Rural Tourism and Enterprise Management, Marketing and Sustainability

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COMPLIMENTARY TEACHING MATERIALS
CHAPTER 10
Community Engagement, Rural Institutions and Rural Tourism Business in Developing Countries
LEARNING OBJECTIVES

After reading this chapter, you will be able to:

• Explain a complex approach to the phenomenon of rural community involvement
• Examine emerging segments of the tourism development in developing countries
• Describe government rural development programmes and rural institutions formation
• Identify current opportunities and risks related to the involvement of local communities
1 INTRODUCTION

• By definition a developing country is one with an underdeveloped industrial base and a low Human Development Index (HDI) relative to other countries.

• Rural development and tourism businesses in developing countries must be analysed in a complex way according to the actual situation of these areas.

• The tourism activity and businesses, if implemented in an integrated and sustainable way, with a proper involvement of the local communities, can significantly improve the current situation in the rural areas of these countries.
INTRODUCTION

• Macro environmental factors influencing the development of rural tourism:
  1) Economic
  2) Socio-cultural
  3) Natural-environmental
  4) Political-legal
  5) Technological factors

• These obstacles to tourism development must be identified and analysed in order to facilitate proper growth, mainly through institutional and collaborative programmes aimed at rural enterprise development
Poverty is said to be predominantly a rural phenomenon around the world.

One government strategy is the encouragement of new enterprises based away from farming and agriculture.

Government attempts are often blamed for inefficiencies, bad management and increasing inequality that results in lack of trust, fear, interest and in some cases resentment towards such programmes.
RURAL INSTITUTIONS FORMATION

- Rural institution formation and operations are subject to various internal and external influences and dynamics.

- The recommendation for greater future success is to bring together stakeholders from the private, public and voluntary sectors.

- New institutions have stepped in to provide critical solutions to small scale rural enterprises through a number of hands on, pragmatic tools aimed at facilitating healthy enterprise development and growth.
5 THE PROCESS OF DESIGNING INSTITUTIONAL AND COLLABORATIVE PROGRAMMES AIMED AT RURAL ENTERPRISE DEVELOPMENT

• Difficult and challenging, while positive change can take place if all involved stakeholders work together in a coordinated and persistent manner

• Diversifying rural enterprise away from agriculture can help avoid the pitfalls associated with the industry’s vulnerabilities

• Non-agricultural enterprises can contribute to local growth and bring positive transformations
Rural areas in developing countries are faced with:

- infrastructure development
- agricultural productivity
- sustainable poverty eradication
- climate changes
- patterns of rural economic diversification

Several contradictions exist between needs and opportunities linked to rural economic diversification
The process of creating value through rural tourism is based on the combination of natural, cultural and socio-economic resources.

There are several examples of how art, tradition, history and rurality mingle in developing countries, offering the possibility of wonderful tourism experiences.

Rural tourism development, in general, should be community based and involve a multidimensional sustainability strategy widely supported by all the stakeholders.
CURRENT CHALLENGES FOR COMMUNITY ENGAGEMENT AND RURAL TOURISM BUSINESS

- Rural communities’ extremely high illiteracy rate
- Geographical and climatic conditions
- Socio-economic situation of the rural population
- Negative social impact of tourism development on local communities
KEY CONSIDERATIONS IN PLANNING INSTITUTIONAL AND COLLABORATIVE PROGRAMMES FOR RURAL COMMUNITIES

• A determined, consistent and strategic intervention by local and national public institutions

• Defining legislative and legal framework for rural tourism activities

• Homologation and classification of tourism development structures from each national rural tourism boarding system

• Promoting training programmes for rural communities
CONCLUSION

• Rural tourism represents an integrated and coordinated component within integrated rural development models, which in turn are specific to each territory.

• Such strategies must ensure a balance between consumption and reproduction of rural collective resources based on the active participation of various agents, at local, national and international level.

• Nevertheless, a particular role should be given to the residents and communities, in order to ensure social sustainability.
QUESTIONS

• Describe the complexity of the relationship between rural life, community interaction and tourism businesses in developing countries.

• Explain the role of governments in developing rural development strategies and rural institutions formation in developing countries.

• Propose possible ways to overcome challenges faced by rural communities to develop rural tourism business in developing countries.
FURTHER READING


