

INDEX

- Academic neutrality, 188–192
Active participation, 80
Adventure tourism, 12–14
 microentrepreneurs, 185–186
Agglomeration economics, 120
Agribusiness approaches, 40
Agritourism, 40, 46
AirBnB, 2, 55, 103–104, 153
Analytic autoethnography, 71
Area-based economic rejuvenation, 167
Asset-light platform-based business model, 103–104
Authenticity, 138, 143–144, 146
 of regional products, 137–138
Autoethnography, 71
Autonomy-accountability network, 52–53
Aveiro, 85
Awareness for food products, 144
- Balancing self-benefit, 60
Belize, 12
Belize Tourism Board (BTB), 25–26
Belizean cruise tourism context, 14–26
 community perspectives, 20–21
 Cruise ship industry in Belize, 16–18
 local microenterprises, 21
 public policy implications, 24–26
 study methods, 18–19
 tour packages, 19–20
Benefit sharing, 60
Brand stewardship, 152
Brand strategy, DMOs' focus on, 151–153
British Honduras. *See* Belize
Brittany, 135–137
- Business
 models, 74, 76, 103–106
 success, 101
- Capitalism, 169
Care for Earth, 168
Care for People, 169
Caretaker, 41–42
Cave tubing, 15
Challenges for respondents, 145
Classic Eurocentric frameworks, 68
Collaborative economy, 104–105
Communal collaboration, 60–61
Community
 community-based online tourism marketplace systems, 94–95
 community-based tourism, 70, 96
 orientations, 53
 perspectives, 20–21
Community Baboon Sanctuary (CBS), 15
Complex rural space, 120
Conceptualizations of indigenous entrepreneurship, 52–53
Confirmability, 98–99
Constraints, 95–96
Consumer marketing strategies, 150
Contextualization, 82
Conventional larger-scale farmers in North Carolina, 42
Creative script, 79–80
Creative self-expression, 80
Creative tourism, 80
 research, 80
Creative tourism microentrepreneurs, 79–80
 microentrepreneurship and small city contexts, 81–89
 participatory place-making, 82–83
 study methods, 83

- VAGAR Walking Tours, 86–89
- VIC//Aveiro Arts House, 83–86
- CREATOUR, 80–81, 87
- Credibility, 98–99
- Crowdsourcing traveler platforms, 2
- Cruise ship, 11–12
 - industry in Belize, 16–18
 - servicing of, 12
 - tourism, 12
- Cruise tourism in Belize, 17
- Cultural norms, 183
- Cultural representations, 139–140
- Cultural resources, 3
- Customary land, tourism and, 55–57
- Customer segmentation, 109–110

- Data analysis, 98
- Destination management, DMOs'
 - focus on, 151–153
- Destination management/marketing
 - organizations (DMOs), 6–7, 149–150, 161, 185, 188, 192
 - focus on brand strategy and destination management, 151–153
 - focus on internet communication, 151
 - online gig economy and tourism microentrepreneurship, 153–154
- Destination strategic plan (DSP), 159–160
- DestinationNEXT, 152
- Destinations, 139
 - brand strategy, 151–152, 181–182
 - DMOs' focus on internet communication, 151
 - governments, 2, 181–182
 - lessons from GRCVB's present refocus, 161–163
 - other implications for embracing microentrepreneurship, 163–164
 - refocus to support microentrepreneurship, 154–161
- Destinations International, 150, 184–185
- Domestic preferences, 72–73
- Drink, 135

- East Asian export driven model, 30
- Eco-tourism, 12, 14, 70
 - microentrepreneurs in Nepal, 3–4
- Economic/economy, 27–28
 - development, 27–28
 - growth, 95
- Enclave economy, 12
- Enclave microeconomies, 24
- Endogenous Growth Theory. *See* New Economic Growth Theory
- Entrepreneur, 28–29, 82
- Entrepreneurship, 27–28, 52, 82, 120
- Environmental management, 167
- Environmental sustainability, 168
- Evocative autoethnography, 71
- Exogenous model, 119–120

- Face-to-face survey administration, 125–126
- Fair-share ethic embodies, 169
- Family farms, 39–40
 - microentrepreneurship in family farming, 41–49
- Farm experiences, 40
- Farm success, 47–48
- Farm tourism microentrepreneurs, 40, 42–43
- Farmers, 39–40
 - motivations, 45–46
- Farming, 42
- Female empowerment, 61
- Female entrepreneurs, 79–80
- Fiji, 52
 - tourism context in, 54–55
- Fijian women live under patriarchal systems, 54
- Finance, lack of, 128

- Financial sustainability, 42
- Food, 135
 - consumption, 138
 - food-territory links, 138
 - place, tourism and, 137–147
 - producers and suppliers, 139
 - tourism, 137, 139
- Formal economy, 28
- Formal tourism system, 2
- Gehrisch, Michael (CEO of Destination Marketing Association International), 151–152
- Geographical location, 82
- Gig economy, 2, 104–105
- Gig-sharing marketplaces, 153
- Globalization, 135
- Government of Belize (GOB), 25–26
- Grassroots models of tourism
 - development, 187
- Greater Raleigh Convention and Visitors Bureau (GRCVB), 153–154, 157–158, 160
 - lessons from GRCVB's present refocus, 161–163
- Heritage positioning index, 52–53
- Homogenization, 135
- Hosts, 103–104
 - community involvement in tourism microentrepreneurship, 3
- Human resources, 109–110
- Hybrid rural space, 120
- I-Taukei Land Trust Board (ILTB), 55–57
- Identity, 144
- In situ*
 - cultural practices, 68
 - interviews, 83
- In-depth semi-structured interviews, 108
- Income, 93–94
- Indigenous entrepreneurship, 52, 62
 - engagement through student fieldtrips and research, 57–60
 - tourism and customary land, 55–57
 - tourism and indigenous microentrepreneurship in practice, 60–62
 - tourism context in Fiji, 54–55
- Indigenous knowledge, 70
- Indigenous Pacific values, 53
- Indigenous tourism micro-entrepreneurship. *See also* Place-based rural tourism microentrepreneurship, 54
 - engagement through student fieldtrips and research, 57–60
 - indigenous entrepreneurship, 52–62
 - indigenous values, 51–52
 - tourism and customary land, 55–57
 - tourism and indigenous microentrepreneurship in practice, 60–62
 - tourism context in Fiji, 54–55
- Indigenous women in Guatemala, 4
- Individual Leisure Travel and Quality of Place, 159
- Individualization, 53–54
- Indonesian tourism micro-entrepreneur's family business, 68
- Infomediaries, 2
- Informal economy, 16, 28
- Informal microentrepreneurs, 12, 14, 18
- Informal sector, 16
- Informality, 16
- Information and communication technologies (ICT), 2, 94, 103–104
 - constraints to success and innovation adoption, 99–101
 - innovation diffusion among microentrepreneurs, 95–101

- platforms, 185–186
- study methods, 98–99
- Information technologies, 1–2
- Innovation, knowledge and, 130–131
- Innovation diffusion, ICTs, 95–101
- Integrated destination stewardship, 6, 8, 187–188
- Inter-religious violence in Indonesia, 68
- International preferences, 72–73
- International tourism, 1–2, 27–28
 - benefits of, 29–31
- Internet, 94–95
 - DMOs' focus on internet communication, 151
 - marketing, 150
 - platforms, 104–105
- Interviews, 139–140
- Jaguar Paw, 15
- Knowledge
 - economy, 120
 - and innovation, 130–131
- Laos, 27–28
 - benefits of international tourism, 29–31
 - case studies, 33–35
 - motivations and perceived benefits, 28–36
 - people's democratic republic, 31
 - perspectives of people directly affected, 35–36
 - study methods, 33
- Learning, 80
- “Learning by-doing” framework, 95
- Leisure tourism marketing, 150
- Lifestyle entrepreneurship, 40
- Local Bugis communities, 70–71
- Local community, 80
- Local economy, 135–137
- Local embeddedness of rural tourism
 - microenterprises, 121
- Local engagement, 157
- Local food microenterprises, 135
 - contrasting local food tourism systems, 140–142
- Europe, Wales and Brittany, 136
- examining cultural meanings of
 - local foods, 142–145
- food, place, and tourism, 137–147
 - study findings, 145–147
 - study methods, 139–140
- Local food tourism systems,
 - contrasting, 140–142
- Local hotel industry, 163
- Local identity, 135–137
- Local involvement in tourism
 - microentrepreneurship, 169
- Local knowledge, 68
 - building rapport with neighbours, 73–74
 - domestic and international preferences, 72–73
 - finding bridges across religions, 76–77
 - local labor, ingredients, and culture central to business model, 74–76
 - resilience through, 68–77
 - study methods, 70–72
- Local labor, 74–76
- Local microenterprises, 21
- Logistic regression analysis, 141–142
- Marketing theme, 144–145
- Mass cruise ship tourism, 12
- Mataqali*, 62
- Mechanized agriculture, 167
- Microentrepreneurial development, 187–188
- Microentrepreneurial knowledge, 5–6
- Microentrepreneurial opportunities, 27–28
- Microentrepreneurs, 2, 24, 28–29, 81, 94–95, 105, 126, 128, 131, 181–182
 - balance pecuniary with non-pecuniary motives, 4–5

- ICTs innovation diffusion among,
 - 95–101
 - in informal economy, 33
- Microentrepreneurship, 29, 61, 79–80
 - barriers to success, 48–49
 - challenges for, 127–129
 - defining success, 47–48
 - effects on rural development, 131
 - in family farming, 41–49
 - farmers' motivations, 45–46
 - findings from destination brand research, 154–157
 - microentrepreneurial motivations, 41–42
 - other implications for embracing, 163–164
 - People-first Tourism Inc., and P1tLab, 157–158
 - Raleigh's destination strategic plan, 159–161
 - refocus to support, 154–161
 - share with visitors, 46–47
 - and small city contexts, 81–89
 - study methods, 43–45
 - success and barriers to success, 42–43
- Multidimensional rural space, 120
- Multifunctional rural space, 120
- Mutualism, 150
- National Institute of Culture and History (NICHE), 18–19
- Natural disasters, 67–68
- Natural resources, 3
- Neo-endogenous approaches, 119–120
- Neo-endogenous development in rural tourism, 121–131
 - challenges for microentrepreneurship, 127–129
 - characteristics of microenterprises in Vojvodina, 126–127
 - knowledge and innovation, 130–131
 - method and data sources, 125–126
 - microentrepreneurship effects on rural development, 131
 - motivation for starting business, 129–130
 - study area, 123–125
- Neo-endogenous model, 120
- Neo-endogenous rural development, 120
- Neoclassical Growth Theory, 95
- Neoliberal individualism, 82
- Networked rural space, 120
- Networking, 145
- New Economic Growth Theory, 95
- New Growth Theory, 95
- Non-market logics, 104–105
- North Carolina, conventional larger-scale farmers in, 42
- On-demand economy, 104–105
- On-line survey, 125–126
- Online gig economy and tourism microentrepreneurship, 153–154
- Online tourism retail platforms, 181–182
- Participants, 103–104
- Participatory place-making, 82–83
- Peer-to-peer economy, 104–105
- Pennsylvania, tourism in, 96
- People-based policies, 120
- People-centered approach, 168–169
- People-first Movement, 190
- People-first Tourism Inc. (P1t), 157–158
 - P1tLab, 157–158
- People-First Tourism Movement, 168–169
- Permaculture, 167
 - adapting permaculture to tourism context, 167–168
- Permatourism, 166, 168
 - adapting permaculture to tourism context, 167–168
 - conceptual framework of, 167–178
 - destination design, 177

- guiding ethics, 168–169
- guiding principles, 169–170, 177
- implications for practice, 178–179
- implications for theory, 179
- zones, 177–178
- Personal factors, 137–138
- Phenomenological approach, 98
- Place and tourism, 137–147
- Place-based approach, 79–80, 82, 121–123
- Place-based microentrepreneurship, 122–123
- Place-based rural tourism micro-entrepreneurship. *See also* Indigenous tourism microentrepreneurship
 - challenges for microentrepreneurship, 127–129
 - characteristics of microenterprises in Vojvodina, 126–127
 - knowledge and innovation, 130–131
 - method and data sources, 125–126
 - microentrepreneurship effects on rural development, 131
 - motivation for starting business, 129–130
 - neo-endogenous development in rural tourism, 121–131
 - study area, 123–125
- Place-based tourism initiatives, 82
- Place-blind policies, 120
- Placelessness, 138
- Placial embeddedness, 82
- Platform economy, 104–105
- Play Évora, 87
- Political uncertainty in Indonesia, 68
- Poverty reduction, 29–30
- Prepackaged tour pricing, 19
- Private organizations, 167
- Product innovativeness, 139–140
- Product-related factors, 137–138
- Produit en Bretagne* brand, 144–146
- Profit-driven business model, 40
- Protected Designation of Origin (PDO), 138
- Protected Geographical Indication (PGI), 138
- Public policy implications, 24–26
- Public's agricultural literacy, 42
- Purposive sampling method, 18
- Questionnaires, 139–140
- Raleigh's destination strategic plan, 159–161
- "Rational economic man" model, 79–80
- Real estate development, 168
- Redistribution, 120
- Regional economic growth, 95
- Republic of Serbia, 123
- Resilience through local knowledge, 68–77
- Resource-based View theory (RBV theory), 138, 146
- Respondents, 144
- Restructured rural space, 120
- Returns on marketing investments, 150
- Revenue-sharing model, 60–61
- Reverse Diaspora Effect, 139
- Rural development, 119–120
 - microentrepreneurship effects on, 131
- Rural restructuring, 120
- Rural space, 120–122
- Rural tourism
 - microenterprises, 95, 126–127
 - microentrepreneurs, 100
- Rurality, 121–122
- Salaši*, 121, 125
- School of Tourism and Hospitality Management (STHM), 52, 57–58
- Seaborne tourism
 - Belizean cruise tourism context, 14–26
 - Central America and Belize, 13
- Seasonality, 126

- Self-administered online
 - questionnaire, 139–140
- Semi-structured interviews, 140
- Sensitizing concepts, 98
- Sequential mixed methods, 139–140
- Serbian society, 120
- Service providers, 103–104
- Severe Acute respiratory syndrome (SARs), 67–68
- Seychelles, 17
- Sharing assets, 104–105
- Sharing economy (SE), 6–7, 103–104
 - microentrepreneurship in tourism industry, 104
 - tourism industry reactions to, 105–106
 - tourism sharing economy business models, 104–114
- Situational factors, 137–138
- Small-scale tourism, 93–94
- Social capital, 53–54
- Social embeddedness, 82
- Social network of wildlife tourism microentrepreneurs, 185–186
- Socialization of marketing practices, 150
- Socio-economic condition, 183
- Solesloevaki*, 53, 60–61
- South Africa, tourism micro-entrepreneurship in, 168
- Southeast Asian tourism-oriented island communities, 67–68
- Space, 120
 - space-time compression, 120
- Stakeholder
 - relationships, 105–106
 - in tourism ecosystem, 104
- Statistical significance, 141–142
- Structured interviews, 18
- Student fieldtrips and research, 57–60
- Systems thinking theory, 166
- Targets community-based tourism, 95–96
- Technology-oriented development approach, 95
- Terroir*, 137–138, 146
- Thematic analysis, 143–144
 - of interviews, 45
- Three-folded conception of space production, 120
- Top-down
 - models, 187
 - tourism development, 167
- Tour packages, 19–20
- Tourism. *See also* Permatourism, 12, 29, 73, 93–94, 165–166
 - business ecosystem, 166
 - context in Fiji, 54–55
 - and customary land, 55–57
 - development models, 167
 - and indigenous micro-entrepreneurship in practice, 60–62
 - marketing approach, 150
 - microbusinesses, 51–520
 - subculture, 1–2
 - tourism-dependent communities, 67–68
 - tourism-dependent economies, 67–68
 - tourism–place relationships, 120
- Tourism microentrepreneurs, 2, 182
 - combining multiple types of knowledge, 184–187
 - integrated destination stewardship, 187–188
 - motivates, 182–184
 - perceiving, 81
 - principled engagement, 182–192
 - pursuing scholarship of consequence, 188–192
 - understanding, 4–5
- Tourism microentrepreneurship. *See also* Indigenous tourism microentrepreneurship; Place-based rural tourism microentrepreneurship, 2–3, 8, 40–41, 103–104, 168, 181–182

- factors affecting, 184
 - integrated destination stewardship, 6–8
 - international tourism, 1–2
 - microentrepreneurial knowledge, 5–6
 - online gig economy and, 153–154
 - understanding tourism
 - microentrepreneurs, 4–5
- Tourism sharing economy business
 - models, 104–114
 - study methods, 106–108
 - study results, 108–111
 - tourism industry reactions to, 105–106
 - value capture, 113–114
 - value creation, 111–113
 - value delivery, 113
- Traditional business models, 111
- Traditional knowledge, 70
- Traditional tourism actors, 112–113
- Triangulation, 98–99
- TripAdvisor, 2
- Triple Helix Model, 187–188, 191
- Trustworthiness, 98–99
- Twin skills inventory, 52–53

- Uber, 103–104
- Underutilized assets, 104–105

- United States of America (USA), 3, 182–183
- Upper Navua Conservation Area (UNCA), 57

- VAGAR Walking Tours, 81, 86, 89
- Value
 - capture, 113–114
 - creation, 111–113
 - delivery, 113
- “Venice of Portugal”. *See* Aveiro
- Verification, 99
- VIC//Aveiro Arts House, 81, 83, 86
- Vojvodina, 120
 - characteristics of microenterprises in, 126–127
 - rural economy, 123
- VRIN model, 138

- Wake County Cooperative Extension, 158
- Wales, 135–137
- Women, 4, 126
 - entrepreneurs, 54
 - farmers, 42
 - microentrepreneurs, 183
 - in tourism microbusinesses in Fiji, 62
 - in Vatuolalai, 61–62

- Xunantunich, 18–19