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REVIEW OF RURAL TOURISM DEVELOPMENT THEORIES

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ABSTRACT. *The paper analyses the theories of rural tourism development and present the framework of the main factors of rural tourism development based on this theoretical framework. There are several theories of rural tourism development based on the supply and demand factors. The main demand factors of rural tourism are based on the motives of consumers. The main supply factors of rural tourism development are based on the local tourism resources and the application of evolutionary approach in rural tourism development. The evolutionary approach of tourism development means that the rural tourism development can be seen*

as a process, and the tourism development should be defined as a natural process of change. A proper understanding of this process helps to understand the dynamism of rural tourism development better and allows identifying the main factors that have an impact on the changes in rural tourism and selecting the proper methods for their identification and assessment. The paper presents the concept of rural tourism development using in-depth analysis of various theories and theoretical frameworks developed to explain the trends of tourism development.

KEYWORDS: rural tourism, the drivers, tourism motivation theories, evolutionary theories, theoretical frameworks.

JEL classification: Q2; Q4; Q5.

Introduction

As the rural tourism is integrated in the economic, social, cultural, human resources, and local structure, it is very difficult to assess the development of the most important factors of rural tourism development and their interrelationships (Safena *et al.*, 2007; Safena, Ilbery, 2008). There are a number of studies dealing with the interactions of agriculture and tourism development (Pearce, 1990; Fleischer, Pizam, 1997; Walford, 2001; Nilsson, 2002). These studies revealed that there is a strong correlation between these issues (Fleischer, Tchetchik, 2005), but other factors and their influence on the development of rural tourism have been explored just fragmentally. The focus on links between agriculture and rural tourism is understandable, because rural tourism is based on the local resources and is closely related to the agriculture, but it explains how this relationship changes over the time, and why does the development of rural tourism is so unevenly distributed in the territories of EU member states. Besides, other important factors, such as, motives of tourism demand, are important for the rural tourism development as well. There are many reasons of success and failures of rural tourism development in the territory, and there are several models developed to define the main driving forces based on the supply, demand, and motives of rural communities. In addition, most of the theories apply evolutionary approach in identifying the main drivers of rural tourism development, i.e., different factors have a major influence on the different stage of rural tourism development.

The aim of the paper is to review and compare tourism development theories in terms of the main drivers of rural tourism development and to develop a theoretical framework for assessment of the main factors of rural tourism development in a certain territory.

The main objectives in order to achieve this aim are:

- to analyse the tourism development theories based on the supply side;
- to analyse and compare tourism motivation theories;
- to develop a theoretical framework for the analysis of the main drivers of rural tourism development
- to provide policy recommendations based on the performed review and analysis.

1. Tourism Development Theories

When studying the rural tourism development and its main drivers or factors influencing rural tourism development trends, it is important to answer the question why

certain processes are happening in certain areas and what are the main drivers of these processes. Therefore, it is necessary to apply a systematic approach to the development of certain areas and their transformations (Newsome *et al.*, 2000; Coenen, Truffer, 2012). In order to reflect the evolving nature of rural tourism in certain rural areas, it is necessary to apply the evolutionary rural tourism development model (Lewis, 1998; Butler, 1980; MacDonald, Jolliffe, 2003).

Over the last decade, there have been elaborated several important theoretical tourism development models in the scientific literature (Butler, 1980; Butler, Miossec, 1993; Harris, 2000; Kotler, 1991, 1999; Lopa, Marecki, 1999; Stabler, 1997; Gartner, 1996; McKercher, 1993). Major tourism development theories and models are based on the evolutionary approach on the tourism development and the factors shaping it; i.e., different factors lead to the successful development of tourism in rural areas in different stages of development. These theories aiming to explain the development of tourism can be adapted to the rural tourism development and analysis.

There are several important tourism development theories that analyse the evolution of the tourism, which is based on the travel life cycle (Butler, 1980; Butler, Miossec, 1993). These theories describe the development of tourism in a cyclical pattern. According to these theories, the changes in the tourism market are happening not due to the economic, social, or physical reasons, but because of the changing nature of the tourism market and the changing tourist motivation.

Some scientists offer to characterize tourism development by the periods that are influenced by the increase in tourist number:

- a) the period when the number of tourists is constantly increasing;
- b) the period when the number of tourists reaches a maximum;
- c) the period when the number of tourists stabilizes or stops to grow;
- d) the period when the number of visitors is drastically decreasing (Lopa, Marecki, 1999).

Thus, according to the evolutionary theories of tourism development, the rural tourism development can be seen as a process. Therefore, the tourism development should be defined as a natural process of change. A proper understanding of this process provides a better understanding of dynamism of rural tourism development and allows identifying the main factors that have an impact on the changes in rural tourism and selection of proper methods for their identification and assessment.

Turner (1993, 1999) has identified three stages of the tourism development in the area: 1) the search for the area suitable for tourism development; 2) the rapid development of tourism in this area, 3) the entrenchment of tourism in the area. Initially, tourism is developing slowly. When the suitable location is discovered and popularized, tourists start to invade this area, and the local community refuses other economic activities and begins to build the infrastructure for tourists and offer desirable services. If the tourism continues to evolve, it reaches the last stage of tourism development and becomes fully mature. It becomes a formal business activity, which is based on the local resources and other attracting factors, amenities and services, tourism organizations, which are concerned with the promotion of tourism development. When tourism becomes a regulated field of activity, significant changes in the social, cultural, and natural environment becomes inevitable. The model developed by Turner (1993, 1999), can be applied to a completely new area for the tourism infrastructure development. The drawback of this model is that it focuses only on the physical changes in the territory and that there the motives of tourists and local communities are still not evaluated.

Lopa, Marecki (1999) offers to characterize the development of tourism by using many relevant periods: a) the period when the number of tourists is constantly increasing; b) the period when the number of tourists reaches a maximum; c) the period when the number of tourists stabilizes or stops to grow; d) the period when the number of visitors is decreasing.

This tourism development cycle can be described as an impact of incoming tourists' number on the result. When the development of tourism is not yet at a high level, the area usually attracts low-income tourists, which tend to spend less and stay in cheap accommodation establishments or tents. These tourists are mainly interested in the attractiveness of the area but not interested in tourism services. However, when the tourism industry is still developing, and the service offerings are expanding in the area, the higher income tourists who use more expensive services and tourism products are arriving. Such tourists need high-quality services and high-end hotels to be built. These needs of the tourists lead to the necessity investment in the area. High-income tourists gradually displace the travellers, which are attracted not by the entertainment diversity and tourism infrastructure. Mass tourism promotes the integration of transport infrastructure, airports, high-quality roads, railways, water transport. Over time, gradually developed mass tourism replaces high-income tourists with the average income and low-income tourists in the area. It is possible to distinguish tourism consumer groups: individual fascinated travellers, high-income and demanding tourists, and the representatives of mass tourism. It should be noted that the development of tourism does not exist at all stages in certain tourist regions and is irregular. The expansion of the tourism business and various marketing tools aiming to promote all user groups in the area is a complex process with no clear results.

The most famous and widely accepted cyclical theory of tourism development was elaborated by R. Butler (Butler, 1980; Butler, Miossec, 1993). The R. Butler cyclic model includes 7 stages:

1. Exploration. Locality is discovered by the people who appreciate its beauty and culture.

2. Inclusion. Small, but steadily increasing flow of tourists tends to appear. Tourists encourage local businesses to start providing tourist services and sell goods to the travellers.

3. Enlargement. Dynamic growth period. The flow of tourists is rapidly increasing. Attracted additional investment reduces the „local nature“ services of the business.

4. Exacerbation. The number of tourists is still growing. Marketing tools are used in order to prolong the tourist season in order to attract more tourists.

5. Renewal. In this phase of the cyclic model, the number of tourists is growing steadily but can quickly increase or decrease. At this stage, an opportunity to join or go to the next cycle is emerging.

6. Stagnation. The number of incoming tourists is stabilizing. This results in economic, social, political, and environmental problems. The development of the tourism industry significantly affects the qualitative characteristics of the area, which were seen as the main factors of attraction and exclusivity at the beginning of tourism cycle. This stage can last for a short or very long period.

7. The downturn. If the site does not respond to the social, economic, political, or environmental problems, the number of tourists begins to decline sharply, as they prefer locations that are more attractive. It is important to mention that the cycle can begin again at regeneration phase if there have been significant changes in the resource bases. In addition, there may be an opportunity to create new artificial attractions, or the primary natural resources can be restored to their previous state.

With regard to the Butler's model, one can make conclusion that it is necessary to take into account many factors influencing the rural tourism development, because tourism development is not always bringing the positive results. R. Butler assumes that in his tourism development model the stagnation and decline were determined by the uneven development and that the social, economic, political, or environmental factors were not taken into account then developing tourism. The choice of an appropriate model of development leads to the appropriate results in the rural tourism development.

Miossec presented the improved model of Butler (Butler, Miossec, 1993). This tourism development model distinguishes four important elements or drivers of tourism development: resort, transport, tourist behaviour, and attitudes as well as attractive areas for tourism (Butler, Miossec, 1993). All four elements are self-evolving and consequently provide a general result of tourism development. In this model, the tourism development takes place in five phases (0, 1, 2, 3, and 4). The advantage of this model is that the tourism development is disclosed in detail not only by the physical changes that stayed, but also based on psychological grounds related to the tourist behaviour. Changes take place when the services are introduced to meet the needs of tourists in the area. The first change arouses the attention of tourists. These efforts include the formation of the image of the area, and it depends on the tourism marketing and ability to attract tourists for the first visit. If the promotion was successful, the tourists become interested in the area, and the area is undergoing rapid changes. In response to the success of the first entrepreneurs, other entrepreneurs are engaged in the tourism business and investments are increasing; the infrastructure and transport networks are rapidly developed. The objectives of land use are changed, since the area is filled with new tourist serving items. When you reach a certain saturation point, the planning and development control deficiency creates conditions for the negative changes in socio-cultural and natural environment.

The tourism development theories created by Butler (1980), Miossec (Butler, Miossec, 1993), Turner (1993, 1999), Lopa, Marecki (1999) are based on tourism development stages, and the tourism development is characterized as a process of initiating physical changes. Tourism development theories were largely focused only on tourists' needs. Currently, one of the most important tourist development problems is how to eliminate or reduce the negative environmental changes in tourist areas. Many authors do not treat tourism as an independent system, but as a socioeconomic sub-system, which at the same time is integrated into society and economic systems. Tourism is closely connected with the surrounding natural environment. There are distinguished economic and social approaches to tourism as a socioeconomic sub-system in the scientific literature. The economic aspect of tourism (that the market economy considered as the most important) integrates supply and demand of the tourism market, tourism marketing and management and emphasizes the role of tourism in the national economy (Lewis, 1998).

The social aspects of tourism are associated with the provisions, which the tourism makes necessary to be design based on the needs of various social groups and their interactions with the society and economic processes (Inskeep, 1994). In this regard, one can distinguish such important areas as: tourist needs, motivation, behavioural stereotypes and the impact of tourism on the development of tourist needs structure and the host community, i.e., local people, their needs, the impact of tourism development on their living standards and values, social, and cultural life. Here is presented an important aspect of the contact between tourists and the host side establishment, where the important issues are language, mentality, culture, traditions (Egan, 2000). Eco-tourism aspect is conditioned by the perception that ill-considered development of tourism may result in the self-destruction of tourism. Tourism

utilizes natural resources and has an impact on the environment. These problems can be neutralized by providing funding for natural resources, natural monuments, and environmental protection and renovation of natural objects.

From the point of view of the classical systems theory, tourism is characterized by a multi-level hierarchical structure (Lewis, 1998; Butler, 1980; MacDonald, Jolliffe, 2003). Various tourism development models have some slight differences, but in one or another way here can be distinguished the following components of tourism system: environment and resources. All elements of the tourism system are characterized by dynamism; therefore, it becomes particularly important for the system management to ensure the appropriate coordination between these elements and to ensure decision-making compatibility. A dynamic model of the system is quickly changing and aging. So far, it is difficult to say how tourism development processes have been affected by the economic crisis, but one can be sure of its negative effects and a prediction that development of tourism should be integrated in the negative effects of the crisis-related factors. However, the tourism sector is always limited in several aspects; thus, it is possible to distinguish the following important factors that affect tourism development:

- 1) the demand: each company offering their goods and services to tourists has a limited production activity associated with the tourist financial capabilities;
- 2) the tourism product supply is primarily determined by a fixed natural, human, and other resources and the amount of infrastructure;
- 3) the surrounding environment: some routes are particularly sensitive to the violations of the environment;
- 4) limited free time and resources of a tourist;
- 5) the legal-institutional factors, such as, nature conservation and other laws;
- 6) the fear to fail by introducing new services or products for the tourists and other factors (MacDonald, Jolliffe, 2003).

Tourism system is a framework of close interaction between the service providers and consumers. These interactions and the performance of the tourism system can be assessed primarily by a customer satisfaction or dissatisfaction with the provided services and the development of tourism in economy, socio-cultural and physical environment of the destination (Lewis, 1998).

The rural tourism development model should reflect the multiple levels (Geels, 2002, 2004) and explain the economic transformation of the processes that take place in different levels of interaction: a niche (micro level), regimes (meso level), and landscape (macro level). Two different areas can specialize in the provision of the same services but have a completely different morphology (mountains or plains) and apply different rural regimes (Cooke, 2010; Coenen, Truffer, 2012). Therefore, it is necessary to have a better theoretical understanding of the key factors that determine the development of rural tourism in rural areas and the interaction between these factors. This makes it possible to reveal the reasons of disparities in rural tourism development in rural areas (Roberts, Hall, 2001). Rural regime means coordination between all rural actors and stakeholders in order to ensure the harmonious development of rural area (Randelli *et al.*, 2012).

According to Randelli *et al.* (2012), the rural tourism imposes changes in each area. Initially, these changes occur at the micro level, and only in the next stage, the changes occur on meso level in rural regime. The success of rural tourism development by changing the rural regime depends on how successfully the rural tourism is developing in rural areas and what benefits it provides for the local residents. The macro level or landscape include factors influencing innovation or a shift in a new phase of economic growth, changes in cultural and

normative values, environmental issues, food prices, and the quality of food and other factors. If the development of rural regime includes rules and restrictions in rural communities, the landscape includes more factors that are external. Landscape context varies with the development of rural tourism, but it is more difficult to change landscape than the rural regime.

Some authors think that the success of rural tourism development in the areas dependent mostly on the rural regime (Randelli *et al.*, 2012). If this regime is weak, the rural tourism in the rural areas has the fastest growing rate. This is an example of rural tourism development success in many French wine regions, with the exception of Champagne, Cognac regions. Rural regime based on wine production in these areas (Champagne, Cognac, etc.) has been so strong that the novelty of the rural tourism development could not overcome it. The transition from one function (such as wine production) of the rural development model to a multi-functional model is based on the transition from one phase to the new one, which takes place at different levels of interaction of various factors (landscape, rural regime, niche).

According to (George *et al.*, 2009), in order to assess rural tourism development model, one should first determine which factors have motivated the local community to develop rural tourism. These reasons are different in different areas. Some motives of tourism development are related to the economic problems and the necessity to find new business niches, while in other areas the main reasons of the development of rural tourism are based on the available motives, where tourism supply and demand factors play an important role in rural tourism development (George *et al.*, 2009). Therefore, it is possible to develop four rural tourism development models in a certain territory based on the supply and demand factors and community motives for the development of rural tourism. It is important to assess whether the community has undertaken development of rural tourism because of economic and social problems or because the local community has a good potential for rural tourism development? These models of rural tourism development show how rural tourism was planned and implemented in the rural communities. If the main motive of rural tourism development was an economic problem of the territory in the beginning of this development, then the rural tourism development is based on supply factors. The first rural tourism development model is called contrived rural tourism development model, the second rural tourism development model is called a deliberate rural tourism development model. The responsive rural tourism development model shows that the community does not have a considerable potential for developing rural tourism (natural, infrastructure, human, cultural, and others resources) and started to develop rural tourism because of the opportunities emerged. Both of these models show that rural tourism development was initiated in the territory by the economic problems, but the first model shows that the development of rural tourism is based entirely on supply, while in the second case; the rural tourism development was initiated as a response to the increased demand for rural tourism services. The deliberate rural tourism development models indicate a situation when a local community developed rural tourism because it had resources for the tourism development and because of the increased demand for the tourism services. Meanwhile, the evolutionary integrated rural tourism development model reflects a situation, where the community has benefited from a large rural tourism development potential and from the increased demand for the rural tourism services. Therefore, there should be consistently developed rural tourism planning and integrated rural tourism in other areas of economic aspect. This model consists of the best opportunities for the rural tourism development, but not all communities have sufficient resources to develop rural tourism; therefore, the development of such model is not possible.

The main evolutionary theories of tourism development are presented in *Table 1*.

There are more tourism development theories, which can be found in the scientific literature (Kotler *et al.*, 2003), but they are more static and fragmented in nature and cannot fully reveal the rural tourism development evolution and the interactions of the main factors influencing rural tourism development. These theories do not provide a comprehensive explanation of tourism development factors, and tourism development is associated with one particular aspect of the development or expansion factor. English classical development theory suggests that the development of tourism is based on the real estate market development. Marx's theory of development argues that tourism can act as a catalyst of economic, social, and political processes. The Rostov economic development theory suggests that there are several factors of tourism development, but he focuses just on few individual factors that have an impact on tourism development: infrastructure development and capital investments in the tourism sector. „Vicious circle” development theory argues that tourism initiates an additional demand stimulus to the investment. The dependency theory argues that tourism development depends on foreign suppliers (Kotler *et al.*, 2003).

Table 1. Tourism development theories and the main drivers of rural tourism

	The theory approach	The stages of development	The main factors of tourism development
Butler (1980)	Evolutionary	6	Resort resources, transport infrastructure, tourist <i>behaviour</i> and attitudes, attractive areas for tourism.
Butler, Miossec, (1993)	Evolutionary	5	External factors, attractive areas for tourism, infrastructure, psychological attitudes, tourist <i>behaviour</i> and motives.
Lopa, Marecki (1999)	Evolutionary	4	Environment, resources of tourism system, tourist <i>behaviour</i> , the interaction of constitutional parts of the system.
Turner (1993, 1999)	Evolutionary	3	Demand factors, supply factors, surrounding environment, free time and resources of tourists, legal and institutional factors.
Randelli, Romei, Tortora (2012).	Evolutionary		The interrelation and development of factors in different levels (landscape, rural regime, niche).
George, Mair, Reid (2009)	Evolutionary	4 models and possible development models	Demand factors, supply factors and motives.

Source: created by the authors.

As one can see from the analysis of rural tourism development theories provided in *Table 1*, all these theories do not analyse such important issues as motives and are based on rational choice approach. However, there are new trends Economics arguing that irrational choices are dominating in the market economy and internal motives and attitudes, psychological characteristics, and cultural differences of consumers are playing the major role in making the decisions to consume or buy certain services and goods. Therefore, the motivation theories of rural tourism development have been recently developed, and they are reviewed in the next chapter of the paper.

2. Motivation Theories of Tourism Development

Besides the general demand factors driving rural tourism development, there are important consumer motives of tourism services. The review of rural tourism motivation theories allows identifying the main reasons why consumers are buying tourism services and

products. Analysis of the literature revealed that there are several major tourism motivation theories: Rituals Inversion Theory, Plog's Tourist Psychographic Portrait Theory, The Sunlust and Wanderlust Theory, Push and Pull Theory, Personal and Interpersonal Theory, The Physical, Status and Prestige, Cultural and Impersonal Motivation Theory, and The Inner-Directed and Outer-Directed Theory.

Ritual Inversion Theory (Graburn, 1983) states that the main motive of tourists is to escape from the routine of everyday life and experience what is not possible to experience in their normal life; the desire for new experiences, opposite of daily life routine, motivates tourists to travel. Another important theory of market segmentation is Plog psychographic portrait (Plog, 2002), which categorizes the individual tourist characteristics that may explain the different groups (segments) of tourists. The psychographic market segmentation method was proposed by Stanley Plog (2002). It is possible to define the main characteristics, which cause the motivation of travels continuity by using the responses to online questionnaires received from the specific types of travellers. The psychographic continuity is based on the social class, lifestyle, and personality characteristics. No less important is how these characteristics influence the personal motivations to travel. If to divide the whole population, a typical bell-shaped curve, where the majority of people would be displayed somewhere between the two extremes as „centrists“, may be obtained. On the one end of the curve, there are psycho centrists. These people are focused on themselves; they prefer to travel to familiar places and nearby distances. People conforming to this type can travel to nearby resorts and probably almost never further than their native land or country. On the other part of the curve, there are centrists as well. These people are curious, looking for exotic tourism not for the masses and prefer distant trips that provides them a sense of discovery.

The Sunlust and Wanderlust Theory explains the main reasons why people travel (McIntosh, Goeldner, 1990; Basher, Ajloni, 2012; Hallab, 1999). The Sunlust concept is based on the fact that tourists are attracted to these areas, which can give them such specific things that they cannot get in their place of residence. The wanderlust concept says that tourists want to go from one place, which they know, to another place, which they do not know.

The Push and Pull Theory (Dann, 1977; Hallab, 1999) explains why people move from one place to another. The Push concept shows that tourists are travelling to satisfy their needs. The Pull concept is based on the fact that the tourist areas are designed in a way to attract tourists.

The Personal and Interpersonal Theory (Mannelli, Iso-Ahola, 1987; Hallab, 1999) argues that people are travelling for personal and interpersonal reasons. Personal reasons are related to self-enrichment, self-seeking, capacity building, challenges, learning, exploration, and recreation. Interpersonal theory of motivation is based on self-enrichment and the development of social relations.

The Physical, Status and Prestige, Cultural and Impersonal Motivation Theory (McIntosh, Goeldner, 1990; Tsephe, Obon, 2013) presents four tourist motivation dimensions: physical, cultural, interpersonal, status, and prestige. The physical motivation concept is directly related to the personal health of the body, physical recreation, sport, and occupation, and the need to rest on a beach. The status and prestige of motivation are based on the concept of self-esteem and tourist's personality development. The cultural motivation concept states that persons are travelling to gain knowledge about other countries and to learn about diverse cultural life. The interpersonal motivation concept refers to the fact that tourists want to meet new people, to visit friends, relatives, and escape from the daily routine of life or make new friends.

The Inner-Directed and Outer-Directed Theory (Gnoth, 1997; Tsephe, Obono, 2013), argues that people are travelling for both internal and external causes. Internal reasons are related to emotions of tourists, while the outer reasons are cognitive in their nature.

Table 2 presents the tourism motivation theories grouped according to the motives of consumers.

Table 2. Tourism motivation theories

Motivation theories	Tourist motivations	Literature
<i>Rituals Inversion Theory</i>	The motives of traveller are to get new impressions and escape from the routine.	Graburn (1983)
<i>Plog's Psychographic Tourist Portrait</i>	The motives of travellers are influenced by psychographic characteristics of the travellers.	Plog (2002)
<i>The Sunlust and Wanderlust Theory</i>	Need and desire for specific facilities that do not exist in their own place of residence, travellers' desire to go from a known place to the unknown place.	McIntosh, Goeldner (1990); Basher, Ajloni (2012); Hallab (1999).
<i>The Push and Pull Theory</i>	Desire to satisfy once needs, attraction of tourist destinations.	Dann (1977); Hallab (1999)
<i>The Personal and Interpersonal Theory</i>	Self-determination, a sense of competence or mastery, challenge, learning, exploration, and relaxation, social interactions.	(Mannell, Iso-Ahola, 1987; Hallab, 1999)
<i>The Physical, Status and Prestige, Cultural and Impersonal Motivation Theory</i>	Person's bodily health, physical rest, participation in sports, and the need for recreation at the beach, tourists' self-esteem and personal development, the desire to gain knowledge about the cultural activities, desire to meet new people, visit friends, get away from the routine conventions of life, or make new friends.	MacIntosh, Goeldner (1990); Tsephe, Obono (2013)
<i>The Inner-Directed and Outer-Directed Theory</i>	Tourists' emotions, cognitive factors	Gnoth (1997); Tsephe, Obono (2013)

Source: created by the authors.

A review of these theories distinguishes the following major factors in rural tourism motivation: the desire to escape from routine, the desire for pleasure and recreation, the search for unforgettable lifetime experience, the search for adventures, the pursuit of intellectual enrichment, the desire to learn more about the nature, the desire for security, the search for beautiful landscaping, the search for quiet, low noise and clean environment, and the search for the accessibility (*Table 3*).

Table 3. Factors of rural tourism motivation

Factors of rural tourism motivations	Literature
Escape from routine	Romera <i>et al.</i> (2011)
Pleasure and relaxation for soul and body	Haldar (2007); Romera <i>et al.</i> (2011); Madhavan, Rastogi (2013)
Memorable lifetime experience and the closeness of the family	Pesonen, Komppula (2010); de Almeida (2010)
Seeking for adventures in the mountains, living in tents, tracking, and sports	Basher, Ajloni (2012); Haldar (2007); Bothma (2009)
Personal enrichment and individual growth	de Almeida (2010)
Learning about local nature	Pesonen, Komppula (2010)
Safety and friendly environment of the local community	de Almeida (2010); Madhavan, Rastogi (2013); Pesonen, Komppula (2010)
Peaceful, pollution free environment, nice landscapes, un-urbanized green areas	Pesonen, Komppula (2010); Haldar (2007)
Affordability in terms of transport, political situation, and expenses	Basher, Ajloni (2012); Haldar (2007)

Source: created by the authors.

According to these basic motives of travellers, the demand factors of rural tourism can be analysed and assessed.

Therefore, the performed analysis of tourism development theories allowed to reveal and group the following factors influencing development of rural tourism into demand and supply factors; however, these factors are influenced by the following issues: availability of local resources (attractive areas, resort and natural resources, human resources, infrastructure, etc.), macroeconomic environment, the major tendencies in economic and tourism development, competition in the tourism market and between regions, support of the local community. The motives of tourists play an important role as well; therefore, market segmentation and well-defined marketing theories can increase the demand of rural tourism. The evolutionary approach of rural tourism development should be taken into consideration, and the stages of rural tourism development in the territory should be identified. The rural tourism development model is based on the main driving forces: supply, demand, and motives need to be identified in order to develop appropriate rural tourism development policies and to avoid under exploitation of natural resources and other negative social and environmental effects related to the crime, noise, pollution, etc.

Conclusions

1. The rural tourism is a complex concept that includes both the service provider and the consumer, and local community interests and expectations; thus, its development can be seen only through a holistic approach, an integrated evaluation of all the factors of the development and their interrelation.

2. Studies have shown that rural tourism is integrated in the economic, social, cultural, human resources and the local structure and that there is a strong correlation between these factors, but the individual factors and their influence on the development of rural tourism has been explored just fragmentally.

3. The major tourism development theories are based on an evolutionary approach to the development of tourism, i.e., they argue that in the different stages of development, the different factors lead to the development of tourism. These theories explaining the development of tourism can be adapted to the rural tourism development and analysis.

4. In order to create rural tourism development model, one should first determine which factors motivate the local community to develop rural tourism. These reasons are different in different areas. In some areas tourism development motives are related to the economic problems, which solution is the necessity to find new business niches; while in other areas, the main reasons for the development of rural tourism is based on the favourable opportunities of tourism development. The motives and considerations play an important role in the rural tourism development as well.

5. The performed analysis of tourism development theories allowed to reveal and group the following factors influencing development of rural tourism into demand and supply factors; however, these factors are influenced by the following issues: availability of local resources (attractive areas, resort and natural resources, human resources, infrastructure, etc.), macroeconomic environment, the major tendencies in economic and tourism development, competition in tourism market and between regions, support of the local community.

6. The motives of tourists play important role as well; therefore, the market segmentation and well-defined marketing theories can increase the demand of rural tourism. Therefore, in addition to the general demand factors affecting rural tourism development, the tourist's motives play an important role. A review of the motivation theories of rural tourism

allowed to define the following key factors of motivation: the desire to escape from routine, the desire for pleasure and recreation, the search for unforgettable lifetime experience, the search for adventures, the pursuit of intellectual enrichment, the desire to learn more about the nature, the desire for security, the search for beautiful landscaping, the search for quiet, low noise and environmental pollution, and the search for availability.

7. The evolutionary approach of rural tourism development should be taken into account, and the stages of rural tourism development in the territory should be identified. The rural tourism development model based on the main driving forces: supply, demand, and motives, need to be identified seeking to develop appropriate rural tourism development policies and to avoid under exploitation of natural resources and other negative social and environmental effects related to the crime, noise, pollution, etc.

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KAIMO TURIZMO PLĖTROS TEORIJŲ APŽVALGA**Dalia Štreimikienė, Yuriy Bilan****SANTRAUKA**

Straipsnyje analizuojamos kaimo turizmo plėtros teorijos ir remiantis atlikta analize formuojama pagrindinių kaimo turizmo plėtros veiksnių sistema. Yra nemažai kaimo turizmo plėtros teorijų, paremtų pasiūlos ir paklausos veiksniais. Kaimo turizmo plėtros paklausos teorijos yra pagrįstos turizmo paslaugų vartotojų motyvais. O pagrindiniai kaimo turizmo pasiūlos veiksniai apima vietinius kaimo turizmo išteklius (gamtinės aplinkos, kurortų, infrastruktūros ir kitus išteklius) bei remiasi evoliucine paradigma. Evoliucinė paradigma reiškia, kad kaimo turizmo plėtra gali būti vertinama kaip procesas, t. y. turizmo plėtrą derėtų apibrėžti kaip fizinių pokyčių procesą. Teisingai suprantant šio proceso eigą, galima suvokti plėtros dinamiškumą ir nustatyti kaimo turizmo plėtros veiksnius bei jų identifikavimo metodus. Straipsnyje pateikta kaimo turizmo plėtros veiksnių sistema paremta įvairių turizmo plėtros teorijų ir modelių analize.

REIKŠMINIAI ŽODIAI: kaimo turizmas, evoliucinės teorijos, motyvacijos teorijos, teoriniai turizmo plėtros modeliai.