

*SENSITISATION*  
&  
*INVOLVEMENT*  
OF  
LOCAL COMMUNITY

# Why involve the Community

- They know best what are their **problems** and **needs**
- They control many of the **resources** (land, buildings, local products) upon which development is based
- Their **skills, tradition, knowledge** and **energy** are the main resource for development
  
- Their **commitment** is vital (if they do not support an initiative, it will die)
- They have their own **Value System** (customs, etc)
- They have their own **communication code**
- They have **close links** based on personal relations

# The Framework

- Tourism can bring real economic and social benefits, to a rural area, but can also bring real problems. So it is vital to sure, that the benefits are gained and the problems are avoided.
- This is best done by enabling the local people to understand what is proposed by way of tourist development
- Local people (residents) have a moral right to be involved in the development of an industry which can bring both benefits and costs to their community
- Moreover, the involvement of local people may encourage them to take a positive role in developing tourism.

Instead of the question:

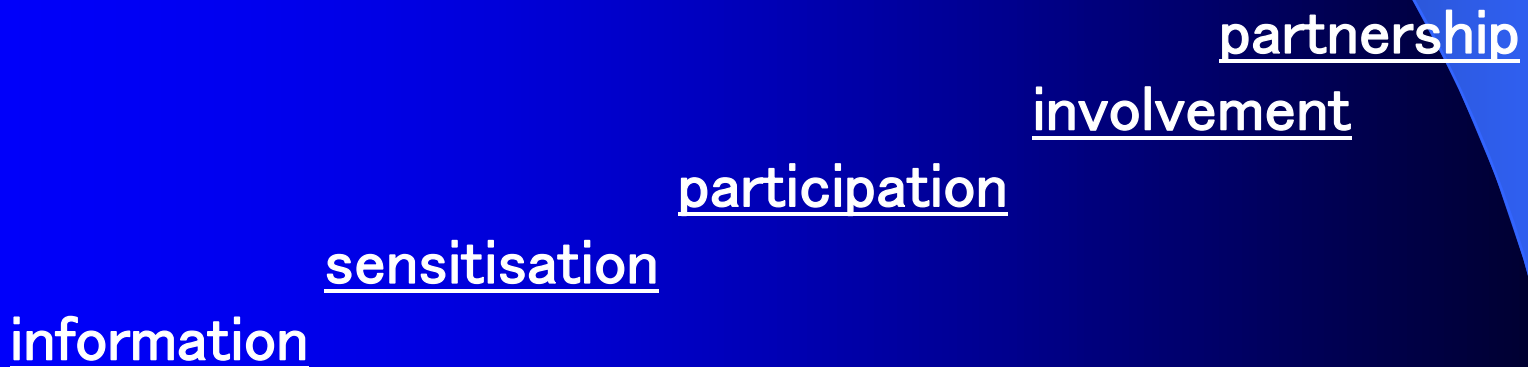
- **What can tourism do for me?**

then more difficult but necessary is the question:

- **What can I do for Tourism?**

# How the Local People may be involved?

The American author Arnstein proposed the idea of a ladder



# The focus points on SENSITISATION

- A leader as animator
- Active participating in planning/achieving rural development
- Making good use of individual abilities
- A “flag theme” as a local objective theme
- Positive thinking of converging
- Common sense
- A special need, or priority
- Motivating the endogenous local forces
- Creating a “team psychology” among people
- Individual pure strategies in cooperation
- Getting a minimum of self-evaluation
- Deciding a “quality contract” at local level
- Adopting or accepting “roles” at local level
- Actively participating in rural development

# The focus points on SENSITISATION

- Understanding the “Natural Energy Win”–N.E.W Model, or some principles of Cybernetics, in their “bargaining problem”
- Emphasizing “Sustainable Rural Tourism Development”
- Finding the “focal point” of local rural development
- Finding “Harmony” in their relations
- Voluntarily work in achieving the common goal
- Joining people’s special abilities (talents) on a complementary base
- Creating Social Capital, at local level
- Managing the “free time”
- Control and recognition
- Respect to other persons and their special abilities.

# The Natural Energy Win (N.E.W) or The Win-Win-Win Model



Case Study:

- Rural Development
- Rural Communities

# Introducing the Cybernetics

Direction



Communication







# Information

Form of Negative Entropy

# The bargaining problem

- Two-person utility theory
- The payoff function
- The equilibrium point



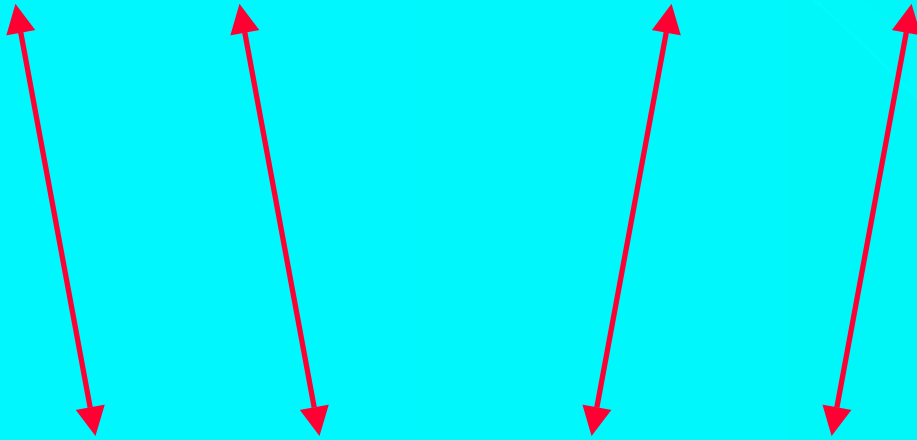
**What is the best for me?**

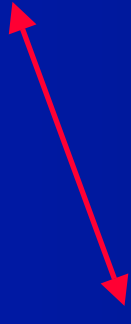
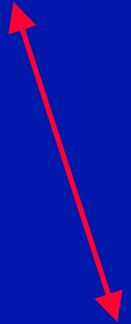
**What is the best for me and  
for the others?**



**What is the  
best for me,  
for the others  
and the best  
for the  
community?**







COMMUNITY

# Rural Development

- **Three-person Non-cooperative bargaining game**
- **The integrated information through sensitization**
- **Methodology: Sensitization at local level**  
**Psychological Team**
- **Synthesis: Three-person Non-cooperative pure individual strategies lead at its limit in the absolute cooperation**



# GLOSSA SKOPELOS

Skopelos is a North-East Aegean Island. It is a green Island, with a grew tourism activities.

## Before 1999

GLOSSA was a small rural (fish) village near the strong tourism centre HORA

Few people. Fishing, only

Family income per year 1500-1800 Euro

Old ages- Young people left Glossa

Decline activities

## ***1999: Sensitisation Procedure- L.E.A.D.E.R E.U Initiative:***

### **Information:**

35 Women took information on Rural Tourism challenges and opportunities through Seminars, financed by E.U for 6 months by different directions- perspectives

### **Sensitisation:**

A team psychology spirit was encouraged by a small group of the younger habitants, under the expert supervision:

Through the game of collection choice they found their flag theme (home made sweets of a local identity)- Family games-in preparing meals and sweets, any year at August

### **Participation:**

- People start to be interested with local problems
- People start active participating in decision making
- People start to ask for financing resources

### **Involvement:**

- 65 Women in Women Cooperative
- People participation in the development planning
- Animators and the local leader
- Local Action Group

## ***Year 2001***

- **Women Cooperative- 65 women**
- **Income/family per year: 3.000 Euro**
- **Young People came back**
- **The first marriage after a decade**
- **School remained open**
- **Women Co-operative try to create partnerships with other island rural places**



**Thank you for your  
listening!**

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