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Nota di contenuto	Part 1: Introduction -- 1 Perspectives, structure, and conceptual framework -- 2 Features and Challenges of Rural tourism in Japan -- Part 2: Roles of Community-based Rural Tourism -- 3 Roles of Farm Pluriactivity on Multifunctional Agriculture in a Mountainous Rural Community -- 4 Roles of Farm Women in Rural Tourism Enhancing Multifunctionality -- 5 Impact of Rural Tourism Operated by Retiree Farmers on Multifunctionality -- 6 Relationship between Community Activities as a Rural Institution and Multifunctionality -- Part 3: Challenges of Community-based Rural Tourism -- 7 Barrier to Change in Rural Tourism: Dependence effect on Local Tourism Resources -- 8 Challenges of Community-Based Rural Tourism in a Super-Ageing Society -- 9 Measuring Labour Productivity and Market Viability of Community-based Rural Tourism -- Part 4: Overcoming Challenges and Entrepreneurship -- 10 Evaluating Integrated On-farm Tourism Activity after Rural Road Inauguration -- 11 Factors on the Linkage between Local Brand Farm Products and Tourism in an Agrarian Community -- 12 Linkage between Operators' Satisfaction and Potential of Local Resources for Rural Tourism -- 13 Roles of Networking NPOs Connecting Local Stakeholders in Rural Tourism --

14 Community-based Rural Tourism by Networking NPO -- 15 Stepwise Internalization Process of Multifunctionality by Farm Diversification -- 16 Roles of Social Learning Network in Educational Tourism in Dairy Farms -- 17 Concluding Remarks.

Sommario/riassunto

To meet the rising demand for scientific evidence in the context of rural tourism research, this book explores tourism and tourism-related diversification activities performed by farming households and entrepreneurs in rural communities. To do so it adopts a consistent conceptual and empirical microeconomic approach and employs econometric methodology. Community-based rural tourism (CBRT) is attracting increasing interest in both developed and developing countries, since tourism is considered an effective way to promote rural development in all parts of the globe. Further, because information and communication technologies are developing rapidly, new types of communities are now formed more easily than ever. As such, this book covers not only traditional, closed agrarian communities, but also emerging communities formed by local nonprofit organizations (NPOs) and national networks of farmers who provide educational tourism for consumers. These emerging communities are beyond the range of traditional agrarian communities and complement each other, which helps overcome obstacles to rural tourism for farm operators and urban residents. Those communities also nurture the rural entrepreneurship that eventually will create a sustainable urban–rural relationship. This study—the first of its kind—contributes to the advancement of research on rural tourism from a microeconomic perspective. It presents a conceptual framework for understanding rural tourism from a microeconomic perspective; empirically clarifies the specific issues and constraints for the development of CBRT; and also investigates how to overcome these issues.
