

UNIT 4.2.

# RURAL TOURISM AND ENTREPRENEURSHIP

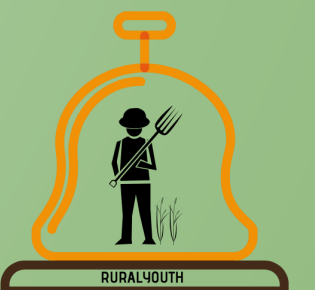
MODULE 4:RURAL TOURISM ENTREPRENEURSHIP AND BUSINESS MODELS

# OBJECTIVES

In Unit 4.2. you will learn about Rural Tourism and Entrepreneurship and creating entrepreneurship through tourism in a rural area.

## **Keywords:**

- Entrepreneurship
- Rural Tourism
- Rural Entrepreneurship
- Rural Tourism Entrepreneurship



# AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the relationship between entrepreneurship and tourism



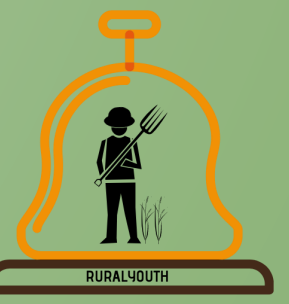
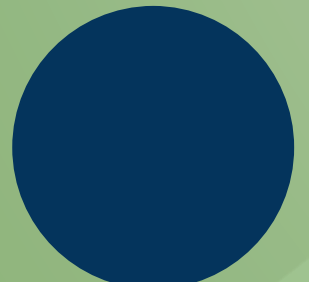
Understand the role of the entrepreneurship in rural tourism



Understand the concept of rural entrepreneurship in tourism



Overview examples of rural tourism entrepreneurship





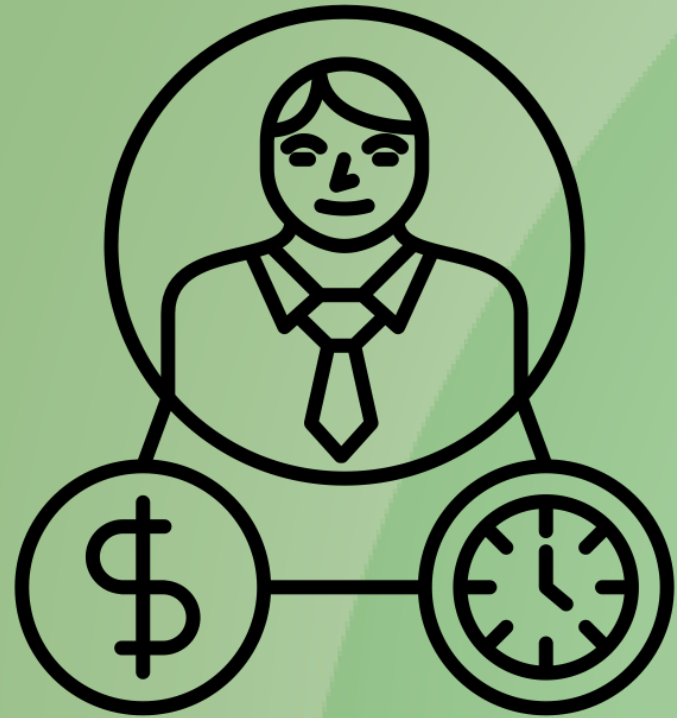
# TOPICS

1. Rural tourism entrepreneurship
2. Advantage of rural entrepreneurship in tourism
3. Innovative rural tourism entrepreneurship models

# Rural Tourism Entrepreneurship



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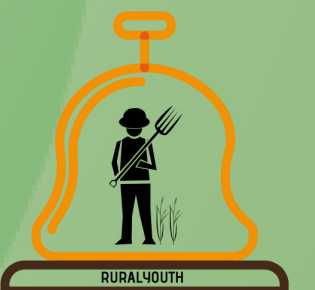
Entrepreneurship defines a type of business and tourism that creates employment by ensuring entrepreneurship opportunities to people. People may benefit dynamics of entrepreneurship and generate their own business. Rural areas are still faced with challenges about lack of employment, immigration, inadequate financial sources.

Entrepreneurship has an important role for the rural areas by contributing to rural development thus it can be considered as a central force for rural development.

Rural tourism entrepreneurship is defined as entrepreneurship that offers tourist products and services in rural areas and fosters economic development in rural areas. It is a concept for local people in rural areas in order to get into a small and niche business. It gives alternative opportunities except for farming to the farmers, local people who live in rural areas and youth.



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Rural tourism entrepreneurship can be seen as an alternative to agriculture. However, rural tourism entrepreneurship is also seen as an important tool to support sustainable development in rural areas and the inter-relationship between tourism and entrepreneurship in rural has positive impacts. However, the destinations take time in order to develop rural tourism entrepreneurship.

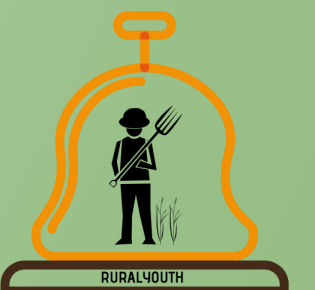


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Rural tourism areas where agricultural activities exist need to be analyzed from the point of possible risks, potentials and challenges. It is necessary to identify the gaps of the areas where the rural areas have a tourism potential and where the rural areas can offer advantages to the local communities.

Ministry of Agriculture and  
Rural Development

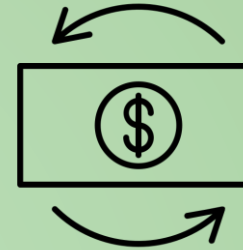


# WHY RURAL TOURISM ENTREPRENEURSHIP?

- In order to increase the more efficient use of local resources
- In order to diversify employment opportunities in rural areas
- In order to increase economic input in rural areas
- In order to raise the income level of rural residents and for a better standard of living
- In order to explore the possible opportunities in rural areas
- In order to protect, promote and improve resources such as culture, values and nature with the help of tourism opportunities
- In order to grow consciousness of sustainability



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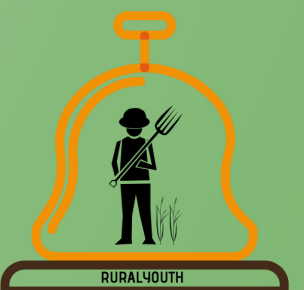
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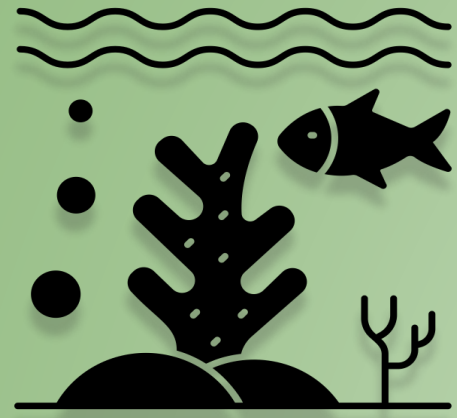
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The benefits of entrepreneurship in rural tourism relate to resource access, short and long-term availability, resource protection and degree of innovation. However, care must be taken to protect rural heritage, biodiversity, landscape and local culture in order to reach the true potential of rural entrepreneurship.

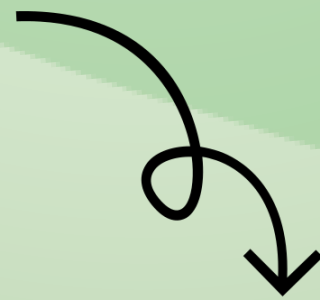
## ESSENTIALS

*Governmental Initiatives*

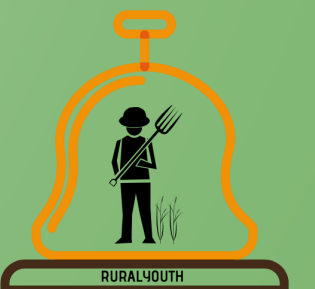
*Good Planning*

*Effective Management*

*Principles*



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RURAL4YOUTH



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**Governmental Initiatives** is one of the essential parts of rural tourism entrepreneurship. A well developed and designed government policy on rural tourism development or rural tourism entrepreneurship is one of the necessary steps that help the rural areas for effective entrepreneurship.

### **Good Planning**

Strategic planning enables the optimization of the potential contribution for welfare to rural entrepreneurs. Planning has an important role in order to determine the role that rural tourism entrepreneurship may play in the economic development in rural. thus, natural, historical heritages, regional sources, the life of the rural may be used properly by being preserved with the aim of developing the rural.

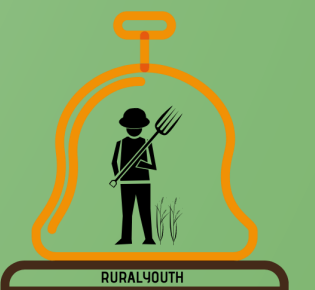


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Marketing and measurement criteria, network development, ensuring the participation of key stakeholders and communities in the region, researching and determining funding sources, formulating and developing targets, ensuring sectoral training of rural tourism entrepreneurs, and ensuring the protection of natural, cultural and touristic areas are among the main topics of planning



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## ***Effective Management***

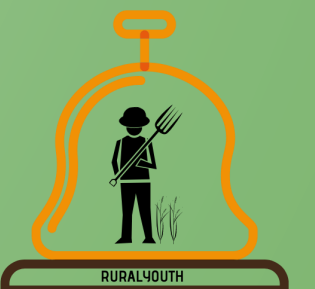
Although the management of rural tourism entrepreneurship is not easy, it can be carried out correctly with a good strategy. Rural tourism management is the art of managing resources, from people, money, infrastructure, attractions, funds and methods.

### ***Effective management means :***

- to ensure strong coordination
- to increase the participation of the local community
- to increase the participation of local communication and stakeholders
- to identify gaps and weaknesses in the rural area
- to direct resources to rural tourism entrepreneurship and take action
- to create awareness on sustainability, rural tourism entrepreneurship in the community
- to establish activity-based work discipline
- to follow new trends on rural tourism entrepreneurship models are among the steps to be followed in the management process
- to promote the business

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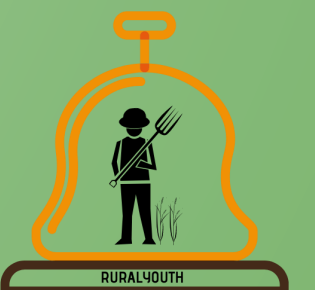


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## *Principles*

- Ease of access to services, variety of services and the provision of touristic products according to the needs of tourists
- Obtaining advice and funding support for rural tourism entrepreneurs
- Protection of biodiversity and the environment
- Development of tourism activities for the benefit of local people
- Tourism activities do not harm agricultural activities
- Respecting traditional life in the countryside
- Standardization and branding
- Determination of tourist carrying capacity

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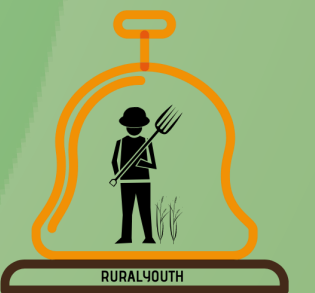


# Think about Advantage of Rural Entrepreneurship in Tourism !

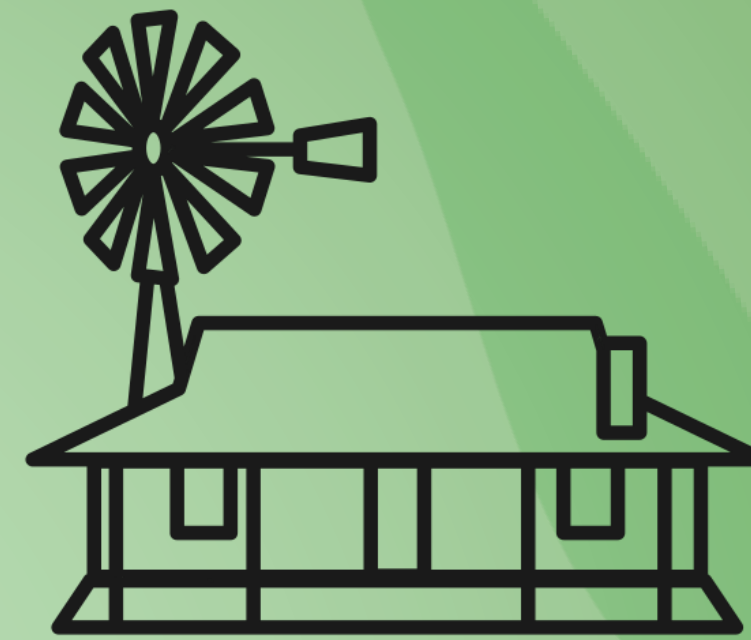


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*«Rural success stories are built with the hard work and vision of rural tourism entrepreneurs.»*

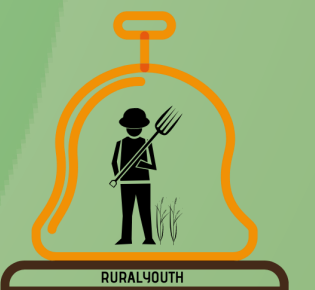


The role of entrepreneurs in rural tourism is vital for the economic growth and development of rural areas, improving the quality of life of rural residents, the realization of the active existence of people, diversification of alternative business opportunities, decreased migration from village to city.



The development of rural tourism entrepreneurship in rural areas provides social and economic benefits. Rural tourism entrepreneurship enables the development and diversification of the local economy, providing new markets for local people engaged in agriculture, farmers' local products and services, and the creation of new businesses.

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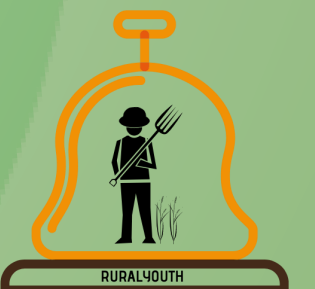


# What advantage does rural tourism entrepreneurship provide?



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- High potential of generating employment and new job opportunities
- Enabling a rural area to become a rural tourism destination
- Building Community power and welfare
- Reducing the risk of ecological degradation, preserves the authenticity of the countryside
- Raising awareness in local communities about community-friendly practices and embraces awareness of environmental protection
- Creating a sustainable source of income



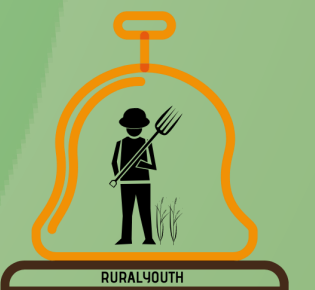


# What advantage does rural tourism entrepreneurship provide?



- Reducing the risk of seasonality
- Enabling women and youth to be a part of the growing rural economy
- Balancing rural development
- Contributing to revealing the tourism potential of existing rural areas
- Providing financial, cultural and social development of the demand for traditional touristic products
- Ensuring that some programs at national and European levels that provide incentives and grants to certain regions with agricultural tourism are implemented in the region

Created by Vectorstall



# Innovative Rural Tourism Entrepreneurship Models



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In recent years, rural tourism has become a sector where innovation is more and more. Entrepreneurs who develop the local resources of rural areas sustainably and turn them into innovative tourism products are increasing. Rural tourism entrepreneurs need to be innovative in developing new products in rural tourism by responding to visitor expectations and potential markets.

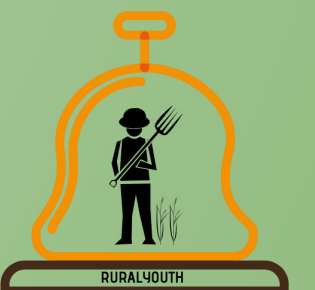


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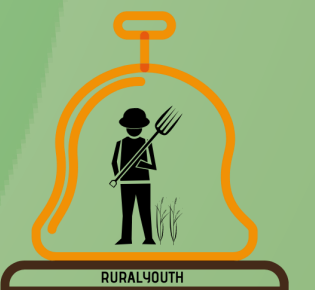
As a result, the fact that rural areas are strong in terms of both innovation and entrepreneurship positively affects their future development. It can be concluded that innovation is an important success factor for rural areas. Being active and innovative of entrepreneurs in rural areas is of critical importance for the success of their businesses.



## Examples of Innovative Rural Tourism Entrepreneurship Models:

### Villány-Siklós Wine Route, Hungary

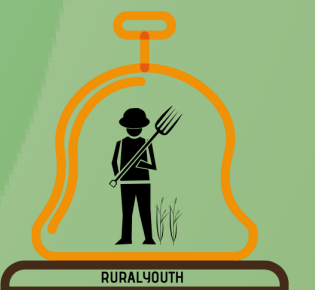
Siklós is a rural area in Hungary, famous for its wine route, located at the foot of Tenkes Hill, on the Harkány-Nyárád plain. The wine route in the southwest of Hungary, which contributes significantly to the local economy, is one of the important examples of rural tourism entrepreneurship. **Villány-Siklós Wine Route** is the first wine route in Hungary to follow European models. It is known as the country's southernmost wine region, where everything is about wine in every inch of its 2,100-hectare area. This wine region are considered by experts to be of both excellent quality and commercial success. Villány-Siklós Wine Route is one of the important regions of rural tourism in Hungary with its high quality Hungarian wines. With the wine market created in the region, it has become the strongest attraction center of the region. The region is home to many famous historic wine towns; It is located in many historical cellars in the region. There are also many ancient press houses around Siklós. Such places have become major tourist attractions on the Villány-Siklós Wine Route. The region has been built on strong foundations for rural development, preserving its traditions. Cellars, streets, press houses have been taken under protection and are now serving rural tourism.



# Examples of innovative rural tourism models:

## Villány-Siklós Wine Route, Hungary

Source: <https://villanyiborvidek.hu/>



# Examples of Innovative Rural Tourism Entrepreneurship Models:

## Villány-Siklós Wine Route, Hungary

### How did they succeed?

In 1994, the Villany-Siklos Wine Route Association was established and local governments, non-governmental organizations, private individuals and small and medium-sized businesses also joined the association.

They examined and applied examples such as the wine routes of Austria, France and Germany that reached the best level in the wine route.

They expanded the network of cooperation for regional development

They preserved their traditional quality in viticulture

They learned and taught about wine tourism not yet in Hungary

They applied for and won grants

They raised awareness and gained volunteer workers

They identified marketing goals of the Wine Route

They identified the socio-economic goals of the Wine Route

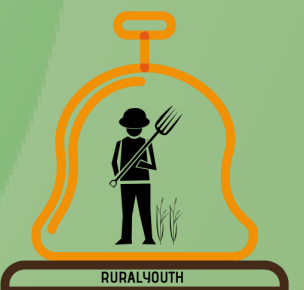
They organized entrepreneurship trainings and received incentives for entrepreneurship

The Villány-Siklós Wine Route has established its own certification system

Fulfilled the European wine route quality criteria



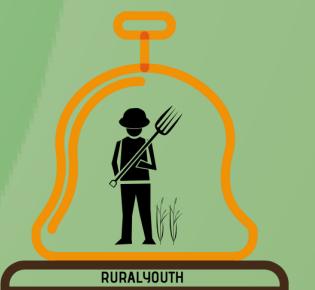
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## Examples of Innovative Rural Tourism Entrepreneurship Models:

### 'Capuchinhas do Montemuro

Montemuro mountain is a rural region where theater festivals are held. Capuchinhas do Montemuro is one of the examples of women's entrepreneurship in the Montemuro region which is a Cooperative made up of four Women from Serra do Montemuro in Portugal rural. Women produce garments in burel, linen and wool, woven on manual looms, using traditional methods with a contemporary design. The cooperative is located in Campo Benfeito which is a small village in the mountains and has rural tourism establishment, that allow tourists to stay in the village. The village has a strong theatre tradition and hiking routes that is popular for visitors. The name of the cooperative derives from Capucha, the cape used by shepherds to protect themselves from the cold and rain in winter. The main goal of the cooperative is to transfer experiences and traditions to future generations and to ensure the protection of cultural heritage. The Capuchinhas' entrepreneurship and creativity with traditional products have already allowed them to achieve national and international awards. Another merit is that they contribute to keeping alive a noble fabric, the burel that is pressed into the tread. The fabric has a very waterproof texture. Rainwater runs off and does not enter very easily. The Capuchinhas cooperative that weaves linen and burel on looms and produces unique pieces with modern design is the most interesting and successful example of rural entrepreneurship in the region.



## Examples of Innovative Rural Tourism Entrepreneurship Models: 'Capuchinhas do Montemuro

A former elementary school is home to the Capuchin Cooperative, a half-dozen women who work in linen and burel, creating garments sold nationwide.





## Examples of Innovative Rural Tourism Entrepreneurship Models:

### Capuchinhas do Montemuro

#### How did they succeed?

They are weaving traditional methods with contemporary design on hand looms.

They have marketing objectives national and international

They are in strong cooperation with local government

One of their main goals is to protect cultural heritage and transfer it to future generations.

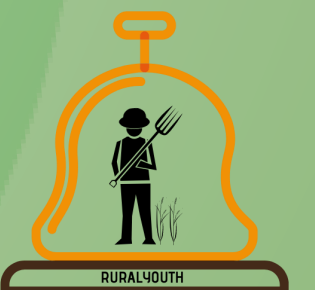
They are creating modern designs with completely natural materials

They are producing and marketing unique products

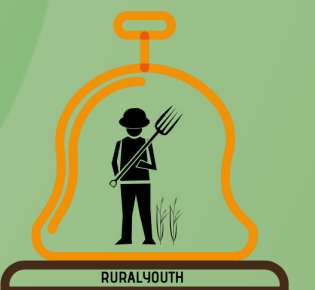
They are following traditional methods

Initiative of **Capuchinhas do Montemuro** is a good example of a sustainable entrepreneurial initiative rooted in local materials and traditions. Regarding the networks between the cooperative and the local theatre, the women not only sew clothes for the theatre, but also sell their products during the festival. They both promote their local products to local and foreign visitors and provide economic development in the countryside as an example of entrepreneurship. By marketing their products to other countries, they promote the region and add brand value to the region.

Created by Eucalyp



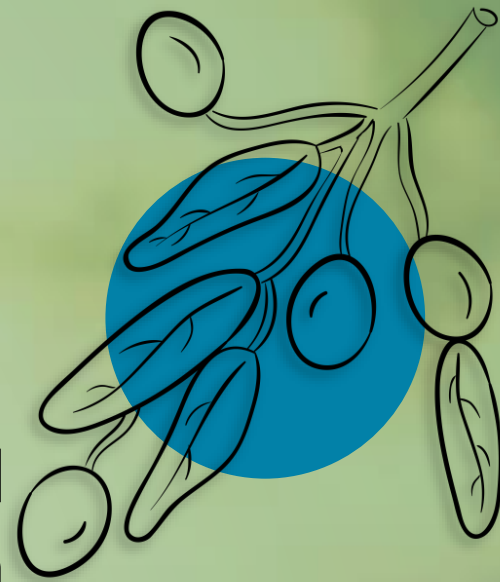
**Examples of Innovative Rural Tourism Entrepreneurship Models:**  
**'Capuchinhas do Montemuro**  
Source: <https://www.capuchinhas.pt/>



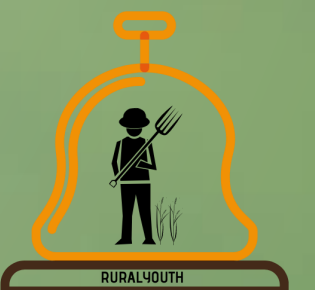
## Examples of Innovative Rural Tourism Entrepreneurship Models:

### ‘Denominación de Origen Protegida Siurana’

Siurana PDO is the second oldest unit of origin for extra virgin olive oil in Spain. It was founded in 1977 by a group of entrepreneurial people working in the olive oil industry, who believed in the need to preserve and promote the unique properties of an excellent oil derived from the Arbequina olive. Since 1979, when the First Regulations were published, the olive oil of the region has been trying to promote the quality of the olive product and the Siurana PDO seal. Olive trees planted in Priorat cover an area of about 3,500 hectares. The olive varieties grown in the Priorat Region are Arbequina, which together with other varieties such as Farga and Rojal make up 95% of the total production. The total average production is 4,800 tons of olives and 950,000 kg of oil. The olive oil of this region is marketed under the 'Denominación de Origen Protegida Siurana' or 'Siurana Protected Name of Origin', a name that guarantees the product's place of origin. It carries out many activities in the region to promote and spread olive oil culture among different segments of the people. It emphasizes the added value, origin, tradition and health of olive oil and promotes its presence to both producers and consumers under its brand value.



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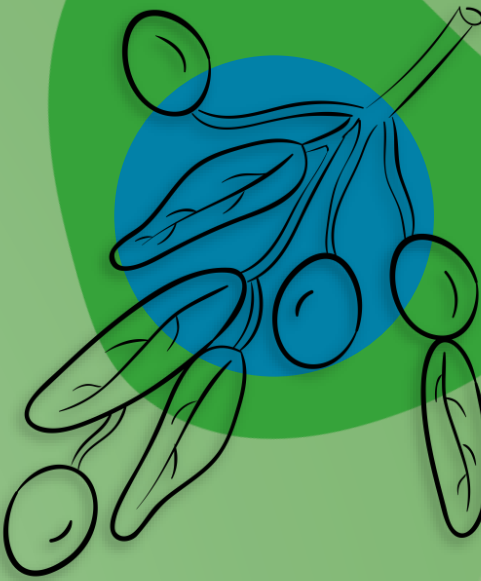


## Examples of Innovative Rural Tourism Entrepreneurship Models:

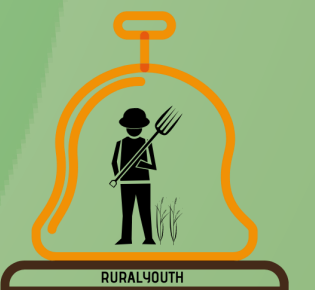
### ‘Denominación de Origen Protegida Siurana’

In this context, it carries out many touristic activities and adds value to rural tourism with its entrepreneurship. It organizes oil fairs in many regions by creating a cultural calendar.

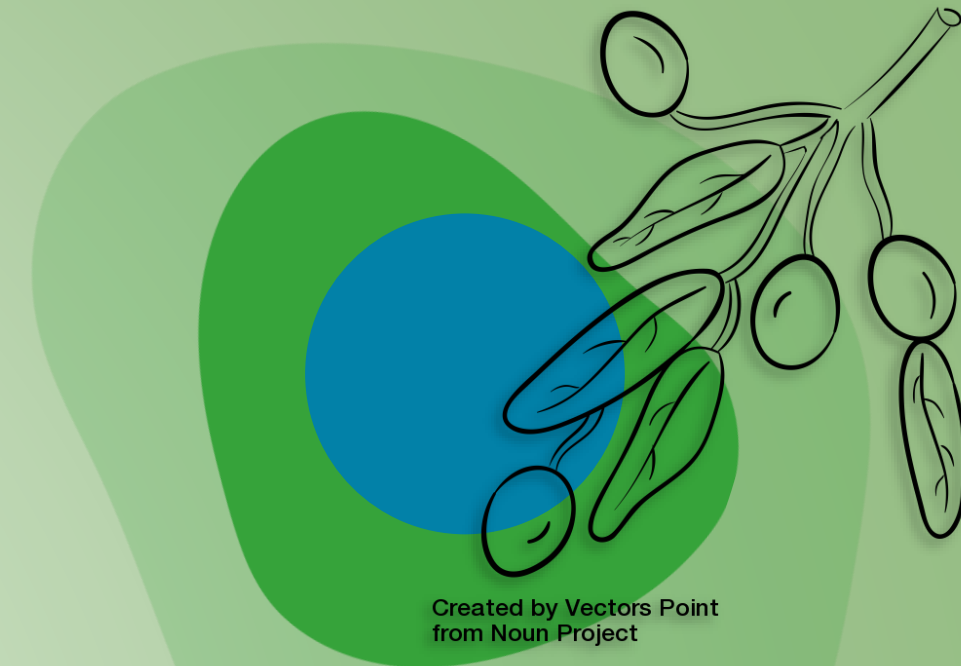
Popular lunches, oil tastings, snacks, live music, activities for kids, various workshops, oil tasting with live commentary, raffles, promotions, competitions, show cooking, and lots of extra virgin olive oil tastings are among the various events. The cooperative organizes olive oil tasting workshops. It helps the new generation to learn about the properties of olive oil and start trying it, to get to know the oil of the region from a young age and to be aware of its value, with tasting workshops. The event is given using material created specifically for this workshops. It offers oil tasting master classes for professionals and future professionals. It organizes master classes and practical tasting workshops for those who work and study in the fields of cooking, gastronomy, health, etc. It also participates in various fairs and organizations to promote the olive oil of the region. Thanks to the production of olive and olive oil, which is the main source of income in the region, an olive oil tourism route has been organized in the region. Thanks to this route, visitors get to know how this extra virgin olive oil is made, its properties and the various oil mills or presses that make up the Olive Oil Route. In total, there are six mills that are members of the route.



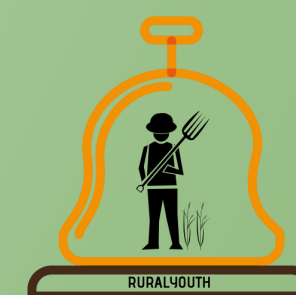
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**Examples of Innovative Rural Tourism Entrepreneurship Models:  
'Denominación de Origen Protegida Siurana'**  
Source: <https://dopsiurana.com/es/inicio/>



**SIURANA**  
DENOMINACIÓ D'ORIGEN  
PROTEGIDA



## Examples of Innovative Rural Tourism Entrepreneurship Models:

### ‘Denominación de Origen Protegida Siurana’

#### How did they succeed?

To guarantee the quality of Siurana PDO extra virgin olive oil

To improve the promotion of the Siurana PDO brand

Promoting the olive oil culture and knowledge of the Siurana PDO seal of quality are among its main objectives.

It is a cooperative established with local operators, entrepreneurs and farmers working in the olive oil field.

Tourism stakeholders are in strong cooperation with local producers and local governments.

have determined their target markets nationally and internationally.

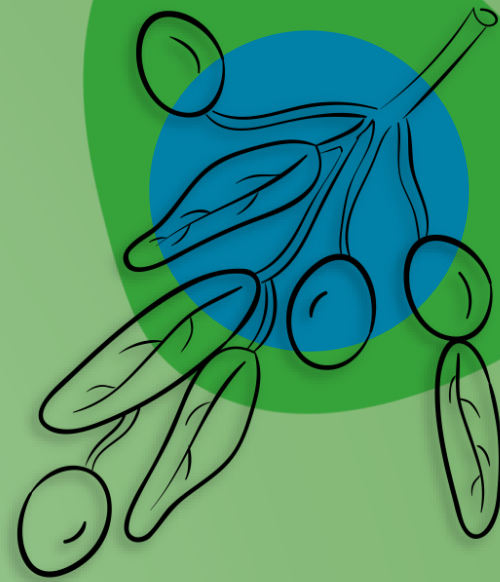
They continue the traditional production methods

They know the features of their products very well and maintain their quality for years.

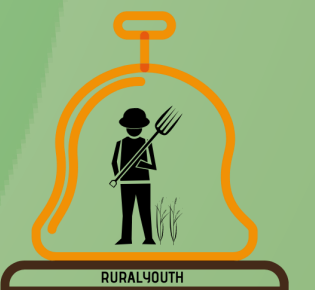
They combine entrepreneurship with rural tourism

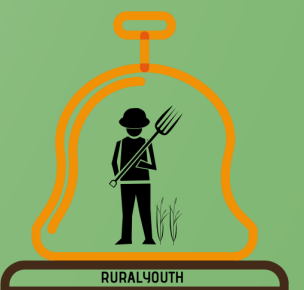
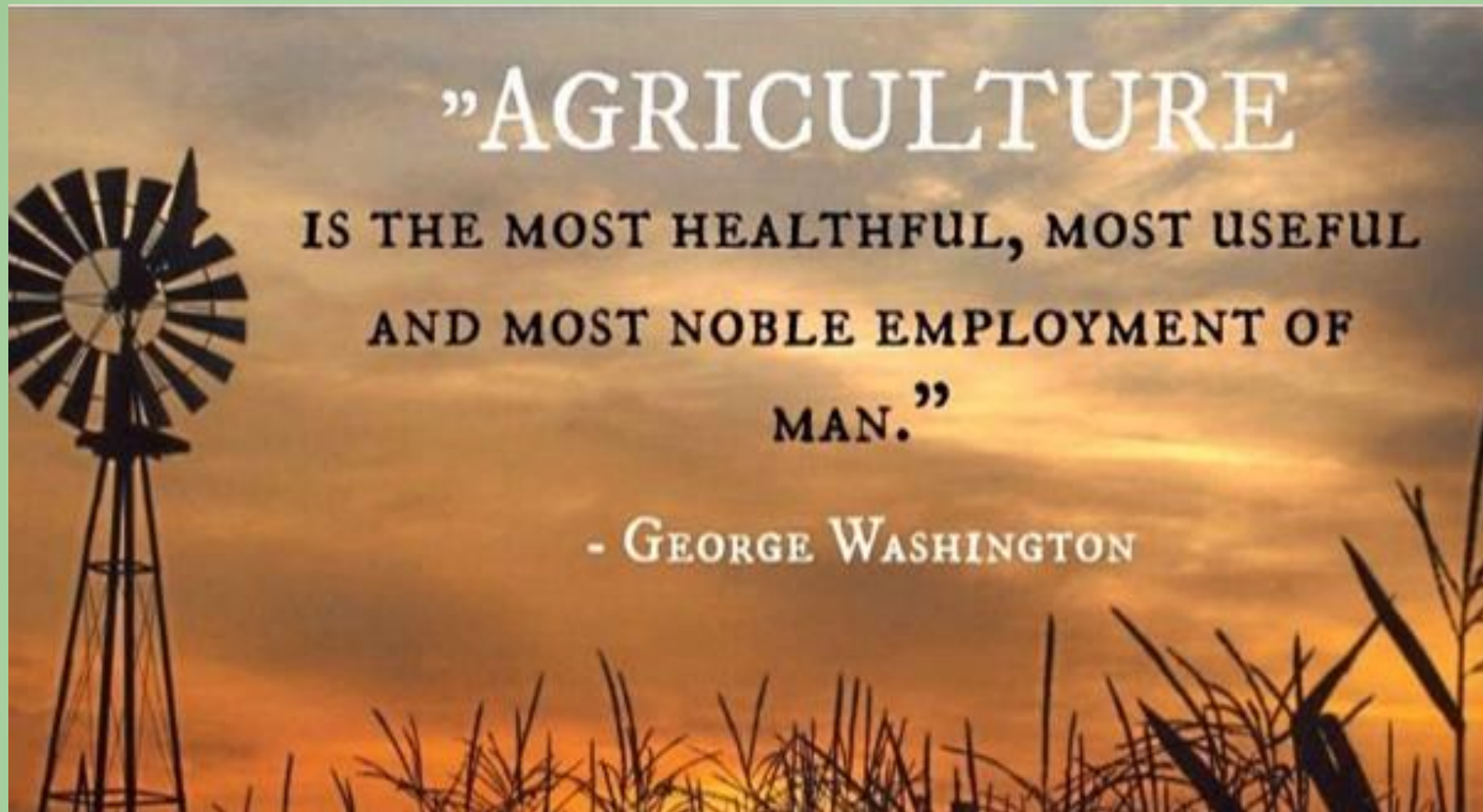
They convey the value of the product to visitors and the next generation through various activities.

They added brand value to their products, standardized them and created a certificate system.



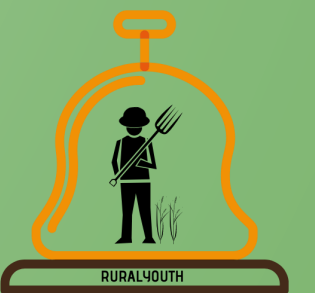
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*To be a farmer is to be a student forever,  
for each day bring something new.*

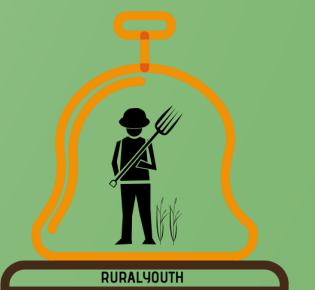
*- John Connell*





*Do not focus on numbers. Focus on doing what you do best. It's about building a community who want to visit your site every day because you create value and offer expertise.*

- Cassey Ho





# SURF TO FIND OUT MORE

👉 Watch the video Refugios do Pingal - Rural Tourism: The Refúgios do Pinhal, is a rural tourism unit, located in the center of Portugal (Tojeira de Baixo-Oleiros). This accommodation has as the main objective to develop the interior of our country. The Refúgios emerge from the reconstruction of various schist houses, mills, and taken, linking the history of past people to our present, in a unique atmosphere, where nature had a very noble hand.

- 👉 Watch the Best Tourism Villages by UNWTO initiative identifies villages taking innovative and transformative approaches to tourism in rural areas. World Tourism Organization (UNWTO)
- 👉 Read the article SMALL BUSINESSES IN RURAL TOURISM AND AGRO TOURISM: STUDY FROM SLOVAKIA Ladislav Mura, Aleksandr Ključnikov This article focuses on the evaluation of entrepreneurial activities in rural tourism based on the empirical research conducted in different regions of Slovakia.
- 👉 Read more about UNWTO Recommendations On Tourism And Rural Development in the Guidelines published by the World Tourism Organization (UNWTO), Madrid, Spain.

# MATCH THE PARAGRAPHS!



Rural tourism entrepreneurs need to be innovative...

... resource access, short and long-term availability, resource protection and degree of innovation.

The benefits of entrepreneurship in rural tourism relate to...

... in developing new products in rural tourism by responding to visitor expectations and potential markets.

Rural tourism management is the art of...

...managing resources, from people, money, infrastructure, attractions, funds and methods.

The development of rural tourism entrepreneurship in rural areas ...

.....is defined as entrepreneurship that offers tourist products and services in rural areas and fosters economic development in rural areas.

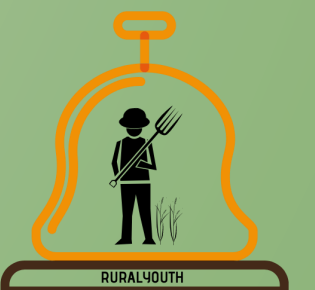
Rural tourism entrepreneurship...

... provides social and economic benefits.



# DISCUSSION

1. Choose a rural area from your region where farming exist and where there are historical and natural spots. The community has many production such as wine or olive. However they are just able to sell their products at local level.
2. Discuss these questions:
  - How can you expand the market of the products at national and international level?
  - When you combine products, historical and natural spots, how can you promote your rural area?
1. At the end of your discussion try to create a rural tourism entrepreneurship strategy that is the most suitable for your rural area!



# SUMMARY

- In Unit 4.2 you have discovered that entrepreneurship has an important role for the rural areas by contributing to rural development thus it can be considered as a central force for rural development. The benefits of entrepreneurship in rural tourism relate to resource access, short and long-term availability, resource protection and degree of innovation. You have learned that governmental initiatives, good planning, effective management and principles are the essentials of rural tourism entrepreneurship and rural tourism entrepreneurs need to be innovative in developing new products in rural tourism by responding to visitor expectations and potential markets. Over all, being an active and innovative entrepreneur in rural areas is of critical importance for the success of their businesses.
- Is there an innovative rural tourism entrepreneurship model in your city/village? If so, how did they succeed? Try asking your family and friends!
- In Unit 4.3 you will learn how to develop business ideas for your enterprise.

