

RURAL TOURISM

Proposition of Structure of Analysis Integrating Strategy of diversification and Knowledge

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Rural Tourism: Proposition of Structure of Analysis Integrating Strategy of diversification and Knowledge. Studies on rural tourism gain increasing attention in the academic world with increasingly diverse topics. Although many studies have been conducted to explain the phenomenon of livelihood diversification as a strategy to deal with economic shocks and poverty reduction in rural areas, little attention is given to the understanding of how rural households apply knowledge in the exploitation of rural tourism. The objective of this study is to elaborate an analysis structure that explains the strategy of rural livelihood diversification and the absorptive capacity in rural tourism. The study is based on two different approaches to the conceptualization and convergence of the aspects that integrate the structure of analysis: the rural livelihood diversification strategy details the motivations, economic, social and environmental benefits; and the theory of absorptive capacity is included by suggesting evidence that tourism organizations are particularly dependent on external sources of knowledge when compared to firms in other sectors. The proposal of the structure of analysis, with a multidisciplinary approach, offers effective insights to understand the elements intrinsic to rural tourism initiatives, rediscovering diversification as one of the ways to reduce market risks, improve family support, and apply knowledge that is reveal in the offer of tourism products and services, contributing to the creation of public policies that promote development in rural areas.

KEY WORDS: rural diversification, absorptive capacity, rural tourism, rural development.