

# Review of: "Politics of Representation in Rural Tourism Micro-Entrepreneurship"

Antonio Vidal-Matzanke<sup>1</sup>

<sup>1</sup> Universidad Católica de Valencia

**Potential competing interests:** No potential competing interests to declare.

The theoretical framework is very interesting, since raising the concept of colonialism in the framework of tourism opens a very recent debate. In my opinion, it could be interesting to add a question regarding the role of the local population regarding tourism. How do they conceive it? And above all, what strategies do tourism managers use to involve the local population?

Another of the notes, although it is more reflective on the coastal-rural world issue, we must make a discourse contrary to what some authors point out. Currently, in Western countries (Europe), we are witnessing a process of demographic change where some citizens with medium and medium-high incomes are migrating to peripheral cities and large cities, for all the advantages and quality of life that this represents. Some authors study how second homes are also representing an opportunity for some of these rural spaces. In Spain, for example, smaller cities on the periphery of large cities are benefiting from this group of people.

Regarding the methodology, I would like to point out that careful and rigorous work is observed in the way of proposing both the planning part and the execution of the system itself. I consider that the selection of images represents very well the two aspects and the elements that exist between urban and rural. In this sense, I insist that both should not be exclusive and should complement each other.

The results, analyzed both in the findings and in the conclusions, indicate that there are different groups that contribute to and conceive the urban/rural from different perspectives. For me, the conclusion is that both spaces make up a complementary and interdependent space and that rural areas are currently conceived as an escape valve for the hyperconnected and frenetic lives of the majority of the urban population. As a future direction, I would like to raise the following question: Could these results vary if we asked the same sample every 5 years? I believe that there is variability in people themselves depending on their needs and life stages. Knowing this information can be very valuable for rural interest groups that aim to increase the number of visitors. Page 2

Gössling et al. (2015) and argue these gaps maintain power imbalances, urging more nuanced investigations into rural representation in tourism.