

Rurality in Flux: A Perspective on Changing Face of Rural Tourism Enterprise

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Abstract : This paper presents case insights from India and Mexico to illustrate how tourism can work as a tool for bringing about peace and prosperity in disadvantaged communities living in peripheral rural localities. A reordering of rural space, given the slow but definite shift from production-oriented activities towards more complex and contested blends of production, consumption and protection indicates clearly that rurality is in flux. Whilst on one hand, there is a predominance of urban interests in the countryside, on the other rurality is boxed and presented for consumption in urban localities. Qualitative data, collected using semi-structured interviews and participant observation, is used in illustrating how creative enterprise is bringing about innovative use of rural ethos and space in response to consumer demands. Overall, this work seeks to contribute to debates on how rurality no longer represents a fixed space of tradition, but is packaged and promoted in a multi-faceted manner to creatively perform for and access tourism markets.

Keywords : rural tourism, creative enterprise, India, Mexico

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