

## **Sustainable tourism in rural areas and its marketing**

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The notion of sustainable tourism exists at least 20 years since the Rio de Janeiro Earth Summit in 1992 took place. It is hardly possible today to bring up any new principles, which have not been already well defined during the years. Rural tourism is in its character the closest to the concept of sustainable tourism, compared to other types of tourism, because in rural tourism the three pillars of sustainability – environmental, economic and social – are most evident. I would even dare to state that in contrary to rural tourism, the urban tourism as such cannot be sustainable by definition. Apart from typically urban tourism resources such as cultural or business facilities, cities depend on resources which are not inherent to them. Let's name some of these resources: clean air, water, energy, food. It is also important to mention that waste disposal, sewage discharge, or CO<sub>2</sub> absorption of cities is carried out outside the urban areas. The above considerations lead to the statement, that division between urban and rural tourism, in terms of sustainability, should be revised. When speaking about sustainable tourism we should consider rural and urban environments in a holistic way.

Marketing of rural tourism is usually made via such words as clean, eco-, silent, romantic etc. Is there any new notion, which is more topical nowadays? I suggest that this word is "genuine". In modern world with its dominance of "fake", "fiction" and "virtual" realities, the search for true things can satisfy tourists' curiosity in rural areas.

Are there any barriers to implement sustainability in tourism sector? For sure there are, otherwise we would not speak about it for more than 20 years. First, the three pillars of sustainability (environmental, economic and social) are balanced only in theory. In reality, when it comes to decision making about concrete projects, the economic considerations are more prevalent in comparison with other two pillars. Second, the society is highly sectorised, whereas the focus of sustainable development lies in the overlapping area of various sectors. However, there seems to be no such body, or organization, which would be in charge of the common zone of sectoral interests.