- Introduction: (Ade Oriade and Peter Robinson)
- Part 1: Management and marketing rural tourism and enterprise in developed economies
- 1: Rural enterprise business development: the developed world context (Peter Robinson & Alison Murray)
- 2: Selling to consumers (Sammy Li, Roya Rahimi & Nikolaos Stylos)
- 3: Sustainability, CSR and Ethics: Developed economies perspective (Caroline Wiscombe)
- 4: Community engagement and rural tourism enterprise (Peter Wiltshier)
- 5: Social enterprise and the rural landscape (Caroline Wiscombe, Liz Heyworth, Sandy Ryder, Lucy Maynard & Charles Dobson)
- Part 2: Management and marketing rural tourism and enterprise: developing world context
- 6: The rural business environment in developing economies (Solomon Olorunfemi Olubiyo & Ade Oriade)
- 7: Marketing and Communications and Rural Business in developing countries (Abiodun Elijah Obayelu & Nikolaos Stylos)
- 8: Consumers and Rural Tourism in developing Economies (Vivienne Saverimuttu and Maria Estela Varua)
- 9: Sustainability and Ethics in rural business and tourism in the Developing World (Weng Marc Lim and Sine Heitman)
- 10: Community engagement, rural institutions and rural tourism business in developing countries (Anahita Malek, Fabio Carbone & Asia Alder)
- Part 3: Strategies for rural business management and growth
- 11: Challenges and Strategies for rural business operations in developed and developing Economies (Ade Oriade and Peter Robinson)
- 12: Developing and Growing Knowledge within rural tourism enterprises (Tony Greenwood and Jo Tate)
- 13: Collaborate to Innovate: Challenges and Strategies for rural business to innovate (Ainurul Rosli, Jane Chang and Maria L. Granados)
- 14: Strategies for rural business growth (Crispin Dale, Neil Robinson and Mike Evans)
- 15: Opportunities for growth: The rural tourism policy and planning perspective (Caroline Wiscombe and Steve Gelder)
- Conclusion: (Ade Oriade and Peter Robinson)