

The value of rural tourism : climate, agriculture and proximity to the coast

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Abstract

Rural tourism is generally recognized as a potentially important source of income and employment in rural areas. Many local public authorities would wish to promote rural tourism but face difficulties due to high urbanization dynamics and agricultural pressures. In this paper, we seek to identify the role of coastal environment and agriculture on rural tourism. We apply the hedonic price method to a large sample of rural accommodations in western France. We show that climate, proximity to the coast and agriculture are important determinants of accommodations' prices. Higher average temperatures and lower rainfalls get a premium while heavy heatwaves are penalized. Higher average temperature have a higher value in coastal areas compared to the hinterland. Agricultural activities impact accommodations' prices differently. Livestock pressure has a negative effect, especially on the coast, while orchards and forest are positively valued.

Keywords: hedonic prices, spatial regression, coastal areas, forests, agriculture, landscapes.