DIAGNOSIS OF STATE OF RURAL TOURISM IN BORINO MUNICIPALITY

Iv. Lulcheva*

Department of Tourism, Faculty of Economics, Agrarian University, Plovdiv, Bulgaria

ABSTRACT
Borino municipality is located in the Western Rhodope Mountains among the preserved nature, varied topography, unique natural attractions, diverse flora and fauna, favourable climate all year round, the presence of water areas and balneological resources, excellent conditions for skiing in the winter, unique and authentic folklore, traditions and crafts. These rich resources are excellent preconditions for the development of tourism, including rural. Socio-economic development of the municipality is characterized by underdeveloped and non-diversified economy; a small number of companies in the industrial sector, dominated by micro-and small enterprises, fragmentation of land ownership and extensive agriculture; a very low percentage of the economically active population, high unemployment. Borino municipality has built capacity for accommodation of tourists – 23 hotels and guesthouses, with a capacity of 144 rooms that caters to rural tourism, but their occupation is very low (only 3.8%), i.e. the development of rural tourism does not correspond to the options in the municipality and the region. **The goal** the present study is to make a diagnosis of the situation of rural tourism in Borino municipality and to specify the main factors that determine its development. Use **the methods** of the standard linear correlation measurement of tesnotata of the relationship between the level of employment of tourist facilities and major demographic, economic, agricultural, infrastructure and settlement system factors. Each factor is formalised through a few specific indicators. As a result of the study are synthesized the following **conclusions**: in general there is a contemporary Borino. base which, as capacity and as a structure of the offering (types of tourist sites) can take on a significantly higher flow of people; beds capacity in recent years has increased significantly, but not fully utilized; entrepreneurs offering rural tourism product act independently and separately . The main factors that determine the development of rural tourism in Borino municipality are: unemployment rate of the population, the absence of small and medium-sized enterprises, the duration of each period unemployed unemployed, presence of tourist resources.

Key words: development, factors, bed capacity.

INTRODUCTION
The European Union will pay very close attention and considerable financial resources to rural development. The goal is through sustainable economic development and diversification of economic activities to ensure the employment of people, higher incomes and, on this basis, a higher standard of living. Rural areas in Bulgaria have serious lingering domestic problems: deteriorating demographic kartina, varying degrees of economic decline, the unsatisfactory state of the infrastructure, the low level of education and awareness of the local population, improper maintenance of the natural and cultural resources. According to Alexandrov (2005) "rural tourism promotes cultural diversity, the preservation of the

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*Correspondence to: *Ivanka Lulcheva, Department of Tourism, Faculty of Economics, Agrarian University-Plovdiv, Bulgaria, Bul. "Mendeleev 12", ivanka.lulcheva@yahoo.com*

national heritage, the assessment of lifestyle and traditions of indigenous peoples and respect for their privacy and dignity" (1). Basicyou, specific characteristics of rural tourism are: developed in rural area; this is functionally a rural activity, it is based on the small size, traditional activities and the natural beauty; associated with small buildings and homes; it develops under the control of local population; is not homogeneous activity, there are a large number of manifestations (2). Rural areas, where there is a tourist resources, to achieve the goal count of development of rural tourism. Rural tourism. generates additional income for rural families, creating jobs and reducing unemployment, reduced direct emigration from rural areas, contributes to the development of new activities and the diversification of the economy. According to Kilimperov (2012) "rural tourism is getting more preferred as an option for relaxation, due to the high level of satisfaction of tourists, the

great variety and lower prices of services" (3). **The objective of this study** is to make a diagnosis of the situation of rural tourism in a separate area, to explore the main factors justifying its development. **Object** of study is the municipality of Borino, which falls within the list of rural municipalities in Bulgaria.

On the basis of the results of the study are synthesized conclusions which could serve to zaineresovanite persons in the municipality of Borino to support the development of rural tourism.

MATERIAL AND METHOD OF STUDY

To establish the influence of main factors for the development of rural tourism in Borino municipality through the method of linear correlation is measured dependence and tesnotata of the relationship between the number of leglodenonoŝiâta (capacity) and of occupied nights and major demographic, economic, agricultural, infrastructure and settlement system factors. Any single factor is formalised through a few specific indicators **(Table 1)**. There have been izmeritelât of the correlation relationship – coefficient of correlation-coefficient of determination R and (definition) -R ². The correlation coefficients are calculated in EXCEL, CORREL function. In the tables and are reflected in the text is analyzed statistically significant coefficients only checked these calculations provide an opportunity to identify the three most important factors influencing the development of rural tourism.

Table 1. Factors and indicators to measure them

indicator	demographic factors	economic factors	factors of agrarian sector	factors of settlement sys-and infrastructure
x_1	% of economically active population	Number of small and medium-sized enterprises of 100 people. active population	% of the arable area in relation to the total the AFSJ	the presence of water and sanitation, road network, km
x_2	population density per km ²	% of unemployment	% the cooperative us and company organizational forms in the agricultural sector relative to the total number of agricultural holdings	state of the buildings – new and upgraded % residential buildings relative to total
x_3	% of population with secondary and higher education to the total population	% of foreign investment to total investment in the municipality	coefficient of stokovost of agricultural production	% of green areas, sports fields, places of entertainment to the total territory
x_4	% of the urban population in the municipality	% of the income of households by wage	% of the income of the household from agriculture and forestry economic production	number of cultural, historical, architectural, etc. attractions
x_5		duration of the period for the unemployed individual out of work,	size of the utilised agricultural area in one ear. holding	
x_6		GDP per capita		

Source: Development of author

RESULTS AND DISCUSSION

Explored are landscapes and cultural-historical sights in the region, as they are potential tourist resources and prerequisites for the development of rural tourism. Borino municipality joins the villages of Jagodina, Chala, Bujnovo and Kozari. The area is located in the Western Rhodope Mountains in Rila-Rhodope physiographic region, Velizhko-Videnishki partile of the Rhodope Mountains, Trigrad Karst massif. The terrain is mountainous, heavily chopped, high ridge planes, deep river valleys, gorges and extensive tectonic valleys. Characteristic of the

area are Karst forms, particularly diverse in the Buinovska and Trigradska rivers. The climate is moderate-to transitional-continental, as is heavily influenced by the terrain and the proximity of the Mediterranean Sea. The winter is long, snow and relatively mild, sometimes with sharp and prolonged frost. The summer is short, cool and wet, and the autumn-long and warm. The maximum rainfall here are during the months of May and June, and in the winter there is deep snow cover. Pass through the territory of the municipality and the Borinska Rivers, and numerous gullies. In the "Kastralki" there is a small artificial lake (pond) water area with 35 acres, depth 18 m, which is full of underwater well and is a tourist attraction. The qualities of surface and underground waters in the territory are defined as good. The soils in the region are extremely diverse, prevalent brown berries and cinnamon forest soils. By mechanical composition, these soils are sandy-clayey and clay-sandy, loose, with a relatively low surface humus layer, characterized by low to medium fertility. The slope of the terrain is significant. In the vicinity are the Devil's bridge, Kemera and reserve "Kastralki", Buinovska River and the State border with the Republic of Greece. The area is extremely rich in underground Karst forms. Undoubtedly the most beautiful and visited by many tourists is the Yagodinska cave. To all tourist routes are built.

Borino municipality is typically mountainous areas of untouched nature, clean air and water, a unique biodiversity, including species, habitats and ecosystems with conservation significance in national and international scale. Because of the exceptionally rich biodiversity a large part of the territory of the municipality falls within the Natura 2000 network. Borino municipality is located 100 km away from the town Plovdiv on the road Pamporovo-Devin-Dospat.

Borino municipality occupies a 5.42% of the area of the District Smolyan with a total of 173 204 acres as the agricultural fund covers 54 115 acres (31%), incl. 4 300 decares of land, 7 000 decares of meadows and about 8 000 meters of pastures. The forest territories. 116 743 acres (67%) - 90 894 decares of coniferous forests (mostly spruce and pine) and 3 391 decares of deciduous forests. With rich traditions is the hunting tourism. Hunting reserve has 5 804 acres area (4). Here you can hunt deer, deer, wild goats, quail, leŝari, wood grouses, wild boars, bears. The rivers are full of trout.

Borino Municipality has a a centuries-old history. The excavations around the Yagodinska cave prove that here has been a human activity in ancient times. In the area "Ravninata" is an old cemetery discovered, indicating that the village existed since the IX century. The area is characterized by an original cultural heritage-preserved local traditions, folklore, crafts, costumes, cuisine. Using the manufactured wave coloured fabrics and costumes are unique and recreate the beauty of natur. There are two types of folk costumes and woven fabrics in Borino, according to the faithfulness of the people - Turkish and Bulgarian.

The unique natural sights, rich historical, architectural and cultural heritage resources of the prehistoric, ancient, medieval and Renaissance period in the region are an invaluable research resource potential for the development of all forms of tourism. The tourist potential of the area, however, is insufficiently developed and exploited.

The conditions that determine the socio-economic development of the region are: data from the NATIONAL STATISTICAL INSTITUTE (2012-2016) Borino municipality is one of the smallest municipalities in the Smolyan region, by number of population it is ranked 10th place last in the area, with a population of 4600 people (2.97%). The largest number of the population of the municipal center-3200, which is from 69.42% of the municipality population. In the second place is the village of Yagodina (468% or 10.07%), followed by Bujnovo (343% or 9.95%), Chala village (160% or 4.64%) and Kojari village (83% or 2.41%). Over the past five years (2010-2015) of the municipality's population decreased by-4.73% or with 171 e. As a number of the greatest reduction in the Municipal center (123) and in the village of Kojari (-30) only in the village of Yagodina finds population growth, but only 2 people. There is a tendency to reduce the natural population population growth (in absolute numbers) is negative. Age structure of the population in the municipality is degraded, which negatively impacts on the labour market; Persons with primary and lower education are 51.52%. 71.4% the economically active population of the municipality is concentrated in the municipal center; The proportion of employees represented 67.0% of the economically active population in the municipality; There has been a reduction of employees by almost a quarter. This is due to the reduction of employees in almost all sectors, with the exception of "the agriculture, forestry and fishing", where employment increased by 70 people. The

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unemployment rate increased by 7.2%. The reforms in the economy and the contraction of demand for labour in the country and the field have a retentive effect on the income of the population in the municipality of Borino.

The diversity in the landscape of Borino municipality, in combination with soil and climatic conditions are good prerequisites for the development of a number of economic activities: agriculture, forestry and fishing, logging and wood-processing, processing industry-food (dairy), textile and clothing industries, etc. The economy is industrial-agrarian structure. The area of Borino is holding area for cattle and sheep. The animals are kept by individual farmers in semi-subsistence farms – 342 units, of which 106 are registered as farmers. The main agricultural livelihood is potato production. 96 638 decares of forests are used for production purposes.

Borino municipality dominated by micro and small enterprises with a relatively low competitiveness. 90.84% of businesses are micro-enterprises, small enterprises were 6.87% and medium-sized enterprises-2.29% of the total. Economic indicators of enterprises show relatively low competitiveness-output for the said period increased by only 13.69%, revenues from business with 11.33%, and the amount of tangible assets remained almost unchanged. The processing industry "occupies first place in the economy of the municipality gives 55.18% of production output, 54.27% of workers are employed in it, 50.49% of tangible

assets are in this sector. Most businesses operate with outdated technological equipment. Services sector has hardly been developed. Sector "hotels and restaurants" covers 16.03% of total number of enterprises gives 3.94% of the value of output and from 19.34% assumes investments in tangible fixed assets. In the sector are busy 7.74% of workers. Revenue during the period under consideration in this sector represent a growth of 106%. the means of shelter and accommodation on the territory of the municipality of Borino are 23, which is 5.9% of total funds for shelters and properties on the territory of Smolyan region. The total number of beds for accommodation in Borino municipality is 312. Beds capacity are 107 191 PCs-3.2% of the total number of Smolyan region. Number of rooms registered for 2015 is 144, all of which are actually used.

Bramwell (1994) focus on the cognitive element in rural tourism (5). According to them, the acquaintance with the realities in rural area tourist experiences provoke emotional. This requires managers to create objects of rural tourism, to provide for the possibility of identifying and, on this basis, emotional perceptions. The image of a certain tourist site, the idea you have for him, potential customers is an important factor. Cognitive element must be included in the marketing strategy of this tourist spot.

Figure 1 is shown Tourist infrastructure on the territory of the municipality of Borino.
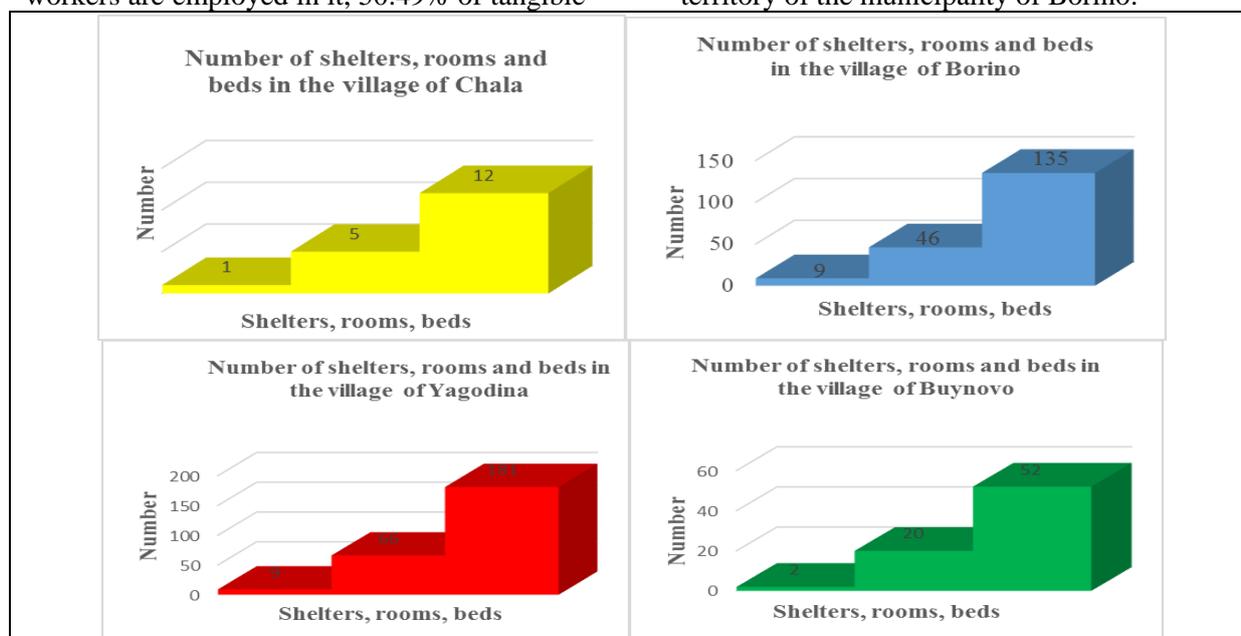

Figure 1. Tourist infrastructure on the territory of the municipality of Borino

The overnight stays on the territory of the municipality Borino are, incl. 3119 of Bulgarians and foreigners - 990 (24.1%). For the year 2016, the total number of people

overnighting is 2073, of which 1813 - Bulgarians and foreigners – 260. Revenues from nights to the city for 2016 are 73 393 lv.,

which is only 0.5% of the total revenue from the nights of Smolyan District.

Of the study makes it clear that, in the municipality there is a is a modern base for accommodations, which, as capacity and as a structure of supply (types of tourist sites) can take on a significantly higher flow of people; bed capacity in recent years has increased significantly, but not fully utilized; entrepreneurs offering rural tourism product act independently and separately; tourist undertakings serving rural tourism are not a

determining factor for the development of the economy in municipality Borino; the tourist potential is insufficiently developed and exploited.

After the examination and characterization of the conditions and prerequisites for the development of rural tourism, it is appropriate to examine and assess the extent of influence of various factors on the development of rural tourism. **Table 1 and Table 2** reflect data for the statistical dependencies.

Table 2. Correlation between number of nights and key factors for the development of rural tourism, measured by the indicators, Borino

According to type $y = (f\ x)$	**R** - coefficient the correlation	**R²** - coefficient the determination
demographic factors		
Number of nights = (f x_1)	0.9874	0.9749
Number of nights = (f x_2)	0.8673	0.7522
Number of nights = (f x_3)	0.9248	0.8552
Number of nights = (f x_4)	0.7849	0.6160
economic factors		
Number of nights = (f x_1)	0.9846	0.9694
Number of nights = (f x_2)	0.9783	0.9570
Number of nights = (f x_3)	0.5976	0.7437
Number of nights = (f x_4)	0.8624	0.7873
Number of nights = (f x_5)	0.8873	0.3952
Number of nights = (f x_6)	0.6287	0.3952
factors of agrarian sector		
Number of nights = (f x_1)	0.8431	0.7108
Number of nights = (f x_2)	0.5837	0.3407
Number of nights = (f x_3)	0.8274	0.6845
Number of nights = (f x_4)	0.8436	0.7116
Number of nights = (f x_5)	0.7167	0.5136
factors of the urban system and infrastructure		
Number of nights = (f x_1)	0.8471	0.7175
Number of nights = (f x_2)	0.6273	0.3935
Number of nights = (f x_3)	0.7613	0.5795
Number of nights = (f x_4)	0.6482	0.4201
Number of nights = (f x_5)	0.9396	0.8828

Source: Owne research

By demographic factors best opportunities for the development of rural tourism creates a presence of the economically active population-coefficient of correlation-0.9874. 97.49% of the created are conditioned by the action of this factor. Educational level of the people also has a strong influence at the opening of the objects of rural tourizm. The stronger the relationship between the number of bed capacity and number of micro and small enterprises, falling to 100 people economically active population, R = 0.9896. The link is inversely proportional, the coefficient of regression has a negative sign. The greater the

number of small and medium-sized enterprises, so the smaller the number of bed capacity. By economic factors strongly affect the unemployment rate and the duration of the period for the unemployed individual out of work. Of the factors related to the agricultural sector, the strongest is the impact of the individual household income from agriculture and forestry. The proportion of arable land area to the total area of agricultural purpose subject to 71.08% of the number of climate bed capacity. Of the factors of the urban system and infrastructure the most strongly associated with the development of rural tourism are: the

technical infrastructure and the presence of cultural, historical, architectural, etc. sights in the municipality and the region, R = 0.9396. Moderate correlation shows that the higher the number of registered unemployed, the greater the number of small tourism enterprises. This fact is rather proof that tourist enterprises in the municipality of Borino reveal mainly by unemployed.

Table 3. *Relationship between bed capacity and key factors for the development of rural tourism, measured by the indicators, Borino municipality*

According to type y = (f x)	**R** - coefficient the correlation	**R²** - coefficient the determination
demographic factors		
Bed capacity = (f x_1)	0.4155	0.1726
Bed capacity = (f x_2)	0.4214	0.1776
Bed capacity = (f x_3)	0.5372	0.2885
Bed capacity = (f x_4)	0.1476	0.2178
economic factors		
Bed capacity = (f x_1)	0.4631	0.2144
Bed capacity = (f x_2)	0.9590	0.9197
Bed capacity = (f x_3)	0.2338	0.75466
Bed capacity = (f x_4)	0.5204	0.2708
Bed capacity = (f x_5)	0.5458	0.2978
Bed capacity = (f x_6)	0.3166	0.1002
factors of agrarian sector		
Bed capacity = (f x_1)	0.1609	0.2588
Bed capacity = (f x_2)	0.2817	0.0793
Bed capacity = (f x_3)	0.6149	0.3781
Bed capacity = (f x_4)	0.7108	0.5052
Bed capacity = (f x_5)	0.6390	0.4083
factors of the urban system and infrastructure		
Bed capacity = (f x_1)	0.7994	0.6390
Bed capacity = (f x_2)	0.6753	0.4560
Bed capacity = (f x_3)	0.5349	02861
Bed capacity = (f x_4)	0.9907	0.9814

Source: Owne research

The correlation links and relationships give rise to the following **conclusions:** Borino municipality for the development of rural tourism the most important are: the absence of small and medium-sized enterprises, the unemployment rate, length of time unemployed unemployed individual, cultural, historical, architectural, etc. sites in the municipality and the region.

In conclusion we can say that: Borovo municipality includes 5 small villages, the population in them - strongly diminished, with aged age structure; few companies in the industrial sector; operating businesses are in the "micro" and "small" category; lack of diversification of the economy; fragmentation of land ownership and extensive agriculture; high unemployment; the employed persons are a very small share of the economically active population in the municipality. 50% of workers in tourist enterprises are registered as unemployed.

The socio-economic development this area belongs to the so-called "less-favoured rural areas. All this creates prerequisites for the development of rural tourism. Poorly developed infrastructure – physical, institutional and economic hinders the development of rural tourism.

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