APPROACH TO TOURISM IN RURAL DEVELOPMENT PROGRAMS: THE CASE STUDY OF BASILICATA REGION, ITALY

Abstract

Rural tourism is an important factor that improves sustainability and development of the regions. However, it is not easy for every region to make possible sustainable rural tourism activities. In other words, the process needs a strategic rural development program. This study examines the Rural Development Program (RDP) approach to tourism through the example of Basilicata region of Italy, which has a high level of rural areas and is the third region in line among the regions close to city centers in terms of the highest number of nights spent by the domestic tourists. Particularly, some important components, in accordance with the development process, have been mentioned in terms of rural tourism and components which are related to development of regional tourism intensity. Furthermore, evaluation of the RDP’s contribution on the regional development in terms of economic and social aspects and its requirements were examined in the study through the related statistics and literature review.

Keywords: Rural Development, Rural Tourism, Basilicata, Rural Development Program, Tourism Intensity

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1 Only "the earlier form of the abstract part" of the study was mailed for presentation to National Tourism Congress (was in 18-22 May 2016), but later the abstract could not have been presented because of health problems, so that it was not taken to conference paper. Then, both abstract part and the whole study have been developed for the current article form.
Kırsal Gelişim Planlarında Turizme Yaklaşım: Basilicata Bölgesi Örneği, İtalya

Öz


Anahtar kelimeler: Kırsal Kalkınma, Kırsal Turizm, Basilicata, Kırsal Gelişim Planı, Turizm Yoğunluğu

INTRODUCTION

Rural tourism can be seen as an alternative tourism for the regions. Vitalization of rural areas through rural tourism is crucial for both economic and continuation of rural life in good living conditions. Generally, rural tourism may show itself in various forms like farm tourism, eco tourism and touristic activities which include different rural events.

Since the development of rural tourism depends on planning of rural lands in the regions, the rural development programs are necessary and should be put into effect regularly. Rural Development Programs have been in effect in different regions in the world, for instance, Germany (ec.europa.eu), Spain, Portugal, England, Ireland, Italy (European Commission), Turkey (ipard.tarim.gov.tr), etc. In general terms, the programs includes some important points about how to improve rural land in regions in terms of economic, cultural and social issues. For this purpose, decrease in unemployment rate, greenhouse effect, environmental pollution and livelihood diversification are among the objectives of RDPs.

Rural tourism development may be taken into account under the objective of livelihood diversification with the aim of job creation, increasing the employment rate, protection of rural heritage, and enhancement of non-agricultural activities etc. Additionally, stimulation of domestic tourism and reducing of economic inequality in the regions possible (Tosun et al. 2003, p.158) are among the objectives. Government support is also necessary Fair and sustainable regional development (Baldıran and Öztürk, 2016: 213).

The topic of tourism should be placed in Rural development programs to utilize advantage of the rural tourism, and it is possible to see tourism in RDPSs of different regions. Tourism, as an independent issue, has its own dynamics and characteristics. So “tourism in rural
areas” is expected to be evaluated separately in RDPs. Knowing the treatment of rural tourism in RDPs is an important pointer to understand what types of applications could be made for the development of rural tourism. This is a good point for RDPs which are being prepared and the regions of where there are lack of experience on the issue.

So, in this study, the treatment of tourism in RDP is going to be analysed through the example of Basilicata. Furthermore the effects of RDP on the region are going to be determined by considering the regional indicators of the years in which RDP has been in force, such as income level, transportation and tourism intensity etc. The main reason behind the selection of the Basilicata for analysis is the fact that regional development of tourism intensity and other issues of the region which are closely related to development have continued to improve during the years, despite the fact that negative economic impact of the crisis on the region at times and its economic fluctuations in the certain years. In addition to this, since Basilicata has had RDPs for the end of 1980s, it could be a good example for both analysis of approach to tourism in RDP and its consequences.

PROFILE OF BASILICATA

Basilicata is a part of Mezzogiorno, the region converts southern part of the Italian mainland including Abruzzo, Molise, Basilicata, Campania, Calabria and Puglia (Venanzi and Gamper, 2012, p. 2). Basilicata is a region consisting of two provinces: Potenza and Matera (Encyclopaedia Britannica)

Image 1. Location of Basilicata
Source: google.com/maps
Demographic balance of the resident population of the whole region is 574,370; Potenza is 373,616 and Matera is 200,754 (October, 2015). Total population in Italy is 60,795,612. In other words Basilicata has approximately %1 of the population of Italy. Additionally agri-food sector employs nearly 4200 workers. Animal husbandry is quite popular in mountains areas which is 45 % of the utilized agricultural area (UAA) (European commission).

The regional employment rate is 30,90 % and lower than Italian average (36,90 %). Unemployment rate is 5,50 % is higher than Italian average (5,10 %). The rate of workforce\(^2\) is 36, 50 % in Basilicata, 42, 10 % in Italy. Not work force is 63, 50 %, and the rate is higher than the average of the Italy, the rate of where is 57,90 %. It means the region has the capacity of workforce for the new branches of rural workings not only for livestock sector but also for rural tourism and the others (istat.it, 2013). Available income per capita of Basilicata is 13,379 € (urbistat.it, 2015)

Basilicata shows remarkable difference and has lower value than the average value of Italy in terms of incomes are above 20.000 € Basilicata has lower number of persons than the whole of the country (urbistat.it, 2010); economic dependency on the rural areas and its economic outcomes may be evaluated as a basic reason for the differences, and that is the reason why rural development plan is necessary for the region.

**Types of Rural Lands of Basilicata**

The whole territory of Basilicata is defined as rural. Rural areas are identified by Italian National Strategy, and have been divided into various types in Basilicata:

**Type B:** Includes rural areas which are for intensive specialized agriculture. Type B have a surface area of 763 km\(^2\) (7,6 % of the total region of Basilicata) and the population of approximately 70.000 (11,9 % of the total population).

**Type D:** Includes rural areas which have problematic aspects for development, and has a surface area of 9,231 km\(^2\) with a population of 540.000 (in other words Type D covers 92,4% of the whole of Basilicata where 88,1% of the total population live in the area of Type D) Type D has been divided into two categories:

- **Type D1:** Agricultural lands with advanced organizational system
- **Type D2:** Area comprising hills and mountains

**Type C:** Includes Intermediate rural areas

However Rural Development Program (RDP) indicates that the primary sector as "agriculture" has both many strengths and weakness. Agriculture's added value is 6,2% in total regional economy. The rate is higher than south of Italy.

**Strengths and Weaknesses, and Regional Needs for Rural Development Programs**

Because of its high capacity in Basilicata agriculture is an important sector for the economy, and also a sector on which strategic plans should be made carefully. High quality of products, especially in terms of organic farming, are done on the 12% of utilised agricultural area, a clear environmental characteristics like low level of air, soil and water pollution, and large forestry areas could be considered as strengths; on the other hand fragmentation, inadequate infrastructure and financial capacity of the farms, malfeasance of forestry, insufficient infrastructure

\(^2\)A body of persons at work or available for work " (http://www.merriam-webster.com/thesaurus/workforce).
and continuation of supply-chain are the factors counted as weaknesses. Mountain areas have also some problems as soil erosion and hydrogeological problems. Because of high level of rural areas in the region, depopulation, lack of job opportunities, ageing of the population are another weakness of the region (enrd.ec.europa.eu).

Basilicata was among the case regions which were determined as regions were faced with challenges in terms of lack of infrastructure, skills and services, and should have been developed. In 1990s there was no hopeful development in most of the regions.

Moreover Basilicata has had some problems during 1990s such as unemployment, no university centre and lack of infrastructure etc. Due to absence of basic services in the region, the rate of investment in the region was low. Inbound and outbound migration were another problems of Basilicata. Despite difficult conditions, Basilicata has some promising characteristics for rural development such as tendency towards regional co-operation, absence of organized crime, low levels of red tape and illegality etc. Finally, Basilicata has been taken into "phasing out regions" that is undertaken by EU "cohesion policy."(Venanzi and Gamper, 2012: 4) **Main regional needs for the RDPs can be mentioned as follows:**

- Integration of waste cycle at higher level: The rate of waste treated in landfill in the region (57.1 %) still exceeds the average rate of Italy (36.9%). So the landfills send CO2 (Carbon dioxide) and CH4 (methane).
- Reclamation of micro-polluted areas.
- Improvement of water bodies, especially the groundwater.
- Protection of biodiversity, ecosystem and including them in the monitoring process, and introducing heritage sites as touristic attraction.
- Amelioration of railway conditions, thus minimisation of motorways.
- Increment of organic farming and decrease in using chemical fertilizer and pesticides.
- Evaluation of the heritage areas in terms of tourism market potentials and improvement of governance.
- Evaluation of value of the forests for energy, tourism, education and social activities.
- Taking soil related businesses under monitoring system.

**Contents of The RDPs in Basilicata**

Strategy of the development program (1989-1993) was building infrastructure for growth and development of tourism; infrastructure of growth and social cohesion, SMEs (small-medium sized enterprises) and soft intervention (1994-1999); endogenous growth, SMEs and environment (2000-2006); competitiveness and employment areas (2007-2013). Strategic reassessments have been made for 2000-2006 and 2007-2013 by the Community Strategic Guidelines (European Policies Research Center, 2013).

First RDP focused on fundamental terms like infrastructure, socialisation and development of tourism etc., but in the later years some specific strategies have been included in RDPs thoroughly, like internal improvement, economic growth, organic farming and bioenergy etc. In RDP (2007-2013), detailed objectives and grades of development can be seen in depth.

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3 "A branch of geology concerned with the occurrence, use, and functions of surface water and groundwater." (http://www.merriam-webster.com/dictionary/hydrogeology)

Rural Development Program (2007 - 2013): As a classical strategic development program RDP of Basilicata city includes the following strategic objectives:

- Agro-forestry\(^5\) and agro-food\(^6\) are the factors which are consolidated for competitiveness of forestry and agriculture together. Innovation and farm support services, improvement of managerial skills are also indicated for enhancement.

- Protection of environment and improvement of agriculture, forestry, biodiversity, water resources and farming practices are targeted with the aim of foiling negative environmental impact like greenhouse effect.\(^7\)

- Diversification of economic activities and local services, enhancement of abilities and knowledge at local level and improvement of social projects and get public and private companies involved in the process of consistence and management of the services for the rural community.

As it could be understood from the objectives of the RDP (2007 - 2013), evaluation of the plots for different types of rural workings (as forestry and agriculture), supporting different services, and as one of the important element is counteracting environment, water and air pollution. Another objective that attracts attention is to raise knowledge and ability levels, improving social projects in collaboration with public and private sectors which also needs a good governance among different actors from distinct business areas.

Main expected impact of Basilicata RDP is to increase the regional economic growth by creating employment, net added value, labour productivity, enrichment of biodiversity, improvement of water quality, changing nutrient balance (Nitrogen -\(^77\%\); pesticides use, -\(^18\%\)), and increase in energy production from renewable energy resources etc.

Total expenditure of the budget (including private, public) is € 875, 037, 581. RDP includes four fundamental axes in terms of topics. Each axis has its own budget and measures. According to the RDP summary information by the European Network for Rural Development, details of the Axis could be seen in Table 1.

| Axis 1 - Improving the Competitiveness of the agricultural and forestry sector |
|------------------|----------------------------------|
| The budget allocated to axis 1: € 292.18 million |
| Promoting knowledge and improving human potential |
| Restructuring and developing physical potential and promoting innovation |

\(^5\)"Agro-forestry is the intentional integration of trees and shrubs into crop and animal farming systems to create environmental, economic, and social benefits." (http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=agroforestry.html)

\(^6\)"Agro-food industry [includes] on making, processing, preparing and packaging food products for human consumption. Its raw materials come from the primary sector; specifically from agriculture, livestock and fisheries." (Ajuntament de Barcelona, Sector Report 2013, access place: http://w27.bcn.cat/porta22/images/en/Barcelona_treball_Informe_sectorial_Agro_food_industry_gen2013_en_tcm43-4016.pdf)

\(^7\)"The 'greenhouse effect' is the effect of atmospheric gases like carbon dioxide absorbing energy from the sun and earth and "trapping" it near the Earth's surface, warming the Earth to a temperature range that is hospitable for life." (http://climate.ncsu.edu/edu/k12/greenhouseeffect).
### Table 1. Measures of Axis of Basilicata RDP

**Source:** RDP summary information by European Network for Rural Development

2014 - 2020 Rural Development Program needs € 680,16 million of public money for the seven years period. To encourage the farmers in Basilicata, 327 investment projects have been planned to be supported to restore farms, and over 650 young farmers has been planned to be granted to begin businesses. The program is adopted by European Commission on November 2015.

**RDPs and Development of Basilicata**

The effects of RDPs are expected to be evident on the rural economy, transport, employment and level of implementation of some renewable sources and in another cases which are related the contents of RDP. The indicators of regional development could be mentioned below (istat.it, Knoema World Data Atlas):

- **Gross Domestic Product** (GDP) of the Basilicata has increased respectively until 2008, later fell from 9.944 millions € to 9.401 millions €. The reason behind this decrease is strong negative effects of economic crisis in 2008. Its exports particularly were affected negatively because of the crisis in automotive sector which adds up to 60 % value of Basilicata exports (Venanzi and Gamper, 2012: 4-5).

- **The level of disposable income** showed considerable increase from the year 1995 (7,718 millions €) to the year 2003 (13,109 millions €).

- **Employment rate** in Basilicata increased from 2002 (36,6 %) to 2006 (39,1 %) and later decreased to 37 % (2011); the **unemployment rate** decreased from 15, 3 % (2002) to 12 % (2011). The effect of the economic crisis in 2008 can also be taken into consideration as a reason for the decrease in employment rate between 2008 - 2010.
In terms of Recycling and environmental renovation in Basilicata, the statistics of separate collection of provincial capitals and municipal waste indicates that separate collection raised approximately three times more from 2000 to 2009. The improvement of recycling could also be seen as a good contributor to the rural economy of Basilicata.

Improvement of transport system is basic for the development of rural areas and increased in total railway lines reached 558,000 km (2011), from 301,000 km (1993), but motorways decreased gradually from 40,000 km (1993) to 29,000 km (2009). Furthermore, according to the statistics on the number of motor coaches, buses and trolley buses were stable at the level of 2 thousand(s) between 2002-2010. The situation has parallels with RDP (Knoema World Data Atlas). Because sustainability, decrease of air pollution, increase in water quality and pollution are in the primary purposes of the Basilicata development program, so development of railways can be introduced in the solutions of environmental pollution and Greenhouse effect as causing to less air pollution than motor vehicles.

TOURISM IN RDPS: THE CASE OF BASILICATA

In the context of the RDP (2007-2013), tourism was a subject that is directly emphasized in "Axis 3", under the title of "quality of life in rural areas and diversification of the rural economy". The topic was classified into two categories: The first one of which is "diversify the rural economy", the second is "improve the quality of life in rural areas". Each of these have their own sub-headings as follows (enrd.ec.europa.eu):

1. **Diversify the rural economy**: Creation of non-agricultural activities and new business opportunities, supporting tourism activities,

2. **Improve the quality of life in rural areas**: Improvement of the fundamental services for the economy and rural population, development and restoration of the village, protection of the rural heritage in renovation process, training and information, acquiring skills and liveliness with the aim of development of local strategy.

**Tourism-Related Measures of RDP (2007-2013) and Their Regional Impacts**

The measure 311 under "axis 3" aims at improving of the non-agricultural activity with the aim of sustainability of economy and upgrading living conditions. Towards the diversification of economic branches, the measure includes some actions, as evaluation of structures which are allocated to rural tourism and consistence of didactic farms and give them multifunctional characteristics. Energy production is a subject which is taken into account for sustainability of resources by production of energy from renewable resources. This is an important point because new rural tourism activities need energy production for the functioning of necessities of additional and main touristic products. Owing to the provision of the necessities of touristic structures and other places which are related to tourism in rural areas; not to diminish the fundamental natural resources, such as agricultural rural land, water quality and forestry etc., is a key point for consideration. In this manner, utilization of bio energy can be assessed, for which there is a possibility to produce it from plants, animals, wood and some organic matter (seai.ie). In this context Biofuel can be evaluated as an organic fuel which is produced from organic materials (biomass) like plant based materials and animal waste (greenfacts.org).

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*Accessed from National Rural Network Website: www.reterurale.it, through The Document of Rural Development Programme 2007-2013 For Basilicata (Italy).*
Some interventions are also mentioned in the concept of RDP. These interventions consider restoration of current farms to take full advantage of their potentials by converting them into accommodation places, investing on equipment and installing energy production from renewable energy resources, for instance solar, wind, water, and the item also includes production of biogas by using heating materials which are acquired from using biomass.

Another factor which is taken into consideration is giving opportunity to all people including disabled and elderly people. Investments for social and educational activities including handcraft activity are the topics of interventions. This item is also meaningful for creation of opportunities for the whole rural community because it is not just for a specific part of local people. In other words in the context of RDP, the whole community will be included in the development of the region.

Farmers and their household members who work in agricultural activities are defined as "beneficiaries" for actions of Axis 3. Areas that are allocated to "Type D" will be evaluated under "axis 3". Furthermore, the place has high population rate and land surface so that new economic activities and sources of income like tourism will enable the local people to live in more prosperity by rising employment ratio and business fields. 36,29 million € (20,87 EAFRD) is financed for the activities of Axis 3.

Impacts of the measure 311: 150 beneficiaries and 500 gross number of created jobs have been explained as indicators of Axis 3. Its impact on economic growth is evaluated as 18,2% and the creation of employment rate is equal to 47,5%.

Measure 312 includes "support for business creation and development". The main aim of the Axis is supporting of microenterprises for rural development. Two key points consist the root of the main objective: One of them is creation of new businesses, the second one is enhancement of current businesses. In other words, not allowing unused capacities in the region and evaluation of buildings and structures for restoration thus establishing costs can be minimized. Interventions such as renovation of machinery, systems equipments, buying of premises which are compulsory for targeted economic activities. The interventions also contain subsidise of up to 10,000 € for the first year as start-up expenses for enterprises which are expert at energy production. Microenterprises with less than ten workers and have a lower level of turnover than 2 million €. "Type D" rural areas were undertaken with "Axis 3".

Impacts of the measure 312: 16 enterprises supported, 150 new jobs created, its impact on the level of economic growth is 1,6 %, contribution of employment rate is 4,2%. Amount of total financing of the measure is 3,24 million € (1,86 € EAFRD). Additionally, the fund is not for the same beneficiaries for the same area with the same types of interventions which are mentioned in the measure of 312.

Measure 313 is related to the topic of "Encouragement of Tourism Activities". The measure is about support for investments which include appraisal of specific areas and local products whose characteristics are attractive for tourists. In particular, to make countryside valuable in terms of touristic activities such as infrastructure development for welcoming tourists and informing them. In this context, some small scale constructions are targeted to make investments; these are: signposting of touristic areas, road construction to touristic sites that
have artistic, natural, historical values. Another important point is "marketing" of the touristic values and services, so development of marketing strategies of the touristic products about rural tourism including services are the factors which are given attention in the measure. As it can be understood from the details of interventions, beneficiaries are bodies whose jobs are appraisal of tourism activities, associations of which sphere of activity is tourism, communities in mountain areas and co-ops of community. Scope of application for the measure is " Type D rural areas". Amount of financing is 6,48 million € (3,73 million € EAFRD).

**Impacts of the measure 313:** Increment in number of tourist visits reached the level of 15,000; impact of the measure on the economic growth is 1,8 % and contribution to employment rate is 4,8%.

**Measure 321** includes "Basic Services for the Economy and Rural Population". In other words some fundamental improvements are taken into account for development of rural areas. The improvements are public transportation, ITC infrastructure, renewable energy production from Less Favoured Areas (LFAs) and mountains. The mentioned elements are also necessary for development of tourism, especially public transportation and ITC infrastructure are inseparable for changing location, getting information and making a selection for the activities. Evaluation of LFAs and mountains as a resource of renewable energy production can be a useful method for vitalizing of unused capacity and to draw advantage of less favoured areas like sharp slope areas in mountains and soils that have low productivity. Amount of financing level is 11,66 € (6.71 million € EAFRD).

**Impacts of the measure 321:** 50 enterprises are supported, 14.58 million € is the amount of investment, 10,000 local people make use of enhanced services in the rural areas, internet availability increase is 3 % in rural areas, contribution to economic growth is 3,7 % and the rate of employment creation is 9,5%. In this measure, renewable energy is taken into consideration to supply raw materials into the production process and in accordance with this purpose regional fund is considered regarding to renewable energy.

**Measure 323** is for "Conservation and Upgrading of the Rural Heritage". The main target of the measure is protection of rural heritage while upgrading of it. The measure is vital for sustainability of cultural and historical values. 20 % of the total budget is allocated for activities which are undertaken with the measure, such as, caves, ancient structures, fountains, and some cultural places are opened to public like museums, theatre and exhibition centres. Organization of a good governance system expedites actions which are planned to be completed, and tremendous responsibility of the actions needs the effort of bodies from public and private sector. In the context of the measure; the level of financing is 6.48 million € (3,73 million € EAFRD). 15,000 visits by tourists.

**Impacts of the measure 323:** Economic growth is 2 %, and contribution of the measure to employment is 5,3%. The regional fund is only allocated to urban areas.

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9- In the European Union, less-favoured area (LFA) is a term used to describe an area with natural handicaps (lack of water, climate, short crop season and tendencies of depopulation), or that is mountainous or hilly, as defined by its altitude and slope (stats.oecd.org).
Measure 331 is focus on "Training and Information". Promotion of training and information is for the development of rural economy. Preservation of landscapes, rural heritage, understanding value of them and quality, animal welfare, touristic sites and attractions, livening up of places with touristic values. Importance of training about these topics to hinder the immigration, toxic emissions and enhancement of biodiversity, diversification and bio energy. Additionally, to know value of historical and cultural structures, how to approach them and other explained vital informations may have positive effects on the habit of new generation, particularly in terms consistency of conscious behaviours and attributes about the topic.

Impacts of Measure 331: 170 persons participated to 3.400 days of training and 120 persons have successfully completed the period of training. 1.30 million € (0, 75 million € EAFRD). Training and information teach local people about how to make sustainability possible and taking advantage of them.

Comparison of The Tourism-Related Measures

According to Figure 5 the most financed measure is "measure 311" (diversification of non-agricultural activities), the second one is "measure 321" (basic services for the economy and rural population), the third one is "measure 323" (conservation and upgrading of the rural heritage). The least financed measure is "measure 331" (Training and Information).

![Figure 1. Comparison of Amount of Financing by Measures](source:
Adapted from Working Document of Rural Development Program 2007-2013)
"Measure 311" is the most effective measure on economic growth and employment creation when comparison has been made between the measures related to tourism. The second one is "measure 321" and the third is "measure 323". Fundamentally, "measure 311" is about non-agricultural activity, diversification of economic branches, social cohesion and covered the whole key points which are for the infrastructure of the requirements of the measure. Creation of new business lines may contribute to rates of employment and development. Additionally, according to final report of European Policies Research Center, expenditure on social cohesion is significantly and positively correlated with employment growth. It is undeniable that effect of the measure 311 on the economy of the region is at the highest level compared with other measures that are related to tourism (in figure 6).

The measure in the second tier is "measure 321" and it is mainly about basic services and population in rural area. Public transport, ITC infrastructure, evaluation of renewable energy were the points of the measure, and they are the investments which trust economic and sustainable production in the region. Finally, positive impact on the economy occurred by the "measure 321".

"Conservation and upgrading of the rural heritage" is the objective of the measure 323 which is the third in the matter of affection on economic growth and employment as it is mentioned in figure 8. Renovation and conservation of the old structures and heritage site can prevent losses in the economy and contribute to economical growth. Development of businesses lines related to public activities like theatre, museums, and some places for excursions may be worth-while for both job creation and employment correspondingly.

However "measure 312" is not in the top three in terms of the impact on economic growth and employment. Business creation and development is the basic subject of the measure. But there is an important point which should be taken into account that the "measure 331" may be
necessary for the application and success of the "measure 312" because trainee is an vital factor for consistency of consciousness in business creation and trainee programs include evaluation of touristic sites, attractions, preservation of environment etc. Skills those are determined in the "measure 331" are the punch lines of process of job creation. Simply, it turns out that creation of new businesses is impossible without obtaining information about the sector and work packages. Moreover, "measure 312" depends on enterprisers own effort, not associate with the public authorities. So the success results from the enterprisers' correct decision for investments.

**RDPs and Tourism Development in Basilicata**

According to the tourism statistics during the years (since 1989), some improvements have been achieved through the rural development programs. Data about tourism development in Basilicata could be seen from Figure 3 and Figure 4.

**Figure 3.** The Regional Dataset of Basilicata (Total night spend, Arrivals of Residents, Tourism Intensity)

**Source:** National Institute of Statistics, Italy (accessed from: Knoema World Data Atlas)

Amount of nights spent by residents and arrivals of residents increased gradually between 1990-2011, and tourism intensity increased between 2000-2011. Tourism intensity explains night spent by guest or tourists (resident and non-resident) and establishment of touristic accommodations in the region (ec.europa.eu). In 1990, total night spent by resident was 760.662 and in the later years it reached to 1.712.646 (2004) and 1.809.167 (in 2011). Number of arrivals of residents has reached to 3.342 (2011) from 2.430 (in 2000). In connection with increasement in total night spent and arrivals of residents, statistics of tourism intensity also increased during 12 years, from 2000 to 2011.

In 2000, the number was 2.430 and it reached to 3.342 in 2011. Rise in tourism can be seen clearly from statistics in Figure 9 and 10. Similarly, number of bed places, bedrooms and
hotels and similar establishments have increased in years, when statistics, in Figure 6, are considered, development of touristic conditions can be realized. The number of bed places was 7,307 in 1990, 18,001 in 1999, 23,321 in 2008. Number of bedrooms reached to 8,729 (2008) from 3,962 (1990). In accordance with the statistics, number of establishments have reached to 234 (2008) from 205 (1990). During the years (1990-2008), number of bed-places increased nearly three times more; number of bedrooms increased approximately 2 times more, however, increase in number of hotels and similar establishments is only 29. The statistics showed that renovation and restoration of existing buildings and converting some structure into the accommodation places have been made in line with RDP under the measures of "311" and "312".

![Figure 4. The Regional Dataset of Hotels and Similar Establishments in Basilicata](source: National Institute of Statistics (accessed from: Knoema World Data Atlas))

From social aspect, equity between men and women and non discrimination are the issues that are taken into account in RDP of Basilicata. Fundamentally, the issue includes equity between men and women; ethnic origin, race and religion; disabled people and their families. Monitoring and evaluation system is taken into account with monitoring committee in the context of the RDP.

CONCLUSION & DISCUSSION

The RDP gives attention to tourism in terms of contribution to rural economy because tourism in rural areas can vitalize the economy through the new opportunities for the employment and new business lines including evaluation of farm houses, rural heritage and related values.
It cannot be denied that, for strong improvement, there should be a dynamic, realistic and reliable strategic rural plans. The situation has the same necessities for the RDP of Basilicata. The roots of rural tourism can be consisted with RDPs. RDP of Basilicata focus on the necessities of rural tourism including development of transport systems, support for businesses, and sustainability etc. Moreover, some specific measures for the rural tourism are placed in RDPs with the aim of diversification of rural economy so that it could also be possible to hinder depopulation and out-migration.

With applications of the RDPs some economical development has been occurred gradually in Basilicata (see the indicators of RDP). As for the development of tourism, measures (311, 312, 313, 321, 323, 331) are related to tourism and affected to regional economic conditions positively in spite of the decrease in effected years by the economic crisis (in 2008).

Nevertheless, when Basilicata is compared with other selected case regions, which are named as "phasing out region" by EU with the aim of development of rural areas, its performance is at the medium level. According to the EPRC, Ireland was determined as the most successful area and Algarve showed satisfactory performance for tourism and rural development; accordance between national, economic and regional plans was also efficient for the success of the RDPs. However it should be noted that making stronger regional economies with different export areas, in other words not being attached to few business lines and the diversification of the economy could contribute to regional development and overcoming economic crisis. Equality between men and women, and controlling and evaluation steps are also an important part which cannot be apart from development process.

In brief, it can be inferred through the example of RDP of Basilicata that applications which are explained in the study can be categorised under the headlines of main components which could be combined for rural tourism development in RDPs. The categorization is as in figure 9.
The categorization also includes some components supporting for the community development, because rural tourism could be evaluated under the headline of Community Based Tourism (CBT). As it is mentioned in the study of Blackstock (2005, pp. 39-40), community development is an important factor for the sustainable development of CBT and needs humanistic, environmental, financial, and strategic points, which shows parallel characteristics with components of RDP of Basilicata.

Putting in force the components with success takes an important role for win-win scenario, and Cater (1995, p.22), explained the context as the situation in which conditions are favourable to both environmental improvement and income growth, and so they consist together. According to Cater’s study, win-win scenario may not be achieved all the time because of contradictions among host community, tourists and enterprisers, and natural environment. In other words, environmental sustainability that centres on some applications, such as using of bio-energy and energy from renewable resources could be necessary for the successful implementation of win-win scenario. This is the point taken into account for the RDP of Basilicata, under the headline of "Axis 2", and relating to rural tourism, "the measure 311" (improving non-agricultural activities including protection of water and forestry), and "measure 323" (conservation and upgrading of rural heritage) are related to the first element of the "win-win scenario". Moreover, addition to environmental sustainability, there should be economic development in the region, "measure 312" (support for business creation and development), and "measure 313" (encouragement of tourism activities) trust the economic development for the Basilicata, and so "win-win scenario." Even, measure 321 (basic services for the economy and rural population) and measure 331 (training and information) are also supportive factors for the scenario, because the measures lead to development of infrastructure, public transportation, and vitalizing of unused capacity etc., and training of animal welfare, touristic sites and attractions, and preservation of landscape etc. As a consequence of evaluation of the RDP of Basilicata in terms of "win-win scenario", it can be concluded that, with the light of both economic and environmental statistics, Basilicata showed arising performance despite some fluctuations.

Similar to the content of the RDP and its consequences on Basilicata in terms of both economic and environmental, a study relating to the case study of Aragon region (Spain) by Fons et al. (2011, p. 553) has revealed three fields for sustainable rural tourism: economy, environment and social (and cultural). In the study, it is so clear that, especially, the provinces of Aragon, such as Teruel and Huesca, take economically advantage from rural tourism with rising number of night stay on rural accommodations. But the region still needs investment and incentives for the development of sustainable rural tourism in the region, particularly, for micro businesses. Lack of essential infrastructure and trainee of human resource were among the weaknesses of the Aragon. Furthermore, preservation of natural environmental, structures; improvement of traditional activities like handicraft, preventing natural sources, and environment from abusing by vandals are mentioned as benefits of rural tourism. But importance and the need for regional development plan, and consistence of the RDP with the measurements for the topic of trainee, supporting financially and preserving rural heritage and culture are the cornerstones and incontrovertible within that context.
Place of the micro enterprisers in the rural regions cannot be ignored for the future of rural regions, therefore understanding the factors affect on their motivation and success is vital for the policy makers and development of effective strategies for the businesses, and in connection with this, the study including interviews with rural tourism businesses in Eastern Finland by Komppula (2004, pp. 125-126) shows that the respondents, generally, want to expand the businesses. Different and challenging characteristics of tourism sector, side income, and leaving it to the children are the prominent motivation factors. However, they mostly do not prefer to take economic risk and investment, and so going into depth is not the most preferred option by them. On the other hand, more than half of respondents prefer to mortgage and put up personal properties as collateral. With a similar approach, farmers in Ireland want investment for not only projects of National Park but also their farming activities (McAreavey and McDonough, p. 2010). As in the case of Basilicata, in adequate financial capacity is weaknesses in the context of rural tourism development in the regions (enrd.ec.europa.eu). Similarly, in Croatia, some of farm owners, who took part in the survey of Petric (2003, p. 24), wanted help from their local government in terms of education fields, promotion, subsidises and easy start-up; additionally, they also wanted domestic travel agencies to be more interested in rural areas to promote rural tourism of the regions. Limited accommodation capacity is the other problem as seen in Turkey (Akça, 2006, p. 2839) and could be partially related to limited financial capacity. In the context of public policies and its support, "what form of support and at what level" will be made for them is an important factor (Fleischer and Felsenstein, 2000, p.1021) [For example, it is clear in the RDP of the Basilicata that who will receive support, at what level, and from which type of land (type B/D/C)].

Nevertheless, according to Sharpley’s study (2001, pp. 242-243) in Cyprus revealed that rural tourism has some other difficulties in its process: First, the income of rural tourism could be lower level than expected; second, most of the villages suffer from inadequate capacity to meet rural tourists needs and low occupancy rate; third, the difficulty in the relationship with the major tour operators because of their tendency on the mass tourism market. Similarly, negative affection of lack of professionalization on the quality of the services and suffering lack of financial capacity for the payment of higher salaries that professional staffs demand are emphasized by Ribeiro and Marques’s study (2002, p. 216) in Portugal.

Here are some points draw attention to the fact that cooperation and collaboration among tourism entrepreneurs (Wilson et al. 2001, p. 137), and successful combination of regional government and governance (Böcher, 2008, p. 372; Yüksel et al. 1999, p. 359) with political funding programme are the key position in the RDPs. The need of co-operation among private sector and public authorities pertinently reveals. Moreover, "widespread community support for tourism" was mentioned by Wilson et al. (2001, p.136) owing to importance of its image for marketing and undeniable necessity of its effort and approach for improvement of tourism. On the other hand, expectation of mushroom growth of the rural regions could be misleading. Because the rural tourism in the regions need to be developed and advertised, and consistency of a good rural development programs, financial support and trainee of the local people are essential. Thus, the decrease in unemployment rate and increase in new investments could be seen in long term. In other words "time factor" should be taken into account for the development, and it should not be ignored that the fundamental aims of the rural tourism are creation of sustainable income and development of tourism capacity not only in high season but also in low season and not including hyper growth of income.
Additionally, trainee becomes local people more conscious on tourism issue, and the aim of the rural development should be trainee and development of local people rather than transferring professionals from outside of the local area. Besides, as in the example of Canada (McDonald and Jolliffe, 2008, p.315), the more local people become knowledgeable the more deliberate improvement could take place in the rural area and eagerness to preserve natural and cultural value for development and coming generation.

From a wider perspective, Gopal's et al. (2008, pp. 518-519) has revealed some factors, which are the parts of the model of farm unit. These are: attractions, outdoor activities, medical facilities, hygienic conditions, security and coordinating tours from urban areas to the farms, and integrity of natural features (land, sea, sun etc.). These factors should be taken into account by decision makers and owners of the businesses who should know characteristics and demands of rural tourists to meet rural tourists' demands and satisfy them. Devesa et al.’s study (2010, p.5) proved that "cultural visitors", who are satisfied with the destination, evaluated cultural items statistically significant, such as; monument, guided tours, and monumental heritage etc. Their study classified typologies of the rural tourists as "cultural visitors, nature visitor, return visitor and proximity and gastronomic". Similarly, there were mentioned four segments of rural tourists in terms of benefits sought by Kastenholz et al. (1999, p.5), the characteristics were mainly underlined: Being interested in entertainment, socializing (and mostly these are composed of younger tourists) and cultural offerings, environmental aspects, peace and quiet, enthusiasts of authenticity, unpolluted environment. In addition to tourists' characteristics, types of accommodation which meets tourists' demands is also considerable points for sustainability of rural tourism, and tourist's demands and their typologies should be taken into account while planning of establishments in the rural region. For instance, according to the study of Pina and Delfa (2005, p. 958), establishments that are rented as individual room are preferred by single tourists and at the age of 30 and over. On the other hand, establishments which are located close to mountains, fruit and vegetables areas are preferred by tourists have lower income and want to find information in tourist guides. Furthermore, aims of participation to rural tourism could also differ by country, in conformity with characteristics of tourism market: Korean rural tourists, who are generally middle-aged and have children, see rural tourism as a way to educate their children unlike rural tourists from Western countries (Park and Yoon, 2009, p. 106). While making RDP of the regions, how to improve tourism products in rural areas and consideration of the requirements of rural tourists' demands in accordance with the characteristics are among the basic points that shouldn't be ruled out.

**Limitation and Future Researches**

Current study includes analysis of RDP approach to tourism through the examples of RDP of Basilicata and its regional statistics so that the study includes informations gathered from the RDP of the Basilicata, and considered broadly RDP of 2007-2013. In the future researches the analyses can be made comparatively with other successful examples of RDPs applications of different regions, like Ireland and Algarve, for evaluation of more findings about the approach to tourism.

Perception of community for RDPs is another point which is worth to study; effects on the community from social, economic and cultural aspects could be measured through a survey or interviews. Additionally, adaptation and consistency to RDPs and its changes are the points should be considered that might effect performance of the regions.
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