

CABI TOURISM TEXTS

Rural Tourism and Enterprise

Management, Marketing and Sustainability

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COMPLIMENTARY TEACHING MATERIALS



CHAPTER 2

Selling to Consumers



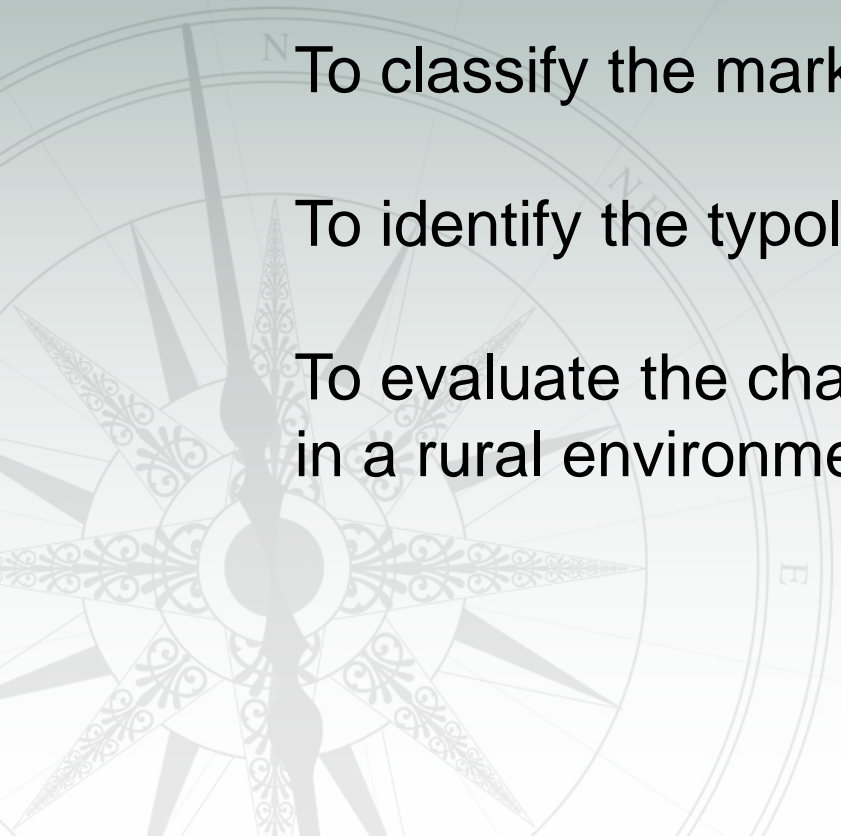
LEARNING OBJECTIVES

To recognize the unique characteristics of rural tourism in the contemporary context

To classify the market segments of rural tourists

To identify the typology of rural tourism products

To evaluate the challenges of selling to consumers in a rural environment



1 SELLING RURALNESS

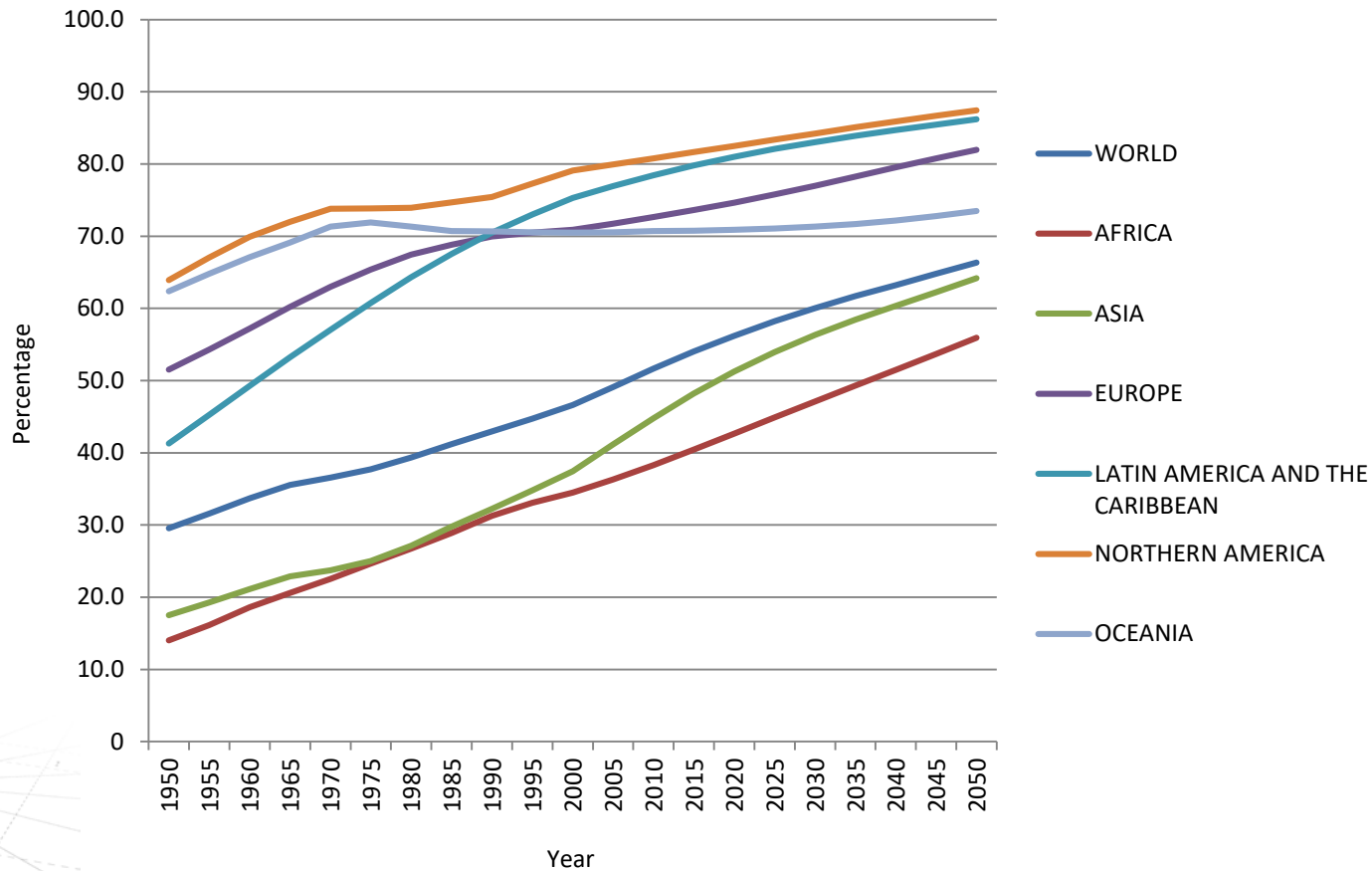
Discussion: why are tourists attracted to

- a beach in Antigua & Barbuda, or
- a café inside the Arctic Circle in Finland



2 OUR URBANIZING WORLD

Percentage of Population at Mid-Year Residing in Urban Areas, 1950-2050



3 URBAN TOURISTS vs RURAL TOURISTS

Urban Tourists

Night-life

Vibrancy

Artificialness

Technology

Festivity

Excitement

Modernity

History

Round-the-clock

Rural Tourists

Quiet-life

Peacefulness

Naturalness

Simplicity

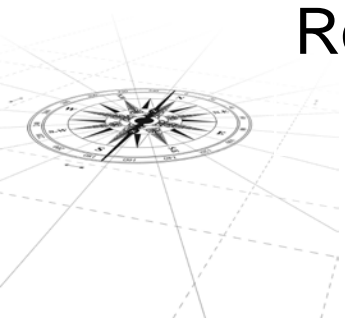
Authenticity

Well-being

Escapism

Heritage

Traditions



4 SELLING RURAL TOURISM TO CONSUMERS

Examples

Hard rural activities

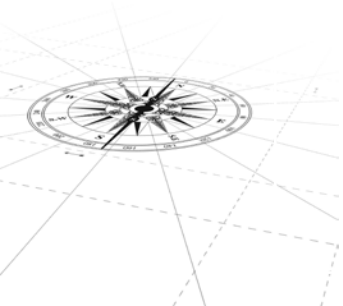
Caving
Mountain / Rock / Ice climbing
Trekking

Soft rural activities

Archaeological expeditions
Backpacking
Bird watching
Camping
Canoeing
Cycling
Eco-tourism
Fishing / Fly fishing
Golfing
Hiking
Horseback riding
Hunting
Orienteering
Rafting
Research expeditions
Safaris
Sea / Whitewater kayaking
Scuba diving
Skiing / Snowboarding
Snorkelling
Surfing
Whale watching
Zip lining

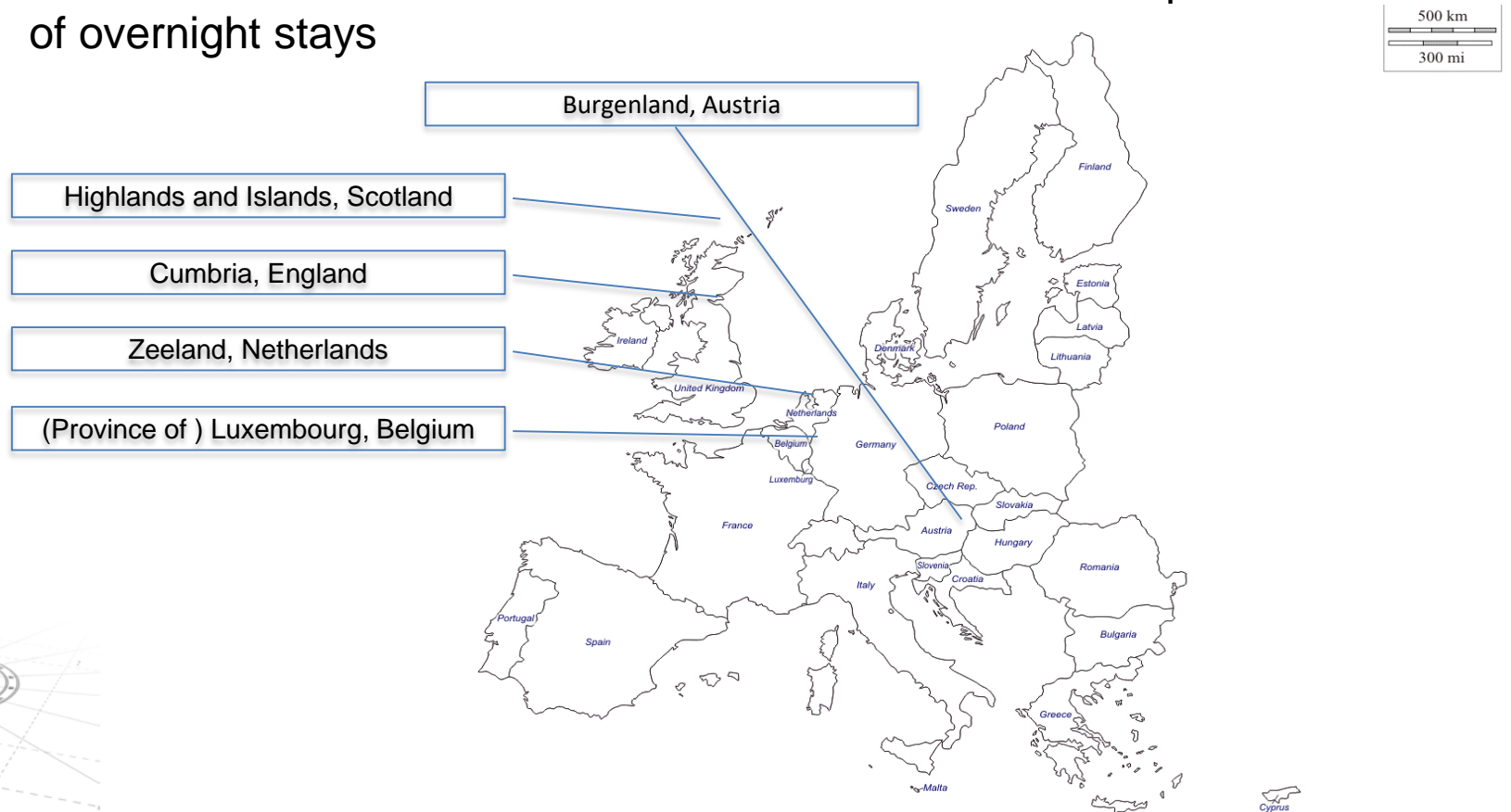
Other rural activities

Agri-tourism
Attending local festivals/fairs
Cooking classes
Cruising
Cultural activities
Educational programs
Getting to know the locals
Learning a new language
Star gazing
Visiting friends & relatives
Visiting historical sites
Volunteer tourism
Walking tours
Wellness programs



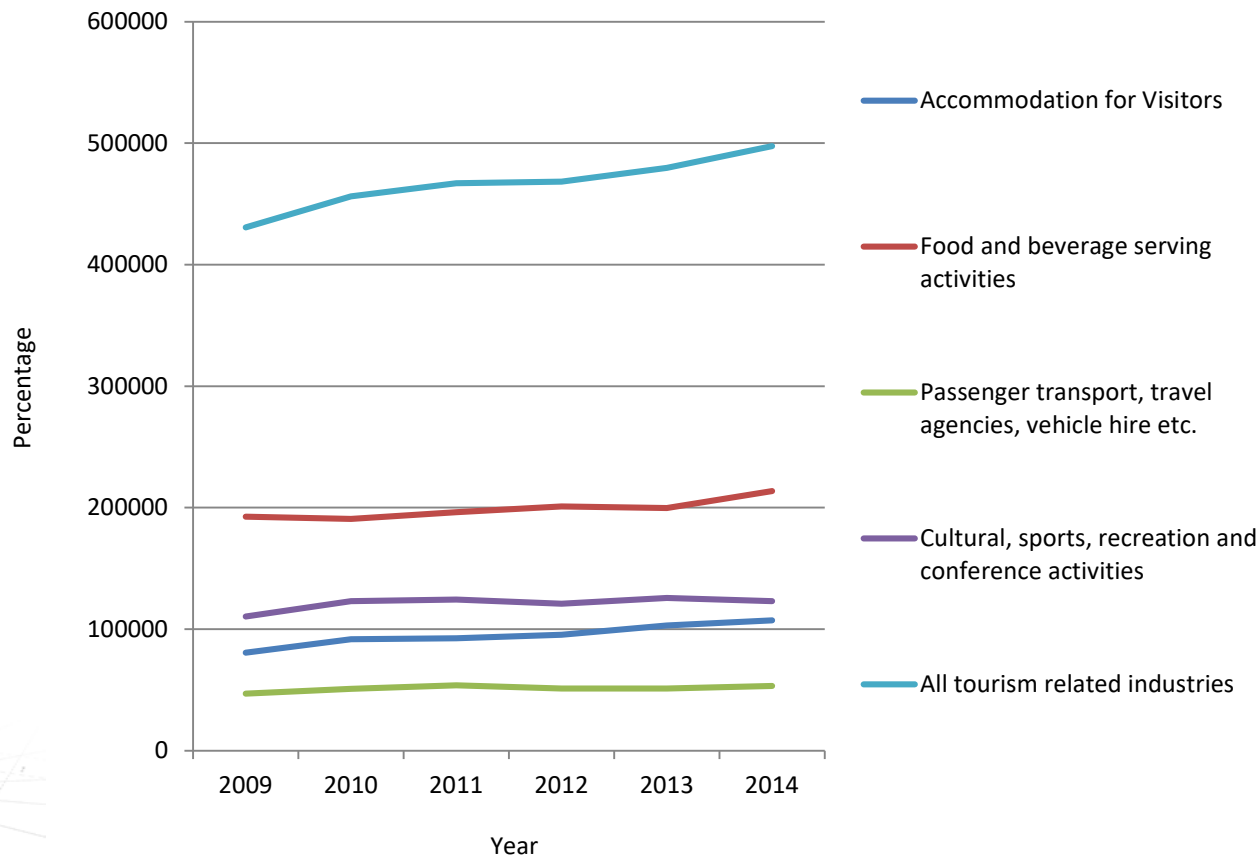
5 CONTRIBUTIONS OF RURAL TOURISM TO LOCAL ECONOMIES

Areas within EU where rural tourism accounts for over 90 per cent of overnight stays



6 RURAL TOURISM JOBS

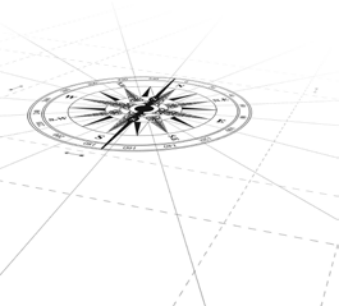
Rural tourism jobs by English region and industry sector, 2009-2014



7 BARRIERS TO SELLING RURAL TOURISM TO CONSUMERS

Discussion: what are the implications of the following factors to rural businesses that are selling to consumers?

- scale of operations
- market access
- technology
- capability
- weather and seasonality
- uniqueness



8 CASE STUDY: SAINT HELENA

Developing rural tourism on the world's most remote inhabited island

Quick facts

Location: [15°56'S 005°43'W](#), South Atlantic Ocean

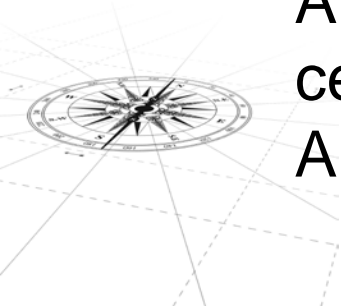
Size: 121 km²

Population: 4300

Famous visitors: Charles Darwin, Napoleon

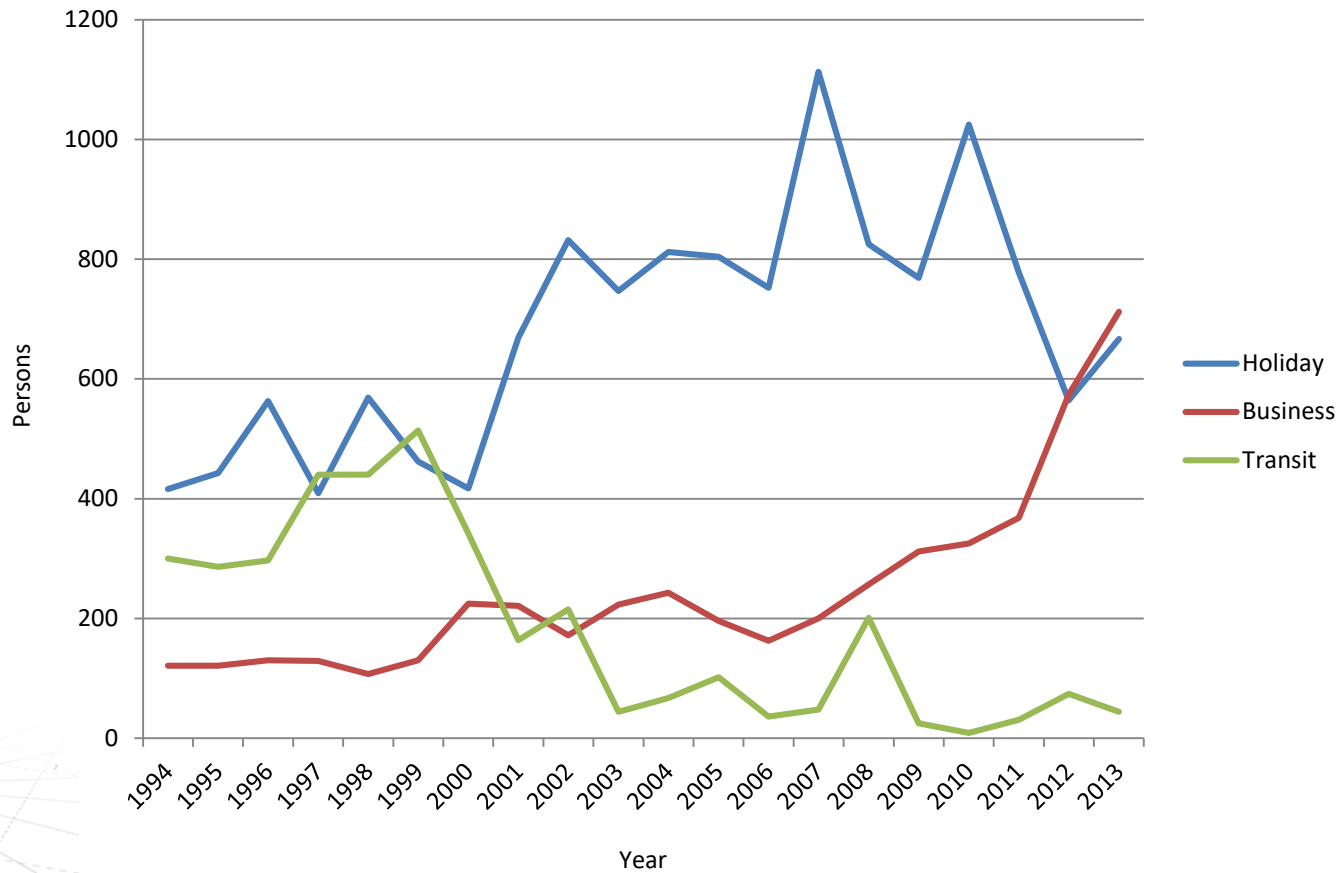
Access: 5-day voyage on RMS Saint Helena from Cape Town (until airport opens)

Air Safety Support International (ASSI) endorsed certification of Air Traffic Services at Saint Helena Airport for 12 month period from 3 April 2017.



9 DEVELOPING RURAL TOURISM ON SAINT HELENA

International arrivals on RMS St Helena



Source: Immigration Section, Police Directorate and Solomons Shipping Office, Saint Helena Government

10 DEVELOPING RURAL TOURISM ON SAINT HELENA

Potential rural tourism segments

Dark sky tourism

Diving tourism

Golf tourism

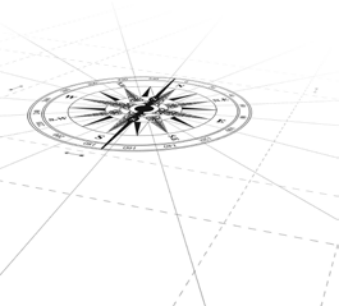
Bird watching tourism

Sport fishing tourism

Wellness tourism

Napoleonic heritage tourism

Slave trade (dark tourism)



11 DEVELOPING RURAL TOURISM ON SAINT HELENA

Questions:

Please conduct an online research to explore the tourism resources of Saint Helena and answer the following questions.

1. What rural tourism products can be realistically introduced to Saint Helena?
2. Which tourist source markets and particular segments shall be targeted by Saint Helena?
3. What are the possible obstacles faced by Saint Helena in its attempt to develop tourism on the world's most remote inhabited island?

