

Entrepreneurship in rural tourism

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Abstract

This research has investigated entrepreneurship in rural tourism. Infrastructures for rural businesses have been evaluated by library research method. The results show that access to communication, especially the Internet, is the most important factor affecting the success of businesses in rural areas. In contrast, environmental awareness is not among the priorities of rural entrepreneurs. By providing an accurate evaluation model, this research will help policymakers to make infrastructure investments in a targeted way that will have the greatest impact on the economic growth of rural areas. Also, this study shows that the weight of the importance of each infrastructure is different for different types of businesses and therefore, development policies should be formulated according to the characteristics of each region and type of economic activity.

Keywords: tourism, Entrepreneurship, rural, Internet

Introduction

It is widely recognized that infrastructure is useful in all cases for the growth and development of local and regional levels. Investing in network infrastructure can increase long-term economic growth (Resenzi and Rodríguez, 2012). The level of infrastructure equipment in a region not only affects the quality of life, but also significantly determines the creativity and the opportunity to develop different types of business. This apparently obvious dependence is not always possible to confirm with standard classification or statistical models. The majority of empirical studies on the relationship between infrastructure and regional growth are econometric studies (Kadakwa, 2012). This study uses a hierarchical structure to show and evaluate the relationship between infrastructure and type of business. Special attention has been paid to physical infrastructure, which is the basis of land/location equipment. Also, the rural context has been considered.

The slow development of the physical infrastructure element or even the lack of it is important for the specific economic activity (growth). For example, catering services require regulated

water and sewage management. Shifting this task to the investor effectively limits entrepreneurial growth due to performance costs. On the other hand, a well-developed road network with poor spatial access of the regional or local unit launches transport schemes (private carriers).

Kadakwa (2012) pointed out that the role of infrastructure varies in industries because individual industries differ in terms of location requirements, products, and market conditions, and each of these factors can affect the role and benefits of infrastructure in an industry.

In every society, if the conditions are right, there are entrepreneurial institutions, including the infrastructure that creates activity and the beginning of the creation of many businesses and as a result, jobs or self-employment. The duties of local authorities should include encouraging such attitudes, for the common benefit of all residents and those responsible for the development of the region. The purpose of local economic development is to meet important needs, including job creation. This is especially important in rural areas where entrepreneurship and new businesses are needed for further economic development. Among the many potential issues surrounding local infrastructure, differences in the impact of infrastructure support across different business types and regions are particularly important to policy planners.

The development of entrepreneurship may be accompanied by the development of infrastructure, and the state of better infrastructure can determine the growth of the company, that is, the development of basic infrastructure equipment and business are interdependent (Calderon and Sarwar, 2014).

Despite the belief that infrastructure is a key element in the success of a country's economy, the relationship between infrastructure and growth is unclear, often difficult to estimate, and mistaken. Therefore, it is interesting to examine and evaluate the relationship that may exist between the level of infrastructure development and different types of business. This research is focused on the development of economic activities in rural areas in terms of their public infrastructure equipment.

A multi-criteria method was used for the linear arrangement of regions according to the level of different economic activities and the level of infrastructure development.

So, the following research questions were raised:

RQ1 Can such a relationship be determined based on statistical data?

RQ2 Are different types of business sensitive in different ways to the overall level of public infrastructure?

RQ3 Finally, can it be determined that the infrastructure elements correspond to the development of a specific type of business?

Theoretical framework

Rural development and economic activity

The importance of rural areas can be shown through statistical data. More than half of the EU population lives in primary or middle rural areas. These regions account for 45% of gross added value and provide more than 50% of employment in the European Union. Rural areas constitute more than 90% of the territory of the European Union and more than 56% of the population. Traditionally, rural areas have been associated with economic activities based on natural resources, especially agriculture and forestry. However, the decline in the relative

importance of agriculture and the need for a more diversified rural economy has led to the emergence of new activities and new areas of rural entrepreneurship. The rural space is no longer limited to agricultural activities and land use, but it has been expanded to include multi-sectoral activities (Labrianidis, 2006).

The significant roles of entrepreneurship as a driver of economic growth and diversification in rural areas have been recognized in the European literature and policy level. Scientific literature has reported great interest in the occurrence and determinants of rural economic activities. Many studies also focus on pleuracity and multifunctionality in rural areas, for example Alsos et al., 2003.

In particular, the EU Rural Development Policy 2014-2020 helps the rural areas of the EU to face a wide range of environmental, economic and social challenges and take advantage of the opportunities in the 21st century. The second pillar of the CAP common agricultural policies is dedicated to these objectives (European Commission, 2010). In particular, increasing the population of rural entrepreneurs is one of the priorities of the agricultural and rural development policy of the European Union. Employment and enterprise growth are key elements of Europe's 2020 strategy for smart, sustainable and inclusive growth (European Commission, 2011).

In many cases, investment and entrepreneurship are also considered in the scientific literature as factors of direct commercial business performance, which are effective on business and economic results. They drive economic growth in rural areas of Europe, thereby determining rural economic productivity, speed of value added development and growth in quality of life.

It is clear that the future success of the rural economy is inextricably linked to the capacity of rural entrepreneurs to innovate and identify new business opportunities that create jobs and income in rural areas. In addition, the potential of human resources, the natural environment and its biodiversity, raw materials and other economic resources in these areas is excellent. Therefore, it is important to create business in rural areas. It is only the creation of added value or the result of personal ambition, but it is the result of the dynamics of the region. The importance of economic activities cannot be measured only by the number of jobs created. It is part of a whole whose complementary aspects can contribute to sustainable development. A lot of attention has been paid to young people seeking participation in agricultural activities and other businesses in rural areas.

Unfortunately, entrepreneurs in rural areas face a unique set of challenges not generally seen in an urban context. These challenges mainly result from the different levels of access to rural areas with less developed physical infrastructure, as well as the small and low population density of rural communities and their social and economic composition. Small businesses in rural areas often lack basic government support, including welfare and financial services, education and training programs, and other incentives for local community support of economic activities.

Designated environmental areas, which are often rural, within the EU have economies and living standards that are below average. One of the primary reasons recognized by local governments for this poor economic situation is the low levels of innovation among local SMEs. SMEs have difficulty growing and exporting or being part of successful supply chains. The weak economic situation is also a result of poor infrastructure support.

The importance of infrastructure support

The provision of any kind of agricultural and non-agricultural employment in rural areas mostly depends on the availability of physical infrastructure, water and sewage system, gas supply, telecommunications, etc. Infrastructure is one of the factors associated with high levels of productivity. The positive impact of public infrastructure on employment is logical and expected, since the public sector is a key employer in many rural areas.

The term infrastructure is related to the physical facilities of regions and nations. Infrastructure represents this type of capital good that fits many social activities and business needs. Including roads, communication networks and financial support, energy and water resources, that is, all capital goods supporting the production and marketing of industries in a region or a country. Many types of infrastructure elements have been defined. In general, it can be distinguished from physical (technical), social and economic infrastructure. Physical infrastructure refers to the basic physical structures required for an economy to function and survive, such as the transportation network, electricity grid, and waste and sewage disposal systems. For some development economists, as part of a three-pillar system, along with human capital and good governance, physical infrastructure is a prerequisite for business and other productive activities.

The quality of the infrastructure directly affects the economic growth potential of the region and the ability of a company to participate effectively. Social economic development can be facilitated and accelerated with the presence of sufficient infrastructure.

Aschauer (1990) has pointed out the fundamental importance of public infrastructure and public capital in addition to conventional production performance. Taylor 2001 stated that infrastructure support and institutional density, including access to capital in usable form, are of particular importance in promoting local economic capacities in flexibility, learning and competitive advantage approaches. Infrastructure helps growth and development by increasing productivity and reducing costs, especially for small businesses. In addition, infrastructure investment may have a positive effect on growth that goes beyond the effect of capital stock due to economic efficiency, network externalities, and competition-enhancing effects. Public investment in infrastructure may raise the marginal productivity of all factor inputs (capital and labor), thus lowering the marginal cost of production and increasing the level of private output. In turn, this scale effect on output may lead to higher private investment through the standard accelerator effect, resulting in increased production capacity over time and a more sustainable growth effect (Agénor and Moreno-Dodson, 2006).

The importance of infrastructure is also supported by policy provisions. Infrastructure investment fulfills the main objectives of European rural policies and priorities, including the CAP, the Europe 2010 strategy, local development strategies and rural development programs RDPs among a number of measures that can help to increase rural entrepreneurship. The most important of them have been identified: examining opportunities in new sectors, social aspects of entrepreneurship and overcoming obstacles to entrepreneurship (lack of infrastructure).

Physical infrastructure also helps in providing environmental services such as protecting biodiversity, protecting water quality and availability, maintaining air quality, enhancing flood and/or fire resistance, and maintaining landscape values. That is why it is important to develop and support basic services for the rural economy and population. And funded by various European and national programs (European Commission, 2011).

It can be concluded that there is a broad agreement that a basic level of infrastructure is essential for development. However, it should be remembered that the link between infrastructure and growth varies between countries and over time, as well as within countries and within sectors (Cockburn et al., 2013). Also, the range of infrastructure impact estimates in the literature varies widely.

This is why the attention of this article is focused on business infrastructure preferences in rural areas. It is assumed that based on the literature, different activities require different infrastructure facilities.

Conclusion

The most important criterion for any business is access to communication. Water and sewage infrastructure is less important; this is mostly for manufacturing businesses.

The type of rural entrepreneurship has a weak relationship with basic physical infrastructure. Which may be related to the poor sustainable development of infrastructure in rural areas, as well as strong effects of factors beyond infrastructure in business development such as personal desires, social conditions, activities of local authorities, etc.

Nevertheless, the question of which infrastructure is suitable for which economic activity is still not answered. The role of infrastructure in local development is certain, especially in rural areas. Theories of local-based development should be invoked, especially the new trade theory, geographic growth center, core and periphery, and cluster theory.

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