

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

Sónia Moreira Cabeça¹

¹ Universidade do Algarve

Potential competing interests: No potential competing interests to declare.

An insight into the eastern, oriental, and rural destinations as foreseen by outsiders, and into the stereotypes that such depiction perpetuates.

Interesting take on how tourism media accepts norms that are not drawn from within but imposed by others in order to meet expectations about the rural world vs. the need for a more comprehensive representation of rural areas that takes into account the narrative of the represented community.

Countering rural conformity to urban norms, local rural communities' narratives about their rural world might reshape power dynamics between represented and representer, providing a richer portrayal of rural life.