesia, Olomouc, Pardubice, Pilsen, Central Bohemia, Ústí nad Labem,

Vysočina and Zlín (see Figure 1). The case study site, Venkov, is situated in the Hradec Králové region in the North-East of the Czech Republic, bordering Poland.

Figure 1: Regions of the Czech Republic



Source: CzechInvest, 2008

This region has a long standing agricultural tradition, with a recent trend towards the development of more ecologically sustainable agricultural activities (CzechTourism, 2008). In addition to the agricultural promise of the region, there are many other unique geographical features that can be found within the region. The Krkonoše Mountains can be found to the North of the region which contains Sněžka, the highest peak in the Czech Republic. The first ever protected area of the Czech Republic, Český ráj (translated into Bohemian Paradise) is another important natural attraction found in the area. These unique landscapes, coupled with a wealth of historical and cultural monuments found in the region make the Hradec Králové region a popular tourist destination, providing tourists opportunities for a wide range of activities. It is important to consider the tourist attractions in the surrounding areas of Venkov as the village relies on these attractions to bring in tourists (Interview 3, 6, 7 and 8).

Venkov is a village rich with culture and history, making it an interesting place to live and visit. As mentioned previously, Venkov along with many of the other villages located in the surrounding area was historically predominantly inhabited by Germans from as early as the 13th century. However, after the Second World War, the German inhabitants were forcibly moved back to Germany. This led to the decline of landscapes, cultural and historical monuments, local farms, and local businesses. Today, remnants of the past can be seen in Venkov through religious monuments, a graveyard dating back to the early 1800's and numerous old buildings. The rich history that can be found in the village contributes to its unique character.

Although relatively close geographically to an urban centre, Venkov remains very rural in all aspects. Venkov is set in a picturesque landscape, surrounded by forests and rolling farm fields (see Figure 2 and 3).

Figure 2 & 3: Photographs of Venkov's countryside



(Photo's by Nicola Janecka)

The village has one main road running through it. The centre of the village consists of a mix of old farm houses and a few newer residential buildings, a general store, a 150-year old school house, a church, a combined pension and restaurant and the town hall. The village has approximately 80 houses located in clusters not far from the main road. Approximately the same number of cottages are located on the outskirts of the village. Residents of the village and tourists have access to two large ponds located on opposite sides of the village which are

frequently used in the summer months for swimming. As well, a recreational park which includes soccer fields and volleyball courts is found in the village.

Because there are limited job opportunities directly in the village, many residents commute to nearby cities for employment. Those that do work in the village are employed in either tourism related businesses, the saw-mill (which is located on the outskirts of the village) or on the few remaining working farms. Venkov can be described as a close-knit community. This became apparent within the first couple days of living in the village. With a small population, of just under 250 people, it is easy for residents to know of everyone who lives in the village.

4.3.1 Tourism in Venkov

The village has a number of attributes which draw in tourists during the summer months. When asked to describe the main attributes that attract tourists to Venkov, interview participants all responded similarly. These attributes included the character of the village, the history of the village, the ceramic school, the bio-organic goat farm, the sheep and honey farm, the cycle paths in the area, the bakery, the forests and the farm lands. Another attribute is found in Venkov's proximity to other regional tourist attractions. This makes the village an ideal day-visit destination. There is a popular cultural attraction in the area, located approximately 10 kilometres away. It is on the Czech Republic's nominated list of sites to become UNESCO sites. The owners of the bio-organic goat farm and the pension/restaurant owner have brochures and other promotional materials at this cultural attraction's information centre and in the closest urban centres' tourist information centre. The owners of these two tourist businesses have said that it is common for tourists to find out about Venkov through these brochures and make trips to visit the village since it is not too far from other popular attractions in the region (Interview 4 and 5).

Future plans to attract more tourists to the village include transforming the church into a museum and establishing a hostel, targeting cyclists who are interested in the extensive cycle path system that runs through the region.

Currently, most visitors who do not have friends or family in the village stay at the village's pension. The upper floor of the pension can accommodate up to 12 guests, and the main floor is used as the village's restaurant. The ceramic school also has low-cost accommodations reserved for up to 12 students attending the school. These accommodations are usually used when there is no room at the pension.

The bio-organic goat farm was established in 2001. The owners plan to rent out accommodations to guests in the future. They are currently renovating two rooms in their farm house, one which will house up to 6 people and the other up to 4 people. They have a small store on their property where they sell their goat cheese and other products. Visitors can also have tours around the farm to learn more about the production of their products. The goat farmers have also started to rent out bicycles to tourists.

There is also a combined sheep and honey farm in Venkov. This is Venkov's most recent tourism business. It was established in 2005. Accommodations are available for up to 8 guests. The couple that owns the farm only live on the farm in the summer months. They live in a nearby city and commute to the village every couple of days throughout the year to take care of the animals. Besides renting out accommodations to visitors, the owners also sell honey products to residents and tourists.

Tourism is not a dominant industry in the village. Rather, the tourism related businesses are primarily used by locals and secondarily by tourists. The tourism businesses are also in existence due to the evolution of the annual festival; the Lidová Řemesla. Much of the tourist activity has spawned from this initiative. The following chapter provides more insight into the evolution of tourism development in the village.

4.4 Summary

This chapter provided not only an account of tourism development in rural Czech Republic but also included an account of tourism development in the case study site of Venkov. The historical, political and social influences embedded in the country have shaped the rural tourism development process for Venkov. These influences have been discussed and related

to Venkov. The evolution of tourism in the village has also been provided along with a description of the current state of tourism development in the village.

The purpose of this chapter was to provide a context for tourism development. Understanding the context in which tourism development occurs aids in understanding the findings presented in Chapter Five. Further insights into the tourism development process in Venkov are presented in the following chapter through the analysis of interviews, survey questionnaires, secondary sources and participant observation.

Chapter 5

Results

This research consists of a close examination of the rural tourism development process and the impacts of its development in Venkov, Czech Republic. The results from the data analysis of this study are presented in this chapter. The analysis of semi-structured interviews, survey questionnaires, secondary data sources and participant observation revealed four main themes, with a varying number of sub-themes for each. The themes are: (1) the nature of tourism development, (2) the impacts of tourism, (3) the role of tourism, and (4) the future of tourism development. Both qualitative and quantitative findings are presented and grouped into sections based around these four thematic areas. All data are statistically significant to at least the 0.05 level unless otherwise stated.

5.1 Nature of Tourism Development

5.1.1 Reasons for Developing Tourism

This study sought to understand how and why tourism was initiated and subsequently developed in Venkov. The previous chapter examined the historical, political and social influences that have shaped tourism development in the village. Survey questionnaire responses and semi-structured interviews also contributed to the understanding of the tourism development process in Venkov.

On the survey questionnaire, residents were asked to indicate the reasons they thought tourism was developed in Venkov. Participants were allowed to give as many reasons as they felt appropriate. Responses are summarized in Table 3.

Table 3: Reasons for Developing Tourism in Venkov

Reasons	Frequency	Percentage
To Increase Employment Opportunities	26	25.7
To Improve the Quality of Life for Residents	24	23.8
Economic Diversification	16	15.8
To Improve Existing Infrastructure	15	14.9
To Increase Recreation Opportunities for residents	13	12.9
Other	7	6.9
Total	101	100

Participants were given the opportunity to write in a response under the “other category.” Written-in responses included: “no specific reasons,” “no decisions were made” and “tourism just happened.”

Table 3 demonstrates that residents had varying opinions on the reason tourism was initiated. The two top rated responses, “to increase employment opportunities” and “to improve the quality of life for residents,” suggest that participants felt as though tourism was initiated as a means to revive a declining village. Perhaps the varying opinions on why tourism was developed is attributed to the fact that 47% of participants have lived in Venkov for less than 15 years; the time period over which tourism has been developing in Venkov. Speculating the reasons for initiating tourism development would be difficult if an individual was not there when it began.

Looking to the narratives of interview participants can provide more insight into the overall nature of tourism development. Interview participants were asked to discuss how and why tourism emerged in Venkov, along with how and why they personally got involved in tourism development.

All interview participants indicated that the development of the ceramic school was what started tourism in the village. One interview participant stated:

The [ceramic] school was what started tourism here. It all started with the school. Before, everything was rundown. Nobody cared about the village. It was a boring place to live. Tourism is now needed here (Interview 3).

The ceramic school began as a small family business in 1992 under modest conditions, yet has established a high reputation in a relatively short timeframe. The ceramic school is located in the centre of the village in a 150 year old school house building. The owner of the ceramic school described how the family got involved in tourism:

My husband had a friend living in Venkov. And his parents lived near Venkov. We lived in Prague but came here to visit often. We wanted to get out of the city. We had this idea of starting a [ceramic] school somewhere. My husband wanted to find a cheap building to run weekend programs only. This building was common property and not very expensive but needed renovations. We bought it and renovated over a number of years. The friend and parents living here were the first step. We started off very slowly. At first it was only in the summer months that it was operational. Now it is ten months in the year. I thought it would be small. Only a few groups a month but many people want to come and it has gotten bigger and bigger (Interview 1).

Soon after the development of the ceramic school came the development of what is now known as the largest folk festival in the region, the *Lidová Řemesla*. The Lidová Řemesla, like the ceramic school, also started off as a modest venture. It initially started as a one-day, “doors open” event for the ceramic school in 1994 with the intent of attracting more people to sign up for ceramic courses. The first attempt at the Lidová Řemesla was a success and it was decided by the ceramic school owners to make it an annual one-day event in August. The following year, students of the ceramic school were encouraged to set up booths on the school’s grounds to display the products they had made. The event grew larger every year and attracted more visitors and more crafts-people. With more visitors coming annually, there was also a need for such things as port-a-potties, distinct parking areas, a “clean-up” crew after the event, etc. All these things required funding which was incurred by the village’s limited budget. Thus, in 1998, visitors were charged a small fee for entrance into the Lidová Řemesla to help defray costs. Visitor numbers have been collected since 1998 by means of the number of entry tickets sold. Since then, the number of visitors has grown continuously over the years (see Table 4).

Table 4: Lidová Řemesla Statistics

YEAR	NUMBER OF PAYING VISITORS	NUMBER OF CRAFT STANDS	NUMBER OF CRAFT DEMONSTRATORS	NUMBER OF CARS PARKED	TOTAL EXPENSES (in Czech Krowns)	TOTAL MONEY COLLECTED (in Czech Krowns)	TOTAL REVENUE (in Czech Krowns)	TOTAL REVENUE (in \$ CDN)
1998	1844	38	2	-	20 028	25 990	5962	366.71
1999	2188	51	18	-	18 386	34 470	16 084	989.29
2000	2512	52	20	661	39 371	65 060	25 689	1580.07
2001	2545	64	24	613	73 000	81 885	8885	546.44
2002	3769	77	42	1083	132 388	122 885	-9503	-584.45
2003	3556	125	63	1195	162 583	154 930	-7653	-470.51
2004	3850	112	52	1381	205 024	196 285	-8739	-537.28
2005	4691	149	58	1519	248 861	280 905	32 044	1970.09
2006	6481	157	61	2276	320 299	398 400	78 101	4807.11
2007	8864	174	69	2625	374 173	488 000	113 827	7006.05
2008	8817	201	-	-	-	-	-	

Source: Interview 9, 2008

This past year's event was held on August 9th, 2008 and attracted 8,817 paying visitors, however, estimates are closer to 12,000 visitors since children under the age of 15 and those over the age of 70, were not charged the entry fee. The entrance fee at this year's event was 60 Krowns (the equivalent to approximately \$3.70). Crafts-people who set up a booth were charged 500 Krowns (the equivalent to approximately \$30.75). However, if the crafts people demonstrate their craft, they were reimbursed 400 Krowns after the festival.

Figure 4 & 5: Photographs of Lidová Řemesla Visitors



(Photo's by Nikki Janecka)

All money collected from the festival goes towards covering the expenses of the festival. In the first few years, there were occasions where the expenses of the festival were greater than the money collected. Since 2004, the money collected has exceeded all expenses but only minimal profit has been made. The Mayor of the village is the one primarily responsible for organizing and managing the festival.

The annual Lidová Řemesla has come a long way since 1994. Today, the Lidová Řemesla offers visitors a chance to shop at 200 craft booths and food stands spread throughout the village (see Figures 6 and 7), it offers visitors live theatre performances (see Figure 8), demonstrations of various crafts (see Figure 9), and live music (see Figure 10). The Lidová Řemesla is what has made Venkov well-known in the area, or as one interview participant stated, “the Lidová Řemesla is what has put Venkov on the map (Interview 5).”

Figure 6 & 7: Photographs of Booths at the Lidová Řemesla



(Photo's by Anja Decker)

Figure 8: Photograph of Live Theatre Performances at the Lidová Řemesla



(Photo by Nicola Janecka)

Figure 9: Photograph of Craft Demonstrations at the Lidová Řemesla



(Photo by Nicola Janecka)

Figure 10: Photograph of Live Music at the Lidová Řemesla



(Photo by Anja Decker)

Further involvement in tourism happened unintentionally in many cases. The village experienced increasing demand for accommodations and services due to the increased success of the ceramic school and increasing size of the Lidová Řemesla (Interviews 1, 5, 7, and 9). Some residents decided to take advantage of these opportunities. Many of the houses in the village are fairly large properties. Typically, there is plenty of extra room to house guests if desired by property owners. Recognizing the need to house visitors, some residents renovated their houses to create accommodations. Rooms were originally rented out to

friends or acquaintances, and gradually, accommodations were rented to visitors through word-of-mouth or through Internet advertising.

A number of personal reasons for getting involved in tourism development were discussed in more length. One interview participant claimed the reason for getting involved in tourism was because, “I didn’t want to go to the city to work” (Interview 5). Another stated, “We wanted to get out of the city. We were ready for peace and quiet...we realized the potential it had to make us some money. And now it has turned into a business” (Interview 4). Another expressed the need to find employment that means more than just a paycheck, “...I want my business to have more substance. I want to be able to connect with different and interesting people. Getting involved in tourism will let me do that” (Interview 8).

Overall, participants placed emphasis on the fact that they primarily got involved in tourism to enrich their lives; to be able to do something they enjoyed, in a place they enjoyed. The economic benefits of being involved in tourism development were mentioned as secondary importance. Through interview discussions, there was a sense that there was more to getting involved in tourism than solely the income it generates.

While survey questionnaire participants attributed the reasons for initiating tourism to revitalize the village, interview participants discussed initiating tourism for improving their lives at the personal level. Fortunately, as a result of developing tourism, the village has been revitalized even though that was not the initial goal. It was found that tourism development is attributed to one individual; the ceramic school owner. From the establishment of the ceramic school, tourism was developed incrementally with one business building on the other. Thus, it has been found that tourism has been an evolutionary process rather than a planned one.

5.1.2 Development by “Outsiders”

An interesting finding that emerged from the semi-structured interviews, but also from simply assessing the backgrounds of the interview participants, revealed that those who 1) have been involved, 2) are currently involved or, 3) plan to be involved in tourism development are primarily individuals who have moved to Venkov from a larger city in the

past 15 years. Seven out of the ten interview participants are individuals who had some kind of connection to Venkov, either through friends or family, and later decided to move to the village or acquire property in the village. Essentially, it can be said that these individuals were “outsiders” who have become “insiders.” At the time of the research, four out of the ten interview participants did not live in the village permanently but rather only spend their summer months in the village. Thus, a majority of those involved in tourism development are not native to Venkov; implying tourism development was not initiated by the local resident community. In other words, the findings suggest that the decision to develop tourism was not a community decision.

The evolution of tourism can be attributed to individuals who migrated to the village and as a result, became part of the community. These individuals have all harnessed an entrepreneurial spirit to become involved in tourism development, which is also an important finding. Through the semi-structured interviews, it was found that all tourism-related businesses in Venkov are small-scale, privately-funded, family-run businesses, which is characteristic of rural tourism development (Sharpley & Sharpley, 1997). In Venkov, tourism would not be what it is today if it were not for the entrepreneurial spirit of these business developers. Thus, it can be further concluded that entrepreneurship has been instrumental to the development of tourism.

5.1.3 Rate of Tourism Development

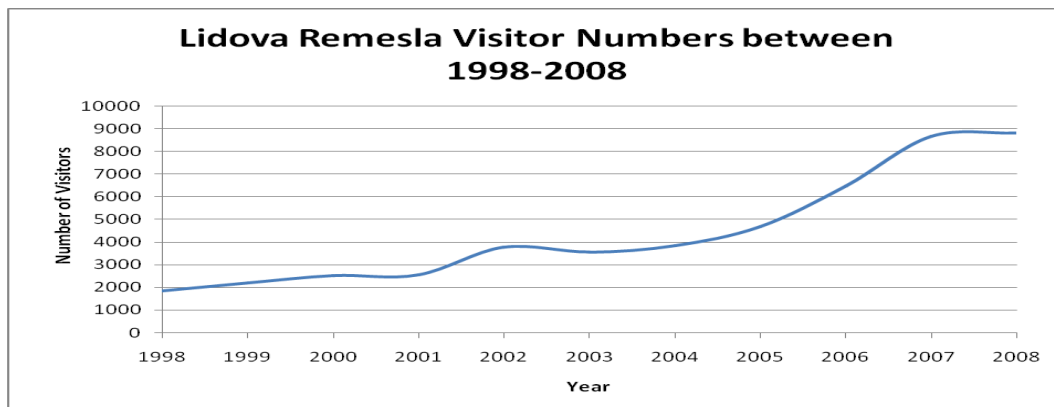
The rate of tourism development is important to consider since it has an influence on the level of support residents hold towards tourism development (Page et al., 2001). It is common for those destinations which witness rapid, uncontrolled tourism growth to also experience higher negative social and environmental impacts. Page et al. (2001, 278) stated that, “local communities need to adapt gradually to the needs and benefits of change and tourists.”

The rate of tourism development in Venkov has been considerably slow-paced. Although visitors have been coming to Venkov for years, specifically to visit friends or

family, the first official tourist amenity, the ceramic school, was not established until 1992; meaning tourism has been developing over a 15 year time period.

Examining the visitor numbers to the village can be useful to illustrate the slow-paced development of tourism. Unfortunately, visitor numbers are not collected throughout the year. Visitor numbers are only collected for the one-day festival, which are presented in Figure 11. The figure shows how visitor numbers between 1998 and 2004 increased gradually for the period of the festival. From 2004 to 2007, there has been considerable growth in visitor numbers and more recently, there has been a tapering off of visitors to the village. The data in Figure 11, coupled with the fact that tourism amenities only started to develop in 1992, illustrates that tourism development in Venkov has been relatively slow paced.

Figure 11: Lidová Řemesla Visitor Numbers between 1998-2008



Looking back to when tourism-related businesses were established provides further insight into the gradual growth of the tourism (see Table 5).

Table 5: Establishment of Tourism-Related Businesses

Business	Year Established
Ceramic School	1992
Pension & Restaurant	1994
Goat Farm	2001
Sheep & Honey Farm	2005
Cycle Hostel	To be open within the next 5 years

Table 5 showcases the slow development of tourism over a 15 year period. There has been no rush to develop tourism. By taking part in the daily life of Venkov for four weeks, there was an opportunity to grasp an understanding of how residents and business owners felt about the rate of tourism development.

All interview participants revealed that they wanted to preserve the character of the village and as such, have consciously attempted to keep tourism development at a small-scale, with slow-paced development. This was demonstrated by the fact business owners partake in minimal advertising activities. Furthermore, business owners are in no rush to expand tourist amenities (especially accommodations) despite there being demand for such amenities. When discussing the rate of tourism development, one interview participant expressed the desire to continue to keep tourism in Venkov small. When asked if she thought developing more attractions would be beneficial to the success of tourism, she stated in a matter-of-fact manner that, "...if tourists want more attractions they can go to the city" (Interview 7).

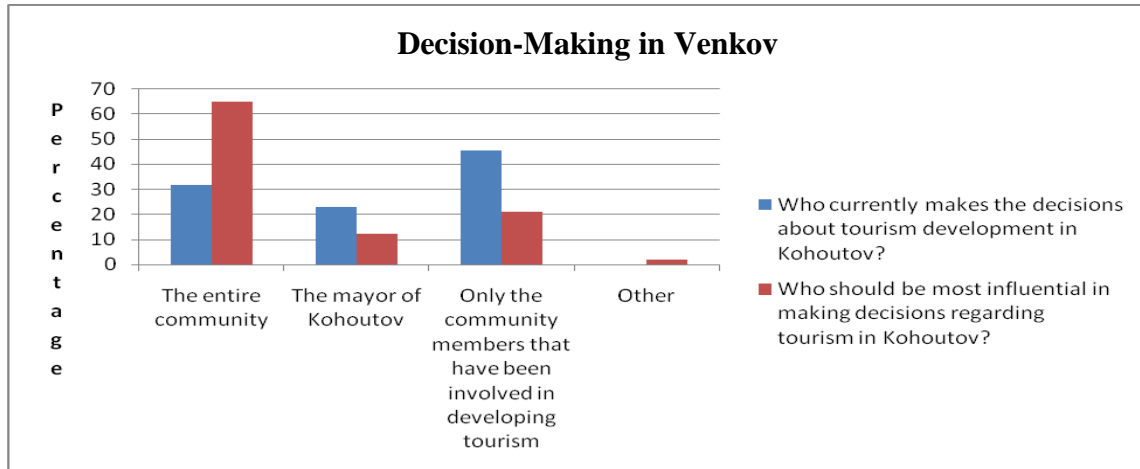
There is a real sense that a *laissez-faire* attitude towards the development of tourism in Venkov exists. There is no rush to develop tourism and there is minimal focus placed on attracting more tourists to the village throughout the year or to the Lidová Řemesla.

5.1.4 Control of Tourism Development

A number of questions on the survey questionnaire and in the semi-structured interviews were designed to obtain understanding on who plays a role in the tourism decision-making processes. It was important to gain an understanding of whether tourism development is currently a community-driven initiative or controlled by a dominant few.

In order to obtain a holistic understanding on the level of control over tourism development, survey questionnaire participants were asked their opinions on decision-making. Firstly, they were asked who they thought *currently* makes decisions about tourism development and secondly, who they thought *should be* most influential in making decisions regarding tourism. The responses are summarized in Figure 12.

Figure 12: Decision-Making in Venkov



While the majority of participants (46%) reported only the community members that have been involved in developing tourism currently make tourism related decision, 32% reported the entire community does and 23% reported the mayor makes the decisions (0.01 level of significance). When asked who *should be* responsible for making tourism related decisions in the village, a larger majority (65%) reported that the entire community should be influential in making decisions while only 21% reported the responsibility should be left to those who have been involved in developing tourism and 12% reported the mayor should make the decisions (0.01 level of significance).

When asked if they had ever been involved in decision-making in tourism related affairs, 35% of participants indicated yes while 65% indicated no. Interestingly, when asked if they would like to be more involved in tourism planning and decision-making only 23% of participants replied yes while the majority (77%) replied no.

The final section of the survey questionnaire comprised of seventeen 5 point Likert scale questions. Participants were asked to indicate whether or not they agreed with each statement using a scale ranging from strongly disagree (1), to strongly agree (5). Three statements were designed to elicit participants' opinions on the level of community control over tourism development. When given the statement, "everyone in Venkov needs to be involved in tourism development," the majority (54%) showed some sort of agreement while

32% showed disagreement and 14% were undecided (0.03 level of significance). When given the statement, “residents of Venkov are in agreement on how tourism should be developed,” 58% showed agreement, 14% disagreed and 28% were undecided (0.02 level of significance). Lastly, when given the statement, “residents have strong control on what happens in Venkov,” 58% agreed, 22% disagreed and 19% were undecided (0.01 level of significance).

These findings indicate that survey questionnaire participants firstly, are unsure of how decisions are made since there are varying opinions on who currently makes decisions in the village. Responses indicate that most participants are not actively involved or minimally involved in decisions-making. This may be attributed to there being no organized decision-making process for them to get involved in. Secondly, participants acknowledged the importance of the entire community having a role in decision-making yet at the same time indicated that they were not interested in being involved in decision-making if given the chance. Lastly, the findings indicate participants perceive to have agreement and strong control over what happens in Venkov. Although community members do not get involved in tourism decision-making, they may feel as though they could easily get involved and voice their opinion if they wished to, giving them the perception of having control over the tourism development process.

Again, looking to the responses from the interviews provides more detailed understanding into community control over tourism. According to one interview participant, the development of tourism is controlled only by those who choose to take an active role in the process (Interview 10). Rather than facilitating community wide engagement in tourism development, only those who actively wish to have a voice in decision-making will have a voice. This sentiment was echoed by a number of interview participants (Interviews 1, 2, 5, 7, 8 and 9). One participant stated, “...only those that want to get involved should get involved. And only those that put in an effort will benefit from tourism” (Interview 8). Another participant went on to discuss how tourism was not a concern for many community members and described how decisions are made:

People in the village come together for the Lidová Řemesla. Whoever is interested and has time will volunteer or the Mayor asks people to help out if he needs them. But other than that day, people go on with their daily lives...some peoples' daily lives such as mine revolve around visitors or customers. That is our job. But those who work in the city or wherever have other interests. Other problems to deal with ...Whoever is affected the most will make the decision. I make decisions for my business. I wouldn't want other people to tell me how to run my business (Interview 5).

Discussions with interview participants support the findings from the survey questionnaire. Through these discussions, it became evident that the community has little control over tourism-related decisions and residents may only be minimally involved in the process. When it comes to tourism, business owners make decisions for their businesses, and ultimately, the village. There is a sense that the control of tourism will remain in the hands of those who have a stake in the tourism industry because business owners are adamant about having the freedom to run their businesses as they wish. Those that are directly involved in tourism in the village are responsible for making decisions for their own businesses and thus, the direction of tourism development.

5.2 Impacts of Tourism

Having examined the tourism development process in Venkov, this research also sought to understand residents' perceptions of tourism impacts and general attitudes towards tourism development. It is important to note that this research did not undergo a technical impact analysis. The impacts of tourism were not empirically measured. Rather, this research attempted to obtain an understanding of residents' *perceived* impacts of tourism development in Venkov.

5.2.1 Positive Impacts

Residents were asked to list their perceived positive impacts of tourism development on the survey questionnaire. Interview participants were also asked a number of questions designed

to elicit responses on their perceptions of tourism impacts. A range of positive social, economic and environmental benefits were listed by both survey questionnaire participants and interview participants. These positive impacts are summarized in Table 6.

Table 6: Summary of Positive Impacts of Tourism Development

Positive Social Impacts	Positive Economic Impacts	Positive Environmental Impacts
<ul style="list-style-type: none"> ➤ Increased prestige/recognition of the village ➤ Sense of pride instilled in residents ➤ Attracts new inhabitants to the village ➤ Increased self-worth of residents ➤ The village is more interesting to live in ➤ More recreational opportunities ➤ Renovations to infrastructure ➤ Able to meet new and interesting people ➤ Tourism has educated residents about the history of the area ➤ Residents experience a more fulfilling life ➤ Better relationships among residents 	<ul style="list-style-type: none"> ➤ More employment opportunities ➤ More money comes into the village ➤ New businesses/services have been created which residents use ➤ Personal incomes are enhanced by getting involved in tourism activities 	<ul style="list-style-type: none"> ➤ Residents have a bigger respect for the environment ➤ Improvements to the trails, forests and the ponds in and around the village ➤ The landscaping around the village has been maintained

Nine out of the seventeen Likert scale questions on the survey questionnaire were designed to elicit responses regarding perceptions of tourism impacts. A majority of participants agreed that: tourism has added jobs to the community (74%), tourism has brought more money into the community (84%), tourism has allowed more businesses to be created (69%), more recreational activities are available to residents since the introduction of

tourism (58%), buildings and roads have been improved in Venkov as a result of tourism (88%), tourism has made residents more proud of Venkov (88%) and lastly, the benefits of tourism outweigh the negative impacts of tourism development in Venkov (72%). All results statistically significant to the 0.05 level, unless otherwise stated.

Although not significantly significant, when given the statement “tourism has given a reason for people to remain living in the community” 47% disagreed, 40% agreed and 12% were undecided. This question was designed to evaluate whether residents felt as though the impacts of tourism are so great, either positive or negative, that they would influence participants’ decision to remain living in the village. This response suggests that perhaps tourism is not a factor impacting decisions to remain living in the village. When given the statement “tourism has few harmful effects on the environment,” 47% agreed, 30% disagreed and 23% were undecided (0.03 level of significance). This suggests residents do not perceive tourism to be an activity that negatively impacts the environment. Overall, these findings suggest that residents view the impacts of tourism to be more positive than negative; in other words, the benefits of tourism exceed the costs.

During the interviews, interview participants were able to provide more detailed descriptions about their perceptions on the positive impacts emerging from tourism. Many participants spoke specifically about the Lidová Řemesla and spoke very positively about it (Interviews 1, 2, 3, 4 and 6). They indicated that the Lidová Řemesla was a tool to bring the community together. This time was described as a time of year when residents are able to interact with other residents they may not have seen in a while.

Being present for the preparation of the event, the event itself and the post-event clean-up provided the opportunity to understand how the village came together during these times. Residents volunteered their time for a number of different tasks including: the setting up of stages for performers, registering people who had come to set up booths, directing traffic, picking up litter, etc. Although tourism was not started as a community initiative, it became evident that the Lidová Řemesla has turned into a truly community-driven initiative whereby the residents unite to ensure their village is put on display in a positive light.

Overall, survey questionnaire participants and interview participants alike have perceptions of high levels of positive impacts emerging from tourism development. This is not to suggest that negative impacts have not emerged from tourism development. The following section discusses the negative impacts resulting from tourism development in more detail.

5.2.2 Negative Impacts

Inevitably, negative aspects of tourism development were evident in Venkov. Again, both survey questionnaire participants and interview participants were asked to list and discuss the perceived negative impacts of tourism development, respectively. Commonly cited negative impacts are summarized in Table 7.

Table 7: Summary of Negative Impacts of Tourism Development

Negative Social Impacts	Negative Economic Impacts	Negative Environmental Impacts
<ul style="list-style-type: none"> ➤ Partial loss of privacy ➤ Increased noise ➤ Seasonality ➤ Overcrowding ➤ More traffic ➤ Residents are conflicted over tourism-related issues (such as the fate of the church) ➤ The village is becoming bigger with more residents 	<ul style="list-style-type: none"> ➤ None provided 	<ul style="list-style-type: none"> ➤ Polluted air due to increase of cars for the Lidová Řemesla ➤ Trampling of fields and flowers on the day of the Lidová Řemesla

Interestingly, 65% of residents chose to leave this question blank on the survey questionnaire, suggesting either that they could not think of any negative impacts or perhaps that they did not believe any negative impacts were present. Furthermore, of the 35% of

residents who did answer the question, 16% left answers such as “I don’t know of any,” “None,” or “none now but if tourism gets too big problems might come.”

It should be noted that interview participants indicated that negative social impacts such as congestion, overcrowding and increased noise generally only occurred on the day of the Lidová Řemesla . Since these issues only arise on this one specific day of the year, interview participants described them to be more tolerable (Interview 1, 3, 4, 6, 7, and 9).

Again, these findings suggest that survey questionnaire participants and interview participants perceive there to be more positive impacts from tourism development than negative impacts. However, it was important to this research to delve more into understanding how residents perceive tourism impact. As previously discussed, some of the many questions this research has sought to address are “who wins?” and “who loses?” in rural tourism development. The following section examines these questions.

5.2.3 Distribution of Benefits and Costs

Since interview participants were primarily the ones benefiting economically from tourism development it was important to ask residents not directly involved in tourism development, their opinions on how the benefits and costs of tourism are spread across the community. Survey questionnaire participants were asked firstly, if the development of tourism has been to the advantage, disadvantage or neither to the personally. They were further asked if the development of tourism has been to the advantage, disadvantage or neither to the entire community.

Participants perceived tourism development to be to the advantage of them personally and to community, however, the majority reported the impact of tourism to be greater for the community than for them personally. Sixty-three (63%) reported the development of tourism had been to the advantage to them personally while an overwhelming 81% reported that tourism had been to the advantage of the entire community (0.01 level of significance). When asked to explain how tourism development has been to the advantage, disadvantage or neither to them personally, participants reported experiencing primarily social benefits from

tourism development, including: more recreational opportunities, more excitement in the village, more cultural activities, and more opportunities to interact with tourists and residents. At the community level, participants reported again that the community experiences primarily social benefits from tourism development, including: the restoration of village infrastructure, increased pride in the village and the opportunity to get to know and make relationships with residents and tourists.

These findings illustrate participants perceive the social benefits arising from tourism development to be more apparent and also to be more evenly spread across the village than the economic ones since few economic impacts were reported. This is supported by another question presented on the survey questionnaire. Survey questionnaire participants were given the statement: “the economic benefits that have arisen from tourism are equally distributed throughout the community.” The majority of participants (47%) reported they disagreed with this statement, 37% reported they agreed and 16% were undecided (0.04 level of significance).

One interview participant discusses the distribution of tourism impacts in the village by stating:

Maybe not everyone in the village is included in...can share the financial benefits. But sometimes the non-financial benefits are better. I think a lot more people in this village benefit from the non-financial benefits than the financial (Interview 3).

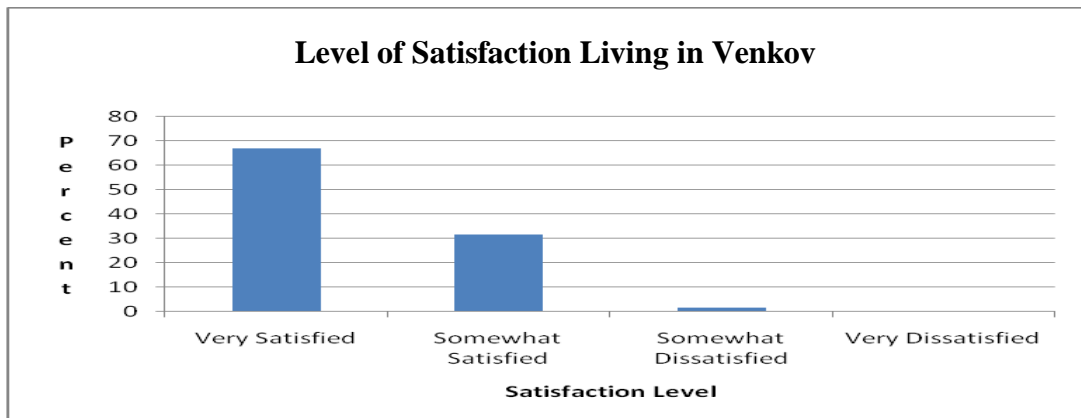
These findings suggest tourism in Venkov acts primarily as a social force rather than an economic one. Furthermore, the social benefits derived from tourism development may currently have a more significant positive impact on the community. Tourism in Venkov has generated income and employment but only to a handful of residents making a modest economic impact. Although this may be the case, residents value the positive impacts of tourism and continue to perceive tourism to be a positive contribution to themselves personally and to the community despite gaining financially from it.

5.2.4 Level of Support for Tourism Development

Generally, community support is needed for the successful development of tourism (Page et al., 2001). That support is often dependent on the impacts created by tourism and the distribution of those impacts. It can lead to the overall social enrichment of host residents or it can create or reinforce social injustices found in a community. Examining resident's perceptions of community life is useful to understand resident's reactions to tourism development (Ross, 1998). Thus, it is appropriate to make the assumption that the way tourism is perceived by residents will have an influence on the extent to which residents are satisfied with living in their community.

Venkov residents have been living with increasing tourism development and subsequently, increasing tourist numbers over the past 15 years. Participants were asked to rate how satisfied they were living in the village on the survey questionnaire. Overall, the majority of residents indicated a strong satisfaction with living in the village (see Figure 13) suggesting that tourism has not had a negative influence on daily life.

Figure 13: Level of Satisfaction Living in Venkov



Several measures to evaluate the current level of support for tourism development were used throughout this research. Overall, it was found that tourism is strongly supported in the village. This was continuously reflected through survey questionnaire results. When asked if residents would like there to be more tourism in Venkov 70% replied yes. When

asked what kind of contribution the Lidová Řemesla had on the community, an overwhelming 93% replied it had a positive contribution. As well, when asked if residents would be in favour of more events being developed in order to bring more visitors to Venkov through-out the year 77% replied yes. Lastly, when given the statement, “I believe tourism should be encouraged in Venkov” 82% indicated they agreed with the statement. (0.01 level of significance). These findings illustrate there is widespread support for 1) the current level of tourism 2) the Lidová Řemesla and 3) for further tourism development.

A study was carried out in 2004 by the Mayor of Venkov to explore the perceptions residents held specifically towards the Lidová Řemesla. The results from this 2004 study support the findings of this research. A total of 106 residents participated in the 2004 study. Residents were asked if they thought the Lidová Řemesla was good or bad for the village. A very strong majority (98%) reported the festival was good for the village. Similarly, when asked if residents supported the development of the Lidová Řemesla, 100% of residents replied yes. When asked if residents would be willing to volunteer at the following years’ Lidová Řemesla, 77% indicated they would. While the 2004 study focused solely on the festival, this research tried to obtain information on the entire tourism development process. The same questions were not asked in the two studies and the focuses of the two studies were dissimilar. However, the 2004 study can be used as evidence to show that tourism has been viewed positively and residents continue to show support for tourism development.

5.3 Role of Tourism

5.3.1 Expected Role of Tourism

According to the European Commission (2008), 91 % of European Union (EU) territory is rural and is home to 56% of the EU population. The European Commission (2008) confesses that many of their rural areas face significant challenges, and state, “...average income per head is lower in rural regions than in our towns and cities, while the skill base is narrower and the service sector is less developed. Also, caring for the rural environment often carries a financial cost.” The EU has created a policy entitled the *Rural Development Policy for 2007-*

2013, to overcome some of these challenges. This policy has been created for all 27 Member States to adhere to, however, is designed to place control in the hands of individual Member States and regions.

The *Rural Development Policy for 2007-2013* focuses on three thematic axes. These include:

- 1) Improving the competitiveness of the agricultural and forestry sector;
- 2) Improving the environment and the countryside;
- 3) Improving the quality of life in rural areas and encouraging diversification of the rural economy.

Member States are encouraged to support certain key actions; tourism has been identified as a main activity under axis three which can encourage diversification. Section 3.3 (i) states, “Diversification is necessary for growth, employment and sustainable development in rural areas, and thereby contributes to a better territorial balance in both economic and social terms (Council of the European Union, 2006, 26). Section 3.3 (viii) goes on to specifically identify tourism as potential contributor to rural development.

This document is used as a guide for State governments to abide by in order to reach common goals for rural areas. This document places tourism as a main contributor to improve the conditions of rural areas throughout the European Union. It illustrates how the promise of tourism, as discussed in Chapter Two, is in fact a reality; making the expectation for tourism to economically and socially revitalize rural areas high within the European Union.

The Czech Republic has followed the direction of the EU in terms of working towards developing rural areas. According to the *NUTS II Regional Operational Programme for the Period 2007-2013*, there is an expectation that tourism will play a considerable role in the Hradec Králové region’s future economic structure. Venkov is part of this region (see Chapter Four, section 4.3). Upon further examination of the *NUTS II* document (Regional Council of Northeast Cohesion Region, 2007, 45), it is apparent that tourism is perceived as a strategy that will contribute to the prosperity of the region:

Tourism ranks among significant factors contributing to the development of both the region and the entire economy. Its role is growing constantly and becomes a dynamic part of the development. There exists a multiplication effect typical for tourism development, which expresses economic impacts of tourism on a number of other industries, and by respecting the sustainability policy this industry also brings a positive contribution to the regional prosperity. Besides triggering new job opportunities the tourism is also co-stimulating the development of standard services and business within the region, mainly as a result of the increased volume of effective demand. Developing tourism also exerts a pressure on investments in infrastructure and on refurbishment of the aesthetical look of both urban and rural areas, which brings another positive effects in.

Again, this document illustrates that policymakers perceive the role of tourism development as a realistic means to achieve development.

It was also found through the analysis of these documents that the economic potential of tourism is at the forefront while the potential social benefits that can arise are pushed aside or even neglected. As illustrated above, Venkov represents a case where the social benefits of tourism development are more apparent and subsequently highly valued by residents. Looking to the opinions of interview participants can provide insight into that role rural tourism really plays at the local level.

5.3.2 Real Role of Tourism

Today, the Lidová Řemesla is an exemplary example of a rural tourism initiative since it is able to attract large numbers of visitors to the village and has made the village well-known in the region. Additionally, the Lidová Řemesla has led to the expansion of tourism amenities and attractions found in the village. One may assume that the tourism activity occurring in the village would lead to significant contributions to local (economic) development as outlined by policymakers in the documents examined above. By obtaining the opinions of residents regarding the role tourism plays in their village, this is simply not the case.

Interview participants were asked to discuss the role tourism plays in the village today. One interview participant reflected on the current and future role of tourism in the village and stated:

...I think the role will stay the same in the future. Venkov will never be dependent on the visitors. We will welcome them and people will make money off them but I think everyone knows that they need to have other ways to make money especially since no one can predict how many tourists will come every summer (Interview 4).

When discussing whether Venkov was a good or bad example of tourism development another participant reflects on the role tourism currently plays in the village and the realistic potential of tourism development in the future:

We don't have tour buses of people coming...it might be successful in the way that it has been slow development. It is not forced. It has happened because people want it and it has turned into something that people take pride in. I don't think it is successful in the way that the village could survive only on tourism. It is not big enough for everyone to make a living off of it. I'd say less than 10 people depend on it to make a living. Compared to Prague or Český Krumlov, Venkov is not a good example (Interview 5).

These statements demonstrate the role of tourism as perceived by those living in the village. Participants reported that Venkov is not a village that will ever be dependent on tourism. Therefore, there is little expectation from residents that tourism will play a large role in local development. This sentiment regarding the role of tourism was shared by all interview participants. In practice, tourism currently plays a minor economic role in local development. In all instances (with the exception of the ceramic school) involvement in tourism is a method to generate additional income rather than acting as a main source of income generation. The development of tourism has resulted in revitalizing the village socially rather than economically. Thus, tourism in Venkov represents a source of social development.

This study allowed the researcher to explore the everyday living reality of Venkov. This has resulted in finding that there is a strong sense that tourism is not developed solely for the money it generates. It would be naive to claim that revenue is not motivating individuals to get involved in tourism development. However, maintaining the character of the village is highly valued in Venkov. It was found through interview discussions that participants recognize that the village needs to be most importantly a village that its residents enjoy living in while the success of tourism is of secondary importance. This was expressed by one participant who stated, “a good village for tourism has to be a good village for citizens first” (Interview 1).

Those involved in tourism are involved because they have firstly fallen in love with the village and secondly, because they want to share what they have with others. The individuals involved in tourism development get a lot more out of building relationships with visitors. One interview participant expressed this by stating, “The first day they are our guests. The second day they are our friends” (Interview 7). The interview participant went on to discuss how getting to know their guests is inevitable due to the nature of tourism in the village. In this particular case, guests rent out accommodations on a farm which is a homestead property. Four buildings are constructed into a square and in the middle is a courtyard. Although the guest accommodations are in a separate building than the owners, there is ample opportunity for guest-host interaction. The interview participant explained that the revenue from sharing their home is not enough to motivate them to rent out the accommodations. Without the meaningful interaction with the visitors, it would not be worth the time and effort to be involved in tourism development (Interview 7).

Table 4 also provides evidence to support the claim that community interests are valued over profit generated from tourism. For three years, from 2002-2004, the revenue from the Lidová Řemesla did not cover the costs. This meant that money from the village budget had to be used to cover the costs. The Lidová Řemesla has never made the village considerable profits. When asked why they continued to hold the festival despite it not making profit, one participant simply said it was because it was a tradition for the village.

The participant went on to explain that the village would not be the same without it (Interview 6).

Those involved in tourism development have such a great respect for the village itself and for the other residents that they recognize the importance of creating a form of tourism that works for the village, rather than exploiting the village for profits. When asked about the future of tourism and if they want more tourists visiting the village, all interview participants indicated there are enough tourists now and that the money generated from tourism is currently adequate. Those involved in tourism development in Venkov have a clear vision of the village's future; that vision includes tourism development but not to the point where the character and uniqueness of the village is lost.

These findings suggest that a gap exists between what is expected of rural tourism from policymakers and what actually occurs at the local level. There is a lack of understanding on the behalf of policymakers what tourism really achieves at the local level. From an outsiders perspective the Lidová Řemesla may seem as an event which can lead to significant economic contributions to the village given its size and popularity. However, with further in-depth investigation, since it only occurs one day a year, it does not generate revenue to make significant economic contributions. Rather, interview participants have reported that tourism in the village has brought about important social contributions; an issue neglected by policymakers. The findings suggest residents have a realistic understanding of the role tourism will play in their economy, resulting in residents embracing tourism as a vehicle for social development.

In practice, the role tourism plays in Venkov is not at the level expected by policymakers and thus fails to fulfill their "promise of rural tourism;" which is a promise primarily focused on economic growth. Thus, a disconnect exists between the real and expected role of rural tourism in rural Czech Republic.

5.4 Future of Tourism Development

5.4.1 Visions for the Future

Questions were designed for the semi-structured interviews to elicit participants' opinions, predictions, and wishes for the future of tourism development in Venkov. Participants expressed positive feelings towards future tourism development. Participants were asked to discuss how they see Venkov ten years from now. The improvement to the appearance of the village was a common response:

In 10 years I think Venkov will look a lot better than it does now. It has come a long way from what it looked like 10 years ago so I think it will look even better. Yes. I am convinced of it. My hope is that it doesn't get ruined; the character of the village. I hope the character never gets ruined. I think there will be more tourists but not a whole lot more (Interview 5).

Participants agreed that tourism will most likely continue to grow and thrive in the village and as a result the population of the village will also grow, "...maybe there will be more people that come to visit. Maybe more people will live here. So it will become a bigger village in those two senses" (Interview 2). Another participant goes on to explain:

I think many more buildings and citizens and a few more tourists, more rooms for tourists and other farms, like a horse farm for tourists. There may also be another pension. We want to make a museum out of the church. I believe it would be interesting for tourists (Interview 1).

Although there is agreement on the growth of the village in the future, there was a range of opinions on how the village will transform in the future. As mentioned in the above quotation, transforming the church into a museum is a possible future development although it is currently a highly disputed issue. Interview participants were split on their opinions on the good this would do for the village. Proponents for the museum felt as though the church was underused and was physically deteriorating. If the church is transformed into a museum, it would be put to better use and the village would have more

to offer tourists. Opponents argued that restoring the church would cost the village a lot of money for restorations. Furthermore, the village would have to incur the costs of keeping the museum open and pay someone to work there.

Improving and building upon the cycle and hiking trail networks are two other initiatives that have been identified as projects to be completed in the future (Interviews 1, 3, 6, 8, 9 and 10). Currently, there are plans to build a hostel in Venkov specifically targeting cycle-tourists, however, there are no definite dates for its completion.

There was also talk about creating a horse-back riding farm catering to tourists interested in taking trail rides in the countryside (Interview 2). Again, there are no definitive plans for this venture, however, there are hopes that this idea will be realised within the next 5 years. Lastly, agri-tourism has been identified as a possible direction to attract tourists to the village in the future. The goat farmers and the sheep farmers have both expressed a possible interest in establishing agri-tourism, a type of tourism that allows guests to participate in the daily duties of running a farm.

Interview discussions demonstrated that participants believe the future of tourism is positive and will have a positive influence on village life. However, they also illustrate the diversity of desired wishes for the future development of tourism. Some participants indicated more attractions would be beneficial to the village while others believed what they currently have is enough. Encouragingly, all the future ventures expressed are sustainable forms of tourism which will preserve the small-scale nature of tourism that has been present in Venkov over the past 15 years. Due to the varying opinions on what to develop and how much to develop into the future will require some form of tourism planning. This issue is discussed in the following section.

5.4.2 Planning for the Future

Sustainable tourism has been identified as a priority for the development of the Coalition of Municipalities of Podkralovská (CMP). Venkov falls within the parameters of the CMP. The CMP is made up of eleven self-governing rural villages that work together in order to

obtain structural funding from the European Union. A strategy for sustainable tourism was created in 2005 with a 10-15 year long-term framework, entitled “*The Strategy for Sustainable Tourism for the Coalition of Municipalities of Podkralovská.*” The main objective of the strategy is to transform the CMP into an attractive place for business, recreation and sustainable tourism while respecting the richness and uniqueness of the natural, social, historical, cultural and economic conditions of individual municipalities (CMP, 2005, 2). This strategy broadly outlines the desired direction of future tourism for the sub-region.

Since the sub-region is located between two popular tourist destinations, the Krkonoše Mountains and the protected area of the “Cesky Raj”, the CMP is an area that has the pre-conditions to become a favourable tourist zone. As mentioned in the strategy, the CMP is an area that can be used as an alternative to the above mentioned crowded tourist destination and thus, offer a cheaper and more relaxing experience. The strategy goes on to state that the CMP does not have the prerequisites for mass tourism in terms of tourist infrastructure but rather, has the potential to attract appropriate target groups that would ensure the sustainability of the area. Families with children, the elderly and cottagers are identified as the preferred tourist types. The strategy suggests concentrating on specific forms of sustainable tourism such as cycling, hiking, horse-back riding, and farm-based activities are ideal.

This document creates a strategic vision for the development of tourism in the CMP as it embraces the development of environmentally friendly tourism while also taking into account the needs of local residents. It sets out what *needs* and *should* be accomplished but does not identify *how* specific objectives will be achieved. Thus, there seems to be a lack of planning for future tourism in the CMP.

The same can be said specifically for Venkov and this became apparent through the semi-structured interviews. As seen in the previous section regarding visions for future tourism in Venkov, participants indicated they think tourism will be around for the long-term. The types of tourism that they wish to pursue are consistent with those activities set

out in the *Strategy for Sustainable Tourism in the Coalition of Municipalities of Podkralovská*. Yet, when asked what plans are in place to ensure the desired types of tourism are developed, interview participants indicated none are currently in place (Interview 1, 2, 5, and 10). One interview participant indicated that currently there is a “perfect balance” of tourists by stating:

The way we have our village now is ideal for me. And I think ideal for the village as a whole. I wouldn't want more tourists. Maybe a few more. And I wouldn't want less. I think we have a perfect balance right now (Interview 4).

And another expressed a need to monitor tourism growth by stating that the level of tourism:

...is ok now. We would need more tourists here for there to be problems. More people here would help us because we would probably get more money to improve infrastructure but on the other hand it would change the character which is why we are all here. We would have to monitor tourist numbers somehow. We would need some kind of definite plan (Interview 2).

However, currently, there are no official plans to ensure tourism is developed on a sustainable path or that the “perfect balance” is maintained.

Participants speak positively about the future of tourism. Furthermore, there is awareness that future tourism planning and monitoring is needed to preserve the village. However, there is a distinct lack of organized tourism planning in Venkov and at the CMP level. There may be a lack of tourism planning specifically in Venkov because tourism has evolved relatively successfully thus far; perhaps perpetuating the idea that long-term plans are not needed. In any case, there is no urgency to plan for the future of tourism in the opinions of interview participants.

5.5 Summary: Main Findings

The purpose of this chapter was to report and highlight the main findings of this research. The analysis of interviews, survey questionnaires, secondary data sources and participant observation has provided findings on the four themes of this study: (1) the nature of tourism

development, (2) the impacts of tourism, (3) the role of tourism and (4) the future of tourism development. A summary of the main findings has been created based on the information presented in this chapter and chapter four.

5.5.1 Nature of Tourism Development

- Tourism has been greatly influenced by the historical, political and social processes inherent to the region.
- Tourism development was initiated by one individual; making the decision to develop tourism *not* a community decision.
- Tourism was primarily developed by “outsiders” who had become “insiders.”
- Tourism has been and continues to be driven by entrepreneurial activity.
- Tourism has been developing at a slow pace over a 15 year time period.
- Tourism has been developed incrementally with one business building on the other thus, can be described as an evolutionary process rather than a planned process.
- Tourism is currently controlled by a dominant few.
- Residents perceive to have control over the tourism development process, yet most tourism related decisions are made by those who are already involved in tourism development.
- Residents recognize the importance of having the entire community involved in tourism decision-making and planning, however have expressed no interest in getting involved if given the opportunity.

5.5.2 Impacts of Tourism

- Residents perceive the impacts of tourism development to be more positive than negative.
- Residents have said most negative impacts from tourism development only emerge during the Lidová Řemesla.

- The economic benefits of tourism development are not perceived to be distributed evenly among the village while residents perceive the social benefits to be spread more evenly among the village.
- Residents perceive the benefits of tourism to be more predominant at the community level than the individual level.
- Residents strongly support tourism development in the village.
- The Lidová Řemesla acts as a tool to bring the community together.
- Residents are in favour of future tourism development.

5.5.3 Role of Tourism

- The expected role of rural tourism by policymakers is not consistent with the real role tourism currently plays in Venkov.
- Residents value the benefits tourism contributes to the community over the increased revenue that could be generated through increased tourism development.
- Venkov is not a village achieving economic development through tourism.
- Tourism in Venkov represents a source of social development.

5.5.4 Future of Tourism Development

- Residents expressed positive feelings towards future tourism development.
- More tourism products are expected to be offered in the future.
- Residents anticipate more people will get involved in tourism development in the future.
- No official plans currently exist for future tourism development.
- There is awareness that future tourism planning and monitoring is needed to preserve the village, however, there is a distinct lack of organized tourism planning in Venkov.

Chapter 6

Discussion

This thesis has sought to understand how tourism was developed, why it was developed, who was involved in its development, who benefits and loses from its development and what benefits and costs arose from its development in order to make more justly conclusions regarding the ability for rural tourism to contribute to achieving rural development; a promise often made by policymakers. These “who, what, why and how” questions could best be answered by looking at the tourism development process. Examining the process of tourism development in Venkov has led to a deeper understanding of its impacts as perceived by residents, its real contribution to rural development and finally, its future direction.

The purpose of this chapter is to interpret the findings of this research and explore how they relate to existing literature. Similarities and contradictions between the two will be discussed. Implications, based on these similarities and contradictions, are also discussed. This chapter is organized around the four main themes from Chapter Four.

6.1 Nature of Tourism Development

As illustrated in Chapter Two, there is a limited, yet growing, focus within academic literature on the tourism development process in rural areas (Lewis, 1996; Verbole, 2000; Riberiro & Marques, 2002; MacDonald & Jolliffe, 2003). Economic decline of rural areas is the most cited reason for initiating tourism (Smith & Krannich, 1998; Page et al., 2001; Ribeiro & Marques, 2002; Briedenhann & Wickens, 2004; Liu, 2006; Wang & Pfister, 2008). Tourism is often depicted as the only option to reverse the decline in quality of life of rural residents. Although the result of tourism development in Venkov has improved residents' quality of life, it was not *the* reason for getting involved in tourism development in Venkov.

Tourism was initiated in Venkov during a period of dramatic political and social change, making the tourism development process quite unique. The village was described by residents as rundown, with few employment and recreational opportunities. With vacant and

cheap properties, individuals recognized the opportunity to take advantage of the structural changes occurring in the country at that time. Rather than initiating tourism for the betterment of the village, “outsiders” came to the village to initiate tourism development to enhance their personal quality of life. With tourism development came improvements to village infrastructure, the creation of a handful of employment opportunities, increased recreational opportunities and an influx of new inhabitants. The reasons for initiating tourism, along with the individuals responsible for initiating it, are different in Venkov than from those found in previous studies.

In their study regarding the development of tourism in the Evangeline region of Prince Edward Island, Canada, MacDonald & Jolliffe (2003) found tourism began as a “grassroots” process whereby residents saw their culture as an opportunity to attract tourists to create economic benefits. Verbole (2000) also attributes tourism development in the rural village of Pišce, Slovenia as a community-driven initiative. A group of local residents were described as taking an interest in developing tourism since they were no longer satisfied with living in an underdeveloped and slowly dying community.

Contradictory to these studies, Scheyvens (2002, 10) stated, “it is a fact that communities rarely initiate tourism development without input from an external force...” Without an in-depth examination of the tourism development process in Venkov, it would have appeared that tourism was developed as a community initiative since those involved in tourism are now inhabitants of the village and the established tourism businesses are privately owned and operated by residents.

This assumption corresponds to Scheyvens (2002, 10) definition of community-based tourism ventures which are defined as “those in which members of local communities have a high degree of control over the activities taking place, and a significant proportion of the economic benefits accrue to them. They may also be characterised by local ownership and a low level of leakage.” This may *now* be the case for Venkov but tourism did not begin as a community-driven initiative. Thanks to the examination of the tourism development process of Venkov, it became clear tourism development is attributed to “outsiders” who

became insiders. Matching with Scheyvens (2002) view, Venkov needed an outside catalyst to stimulate interest in tourism development. As tourism evolved over time, the village has continually relied on outsiders to contribute to its development. However, it should also be noted that although initiated by “outsiders,” tourism in Venkov – specifically the annual festival- has evolved into a community-driven initiative. This has rarely been addressed in past literature. Further research on this issue can be useful to rural tourism planners as it can lead to a better understanding of how to use specific events or initiatives to engage members of a community in tourism development.

Previous studies have outlined the negative consequences that can arise when tourism is imposed, or implemented by an external force, rather than stemming from community action. Huang & Stewart (1996, 27) suggested, “if forces to develop rural tourism come from outside the community, resistance and factionalization may occur.” Although tourism in Venkov was developed from forces outside the community, resistance and factionalization did not occur. In fact, the exact opposite occurred possibly because the outside forces became part of the community over time. Living in the village allowed these individuals to develop tourism in a manner that was best for the village. The outside forces can be credited with encouraging residents to support tourism development and, in turn, with enhancing community solidarity through tourism. Rather than destroying the cohesiveness of the community, tourism has acted as a conduit encouraging contact between residents. This was especially important to Venkov since the village experienced changes in its social dynamics over a number of years. With a mix of newcomers and natives, tourism acted as a channel to bind people together. Tourism has given the community a common goal, to make their village an attractive destination for visitors. Chapter Two discussed what constitutes community, specifically how shared lifestyles or culture increases personal ties. This was lacking in Venkov when tourism was first initiated. Experiencing and participating in the Lidová Řemesla was an element people of dissimilar backgrounds could share. Thus, through the evolution of the festival, tourism has bound residents together.

Huang & Stewart (1996) derived similar conclusions in their work exploring the relationship between community solidarity and rural tourism development in Fredericksburg, Texas. They reported tourism promotes residents to work together to project an ideal image of their community. Working together to achieve a common goal encourages the development of personal ties and the maintenance of solidarity. They go on to suggest that the more important an event is to those involved, the greater the community bond. This is very relevant to the case of Venkov. The Lidová Řemesla is a specific event that has made the community known to the region and one that the entire community can enjoy. This makes it an extremely important event to residents. These findings suggest it may be advantageous for tourism planners to encourage communities to develop a specific goal and/or event to enhance community solidarity and ultimately, enhance the support for tourism development. Huang & Stewart's (1996) findings, coupled with the findings from Venkov, suggest there may be a strong link between community solidarity and the level of support for tourism development. Little research has been conducted on community solidarity and rural tourism development, which perhaps warrants the need for further research into this relationship. It would prove useful for policymakers and academics to consider the level of community solidarity in a community before planning for tourism. Strengthening community solidarity will encourage residents to become involved in tourism development and will lead to greater support for its implementation and future expansion.

The findings of this research and past literature suggest the rate and scale of development are two other important factors influencing the extent to which residents will support tourism development (Murphy, 1988; Smith & Krannich, 1998; Harrill, 2004). The findings of this research suggest Venkov represents a case of a rural community undertaking tourism at an appropriate rate and scale. The slow-paced development has given residents time to adapt to the changes tourism has created, resulting in residents holding positive feelings towards its development. This finding supports Smith & Krannich's (1998) work on tourism growth in rural communities. Using their typology, Venkov represents a "tourism-realized" community (refer to Chapter Two section 2.2.2). Venkov currently has a moderate

level of tourism development, support for tourism is high and there are visions for future development but with hesitation to realize it. Tourism is important to the community but not a dominant force to the economy.

Smith & Krannich's (1998) typology is particularly valuable in assessing Venkov's tourism growth because it brings attention to the possibility that residents may discount becoming a "tourism-saturated" community since it is difficult to foresee the negative consequences of tourism when tourism is currently contributing positively to the community. The authors raise the question whether communities can control the pace of development to avoid moving on to the next level of tourism-saturation (Smith & Krannich, 1998). In the future, Venkov may be headed towards tourism saturation due to the lack of tourism planning. It is important for those controlling tourism development to monitor tourism growth and secondly to have plans in place to ensure tourism growth does not spiral out of control. This raises questions of how tourism development is controlled in a rural community, making it appropriate to shift the discussion to shed light on power distribution in tourism development.

The research findings suggest tourism development is controlled by a dominant few and that these individuals will continue to have the most influence on tourism development in the village. This severely limits community participation in the tourism development process. There is little debate in the literature over whether or not communities should be involved in tourism development. In fact, it is widely agreed upon that host communities *need* to be included in tourism planning and development (Murphy, 1988; Keogh, 1990; Jamal & Getz, 1995; Timothy, 1999; Tosun, 2000; Mitchell & Reid, 2001; Scheyvens, 2002; Aas, Ladkin & Fletcher, 2005). However, the focus of community participation in the literature remains on what should be done rather than focusing on obtaining a better understanding of what is actually happening at the local level (Timothy, 1999).

The form of participation that will take place in a community is relative to power distribution in a given community. Power imbalance is one of the most documented challenges associated with involving a community in tourism planning and development

(Jamal & Getz, 1995; Tosun, 2000; Aas, Ladkin & Fletcher, 2005; Reed, 1997; Mitchell & Reid, 2001). Power imbalance was found to be a real issue in Venkov; however, residents did not perceive it to be a pressing issue to them. Although no power struggles have surfaced to date, the power to influence the path tourism development will take remains in the hands of a dominant few. Residents reported they acknowledged the importance of having the community involved in tourism decision-making and planning yet, they also expressed their disinterest in actually participating in tourism decision-making and planning if given the opportunity. This issue has been highlighted in previous research by Tosun (2006).

Tosun (2006) suggested that the forms of community participation actually desired by interest groups in tourism have not been considered in the literature. In his research, he found community members believed they should be consulted about local tourism development issues. Their most desired form of community participation was ‘induced-participation’ (see Chapter Two, section 2.3.3). The community may participate in the implementation and sharing of benefits of tourism but do not participate in the decision-making process. This has been found to be the case for Venkov as well, making the actual and desired level of community participation induced-participation. Only a handful of residents are at a level of participation where they have a strong influence over what is directly happening in the village; those being individuals who own tourism-related businesses.

On the other hand, the survey questionnaire revealed that residents *perceive* they have influence on tourism decision-making, despite them not actively participating in tourism decision-making and planning processes. The perception of having influence over decision-making processes enhances their sense of control over tourism development. Scheyvens (2002) explained that host communities are more likely to participate in tourism if they perceive to have a sense of ownership of the projects. Helping with the festival’s preparation every year gives Venkov residents a sense of ownership of the specific event. With the exception of this event, residents do not actively participate in tourism development. Perhaps this is because they feel as though other tourism initiatives do not affect them personally due to the lack of ownership over the projects. Tourism planners need to specifically consider the

degree to which residents take ownership of tourism projects, since a higher sense of ownership will lead to higher levels of resident participation (Scheyvens, 2002).

Residents of Venkov may also believe there is little need for them to take an active role in the overall tourism decision-making and planning since tourism has been developing in a positive manner thus far. Informing residents about tourism and its potential negative impacts with further unplanned development may encourage residents to take action to get more involved in decision-making and planning.

It is important for tourism planners and academics to distinguish between resident's perceptions and what actually takes place in terms of the involvement of residents in tourism development to ensure opportunities exist for meaningful participation if desired by host communities. Murphy (1988, 98) contended, "many appreciate being asked and knowing that the opportunity to participate is there if they wished." Currently, Venkov residents perceive to have the opportunity to participate if they wish. Maybe, in practice, that is enough for residents. Although community participation is important, it should not be assumed everyone wants to take an active role in tourism decision-making and planning. However, if residents do wish to take advantage of the opportunity to participate, tourism planners must ensure levels of Tosun's (2006) coercive participation do not occur. Since it is difficult to foresee the consequences of tourism, using typologies such as Tosun's, is valuable as it presents residents and researchers with potential outcomes of the decisions that are made which guide the tourism development process.

6.2 Impacts of Tourism

The impacts of rural tourism, both positive and negative, are well documented in existing literature (refer to Chapter Two, section 2.2.2 and 2.2.3). The impacts reported by research participants in this study are consistent with those found in previous studies.

A range of factors can influence the nature and extent of impacts arising from tourism, including: the size and development of the industry, the pace of development, the importance of the industry to the community, etc. (Page et al. 2001). Evaluating these factors

in this research has resulted in concluding that overall, the community disposition toward tourism development is overwhelmingly positive. Venkov residents perceive the positive impacts of tourism to be greater than the negative impacts.

When examining resident attitudes toward tourism development, some researchers have agreed that those who personally benefit from tourism (for example, through either employment or decision-making) perceive tourism as generating more positive impacts than negative (Williams & Lawson, 2001; Tovar & Lockwood, 2008; Wang & Pfister, 2008). Harrill (2004) has suggested that the more a community depends on tourism dollars, the more positive residents' attitudes toward tourism development will be.

This study found that the relationship between level of resident involvement in tourism development and perceptions held towards tourism impacts are less straightforward than other studies have suggested. As discussed previously, only a dominant few have control over tourism development in the village. This research found that regardless of residents' involvement in tourism development, they still perceive the impacts of tourism to be mostly positive. Overall, tourism in Venkov is a highly seasonal activity, the employment opportunities are few and do not meet local employment needs (demonstrated by most residents having to continue to commute to larger cities for employment) and lastly, tourism has proven to act as a source of additional income rather than a main source of income. Therefore, Venkov is a village not dependent on tourism dollars, yet residents still overwhelmingly perceive tourism to be a positive contribution to their village.

Residents of Venkov may not be involved in tourism through the overall planning or decision-making of its development; however they are very much engaged in the Lidová Řemesla. Residents come together during this time every year to put on an event for visitors to enjoy. The success of the event relies on community members' participation. Thus far, the Lidová Řemesla has been perceived as a positive contributor to the village which largely contributes to the overall favourable view of tourism providing many positive impacts.

Rural tourism literature addresses the need to increase the benefits derived from tourism, however, this should not be the only goal of rural tourism development. Equally

important is the distribution of the benefits across a community. Through their review of the literature, Ritchie & Inkari (2006, 32) suggested, “if a resident perceives an unfair distribution of benefits, it might lead to less overall support towards tourism.” Venkov residents perceive there to be minimal distribution of economic benefits across the community but perceive the community to experience widespread distribution of social benefits. The social benefits derived from tourism are perceived as vast and far-reaching. This accounts for the reported feelings of support for tourism by residents. This is an important finding to reflect on. Economic impacts are said to be more quantifiable therefore, quickly apparent. Conversely, social impacts are less tangible, and occur very gradually (Page et al. 2001). Considering social impacts are less apparent compared to economic impacts demonstrated the social impacts in Venkov must be perceived as quite significant for residents to 1) acknowledge their value to the community and 2) to be highly supportive of tourism despite either not at all benefiting economically or just marginally from its development.

Consistent with past research (Smith & Krannich, 1998; Mitchell & Reed, 2001; Wang & Pfister, 2008) the findings of this study suggest a direct link between the level of impacts perceived by residents and the level of support of tourism development by residents. It has been suggested by a number of researchers (Ross, 1998; Page et al., 2001; Prideaux, 2002; Reid, Mair & George, 2004; Ying & Zhou, 2007; Wang & Pfister, 2008) that host communities lacking resident support for tourism development have experienced situations where residents hold feelings of resentment, bitterness and hostility towards fellow residents and tourists. The lack of resident support is due to perceptions of high levels of negative impacts. On the other hand, host communities who support tourism development do so because the impacts of tourism are predominantly positive making the tourism experience valuable to both residents and visitors (Murphy, 1988; Ross, 1998; Smith & Krannich, 1998).

It is no surprise residents of Venkov have reported high levels of support for tourism since the impacts derived from tourism are predominantly perceived as positive. Tourism in Venkov has been developed based on the village’s resources. Furthermore, it has been

developed at an appropriate pace and scale which has led to the community accepting tourism development in their village. Andrioties (2005) has reported the value of developing tourism according to the host community's needs and desires. The research carried out in Venkov provides support for the value of developing tourism which is deemed appropriate by the host community.

This study has demonstrated that effort should be put forth to enhance residents' perceptions of the social value that can be obtained from tourism development. Such effort is especially valuable for those communities that do not experience direct positive economic impacts from tourism. Just because more positive impacts arise, does not necessarily mean that it can be concluded that rural development has occurred. The following section continues the discussion on the importance of the social value that host communities can obtain from tourism development, but at the same time evaluates what this means in terms of achieving rural development.

6.3 Role of Tourism

This thesis has demonstrated that the role tourism plays in contributing to rural development has been contested by policymakers and academics. While government officials herald tourism as a solution to rural economic decline, academics have begun to challenge this notion and propose that the ability for rural tourism to act as a tool for achieving development has not been fully demonstrated (Riberiro & Marques, 2002; Liu, 2006; Telfer & Sharpley, 2008). The findings of the research carried out in Venkov demonstrate support for the latter contention.

As previously discussed in Chapter Two, Butler & Hall (1998) suggested not all rural areas are best suited to introduce or maintain tourism development. More recently, Byrd, Bosley & Dronberger (2008, 1), boldly stated that "tourism is not a panacea for economic decline." Similarly, Fleischer & Felsenstein (2000, 1021) concluded their research by stating, "while contemporary public policy rhetoric does much to promote tourism development as

the “name of the game” (and for some communities it is the *only* game available), not every rural locale...is a candidate for tourism.”

Even though a rural locale may be a suitable candidate for tourism development (one that is able to generate positive impacts) this does not guarantee tourism will be able to live up to its promise of contributing to rural development. It was found that Venkov is a village well-suited to develop and maintain tourism development. This is evident by its ability to attract increasing numbers of visitors to the festival year after year. Although the people of Venkov have been able to develop an impressive tourism product, tourism has not proven to be a significant force to achieve rural development, particularly in terms of the economic dimension of development. This finding is supported by the earlier work of Oppermann (1996) who found, in the case of farm tourism in Germany, that rural tourism can provide an additional income to those involved in its development; however only in a few cases has the income proven to be of large significance.

The ability for tourism to lead to social development or to empower rural residents is an overlooked dimension in the literature. Higgins-Desbiolles (2006, 1192) supports this view with his argument that despite the “diversity of positive impacts that tourism is credited with, there is a current trend to limit its parameters to the economic and business domains which severely restricts its capacity to fulfil other invaluable potentials.” This was found to be especially true by looking at the plans and documents guiding tourism development in the region of the study setting.

As presented in Chapter Two, the term “development” has transformed to encompass many more dimensions than solely the economic dimension. Researchers have recognized the importance of assessing the potential of achieving development through tourism by broadening the interpretation of development to encompass social, political, cultural, and psychological dimensions (Scheyvens, 2002; Telfer & Sharpley, 2008). The definition of development guiding this research has been understood as:

...a complex, multidimensional concept that may be defined as a continuous and positive change in the economic, social, political and cultural dimensions of the human condition,

guided by the principles of freedom of choice and limited by the environment's capacity to sustain such change (Telfer & Sharpley, 2008, 6).

The definition provided by Telfer & Sharpley closely mirrors Scheyvens (2002) empowerment framework (see Chapter Two Table 2). Integrating these dimensions of development and elements of empowerment can provide a benchmark through which the actual role tourism plays in a local community can be evaluated.

Scheyvens (2002) suggested when assessing whether economic empowerment has occurred, it is important to consider opportunities that have emerged in terms of employment and business opportunities. Rather than providing periodic economic gains, tourism should provide a regular and reliable income and any economic gains should be equitably spread across the community. The findings of the research conducted in Venkov suggest economic development and empowerment has not occurred in the community since only a handful of residents benefit directly from tourism. Tourism is situated as a complementary economic activity rather than a primary economic activity in the village. Thus, any economic gains are at the individual level, are not equitably spread across the community, and are not relied upon as the main source of economic gain.

Signs of psychological empowerment include optimism about the future, faith in the ability of residents, and pride in local cultures, traditions and natural resources (Scheyvens, 2002). Scheyvens psychological form of empowerment can be equated to Telfer & Sharpley's cultural dimension of development. Psychological empowerment/the cultural dimension of development has been exemplified in Venkov through the willingness of residents to work together during the Lidová Řemesla. This festival has instilled residents with a strong sense of pride in their village. They value the natural resources of the village which is evident through their awareness of the need to preserve the environment if further tourism development occurs. Interview participants have also reported their pride in the villages' history and its potential to educate residents and tourists.

Social empowerment occurs when a community's sense of cohesion is confirmed or strengthened by involvement in tourism (Scheyvens, 2002). The previous section discussed

the issue of community solidarity in Venkov. In short, Venkov provides an example of a village with strong community solidarity. Tourism can be considered a significant component contributing to strong community cohesion in the village. One would assume community solidarity would be weak in the village due to its history. Venkov has experienced significant counter-urbanization of residents in the past ten years, changing the social dynamics of the village. Individuals with a diversity of different backgrounds have moved into the village. Rather than having a divided community made up of “newcomers” and “natives,” as was found by Huang & Stewart (1996) in Fredericksburg, Texas, there is a strong sense of community in Venkov. Tourism development, specifically the Lidová Ěřemesla, can be attributed to facilitating this strong sense of community, making tourism an agent of social empowerment and/or development.

Political empowerment ensures residents’ voices and concerns are heard and guide the development of tourism (Scheyvens, 2002). As discussed previously, community participation and control over tourism development is quite limited in Venkov. Therefore, it can be concluded that Scheyvens political empowerment or Telfer & Sharpley’s political dimension of development has not been achieved in Venkov. Concern about the control over tourism development is not presently an issue in the village, as reported by survey questionnaire participants. Residents do not have a desire to become more involved in decision-making and planning which leads to the conclusion that they are satisfied with how tourism is currently controlled and managed. There is a sense that with the upcoming need to make a decision regarding the fate of the village church, the level of desired community participation may increase. Those who have traditionally made the decisions regarding tourism development may run into challenges since there appears to be a divide over whether or not the church should be transformed into a museum.

Venkov provides a unique example of how tourism development has contributed significantly to Scheyvens’ (2002) social and psychological types of empowerment and Telfer & Sharpley’s (2008) social and cultural dimensions of development, while minimally contributing to their economic and political types of empowerment/dimensions of

development. The promotion of rural tourism is primarily justified based on its alleged ability to contribute to rural development. All too often, rural development is focused on contributing primarily to economic development and only secondarily to social development. This research illustrates the importance of placing greater attention to the other dimensions of development. The social dimensions of tourism development need to be considered on equal footing with the economic ones. This supports the findings of Higgins-Desbiolles (2006, 1197) who stated, “it is evident that tourism is an important social force with transformative capacities and deserves considered analysis in the regard.” The extent to which rural tourism contributes to rural development needs to be considered on a continuum. Presently, rural tourism is portrayed as *the* solution to rural decline in various plans and documents. It is not the “be all/end all” solution to rural decline. Tourism has the potential to improve the quality of life of rural residents, however, it may only be to a marginal degree. Proponents of using rural tourism as a strategy to achieve rural development need to firstly obtain the appropriate information about rural tourism development and secondly advocate it in keeping with what has been found to actually occur at the local level. It is misleading and a disservice to rural communities to be over optimistic about tourism’s potential.

This study also has illustrated the need to create realistic expectations of the positive and negative impacts tourism can have on rural development. According to Saarinen (2007, 102), it is irresponsible to create too high development goals for rural tourism and, he goes on to suggest:

If too high development goals lead to the distinction between tourism development and rural development the rural transition process towards tourism becomes problematic to rural communities to whom tourism is initially introduced based on the ideological concept of rural tourism and means for rural community development.

It was found that the actual role rural tourism plays in Venkov as a contributor to local development does not coincide with the expectations presented in regional plans and EU documents, since the economic dimension of development is set as a priority. It is important

for those involved in tourism development to have a realistic understanding of the role it will play in their community. Encouragingly, Harrill (2004, 255) proposed that “residents often have a fairly sophisticated grasp of the role of tourism economics in their community.” The findings of this research support this claim. Interview participants have positive feelings towards the future of tourism in their village while still recognizing that small-scale tourism is the most appropriate type of tourism for the village which will not bring about large revenues. This shows how residents have a realistic grasp on the role tourism currently plays and will continue to play. The following section further discusses the visions residents hold towards the future of tourism.

6.4 Future of Tourism Development

While many studies have focused on understanding resident perceptions on current levels of tourism development (Williams & Lawson, 2001; Andriotis, 2005; Ritchie & Inkari, 2006; Byrd, Bosley & Dronberger, 2008; Tovar & Lockwood, 2008; Wang & Pfister, 2008), few have gathered information on the perceptions residents hold toward future development plans (Keogh, 1990). As part of understanding the entire tourism development process, this study also sought to understand the perceptions study participants held toward the future of tourism in Venkov.

Interview participants confidently reported that tourism will continue to grow in the future. Despite this confidence in the future growth of tourism, there are no official, organized plans in place for future tourism development. As widely agreed upon in the literature, creating appropriate plans for the future of tourism is a fundamental component of tourism planning and development (Sharpley & Sharpley, 1997; Timothy, 1999; Page et al., 2001; Sharpley & Telfer, 2002). According to Timothy (1999, 371), “places with carefully planned development are likely to experience the most success in terms of high tourist satisfaction level, positive economic benefits, and minimal negative impacts on the local social, economic and physical environments.” It is difficult to envision the future

development of tourism in Venkov knowing that little organized planning for the future exists.

Sharpley & Sharpley (1997) reported that rural tourism plans are often reactive rather than proactive. In the past, effort has been made in finding solutions to problems of tourism development rather than putting plans in place to avoid these problems. Due to the lack of tourism planning in Venkov, the direction in which tourism is currently going may mean those in control of tourism will have to develop reactive plans in the future when damage has already occurred.

Once tourism is initiated, destinations often follow a pattern of development whereby further development occurs. This is demonstrated by Butler's (1980) tourism area life cycle model. Despite tourism developing in Venkov with no official plan, visitor numbers have been steadily increasing, especially for the Lidová Řemesla over a fifteen year period. However, according to Butler's model, gradually tourist numbers can decline and strategies to rejuvenate the area are required to maintain or improve visitor numbers. This may be an issue those involved in tourism development in Venkov may need to consider in the near future. Table 4 shows that visitor numbers may start to taper off for the Lidová Řemesla. However, during interview discussions, participants did not seem concerned with the possibility of visitor numbers decreasing for the Lidová Řemesla or for the rest of the year.

Interview participants spoke about the development of further tourist amenities to make the village attractive well into the future. Interview participants indicated they would like to see the cycle and hiking trails be improved, more accommodations be developed for visitors and more activities be developed such as turning the village church into a museum, developing a horse-back riding business for tourists and creating agri-tourism opportunities for tourists. These visions all fall within the priorities and goals set by the CMP and would also contribute to rejuvenating the area to maintain or improve visitor numbers.

Residents of Venkov place high value on the intrinsic qualities of the village such as the village's character, and the sense of peace and quiet and tranquility. The physical and social attributes of the village make up the resource base for tourism in the village. These

attributes make up the “rural idyll.” Mitchell’s (1998) creative destruction model illustrates how the landscape of a rural village upon which tourism development had initially been based, can be eroded over time (see Chapter Two, section 2.2.2). According to Mitchell & de Waal (2009, 157), the underlying premise of the model “is that in the absence of pro-active planning, entrepreneurial investment in the commodification of heritage (however defined) will lead to destruction of the idyllic rural landscape as perceived by local residents.” It was found that those individuals involved in tourism development in Venkov have a strong adherence to the preservation of these attributes. Those involved in the initial development of tourism put forth great effort to revitalize the village to attract visitors. All interview participants demonstrated an emotional commitment to the village and wish to see tourism develop in a manner that does not destroy the very things they love about their village. Careful planning is required to create a balance between satisfying residents’ needs and the needs of tourists to ensure the long-term viability of the industry and sustainability of the community’s resources in the future. Mitchell (1998, 284) referred to this balance as a state of equilibrium; a state where “investment levels yield financial benefits for the community, while at the same time retaining the rural idyll in the eyes of local residents.” A state of equilibrium can be reached if tourism development “is planned from the onset through consultation and if community members recognize that development must be limited to retain vestiges of the rural idyll” (Mitchell, 1998, 285). Future planning is especially needed in Venkov at this point since tourism has been recently set as a priority by regional policymakers to revitalize rural areas, as seen through the regional plans and EU documents examined in the previous chapter. With the anticipation of tourism becoming more prominent in the Czech countryside, there is a pressing need to regulate and monitor the changes tourism brings about, to ensure Venkov and other villages like it do not evolve to the latter stages of the creative destruction model.

The priority and goals for future tourism development in Venkov are set, which is one of the first steps to the tourism planning process (Sharpley & Sharpley, 1997; Page et al, 2001). The next step, specifically for Venkov and the CMP, would require policy and plan

formulation. It is possible tourism planning has not taken place in Venkov due to the lack of trained professionals with experience in planning techniques that can encompass community participation and sustainable development into future tourism plans; two important issues discussed throughout this thesis. With the lack of experts in the field of tourism, it will be difficult to formulate and implement future tourism plans for the village. The following chapter offers a set of recommendations to overcome these challenges.

6.5 In Closing

This chapter has interpreted the findings of this research and has related them back to previous research. This has illuminated similarities and contradictions between the two. Comparing the overall tourism development process of Venkov to past literature has proven that the village is a unique case of rural tourism development; particularly in the outcomes of its development.

Venkov, a village of approximately 250 residents, has been able to attract incredible numbers of visitors annually in a relatively haphazard fashion. Strikingly, the motivations behind tourism development stem primarily from achieving personal and community growth as opposed to economic growth, the latter being the primary concern of policymakers and planners. Thus, the social value of its development has proven to be more significant than reported in other research. Research on rural tourism development has been progressing since the early 1990s; however, it appears that agreement on its true contribution to rural development has yet to be reached. This research has demonstrated that rural tourism development has much more to offer than its potential economic contribution.

With tourism becoming an up-and-coming issue in rural Czech Republic, there is no doubt that Venkov's tourism development process will continue to evolve. At this point, the direction it will take remains to be unpredictable due to the lack of future planning on behalf of the village itself and the wider CMP sub-region within which it falls.

The findings and the subsequent discussions presented in this thesis have led to the development of a set of recommendations for future tourism development and for future research which are presented in the following chapter.

Chapter 7

Conclusions and Recommendations

The promise of a vast range of benefits has driven rural areas across the globe to adopt tourism as a strategy to stimulate rural development. The goal of this research was to evaluate the contribution of rural tourism to rural development. The need for this research stemmed from the widespread acceptance of the notion that tourism is an effective local development strategy for rural areas, despite there being little empirical evidence to support this claim. This research intended to address this gap. The goal of this research was met by examining the tourism development process in Venkov, Czech Republic.

It was concluded through this study that the gap between rural tourism policy rhetoric and what is actually happening at the local level is still considerable. The findings of this research showed that residents held a favourable view towards tourism development and attributed tourism to the many positive changes that have occurred in the village. As well, it was found that tourism's promise of providing development potential to rural communities, as outlined in policy plans and documents, remains partially unfulfilled. Policymakers do not generally articulate a strong understanding of what tourism can do for a rural community. In the case of Venkov, the rural tourism concept has done little for the economic and political dimensions of development but has had a significant impact on the social and cultural dimensions of development. Residents reported valuing the social contributions of tourism more than the economic contributions. It was also found that residents have a realistic grasp on the role of tourism in their village and as such, realize that tourism is currently not a viable development option for their village.

A number of lessons can be learned from the experiences of Venkov. The Venkov case study demonstrates that it should not be assumed that rural development is a natural outcome of rural tourism. This is not to say that tourism cannot or does not possess the potential to contribute to rural development in the future. There is a sense that the Hradec Králové region (the region Venkov is part of) is on the verge of expanding and putting forth

more effort into rural tourism development. This was captured by an interview participant who stated, “The era of tourism is coming” (Interview 2).

In their article entitled “*Rural tourism-10 years on,*” Sharpley & Roberts (2004) reflected on the extent to which the concepts, principles and themes that first emerged with the introduction of rural tourism as a distinct area of study in the early 1990s, have evolved over time. They asked “why is it so difficult to translate the worthy rhetoric of policy and strategy into action at the local level when benefits of doing so are well documented and understood in principle?” (Sharpley & Roberts, 2004, 123). Up until this point, Venkov has not been outfitted with the appropriate tools to use tourism as a vehicle to contribute to rural development. Tourism that is planned and implemented in a haphazard fashion has little potential to live up to the promise of rural tourism endorsed by policymakers. Lane (1994) postulated that rural tourism development requires long, hard and committed work. It needs to be thought of as an ever-evolving process; one that needs to be constantly re-evaluated as it progresses. Careful thought and discussion, followed by appropriate management is needed to create and foster it so that it can thrive for years to come. Those rural locales that respect their surroundings, their way of life and are willing to endure through this timely process will be successful. Those with short-term plans, seeking rapid results will not be successful. Tourism in Venkov is not a new initiative. Residents have a deep respect for the village, have displayed strong support for tourism development, and finally, have exhibited a desire to have tourism around for the long-term. With more planning and management, there may be an opportunity to shape future tourism development to bring about meaningful contributions to rural development.

The existing knowledge and consequently, the assumptions made about rural tourism development in the literature have been evaluated in this thesis. Using a case study of a rural locale that has had experience with developing tourism over a long-term period has challenged this existing knowledge and these assumptions. This thesis can prove to be beneficial to rural locales looking to use tourism as a tool to achieve rural development, as it

provides a realistic account of rural tourism development. A set of recommendations for Venkov and for future research are presented in this chapter.

7.1 Recommendations for Future Tourism Development

It is intended that the following recommendations aid the progression of tourism development in Venkov. The future planning of tourism in Venkov needs to involve the co-operation of residents. Currently no tourism planning is occurring in Venkov because it was found that there is a lack of expertise on how to move forward to incorporate appropriate tourism planning into the tourism development process. It is firstly recommended that an official tourism planning committee be formulated, consisting of the village Mayor, interested residents and business owners so that all have a forum where they can contribute to decision-making and the implementation of future tourism development. It might be difficult to formulate this committee without an understanding of its importance and of its purpose. Thus, it is further recommended that an association be developed within the Coalition of Municipalities of Podkralovská (CMP) to provide support and guidance on the process of developing and implementing tourism schemes in the region. This association could serve to consult individual villages and coordinate tourism ventures between various villages within the CMP region. It would be a place for those interested in tourism development to come and exchange their experiences regarding tourism development. It should serve to: help villages develop procedures for tourism projects, help villages monitor and evaluate their tourism growth, provide relevant information on how to gain funding for tourism development from the EU, conduct seminars to provide tourism training and education, etc. It would also be beneficial as it would create additional job opportunities within the CMP. One such job opportunity should be a tourism planner for the CMP region. If tourism is to be successful in the CMP, it is essential that it be led by a tourism planner who has extensive knowledge of the region. According to Harrill (2004) a tourism planner should be one who can understand the value of tourism to a community and has an interest in protecting the

locality's quality of life. Thus, it would be ideal if the tourism planner was an individual with extensive local knowledge.

It is recommended that tourism be further encouraged in Venkov, as it has been shown to bring about valuable social contributions to residents of the village. Tourism has such a strong impact on rural communities because often, the community is used as tourism's resource base. It is the residents who are directly experiencing the impacts of tourism and their way of life is what attracts tourists to the countryside in the first place. Thus, emphasis is needed to develop tourism for the community's sake rather than developing tourism for tourism's sake. In other words, tourism should not be developed with the sole goal of economic growth. The drive to develop tourism needs to come from individuals with the best interest of the community at heart which is the current situation in Venkov.

In situations where tourism already exists and the positive impacts outweigh the negative, such as was found in this study, those who have control over the industry should monitor the balance of impacts over time. The perceptions residents hold toward tourism are not resistant to change. Once it is known what the impacts of tourism are, it is important to select appropriate developments that can minimize the negative impacts and maximize the positive (Williams & Lawson, 2001). Thus, in situations like Venkov, where appropriate plans were not developed at the onset of tourism development, appropriate plans need to be put into place to ensure the current position is maintained.

It is recommended that Venkov create an official sustainable tourism plan in order to guide future tourism development. A closely focused sustainable tourism plan should replace the current broad, haphazard approach to tourism development. But firstly, if tourism is to be around for the long-term in the village, it is essential for those involved in its development to have the adequate information on visitor numbers, demographics, satisfaction levels, (etc.) to inform future planning. It is recommended a tourist survey be conducted to get this information on the village's visitors.

Lane (1994) suggested developing a sustainable tourism plan can and should be used to encourage an on-going dialogue between local authorities, tourism businesses, and

community members regarding the future of the destination and tourism's role in that future. This plan formulating process can also encourage new entrants into tourism, which can result in diversifying or increasing employment opportunities. It also has the potential to bring about a number of positive social benefits to a community. Planning and strategizing can be used as a vehicle for new ideas and for an ongoing educational process which in turn brings about new skills (Lane, 1994).

Lastly, since it is perceived by residents that the economic benefits of tourism are not disseminated equally throughout the village, it is recommended that any profits made from the Lidová Řemesla go towards things members of the community could benefit from. Through casual discussions, residents indicated they wished a playground for children would be built and that there is a need to fix the main road. If the entrance fee was slightly increased, the profits made from the Lidová Řemesla could go towards these things. This would increase the perception that the economic benefits of tourism are spread more evenly across the village.

7.2 Recommendations for Future Research

It is advisable that future research on rural tourism pay attention to the evolution of the tourism development process of a destination. Obtaining a strong understanding of the tourism development process proved to be very useful in explaining why residents held certain perceptions, why tourism is what it is today, what direction tourism will take, etc. It is suggested that future evaluations of rural tourism focus on examining the tourism development process as an explanatory variable to understanding the true contributions of tourism. Support for rural tourism's potential to contribute to rural development should only be accepted when there is a clear understanding of the processes shaping tourism development.

Butler & Hall (1998, 254) stated, "one of the major errors which policy makers and academics have made with respect to tourism is to treat the industry in isolation from the other factors which constitute the social, environmental, and economic fabrics of the rural

regions.” They went on to assert that tourism, “needs to be appropriately embedded within the particular set of linkages and relationships which comprise the essence of rurality.” Thus, analysis of rural tourism requires consideration into *how* tourism fits into these existing linkages and relationships to ensure tourism can be integrated successfully into the “existing rural fabric of a particular place” (Butler & Hall, 1998, 256). By examining the daily realities of rural residents, this research was able to obtain a clear understanding of how tourism fits into the rural fabric of the village. It is also essential to have this information to make appropriate plans for the future development of tourism.

Further research is needed to substantiate the conclusions of this thesis. The evidence presented in this thesis makes a case for the importance of encouraging academics and policymakers to consider the social value of rural tourism and not just consider the economic potential of rural tourism. Communities in rural areas experience stronger and closer personal ties than in urban areas (Huang & Stewart, 1996), meaning that the social impacts may be of great concern to residents, warranting greater attention needed to the social impacts of rural tourism in academic literature.

This assumption highlights the need to address how communities measure the success of rural tourism development. It would be helpful for academics and policymakers alike to understand what constitutes successful rural tourism development in the eyes of community members, whether more importance is placed on the economic aspects or the social aspects or a balance of the two. Academics and policymakers should evaluate the success of rural tourism development based on the values and goals set by the community.

This research attempted to understand the impacts of tourism from the perspectives of residents and those directly involved in tourism development. Thus, perceived impacts were evaluated rather than obtaining empirical measurement on impacts. Further research using empirical measurements on the impacts of tourism may serve to either support or refute the claims made in this thesis.

This research has also found that further research into the relationship between tourism development and community solidarity is warranted. The extent to which community

solidarity influences the level of community participation *and* community support for tourism development may help in understanding how to develop rural tourism in a sustainable manner.

Lastly, tourism is place-oriented; therefore, a need exists to understand rural tourism development in a range of contexts. Future tourism decisions need reliable and relevant research from which to make decisions. This thesis can encourage other researchers to partake in similar research; resulting in the enhancement of information available regarding rural tourism development. This research can be replicated in other settings which would gauge the applicability of the findings and conclusions. Furthermore, longitudinal studies in this area of research would provide more insight into the issues raised throughout this thesis.

7.3 Concluding Remarks

The role of rural areas has transformed over the course of history. There is no doubt that rural areas will continue to evolve and transform in the years to come. The same can be said about the role tourism will play in these areas. Once serving as farming and agricultural communities, rural areas are now popular locales for leisure and tourism. Tourism will undoubtedly continue to be utilized in rural locales in hopes of improving local conditions. Unfortunately, the intended role and the actual role played by rural tourism still vary considerably. It is necessary that rural communities obtain a realistic understanding of the extent to which rural tourism development can bring about positive changes. It is the responsibility of policymakers and tourism planners to ensure rural communities are provided with this information. Accurate information regarding rural tourism's ability to contribute to rural development should inform future rural tourism planning and management processes.

The conclusions of this research demonstrate the need to focus on the intangible social benefits of rural tourism development, such as the increase of community solidarity or the increase of pride in the village by residents. The intangibility of social benefits may account for the lack of attention to them by policymakers. If tourism is to contribute to rural

development, it is important to remember that the goals of rural tourism development need to reflect the needs of the host community rather than solely the needs of the tourism industry. It is these intangible benefits most residents will experience since the economic benefits rural tourism can generate are often scarcely disseminated across a community.

There may be situations where rural tourism has contributed to rural development, while there are also situations where it has not. This thesis has demonstrated the need to open up discussion on the role rural tourism plays in contributing to rural development. Further research and debate is crucial to gain comprehensive understanding of the potential for tourism to live up to its expectations.

APPENDIX A

Interview Guide

BACKGROUND INFORMATION

1. What is your position? How long have you held this position?
2. How long have you lived in Venkov?
3. How long has tourism been present in Venkov?
4. What do you think are the main attributes that attract tourists to Venkov?
5. When did you get involved in tourism?
6. How did you get involved in tourism?
7. Why did you get involved in tourism?
8. Have you had any specialized tourism training or education? If yes, explain.
9. How have you personally benefited from tourism?
10. How have you been personally disadvantaged by tourism?
11. What facilities exist within the community to support tourism?
12. What facilities have been created specifically for tourism?
13. Has the community done any upgrading to facilities?
14. Are there any official plans for tourism development?(If yes, please describe. If not, do you believe there should be?)
15. How is tourism funded in Venkov?
16. What kind of government support is available for tourism development?

DEVELOPMENT OF TOURISM

1. How would you describe Venkov before tourism emerged?
2. How would you describe Venkov at present?
3. What were the major reasons for developing tourism in Venkov?
4. Who was involved in the development of tourism?
5. Who was not involved in the development of tourism?
6. Was anyone against the development of tourism?
7. Was the community involved in implementing tourism products? If yes, how?
8. If there is a decision that needs to be made regarding tourism issues, how is the decision made?
9. How are you able to make decisions about tourism related issues for Venkov?
10. Have there been any challenges to developing tourism? (If yes, what kinds? How have they been overcome?)
11. Do you believe tourism positively contributes or negatively contributes to the well-being of Venkov? Explain.
12. If you could change anything about tourism in Venkov what would you do?

CONTRIBUTIONS OF TOURISM

1. What kinds of impacts have emerged as a result of tourism development? (Social, economic, environmental, cultural...)
- Do you believe these impacts were positive or negative?

2. Do you believe Venkov represents a successful case of tourism development? Explain.
3. Describe the role tourism currently plays in the village

FUTURE OF TOURISM

1. How do you see Venkov 10 years down the road?
2. Do you believe tourism is here for the long term? Describe.
3. What is the future strategy for tourism development?
4. How do you think the residents of Venkov will perceive tourism in the future?
5. What role do you want to see tourism play for Venkov in the future?

WRAP-UP QUESTIONS

1. Is there anyone you would recommend for me to talk to who has been involved in developing tourism in Venkov?
2. Are there any documents about tourism specific to Venkov or the region that you think would be of help to me?
3. Would you be willing to talk to me again if I have any further questions?

APPENDIX B

List of Interview Participants

	Role of Interview Participant	Date of Interview
Interview 1	Ceramic School Owner	Friday, August 1 st , 2008
Interview 2	Ceramic School Employee	Sunday, August 3 rd , 2008
Interview 3	Ceramic School Employee	Monday, August 4 th , 2008
Interview 4	Goat Farm Owner	Tuesday, August 5 th , 2008
Interview 5	Pension/Restaurant Owner	Thursday, August 7 th , 2008
Interview 6	Ceramic School Employee	Wednesday, August 13 th , 2008
Interview 7	Sheep Farm & Honey Farm Owner	Wednesday, August 13 th , 2008
Interview 8	Hostel Developer	Thursday, August 14 th , 2008
Interview 9	Sheep Farm & Honey Farm Owner	Friday, August 15 th , 2008
Interview 10	Mayor	Sunday, August 17 th , 2008

APPENDIX C

Survey Questionnaire

OPINIONS ON RURAL TOURISM

A QUESTIONNAIRE OF RESIDENTS IN VENKOV, CZECH REPUBLIC

1.	How long have you lived in Venkov?	_____ YEARS			
2.	How satisfied are you living in Venkov? (Please circle your answer)	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
3.	What changes that have occurred in your community over the last 10 years do you dislike the most?				
	A. _____				
	B. _____				
	C. _____				
4.	What changes that have occurred in your community over the last 10 years do you like the most?				
	A. _____				
	B. _____				
	C. _____				
PLEASE ANSWER THE FOLLOWING QUESTIONS BY CIRCLING YOUR ANSWER					
5.	Would you like there to be more tourism in Venkov?	YES	NO		
6.	Have you ever been involved in decision-making in tourism related affairs in Venkov (ex. Planning for the Lidová Řemesla)?	YES	NO		
7.	Would you like to be more involved in tourism planning and decision-making in Venkov?	YES	NO		
8.	Do you believe the Lidová Řemesla is a positive contribution to Venkov?	YES	NO		
9.	Do you wish to see the Lidová Řemesla increase in size next year?	YES	NO		
10.	Would you be in favour of more events be developed in order to bring more visitors to Venkov throughout the year?	YES	NO		

11.	In your opinion, who <i>CURRENTLY</i> makes the decisions about tourism development in Venkov?	THE ENTIRE COMMUNITY
		THE MAYOR OF VENKOV
		ONLY THE COMMUNITY MEMBERS THAT HAVE BEEN INVOLVED IN DEVELOPING TOURISM
		OTHER (Please describe) _____ _____
12.	In your opinion, who <i>SHOULD BE</i> most influential in making decisions regarding tourism in Venkov?	THE ENTIRE COMMUNITY
		THE MAJOR OF VENKOV
		ONLY THE COMMUNITY MEMBERS THAT HAVE BEEN INVOLVED IN DEVELOPING TOURISM
		OTHER (Please specify) _____ _____
13.	In your opinion, what positive impacts have directly emerged as a result of tourism which residents of Venkov can benefit from? Please describe in the space provided below:	
14.	In your opinion, what negative impacts have directly emerged as a result of tourism which residents of Venkov experience? Please describe in the space provided below:	

15.	Overall, has the development of tourism been to the advantage or to the disadvantage of <i>YOU</i> personally?	ADVANTAGE	DISADVANTAGE	NEITHER
	Please explain in the space provided below:			
16.	Overall, has the development of tourism been to the advantage or disadvantage of <i>THE ENTIRE COMMUNITY</i> ?	ADVANTAGE	DISADVANTAGE	NEITHER
	Please explain in the space provided below:			
17.	Why do you think tourism was developed in Venkov? (Please circle as many reasons as you believe)	ECONOMIC DIVERSIFICATION		
		TO INCREASE EMPLOYMENT OPPORTUNITIES		
		TO IMPROVE EXISTING INFRASTRUCTURE		
		TO IMPROVE THE QUALITY OF LIFE FOR RESIDENTS		
		TO INCREASE RECREATION OPPORTUNITIES FOR RESIDENTS		
		OTHER (PLEASE SPECIFY) _____ _____		

PLEASE INDICATE THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS BY CIRCLING YOUR ANSWER

		Strongly disagree	Mildly disagree	Undecided or unsure	Mildly agree	Strongly agree
18.	Tourism has added jobs to the community	1	2	3	4	5
19.	Tourism has given a reason for people to remain living in the community	1	2	3	4	5
20.	Tourism has brought more money into the community	1	2	3	4	5
21.	Tourism has provided a way to diversify our economy	1	2	3	4	5
22.	Tourism has allowed for more businesses to be created	1	2	3	4	5
23.	Residents of Venkov are in agreement on how tourism should be developed	1	2	3	4	5
24.	The economic benefits that have arisen from tourism are equally distributed throughout the community	1	2	3	4	5
25.	Everyone in Venkov needs to be involved in tourism development	1	2	3	4	5
26.	Tourism plays a major economic role in Venkov	1	2	3	4	5
27.	I believe tourism should be encouraged in Venkov	1	2	3	4	5
28.	The benefits of tourism outweigh the negative impacts of tourism development in Venkov	1	2	3	4	5
29.	Local residents support the development of tourism	1	2	3	4	5
30.	Tourism has few harmful effects on the environment	1	2	3	4	5
31.	Since the introduction of tourism, there are more recreational activities available to me	1	2	3	4	5
32.	Buildings and roads have been improved in Venkov to attract and accommodate tourists	1	2	3	4	5
33.	Local residents have a strong control on what happens in Venkov	1	2	3	4	5
34.	Tourism has made residents more proud of Venkov	1	2	3	4	5

35.	Please include any other comments you may have regarding tourism in Venkov in the space provided below:
<p><u>Your time and help is much appreciated. Thank You! If you have any questions or comments about this project please contact me at [739 212 665] or by email at njanecka@fesmail.uwaterloo.ca</u></p>	

APPENDIX D

Foreign Guests at collective accommodation establishments in the Czech Republic between 1992-2007

Year	Number of Foreign Guests
1992	2 609 208
1993	2 671 736
1994	3 036 473
1995	4 558 322
1996	4 975 658
1997	5 482 080
1998	5 609 700
1999	4 772 794
2000	5 405 239
2001	4 742 773
2002	5 075 756
2003	6 061 225
2005	6 336 128
2006	6 435 474
2007	6 680 400

Source: Czech Tourism, 2008b.

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