

## RURAL TOURIST DEVELOPMENT USING A VIRTUAL PLATFORM

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### ABSTRACT

Tourism represents a new opportunity for rural areas, but these areas have to overcome their lack of knowledge and computer infrastructure. A virtual organizational model would increase the opportunity of reaching a more competitive development. It is also necessary to join micro-enterprises in order to obtain more resources to face up new quality and competitive levels.

An enterprise, the network nucleus, based on a virtual platform, could be as a social and informational mediator, connecting people, rural tourist micro-enterprises and other entrepreneurial, social and cultural initiatives.