

CABI TOURISM TEXTS

Rural Tourism and Enterprise

Management, Marketing and Sustainability

Edited by
ADE ORIADE AND
PETER ROBINSON



COMPLIMENTARY TEACHING MATERIALS

CHAPTER 9

**Sustainability and Ethics in Rural Business and
Tourism in the Developing World**



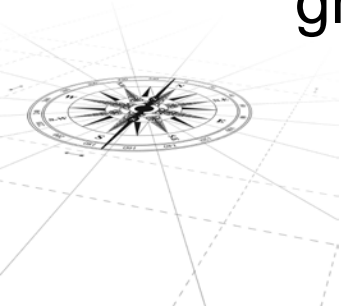
LEARNING OBJECTIVES

- To explore sustainable (vs. unsustainable) and ethical (vs. unethical) practices in rural business and tourism in contexts in which sustainability and ethics are not formalized, particularly in developing countries
- To examine the opportunities and challenges for encouraging and promoting ethically sustainable development in contexts in which informal practices are dominant using real-world cases of business practices and tourism activities in developing countries, particularly from Africa and Asia
- To explain the implications of theories and practices on sustainability and ethics in rural business and tourism in developing countries

1 MINDSET SHIFT ON SUSTAINABILITY

Continued problem of unsustainable practices calls for a shift in focus on sustainability initiatives from a global to a regional outlook

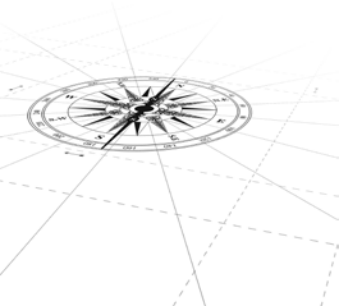
Developed countries, such as those on the American and European continents, have much larger emissions (carbon footprint) than developing countries, whereas developing countries, such as those on the African and Asian continents, have a greater number of economic and social issues



2 MINDSET SHIFT ON ETHICS

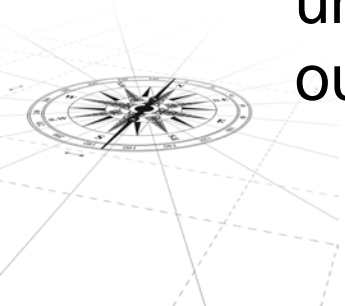
Notion of ethics is also subjective, as what is morally right in a particular context may not necessarily be so in another context

The types of institutions (and the ethical meanings and responsibilities they entail) that exist across different regions have a significant impact on the sustainability strategies that should be developed and implemented



3 RURAL BUSINESS AND TOURISM IN DEVELOPING COUNTRIES

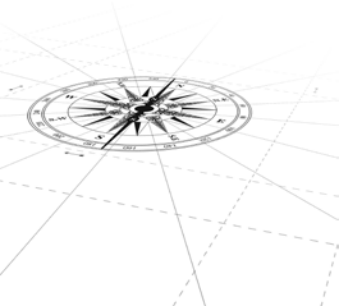
In many developing countries, the role of rural businesses and tourism operators in ethically sustainable development is unclear. The lack of formal institutions in these countries has given rise to a growing informal/grey economy in many rural areas. Business and tourism operation in these areas are often regulated by informal practices of local communities, which may/may not lead to unethical and unsustainable practices and outcomes.



4 CASE STUDY: TIWAI ISLAND, REPUBLIC OF SIERRA LEONE, AFRICA

Collaboration of stakeholders in the form of educational institutions, nongovernmental organizations, and local communities can

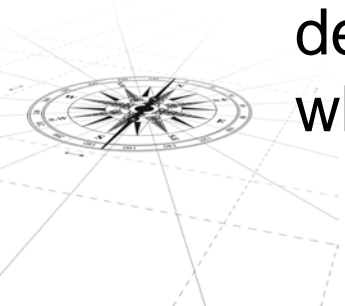
encourage engagement in ethically sustainable development in the absence of formal institutions



5 CASE STUDY: BALI ISLAND, REPUBLIC OF INDONESIA, ASIA



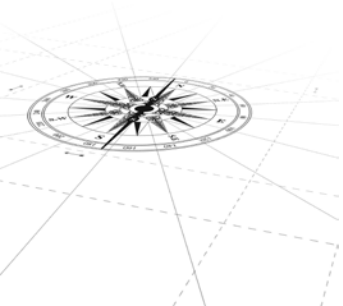
Rapid and unplanned development can lead to detrimental effects on ethics and sustainability as a whole



6 CASE STUDY: ZANZIBAR, UNITED REPUBLIC OF TANZANIA, AFRICA



Quick returns and profits from unregulated activities produced by a gray economy may come at the expense of ethics and environmental and social well-being of stakeholders in local communities



7 FOOD FOR THOUGHT

- What are the key success factors for sustainability and ethics in rural business and tourism in developing economies?
- What are the possible pitfalls for sustainability and ethics in rural business and tourism in developing economies?
- How can desirable sustainability and ethical outcomes in rural business and tourism in developing economies be cultivated and maintained over time?
- How can undesirable sustainability and ethical outcomes in rural business and tourism in developing economies be avoided at the present moment and over time?

