

CABI TOURISM TEXTS

# Rural Tourism and Enterprise

## Management, Marketing and Sustainability

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COMPLIMENTARY TEACHING MATERIALS

**CHAPTER 15**

**Opportunities for Growth: the Rural Tourism  
Policy and Planning Perspective**



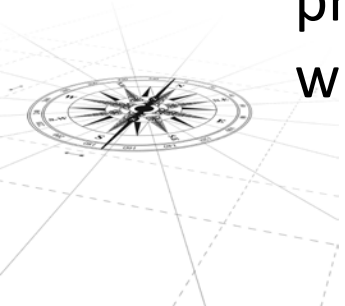
## LEARNING OBJECTIVES

By the end of this chapter you will be able to:

1. Explain the importance of policy and planning to rural tourism
2. Describe the role of the United Nations in rural tourism development
3. Assess the impact of policy and planning contexts for proposed rural tourism development
4. Identify how rural tourism policy and planning can improve sustainability

## 1 INTRODUCTION

Global, international, national, regional and local policy and planning contexts have contributed to the rise in rural tourism and helped protect important landscapes which provide the backdrop for a range of leisure pursuits. In rural tourism, policy and planning has been vital to conserve the natural resource from which all such development flows. Such natural resources include air, soil, water, habitats, species, landscape, heritage and culture. This conservation provides authenticity in the product, and thus satisfies visitor expectations, upon which sustainability of rural tourism is dependent.



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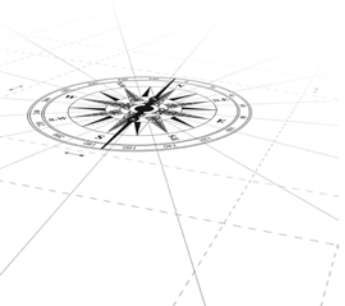


See Case Study 15.1:  
Cruise Tourism

# LACK OF PLANNING

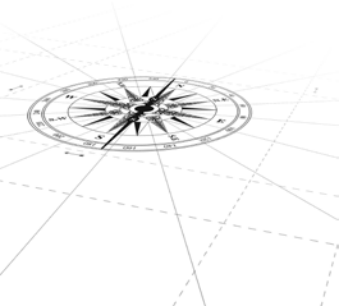
## 3 TOURISM POLICY

- A policy is defined as a set of principles or actions
- These can be laid out by agencies, governments, parties, organisations, businesses or individuals
- Tourism policy can be defined as principles which will affect long-term tourism development
- The policy may contain rules and regulations, or might provide a strategic or operational framework in which development can take place
- Whilst definitions differ there is agreement that tourism policy is a strategic declaration of intent within which tourism is expected to develop ([Goeldner & Ritchie, 2007](#); [Jenkins & Dieke, 2000](#))
- The key objective in policies for rural tourism development is sustainability

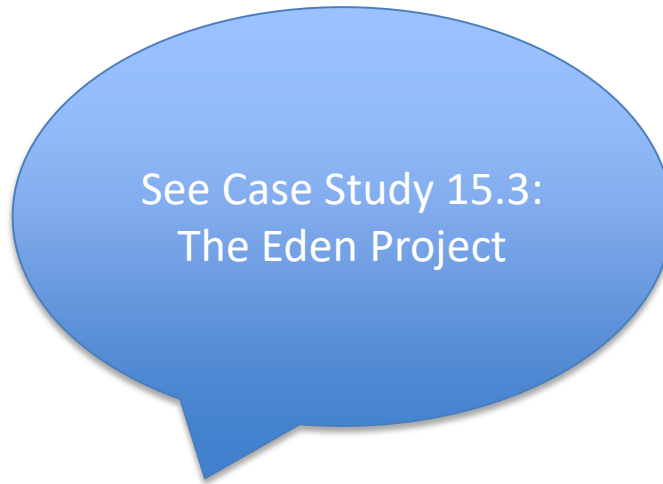


## 4 TOURISM PLANNING

- Tourism planning is defined as the management function that establishes destination goals or tourism objectives and creates a mission for accomplishing them
- Includes defined aims for establishing strategy and developing designs to consolidate activities
- Tourism planning is a process by which tourism policy is placed into a structure that enables implementation
- Planning is necessary for tourism to develop in a way that is beneficiary, sustainable, and not detrimental, to environment, culture or community
- Rural tourism planning often adopts principles and management practices advocated for specific sustainability agendas, for instance in protecting the habitats of endangered species, and takes place on an international as well as at local and regional levels



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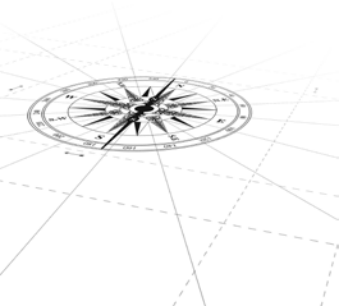


How was planning policy impacted by The Eden Project?



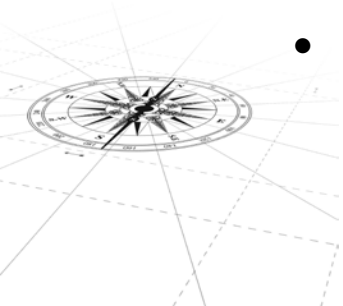
## 6 INTERNATIONAL POLICY AND PLANNING

- International policy and planning contexts for rural development continue to be driven globally by the United Nations (UN) and internationally by partnerships of nations, such as the European Union (EU) and the Association of South East Nations (ASEAN).
- These partnerships are recognized by national governments in order to develop their own policies toward rural development and to enable them to seek funding opportunities for the alleviation of local issues or to invite relevant specialized agencies (in particular the World Tourism Organization, United Nations bodies and other organizations) to provide technical assistance to them, upon request, and to assist, as appropriate, in strengthening legislative or policy frameworks for sustainable tourism.
- Key agencies and partnerships include:
  - UNESCO
  - UNCSD
  - UNWTO
  - EU



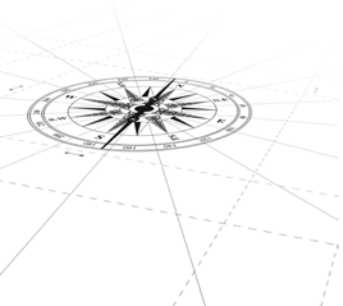
## 7 NATIONAL CONTEXTS

- National policy and planning draws on global and international principles and depends on multiple agency co-operations
- Rural tourism planning is a function of an ever changing world in a number of socio-economic and environmental scenarios and needs to be set against the historical, economic and cultural context in which it was created
- Similarities in tourism policy and planning exist across nations but priorities will change over time within different countries
- Relevant change factors for rural tourism which have affected planning in advanced economies, identified by The World Bank in 2016 as including the USA, Euro areas and Japan, have been linked to demographic and population changes that see consumers with more freedom, disposable income and knowledge
- The multi-agency approach taken in advanced economies toward rural tourism development can be illustrated through an examination of the UK's rural tourism policy and planning framework



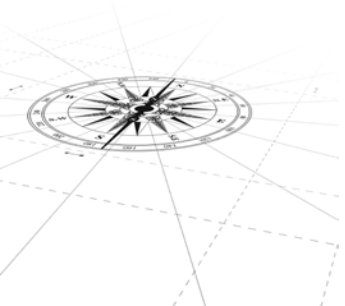
## 8 THE UNITED KINGDOM

- Strategic rural planning is now determined by the Department for the Environment, Food and Rural Affairs (DEFRA)
- Tourism policy reverts to the Department for Culture, Media and Sport (DCMS)
- Local government and community planning is part of the Department for Communities and Local Government (DCLG)
- The DCLG, and thus local government, have to follow guidance within the National Planning Policy Framework (NPPF)
- It is a complex picture with the NPPF needing to be cognisant of European as well as wider international priorities



## 9 FACETS OF UK RURAL TOURISM POLICY AND PLANNING

- National Planning Policy in the UK designates and protects the following:
  - Areas of Outstanding Natural Beauty (AONB)
  - Environmentally Sensitive Areas (ESA)
  - Sites of Special Scientific Interest (SSSI)
  - Sites of Importance for Nature Conservation (SINC)
  - Network of 'rights of way and public footpaths' that have existed for centuries
  - Ancient buildings and monuments that have historic or significant value
  - Heritage Coastland and Forest Parks and Forestry Reserves, managed by the Forestry Commission
  - Certain areas of local conservation interest
- Key aspects of UK rural tourism include:
  - National Parks
  - Green Belt
  - Zoning
  - Country Parks

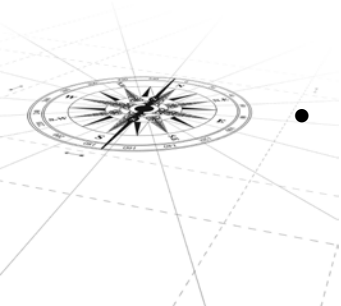


# ACTIVITY

- Identify how UK rural tourism policy and planning can provide opportunities for entrepreneurial activity
- Describe any limitations for entrepreneurs operating in rural areas of the UK

## 11 RURAL TOURISM POLICY AND PLANNING IN EMERGING MARKETS

- Definitions: EMDE or Low Income Countries
- EMDE and rural tourism include Mexico, the Caribbean and Central America
- Sustainable options in low income countries for rural tourism are limited
- Some EMDE, like their developed counterparts, there are policies that enshrine the earmarking and management of protected areas which are often situated in rural locations
- This has growth and development implications for host communities, entrepreneurs and organizations, particularly rural tourism businesses, in such locales
- Protected areas include national parks, nature reserves, mountain catchment areas, forest nature reserves and marine areas
- Jamaica, Nigeria, South Africa, Kenya and India are good examples of EMDE developing rural areas for environmental and economic protection, with 249 protected areas in Jamaica; South Africa has 21 main national parks alongside other reserves and Kenya over 44 national and marine parks and reserves.
- World Heritage Status has also been granted to EMDE and low income countries. Examples include the Lakes of Ounianga in Chad and the Cultural Landscape and Archaeological Remains of the Bamiyan Valley in Afghanistan



# ACTIVITY

- Create the outline for new policy or planning legislation that can enhance rural tourism and sustainable development in a low income country, as defined by the World Bank
- Be entrepreneurial and creative in your ideas, whilst ensuring the policy or planning legislation can be sustainable
- Define the difficulties in putting your ideas into action

## 13 SUMMARY

- Challenges exist in developing sustainable economies in rural areas which do not damage the very locations and landscapes that visitors expect; government policy and planning go a long way to protect these
- In the UK examples of such policies include the creation of National Parks and Green Belt areas. A balance must be reached when the development of apparently sound economic activity directly challenges rural landscapes; planning in Singapore illustrates how rural environments can be protected despite the demand for urban infrastructure
- EDME and low income economies could help protect their economies through the development of rural tourism. However the 'political will' must be created to engage strategically with sustainability concepts for this to really provide benefit to local, host communities. Advanced economies, and the UN agencies can provide case studies, expertise and guidance upon which less developed economies could develop policies and planning to support further advancement of rural tourism
- Policies and planning, in developed and developing economies, will change over time and rural tourism developers will need to ensure that, to be successful and sustainable, they work with a multi-agency approach to capitalize on expertise and infrastructure





## Further Reading

Blancas, F., Lozano-Oyola, M., González, M., Guerrero, F. M. and Caballero, R. (2011) 'How to use sustainability indicators for tourism planning: The case of rural tourism in Andalusia (Spain)', *Science of the Total Environment*, 412, pp. 28-45.

Cooper, C. (2008) 'An Introduction to Tourism: Interrelationships and Classifications', in Cooper, C., Fletcher, J., Gilbert, D., Fyall, A. & Wanhill, S. (eds.) *Tourism: Principles and Practice* 4th ed. Harlow, Essex: Pearson Education.

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Thomas, J. M. (2015). *Economic Opportunities and Risks of Cruise Tourism in Cairns* for The Australian Marine Conservation Society and WWF-Australia. At [http://fightforthereef.org.au/wp-content/uploads/2015/05/AMCS\\_WWF\\_Economic-opportunities-and-risks-of-cruise-tourism-in-Cairns-final-Apr15.pdf](http://fightforthereef.org.au/wp-content/uploads/2015/05/AMCS_WWF_Economic-opportunities-and-risks-of-cruise-tourism-in-Cairns-final-Apr15.pdf)

