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PROJET

**«A study on campaign for the mutual prosperity
of urban companies and rural villages for local
sustainable development through tourism»**

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A Study on Campaign for Mutual Prosperity of Urban Companies and Rural Villages for Local Sustainable Development through Tourism

I . Introduction

In many countries tourism is now considered very important for developing their regional and national economies. Recently tourism is praised with its potential for social and cultural sustainability. Compared with other sectors of economy, tourism has a great possibility for a sustainable development of the whole society. In an aspect, tourism is treated as the savior of future way of socio-economic development. This trend is closely related to the phenomena of environmental degradation and habitat fragmentation, which are threatening the life of human beings.

Within the field of tourism research, the focus on sustainable tourism' can be traced back to the Brundtland Commission's Report in 1987. The advices of the commission led academics and practitioners to see the environmental aspect of tourism with a great emphasis. Particularly since the 1992 summit meeting in Rio tourism has been thought to have significant potential for sustainable development of each country.

In the field of tourism, it is also needed to work out the comprehensive long-term strategy to foster tourism as a growth industry. In addition, governments, NGOs and enterprises all together are to build cooperative system and network to promote more advanced types of tourism at an intra-regional level. Sustainable tourism cannot fully achieve its goal without proper cooperation between the public and private sectors.

Rural area have long been seen and used as appropriate locations for recreation and tourism activities(Towner, 1996). In the post Second World War period, however, the relationships between the rural setting and the leisure activities engaged therein have changed significantly(Cloke, 1993). Recreation and tourism in many rural areas have gone from being primarily passive and minor elements in the landscape to become highly active and dominant agents of change and control of that landscape and of associated rural communities.

These changes in nature and significance have drawn increasing attention to the role of leisure in rural areas, sometimes resulting in rather overstated estimates of likely

effects, such as the claim ‘Rural tourism to the rescue of Europe’s countryside’ (WTO: World Tourism Organisation, 1996). Despite such hyperbole, the changing nature of rural areas in many parts of the world and the often expanding role of recreation and tourism in those areas deserve careful consideration. While much has been written on the subject of the changing character of rural areas, of agriculture, and of the countryside(e.g., Bowler, Bryant & Nellis, 1992; Ilbery, 1997), relatively little has been written on the linkages between leisure and the social, cultural and economic elements of rural areas.

Most of states are faced at the ‘age of tourism’ theses days. This means that most of states are stressing the merits of tourism appearing in cultural, social, economic aspects. Recently tourism is considered as a core strategy of urban and rural development. This study aims at examining the development of image and identity for rural tourism. The image and identity is crucial for the competitiveness of tourism in rural areas. This study presents a conceptual framework for the creation of image and identity and also suggests policy tasks for the development of rural tourism.

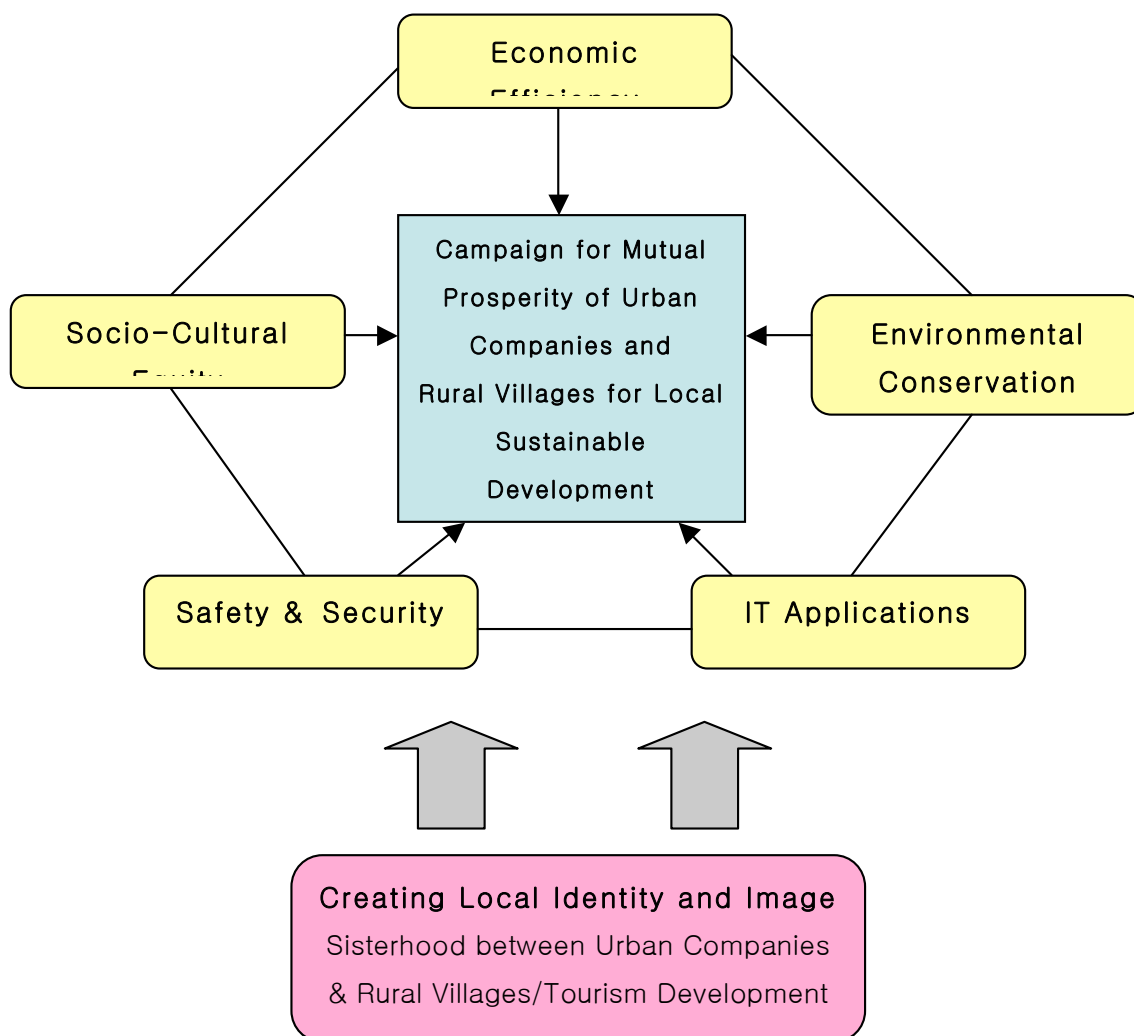
II . Framework of Study

Figure 2-1 shows a six-dimensional concept of sustainability in tourism. It includes recent changes reflecting the shift of paradigm, which has expanded the notion of sustainability to various elements including socio-cultural equity, safety and security issue and the IT applications. As mentioned earlier, the notion of sustainability was used to refer to harmonious balance between development and conservation mostly in ecological sense. It was defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Pros of the concept stressed that the degree of development should not exceed the level of carrying capacity of natural environment.

Obviously it did have simple connotation at the first stage where the coinage was made. Most issues of sustainability were debated mainly in the context of environmental conservation and partly of the socio-cultural equity issues. Later it was recognized again that economic efficiency was to be taken as inevitable element for sustainable development. Economic efficiency considered once as a destructive ideology for sustainability became resurrected. More recently, particularly after the 9.11 terror in

New York, increasing concern has been paid to the significance of security in tourism. Tourism industries witnessed that they would not be able to survive violent challenges, if security is ensured not only for tourists but also tourism industries.

<Figure 2- 1> Framework of Study



- Environmental Conservation
 - Protect natural carrying capacity in which human activity will lead to undesirable changes in the environment

- Preserve natural resources not only for present generation but also for future generation
- Close consideration of the broader goal of regional, national, global development
- Develop ecotourism
- Increase concern for cultural and social aspects of development
- Prevent the loss of aesthetic qualities of tourism destinations
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- Socio-Cultural Equity
 - Acceptance of cultural diversity
 - Equitable distribution of social benefits derived from the development of tourism
 - Protection of heritage sites and historical monuments
 - Cultural / Spiritual Strength of host community
 - Development of cultural tourism
- Safety & Security Issues
 - Transportation safety
 - Terror against tourists and transportation facilities including aircrafts
 - From local concern about destination success to global concern about planetary success
 - Violence and crimes, which affect the perception and attitudes of tourists
 - High level of air & water pollution
 - War and civil unrest
 - Biological weapons
 - Political instability containing
 - Protection of heritage sites
- IT Applications
 - Information technology is a key to improving economic efficiency and to enhancing environmental values

- Knowledge management in tourism industries
- Marketing and communication
- IT use for resource management, security monitoring, population and traffic data GIS
- Virtual and cyper tours
- Enabling and enhancing the tourism experience
- Economic Efficiency
 - Expansion of tourism industry
 - Short-term resillence to crises
 - Long term resources needed
 - Cross training of employers
 - Growth of inbound and outbound tourists
- Creating Local Identities
 - Sustaining local cultural and natural identity
 - The revival of local and regional identities
 - Identity creation: Reconfiguring national identity
 - Identity and difference

III. Literature Review

Sustainability as an environmental management policy framework has gained support among academics, governmental officials, non-governmental officials, and other professionals. There is also evidence that societal attitudes toward the environment have shifted from consumptive and “anthropocentric” to more environmentally benign and “ecocentric” (Van Liere & Dunlap, 1978; 1981). Since the publication of the Brundtland Report, *Our Common Future* (WCED 1987), and the subsequent Rio-Declaration (UNCED 1992), there seems to be a marked new shift toward a new social paradigm of “sustainable development,” at least at the policy level. Sustainable tourism development meets the needs of present tourists and host regions

while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems(WTO 1997).

Recently a much greater focus has been given to the negative impacts of tourism (Smith 1977; O'Grady 1990), the call for impact assessment studies, growth management strategies (Gill & Williams 1994) and planning within the carrying capacity of the natural and socio-cultural environment (Getz 1983; Gunn 1988). This highlighted the various dimensions of tourism such as ecological, social, economic, institutional, cultural, and psychological dimensions at all levels--international, national, regional, and community--within various fields such as agriculture, tourism, political sciences, economics, ecology (Bossel 1999).

At least in face value, some conflicts exist among the values and dimensions which are contained in tourism development. For example, there are trade-off relationships between economic and environmental values, between growth and social equity and between urban and rural developments to some extent. Though many attempts were made to produce an alternative approach to compartmentalization of the competing values, a virtual success has not been made yet. Various possibilities have been introduced to the field of tourism research.

One of the most notable approach is a joining-up approach to the urban-rural interdependencies(Caffyn et al 284). The utilization of interdependences between urban and rural can give an answer the fundamental dilemmas between development and sustainability, between economy and environment, and between growth and equity. Therefore, both in developed and under-developed countries the joining-up approach has gained the concerns of academics and practitioners(Stead 299). Tourism is understood as the most promising linkage that can bridge the gap between the several contrasting and competing values.

Research that clearly focuses on urban-rural interdependencies and their role in tourism development is more common in the field of eco-tourism studies. In these cases, urban-rural interdependencies are often seen as ways of stimulating and promoting rural areas and reducing negative effects of the rapid growth of a single major city, which is so common in the developing world(Caffyn et al 285). A joining up policy appears to have a possibility to foster a balanced progress between urban and rural areas at a spatial dimension and between economy and ecology at theoretical values and between

growth and equity at social orientations.

In the past, throughout most underdeveloped regions of the world, the compelling challenge was to conquer rural poverty and bring to their overwhelmingly rural populations the benefits of modern technologies and services to realize quality of life. Rural development as a pre-condition for industrialization and national development was realized in developing countries at the early stage of growth(Wang, 1981), in particular, in the LCDCs. In this sense, rural development has been considered as going through several stages. For example, Arnon(1981) identified three stages : (1) provision of the preconditions for development, (2) developing market-oriented agriculture, and (3) building up industrialized agriculture.

Recently, however, simultaneous development has been focused between urban and rural areas. Rural areas can pursue economic prosperity without degrading environmental values and development can be promoted with an environmental preservation. Economic growth can be accompanied by social equity at the same time. This sort of nitrated approach seems to be much more effective in the so-called latecomer developing countries(LCDCs) than in the so-called firstcomer developing countries(Gable and Springer, 1976).

The appeal of rural areas for recreation and tourism is well documented and the reasons are not hard to find. Whereas the greater part of leisure time in the industrialized world must be spent in an urban setting(much of it in and around the home), visits to the countryside are increasingly perceived as an extension of life in the city. Urban dwellers have an expectation that the natural attractions of the rural environment are part of their recreation space – an extension of life in the city. According to Cracknell(1967:13). ‘it is the garden for children to play in , a vista people can enjoy from their mobile room-their carFor every city dweller it has become an integral part of Living space. In part this perception is an outcome of the urbanization process itself.’ Janiskee(1976) explained the appeal of extra-urban environments in the context of a push-pull model of motivation. Periodically, environmentally undernourished urbanites are pushed from the city because of stresses imposed by their life style. At the same time, they are pulled into the more natural hinterland by the opportunity to experience compensatory alternative surroundings and activities.

This striving for self-renewal in a different, specifically outdoor setting is mirrored in the strength of the attraction which rural landscapes have for tourists – both day visitors and vacationers. For many city-based tourists, rural environments appear to

support a serene, idyllic existence synonymous with an indefinable notion of the ‘good life’(Middleton 1982). Whatever the reality of this idealized vision, it remains a powerful motivating force, driving the growing numbers of tourists seeking a rural experience.

Rural tourism may very well involve journeying from place to place in sequential fashion, in contrast to urban tourism, where the emphasis is on the urban destination as the focus for city-based touristic activities. Given the extent of non-urban space in some industrialized countries, the adequacy of the resource base to support such itinerant tourism would seem assured. Yet the reality is that tourism in the countryside is concentrated in space, and in time; the focus is on certain ‘corridors of movement’ leading to a limited number of nodes or sites(Patmore, 1983). Problems arise when these selected areas and zones of travel are not set aside exclusively for rural tourism, but must share the space and function with other forms of resource use.

Tourism has played major role in the promotion of the world economies, understanding and appreciation of different cultural and nature values. Cultural and natural identity is the expression of one’s place in the world. Both the host and the guest carry their awareness of identity with them and from the encounter of the two something new always emerges. The more the world turns into the global village, the bigger is the need to identify with what is at hand. In tourism, the regions try to build a distinct profile, based on the different atmosphere, different people, different culture, different language, different heritage, different nature, different food, and different customs. Tourism takes an active part in this development of culture and nature into unique selling points that can distinguish one destination from another. But it is more than being competitive in a tough market; it is also the rediscovery of identity; Sustaining local cultural and natural identity; the revival of local and regional identities; Identity creation reconfiguring national identity; Identity and difference (Ritchie and Smith, 1991).

IV. Results of the Love Rural Movement and a New Paradigm - The Mutualism Movement of Urban and Rural Areas -

4.1. Background of the Love Rural Movement

Simon Kuznets, an American Nobel prize winner in the 1970's, believed that a less developed country could be developed into a developing country through industrialization, but that a less developed country could not become an advanced country without the development of its agricultural districts. The Love Rural Movement of 1 company & the 1 village affiliation movement¹⁾ is a national movement in Korea. Since the 1 company & 1 village affiliation movement has spread, city dwellers have changed their attitudes towards farming village, and farmers have also changed theirs towards the urban population.

At the point where Korea's agricultural industry and farming village situation has become quite dire, due to extended agricultural product import since the FTA and DDA negotiation, the 1 company & 1 village affiliation movement has moved to suggest an actual alternative plan so that farming villages and urban areas can live together through a remarkable arrangement. The government has announced the preparation and support of a roadmap for the development and settlement of the 1 company & 1 village affiliation movement.

It is essential not to underestimate the significance of agriculture in Korea. We need to be aware that having an agricultural industry provides Korea with food security. Agriculture is the life-giving industry in all economies, and to establish a relationship of 'living together' with urban regions can help meet the demands of urban communities, such as healthy agricultural products and pleasant resting places, and can also improve the quality of life for both farmers and city dwellers. In order to solve Korea's agricultural problems, and advance the nation's interests, the Love Rural Movement¹ has been working actively.

4.2. Progress and Result Analysis of the Love Rural Movement

On December 11, 2003, the Love Rural Movement was officially announced and the movement began. After the Love Rural Movement's signing ceremony and the 1 company & 1 village affiliation ceremony, the 1 company & 1 village sisterhood relationship was begun on June 8, 2004. Since then, a foundation was formed to support the Love Rural Movement as a national movement, through the establishment of the Love Rural Movement headquarters on October 25, 2004. The infrastructure of the national movement was formed with the love rural campaign, hosted at Love Rural

¹ The [Love Rural Movement] is the agricultural movement and country love movement which seeks to protect the nation's health and improve the quality of life of rural and urban residents by supporting agriculture in Korea.

Movement Headquarters.

– Possibility of Development of the National Movement:

(a) As all levels of society have increasingly been participating in the Love Rural Movement, 1,300,000 members of the Love Rural Movement, enabling 7000 companies and organizations to participate in the ‘1 company & 1 village affiliation relationship’ for general people and companies (organizations), had been registered for 50 days as of September 2005.

(b) Early on in its inception, the aims of the Love Rural Movement – those being the nation’s recognition and participation in a sisterhood relationship - have been visualized through the development and expansion of the second Semaedul movement. The Love Rural Movement demonstrates a possibility of performance which can be compared with Korea’s Semaedul movement in the 1970’s, as the private-centric movement with the active support of government, proposing a new paradigm of agriculture and agricultural districts. Hence, the Love Rural Movement was selected as ‘the government’s best policy example of the first half of 2005’. Japan and China have earmarked the ‘1 company & 1 village movement’ of Korea.

- Changes in Agriculture and Agricultural Districts:

(a) The understanding of the value of farming and agriculture has improved in Korea, and the necessity of food supply has again been recognized. According to Korean Agricultural Economics Association data, the pluralist value of agriculture is estimated at 128 trillion won annually. In addition, because an agricultural district is also recognized as the urban population’s health and resting, ‘a vitalization of agricultural districts by a mutual exchange of city and farm can be expected’.

(b) Farmers create value to connect tourism potential in their communities by taking advantage of the village’s strengths. They must break from the concept that an agricultural district must receive help from cities. Reforms in the agricultural sector, particularly where they involve a change of mindset among rural communities, can also arousing the production of environment-friendly agricultural products and, a pleasant agricultural environment provided by expanding farmers’ will and interests.

(c) According to a recent survey, farming villages’ average incomes increased by 3

9.5% due to a '1 company & 1 village affiliation' relationship. Exchanges, such as the agricultural experience exchange, increased by 27%. Village PR increased by 17% and the pride among farming communities increased by 10.5% directly due to the effect of the '1 company & 1 village affiliation movement'.

- The Mutualism Movement of Urban and Rural Areas:

In the establishment of the city and the farm's new relationship, the Love Rural Movement stresses the mutualism of cities and farms. This concept ensures that the bilateral support for the farming village, as it has been in the past, changes in nature. The Love Rural Movement is the living together movement of the city and the Rural, aiming to protect the national health and improve urban and rural residents' quality of life by supporting the agricultural industry.

4.3. Fields to be supplemented and developed for the Love Rural Movement:

In relation to the partnership business, which is currently promoting the '1 company & 1 village affiliation movement'², and the '1 village & 1 company & 1 tourism product movement'³ - a comprehensive and suitable tourism business concept, intend to establish a plan to create a better village for the 21st century, to increase farmers' incomes, and improve the quality of life among the rural population by establishing villages that create competitive images and identities.

For a study on the establishment of the '1 village & 1 company & 1 tourism product movement', a company which is interested in the tourism business among the partnering companies has been selected as an example. The company then jointly participates in a tourism business which can meet the farmers' and company's needs. By developing the farm's differentiated and special tourism products, a condition creation base will be arranged for the exchange and revival of both cities and farms. Government support for the participating companies will be offered.

² The '1 company & 1 village affiliation movement': The movement in which the urban population helps the rural population by buying agricultural products on the farm, and by stimulating the depressed agricultural economy.

³ The '1 village & 1 company & 1 tourism product movement': The development movement of tourism products that creates the farm's localized identity and image by connecting the farmers with a partnering company

1 village & 1 tourism products were previously created in agricultural districts. However, through the currently spreading joint farmer-company business model '1 company & 1 village affiliation movement', there have grown conditions suitable for carrying out a localized and specialized product development movement, (the 1 village & 1 company & 1 tourism product movement), in connection with farmers and companies. In other words, the agricultural district's economy and culture are expected to be developed and improved through agricultural area international competitiveness improvements, and through domestic tourism under the auspice of the '1 village & 1 company & 1 tourism product movement'.

4.4. Tasks for the Development of the Love Rural Movement:

Because the necessity of agricultural district revival has been widely recognized, the lacking of those districts in terms of attractiveness becomes an issue for discussion from an international point of view. Given that the economy, culture, and life have been all internationalized in the modern era, a review of agricultural competitiveness and improvement capabilities has emerged as an important government policy issue. Agricultural community revival depends on history and locality. There is no single solution for an agricultural community's revival. Thoughts raised in all extended fields, as well as in the existing agricultural village creation field, will be helpful for agricultural village creation. In terms of public perception, academic circles consider that the city and agricultural villages oppose each other. However, they are currently considering the relationship between the city and the agricultural village as a future place of exchange. The city and the agricultural village have entered an era during which both cities and towns need each other for their own development and maturity.

Firstly, traditional agricultural policy, which recognizes the agricultural village as an isolated place of farming, and agriculture as the sole purpose of the farming village has failed. It is difficult for Korea's agricultural villages to overcome their limitations as isolated farming places. This step is to determine ways for the revival of farming villages through the creation of an environment where farmers are desirous to live in, and city dwellers are desirous to visit. The typical farming village's problems can be solved by utilizing 21's century social changes within Korea in the connection with its cities. The tourism exchange between the city and the Rural is surely the best solution.

Secondly, as the analysis results of the study suggest, the city and the Rural must

create their own identities and images in order to succeed in any arrangement of mutualism. When this principle is applied to agricultural tourism, there are issues pertaining to nature & the eco-friendly environment, cultural & historical support, and aesthetics. As another characteristic, the attracting power of the city and of agricultural tourism must be maintained by developing the farm's differentiation from the city.

Thirdly, international support is required. The 21st century is an era when the city and the Rural can no longer be isolated from each other. There are international networks within which we all live. Taking advantage of the resources of the city and of agricultural tourism by harnessing the Korean cultural boom in Northeast Asia looms as a genuine solution.

Fourthly, there must be active regulations aimed at preserving the typical farm's sightseeing value. In other words, detailed laws and regulations on fundraising for sightseeing preservation, incentive granting, and residents' cooperation must be revised. In agricultural tourism, the development of amenities is urgent. A farm's main amenities include wild land, historical amusement, and local tangible and intangible culture and traditions.

Fifthly, the basic issue of the Love Rural Movement can be considered as the infrastructure implementation of developmental supplementation, and conversion to a healthy and suitable '1 village & 1 company affiliation movement' through the spread of the currently progressing partnership between city and Rural. As one of many feasible alternatives, the exchange between a partnering company and a farming village is not the end, but the means towards changing the farming village from a sightseeing-type tourism village to a stay-type tourism village. This will be achieved through creating conditions which meet the company's desired tourism investment conditions and the farmers' desired conditions. Tourism development of resources utilization, resource restoration, and resources creation types needs to be selected. Middle and long term plans need to be reviewed in a systematic and comprehensive manner.

V. Conclusion

The idea of sustainable tourism has received considerable coverage in both academic and policy literature in recent years. However, the vast majority of researchers on sustainable tourism have concentrated on environment-tourism relationships or the impact of tourism on the bio-physical environment, and questions about sustainable tourism development in rural areas are rarely asked and even more rarely answered.

Tourism has often been thought to be compatible with principles of sustainable development which may explain the fervour with which academics and policy-makers alike have supported the introduction of the concept into policy-making for tourism in rural and natural areas.

Nevertheless, there remains a massive 'implementation gap' between the policy idea and its application in a manner which demonstrably meets the ideals of sustainable development discussed. 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 fabric of rural regions. Tourism, therefore, needs to be appropriately embedded within the particular set of linkages and relationships which comprise the essence of rurality.

True sustainable rural development should include tourism as but one component of the policy mix which government and the private sector formulate with respect to rural development. Tourism needs to be in harmony with the multiplicity of uses, needs and demands which so characterize rural areas in order for it to be deemed as appropriate and potentially sustainable. Analysis of rural areas prior to the deliberate introduction or expansion of tourism requires consideration of the economic, social and environmental 'fit' of tourism with existing linkages and relationships in order to ensure that the full range of development objectives can be met.

The days of adding tourism development onto existing regional economic structures in the naïve belief that it will contribute to the overall wellbeing of the region should be long past. Without detailed consideration of factors, such as opportunity cost and cumulative effects, and the implementation of a comprehensive monitoring program which utilizes various sustainability indicators(e.g., Local Government Management Board, 1995; MacGillivray and Zadek, 1995), tourism developments may have a variety of unintended effects and fail to achieve their maximum positive potential.

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