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**Balancing indigenous values through diverse economies [Recurso electrónico] : a case study of Māori ecotourism / Maria Amoamo, Katharina Ruckstuhl and Diane Ruwhiu**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 492-495

Abstract: Tourism has been portrayed as a sector that can create economic opportunities for Indigenous people through the development of Indigenous tourism and the generation of employment especially in regional and remote areas. This article presents a case study of Māori ecotourism that describes a business model that invests in and supports the building of capacity and enterprise while balancing both cultural and economic values. We posit a hybrid business model that "fits" with context-specific socio-historical culturally constituted frameworks, which incorporate a language of "economic diversity". Using the framework of diverse economies we challenge tourism academia to move toward more flexible forms of understanding economic practice and the aspirations of Indigenous people today.

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1. Indigenous values 2. Māori tourism 3. Hybrid enterprise 4. Diverse economies

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**The Camøno [Recurso electrónico] : a communitarian walking trail in the sharing economy / Szilvia Gyimóthy, Jane W. Meged**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 514-515

Abstract: To overcome socioeconomic decline, Danish coastal communities attempt to harness the potentials of the collaborative economy with novel forms of communitarian initiatives in tourism. This paper assesses the emergent business model of the Camøno walking trail, which was conceived as an alternative, bottom-up initiative to leverage tourism in Southern Denmark. To understand its rapid uptake and success, we draw on theorizations of value creation in alternative and sharing economies as a reframing process, with due attention to the transformation of non-market resources into commodities (public land, volunteer labour, sense of place). Based on a two-year-long ethnographic fieldwork chronicling the consolidation of the Camøno, we analyze these reframing processes and identify three domains of collaborative governance; the governance of affect, the governance of ownership and the governance of exchange. The paper concludes with a discussion of the institutionalization of ad-hoc, alternative business models with due attention to policy recommendations in a European rural context.

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1. Pilgrimage 2. Tourism cooperatives 3. Coastal tourism 4. Collaborative economy 5. Camøno 6. Walking trail 7. Communitarian business model

**3****Development alternatives in the Pacific [Recurso electrónico]: how tourism corporates can work more effectively with local communities/ Emma Hughes, Regina Scheyvens**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 532-534

Abstract: Tourism corporations are increasingly expected to contribute to the development outcomes of destination communities. However, there has been limited consideration of the capacity of hotel-led initiatives to lead to locally meaningful development. In this article we first consider the place of alternative development perspectives, diverse and relational economies in the Pacific as a means to better understand community priorities. Empirical research in Fiji then examines the development initiatives of large hotel chains using a "Development First" framework focussing on sustainable human development and community well-being. Findings show although specific programmes can create positive outcomes, there is a desire within communities for greater access to resources and involvement in planning processes. We conclude that where engagement between hotels and destination communities stems from a focus on prioritising relationships and recognising local knowledge and development capabilities, there is scope for new forms of development conversations to occur and for development alternatives to flourish.

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1. Hotels 2. Community development 3. Pacific 4. Corporate social responsibility 5. Diverse economies

**4****Diverse economies of collective value co-creation [Recurso electrónico] : the open monuments event / Rita Cannas**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 549-550

Abstract: Diverse economies research provides understanding and action about the coexistence of dominant forms of capitalism and economic organisation with non-capitalist spaces, where organisations and society can create value beyond a monetised economy. This study explores the collective value generated by the interactions of multiple actors who perform a cultural tourism event in Sardinia, Italy, through which alternative spaces of value creation and value appropriation have emerged. By adopting an interpretive stance, and community case study research strategies, a panel of 26 key informants were involved in the investigation in-situ. We found that conflict and negotiation reshaped actors' roles and brings innovation and social change. Due to the direct stakeholders' engagement by symmetric interactions and collaborative practices, actors co-create value through a mix of social, cultural, economic, and environmental mechanisms, and generate outcomes such as the enhancement of social capital, and local resilience.

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1. Diverse economies 2. Collective value co-creation 3. Social value 4. Social capital 5. Cultural tourism 6. Open monuments event

**5****Reworking student understanding of tourism mobility [Recurso electrónico] : experiences of migration and exchange on a field trip/ Carl Cater, Tiffany Low and Ian Keirle**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 612-613

**Abstract:** This paper examines experiences of tourism students engaged in a learning activity based on a visit to a migrant centre on the outskirts of Valetta, the capital of the Mediterranean island of Malta. This exercise aims to problematise students' understanding of mobility and exchange in the tourism context. Malta has been subject to proportionally significant numbers of arrivals of asylum seekers since accession in 2004. Student reflections are examined through a focus group methodology and material from reflective journals, reporting discomfort but valuable learning outcomes, particularly in the degree of caring about others forced into alternative forms of mobility. Whilst an uncomfortable visit for many students, we have found this a useful discussion exercise against a backdrop of increasing migration controls, and an important contrast in relation to unfettered tourist mobility. We also highlight the importance of exchanges between students, teachers, hosts and others in alternative economic and educational discourse.

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1. Contextual education 2. Mobility 3. Exchange 4. Migration 5. Malta 6. Reflective journals

**6****Stand up and be counted [Recurso electrónico] : a diverse economy perspective of Air New Zealand / Aaron Tham and Benjamin Evers-Swindell**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 580-583

**Abstract:** Discussions about diverse economies have often been positioned in opposition to profit-focused global economic activity, whereas local communities are often assumed to be sites of diverse economies that embrace economic and non-economic exchanges. We argue that the perceived binary between global profit-focused economic activity and diverse economic/non-economic exchanges based on local community values should be challenged. Major companies, such as airlines, can create diverse models of economic exchange and participate in the diverse economies dialogue. Using Air New Zealand as a case study, this research provides tangible examples of how diverse economies can be operationalised. Employing qualitative content analysis from 35 online documents concerning the airline, it is argued that diverse economies can be actively co-created by large organisations by activating different stakeholder interests. This paper contributes to the re-framing of diverse economies thinking, which generally focuses on local communities, towards the global business environment, and offers a perspective on how large global businesses that are significantly regulated and focused on market capitalisation, might also progress diverse economies.

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1. Alternative forms of tourism 2. Diversification 3. New Zealand 4. Corporate social responsibility

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**Tales of informality [Recurso electrónico] : tourism development in four ecuadorian beaches / Mathias Pécot, Julio Gavilanes and Andrea Sáenz de Viteri**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 596-599

Abstract: "Informality" as a global economic category and normative standard to measure economic activity is rooted in western cultures, implemented through legal, fiscal frameworks and development doctrines. This work argues that the informal/formal economic binary masks economic diversity in tourism destinations in the Global South. A prism of non-compliance to tourism legislation as a barometer for formal/informal economic activity evidence disconnection between modern regulatory frameworks and the ways in which local networks of small and medium entrepreneurs (SMEs) operate. Census data from four popular beaches of Ecuador are analysed with descriptive clustering statistics. The research uncovers a diverse range of economic forms of tourism enterprise: unincorporated associations, unregistered tourism establishments, and SMEs operating to varying extents outside officialdom, which reframes the paradigmatic distinction between formal and informal tourism economies. Further, this innovative research reveals tensions associated with such characterization as "alternative economies" as globalized research and political objects.

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1. Informal tourism 2. Non-compliance 3. Small and medium tourism enterprise 4. Diverse and alternative economies 5. Global South

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**The tourism model in Post-Castro Cuba [Recurso electrónico] : tensions between ideology and economic realities / Helene Balslev Clausen and Mario Alberto Velázquez García**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 565-566

Abstract: Cuba is at a crossroads in its transition from a socialist to a market-oriented mixed economy. The death of Fidel Castro, and the steps taken by Raúl Castro to normalize relations between Cuba and the US, have generated a wave of tourism opportunities. However, deep tensions remain between the Cuban state's centralized socioeconomic model and economic realities. Using the framework of diverse economies, we challenge tourism scholars to unlock the diversity of economies and exchanges that exist, and the Cuban case study in this paper assists in demonstrating why this is important. Within this sensitive political context, we analyse entrepreneurial businesses known as *casas particulares*, and their broader significance for Cuba's political futures within the framework of diverse economies. In doing so, we tap into debates about diverse economies. Ethnographic fieldwork is conducted in Viñales, a municipality which has experienced tourism growth, and since 1999 has been a UNESCO World Cultural Landscape. We explore everyday tourism practices and diverse exchanges in tourism to nuance the social and political significance of the State's policies.

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1. Cuba 2. Tourism 3. Diverse economies 4. Casas particulares 5. Entrepreneurs 6. Everyday practices