



UNIVERSITÀ DEGLI STUDI DI TRENTO

# **EXAMINING STRUCTURAL POWER RELATIONSHIPS AND THE ROLE OF INNOVATION IN SHAPING TOURISM IN RURAL AREAS**

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*Monday, 13 June 2011  
2.30 PM – Professor room, 1<sup>st</sup> floor  
Faculty of Sociology  
Via Verdi, 26*

Everyone is welcome to participate

Rural tourism development is influenced by various forces at the local, community level as well as by broader structural considerations due to globalization. Researchers argue that even though structural relationships shaping tourism in rural regions are similar, the ways in which these changes manifest themselves are quite unique to each place. Often tourism is a local response to political, social, economic and environmental shifts at the national and international levels as well as a result of the inherent power relationships and political processes at the local level. For many destinations, public and private agencies are being confronted with complex development issues that require innovative practices to enhance growth, sustain community living standards, and minimize negative environmental, social and cultural impacts. This presentation will use a comparative case study approach using mixed methods applications to examine two rural tourism case studies from New Zealand and Iceland to: examine present destination development strategies; identify present innovations; understand how these destinations are adapting to increasing visitation; and to understand the nature of rural tourism and its connections to local identity, shared customs, social networks and cultural capital.

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