

CABI TOURISM TEXTS

Rural Tourism and Enterprise

Management, Marketing and Sustainability

Edited by
ADE ORIADE AND
PETER ROBINSON



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

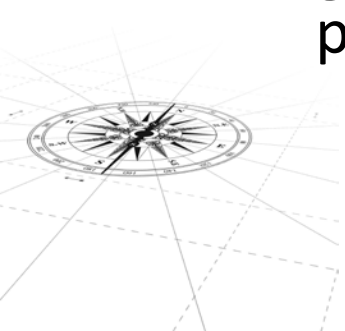
1 INTRODUCTION

- 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



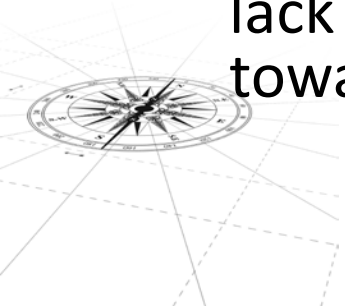
2 INTRODUCTION

- 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



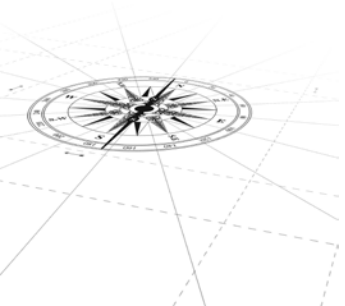
3 AN OVERVIEW OF GOVERNMENT RURAL DEVELOPMENT PROGRAMMES IN DEVELOPING COUNTRIES

- 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



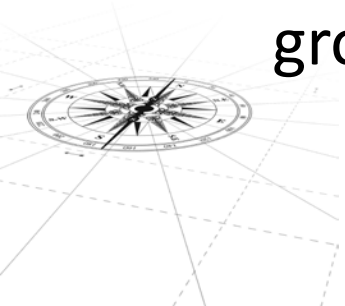
4 RURAL INSTITUTIONS FORMATION

- 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



6 COMMUNITY ENGAGEMENT AND RURAL TOURISM DEVELOPMENT

Rural areas in developing countries are faced with:

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

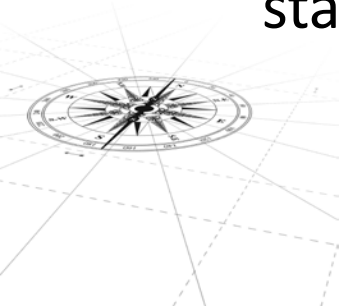
Several contradictions exist between needs and opportunities linked to rural economic diversification



7

COMMUNITY ENGAGEMENT AND RURAL TOURISM DEVELOPMENT

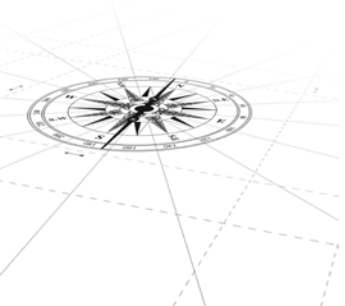
- The process of creating value through rural tourism is based on the combination of natural, cultural and socio-economic resources
- There are several examples of how art, tradition, history and rurality mingle in developing countries, offering the possibility of wonderful tourism experiences
- Rural tourism development, in general, should be community based and involve a multidimensional sustainability strategy widely supported by all the stakeholders



8

CURRENT CHALLENGES FOR COMMUNITY ENGAGEMENT AND RURAL TOURISM BUSINESS

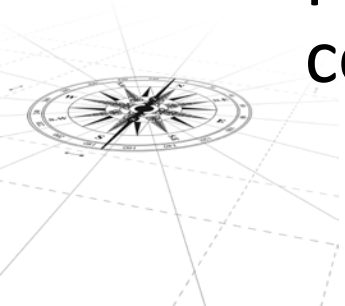
- Rural communities' extremely high illiteracy rate
- Geographical and climatic conditions
- Socio-economic situation of the rural population
- Negative social impact of tourism development on local communities



9

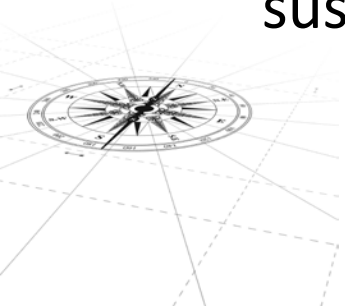
KEY CONSIDERATIONS IN PLANNING INSTITUTIONAL AND COLLABORATIVE PROGRAMMES FOR RURAL COMMUNITIES

- 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



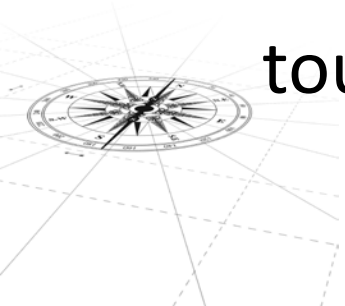
CONCLUSION

- 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

- Dalal-Clayton, D. B., Dent, D. and Dubois, O. (2013) *Rural Planning in Developing Countries: Supporting Natural Resource Management and Sustainable Livelihoods*. Earthscan, London.
- Maharjan, K. (2014) *Communities and Livelihood Strategies in Developing Countries*. Springer, Japan.
- Scheyvens, R. (1999) Ecotourism and the empowerment of local communities. *Tourism Management*, 20 (2), 245–249.
- Tiwari, R., Lommerse, M. and Smith, D. (2014) *M2 Models and Methodologies for Community Engagement*. Springer, Singapore.

