

THE FEASIBILITY OF RURAL TOURISM IN FOSTERING REAL SUSTAINABLE DEVELOPMENT IN HOST COMMUNITIES

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Abstract: Although tourism is identified as a tool for development, it also leads to negative and detrimental impacts. Thus, a survey from the literature point of view is done to ensure that tourism is still available strategy for sustainable rural development. This paper uses four reliable databases, including Web of Science (WOS), Scopus, SAGE Publication, and Emerald Publishing, to look for prior investigations. Systematic Literature Reviews (SLR) were employed as past investigations with a qualitative approach, and data were retrieved using the PRISMA protocol. To be a viable development strategy for rural areas, it is crucial to harmonize the local communities' economies, social structures, cultures, environments, identities, and values. The key fundamental aspects to creating a sustainable rural tourism development model are also identified in this paper. The development of rural tourism is thought to have a significant impact on creating a sustainable socio-economic system. A well-planned and well-executed rural tourism strategy will inevitably lead to sustained rural development. Here, sustainability refers to improved quality of life, a strong economy, and environmental responsibility.

Key words: rural tourism, sustainable development, systematic literature review, local economy, rural tourism development model

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INTRODUCTION

Based on the numerous promising benefits, tourism appears very "popular" and is the "main way" selected as a developmental tool by governments, communities, and local stakeholders (Cheng and Zhang, 2020; Gao and Wu, 2017; Manaf et al., 2018). Tourism also engages local elements in its expansion process, particularly in terms of management and decision-making, as well as to convince potential communities in appreciating the essence of its integration (Aas et al., 2005; Simmons, 1994; Wager, 1995). As a consequence, more opportunities are generated that benefit the host residence (Sebele, 2010). This leisure industry is a well-established development option, which possibly leads to natural and cultural conservation while improving rural living standards (Chang et al., 2018). Human roles are very important in tourism development, due to the ability to manage and utilize nature effectively (Liu, 2003). However, the largest obstacle would be trying to alter the mindset of locals (Kyriakaki and Kleinaki, 2022) and the ability of the community to participate meaningfully in their own development (Setokoe and Ramukumba, 2022). Community involvement also ensures greater opportunities for successful and sustainable development (Campon-Cerro et al., 2017; Choi and Sirakaya, 2005).

Nevertheless, rural regions appear more probable in supporting tourism development, under a definite guarantee that encompasses life quality improvement (Kim et al., 2013; Woo et al., 2014). The obstacles experienced in achieving sustainable development are mostly due to the reality, identity, and cultural values of the local culture, absent in the implementation process (Miltojevic and Ilic-Krstic, 2011). The concept of rural vision is well respected for its complex and multi-functional capabilities with diverse interest groups, claiming the right to explore the region for welfare improvement (McAreevey and McDonagh, 2011). In consideration of rural characteristics, there is a need to initiate a sustainable strategy using various tourism activities that harmonize the environment, its cultures, and lifestyles, as well as by developing

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products from the surroundings, cultural history, local wisdom, and other resources (Paresishvili et al., 2017). The strategy also should be related to sustainable community, economic and environmental development approaches (Wijijayanti et al., 2020). The role of rural tourism in economic diversification creates a retention mechanism, especially for young people. This is due to its ability to rapidly generate new jobs, without any need for high standards or qualifications (Muller and Jansson, 2007). Moreover, the enormous benefits are reflected in income growth, job creation, new work ethic, increased business capabilities, nature conservation, identity reinforcement, community cohesion, and economic reforms (Daniloska and Naumova-Mihajlovska, 2015; Hall, 2004; Iorio and Corsale, 2010; Irshad, 2010; Sharples, 2000). The importance of rural tourism also enhances the development and preservation of its natural heritage and culture, minimizes immigration as well as contributes extensively to various economic activities (Canoves et al., 2004; Gannon, 1994; Paniagua, 2002).

As a consequence, several jobs are produced, poverty is reduced and socio-economic development is promoted in disadvantaged areas (Bulin, 2011; Croes, 2014; Lee and Jan, 2019). Although, tourism activities are known for producing several benefits from the economic aspect to local survival (Campon-Cerro et al., 2017; Chang, 2011; Chuang, 2010; Idris and Salleh, 2018; Kataya, 2021; Muresan et al., 2016; Park and Yoon, 2010; Salleh et al., 2014; Tangit et al., 2014). This industry is not able to solve the overall societal problems but tends to introduce additional complications, while aggravating existing issues, such as widening the gap between inequality and poverty, prostitution, landscape change, and various social problems (Alam and Paramati, 2016; Almeida-Garcia et al., 2016; Boz and Karakas, 2017; Enemu and Oduntan, 2012; Hajimirrahimi et al., 2017; Mahadevan and Suardi, 2019; Matiza and Oni, 2014; Spanou, 2007). Several negative impacts instigate rejection and obstacles during the implementation of rural tourism activities (Diedrich and Garcia-Buades, 2009; Harrill, 2004). As a consequence, the success of sustainable development expected to promote diversification, economic transition, and rural growth, appears difficult (Canoves et al., 2004; Gannon, 1994; Melichova and Majstrikova, 2017).

However, the main purpose of rural tourism is to achieve sustainable development that improves local life quality (Polukhina et al., 2021), apart from aligning the importance of economic growth with superior living conditions, especially for developing areas (Marzo-Navarro et al., 2015). Under these circumstances, a wide variety of results have been generated by previous studies that seek to comprehend tourism outcomes and its appropriate timing as a rural advancement tool. This potentially leads to the research question whether tourism is actually capable of producing sustainable development in rural communities. If it is true, subsequently the aspects needed in building a feasible model are to be defined.

MATERIALS AND METHODS

1. Search Sources

The search for past studies involved four reliable databases, such as Web of Sciences (WoS), Scopus, SAGE Publication, and Emerald Publishing. Web of Sciences is a trusted database of about 33,000 journals in more than 256 disciplines, including subjects related to environmental studies, interdisciplinary social sciences, social problems, and development as well as planning. This platform encompasses over 100 years of comprehensive background data and collections, created by Clarivate Analytics, and ranked on three separate measurements, termed quotes, papers, and collections per paper. Scopus is the second database used in this survey and also occurs among the largest abstract and collection of literary fields surveyed by peers with 22,800 journals from 5,000 publishers worldwide. This catalog comprises various subjects, such as environmental, social, agricultural, and biological sciences.

SAGE is, however, a global academic publisher of books and journals as well as a wide range of library products and services. This database has printed over 1,000 journals from various disciplines and also focuses on publishing impactful research and enabling robust research methodologies. Meanwhile, Emerald is among the first digital publishers in the world, known to commission, manage and provide research, with a real difference. This platform helps researchers tell their stories more meaningfully, with an exciting new format that generates research in journals, case studies, and books, as well as new innovative channels that promotes a wider distribution. Furthermore, the database supports openness and transparency, as well as shares a passion for quality, trust, and confidence.

Table 1. The search string used for the systematic review process (Source: Prepared by author)

Use of Keywords	Database
TITLE-ABS-KEY(("rural tourism*" OR "tourism village*") AND ("rural development*" OR "rural improvement*" OR "rural advancement*" OR "local development*") AND ("tourism development" OR "sustainable tourism" OR "rural tourism development"))	Scopus
#1 ((TI=(rural tourism* OR tourism village*)) AND AB=(rural tourism* OR tourism village*)) #2 ((TI=(rural development* OR rural improvement* OR rural advancement* OR local development*)) AND AB=(rural development* OR rural improvement* OR rural advancement* OR local development*)) AND AK=(rural development* OR rural improvement* OR rural advancement* OR local development*) #3 ((TI=(tourism development OR sustainable tourism OR rural tourism development)) AND AB=(tourism development OR sustainable tourism OR rural tourism development)) AND AK=(tourism development OR sustainable tourism OR rural tourism development); ((#1) AND #2) AND #3	WOS
[[All "rural tourism*" OR [All "tourism village*"]] AND [[All "rural development*" OR [All "rural improvement*" OR [All "rural advancement*"] OR [All "local development*"]]] AND [[All "tourism development" OR [All "sustainable tourism" OR [All "rural tourism development"]]]	SAGE
(content-type:article) AND ("rural tourism*" OR "tourism village*" AND ("rural development*" OR "rural improvement*" OR "rural advancement*" OR "local development*") AND ("tourism development" OR "sustainable tourism" OR "rural tourism development"))	Emerald

2. Criteria for Eligibility, Exemption, and Systematic Process

Previous studies only considered journals with quantitative, qualitative, or mixed methods. Review articles, book series, and chapters, as well as conference proceedings were not inclusive. These publications focused on journals in English Language, in order to avoid translation difficulties. The search terms encompassed "rural tourism as tools of development" and "rural tourism development model" which are limited to titles, abstracts, and/ or keywords. Searching activities apply synonymous attempts, keywords of previous studies, related terms, and various words. Afterward, basic symbols and encodings such as boolean operator, search for phrases, truncation, wild card, and field code functions are employed. Subsequent activity after obtaining the desired article involves a thorough examination to eliminate duplicates.

3. Search String

The search uses the facility term "advanced search" and is limited only to titles, abstracts, and/ or keywords in the first phase can be seen in Table 1.

4. Research Method

Forming the research question is the first step in this study, which is followed by a reporting method that adheres to the PRISMA protocol (Preferred Reporting Items for Systematic review and Meta-Analysis) shown in Figure 1.

This method is primarily aimed at the systematic review in medicine but allows for its transparency, reliability, and validity in tourism (Pahlevan-Sharif et al., 2019). Furthermore, the PRISMA statement permits the search for terms related to rural tourism development.

This method is also used to observe whether creating tourism activities in local resettlements eventually improves the socio-economic perspectives and living standards sustainably. A qualitative approach was performed in this study using content analysis to identify themes related to rural tourism as a tool of development.

RESULTS

The search results from the first phase obtained 1,461 articles, but 316 were generated in the second screening stage, based only on English Language. There are time limitations in relation to the publications (journal articles published between 1993 and 2021), and with the deletion of duplicates, the journals were reduced to 284. Subsequently, the abstracts were screened for the purpose of relevance, where the literature decreased from 284 to 96. However, the third phase involved re-screening the articles according to additional selection criteria on the research qualifications and scope (Xiao and Watson, 2019). The text from the 96 selected articles were further analyzed to confirm that the main study theme discusses rural tourism as a development tool. This process eventually produced 74 articles, although certain relevant pieces cannot be identified in the two phases, termed cross-screening and cross-examination (Pickering and Byrne, 2014). As a consequence, 4 additional articles from the reference list were included. Figure 2 represents the optional reporting items for systematic surveys and meta-analysis flow charts (PRISMA) in describing the sample selection process.

After being analyzed, the geographical distribution of the previous studies was obtained. Figure 3 shows that the majority were conducted in China (8 cases); Romania (7 cases); Spain and Serbia (6 cases each); Greece, Poland, and Ireland (4 cases each); South Africa and Slovenia (3 cases each); Hungary, South Korea, Algeria, Finland, England, Germany, Canada, and Iran (2 cases each) as well as in Sri Lanka, Turkey, Lithuania, United States of America, Peru, Argentina, Malaysia, Portugal, Republic of Macedonia, Austria, Kenya, Croatia, Georgia, France, Botswana, Bulgaria, Italy, Ukraine, New Zealand, Cyprus, Sweden and Estonia (1 case each).

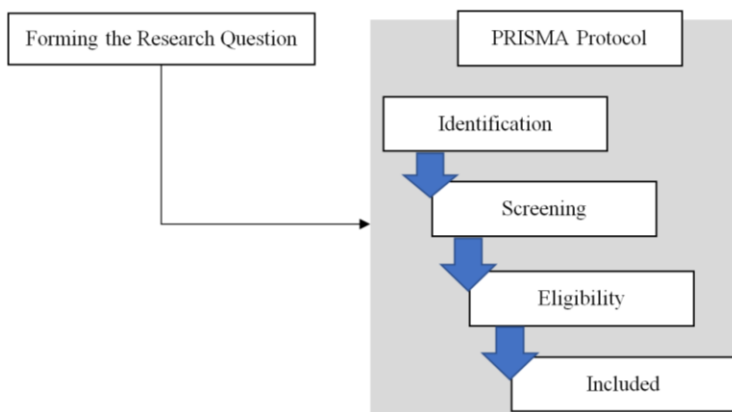


Figure 1. The research methodology stages (source: prepared by author)

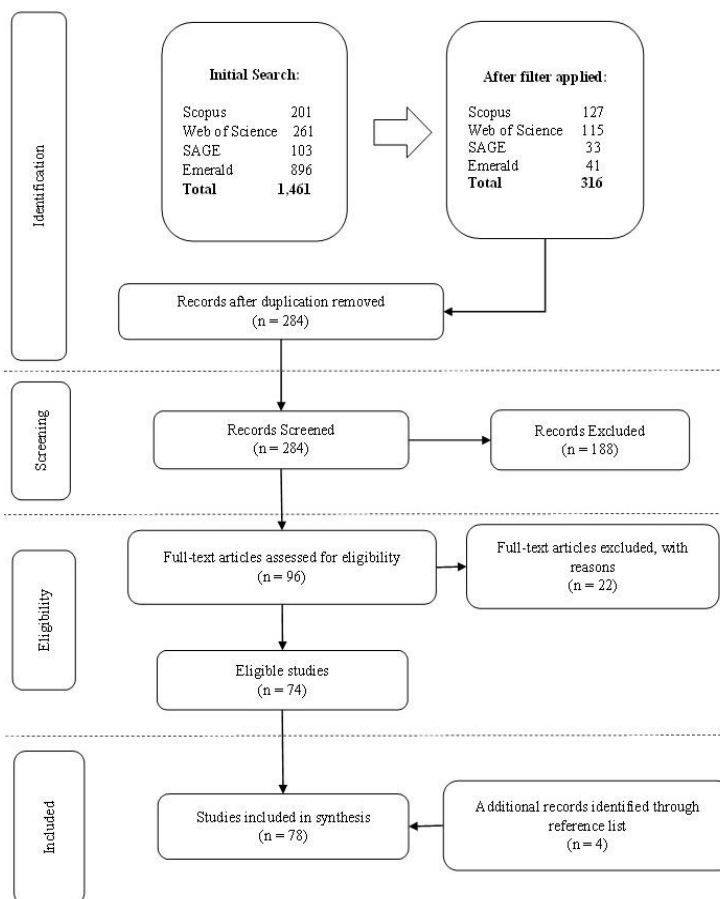


Figure 2. The PRISMA Protocol (Source: Prepared by author)

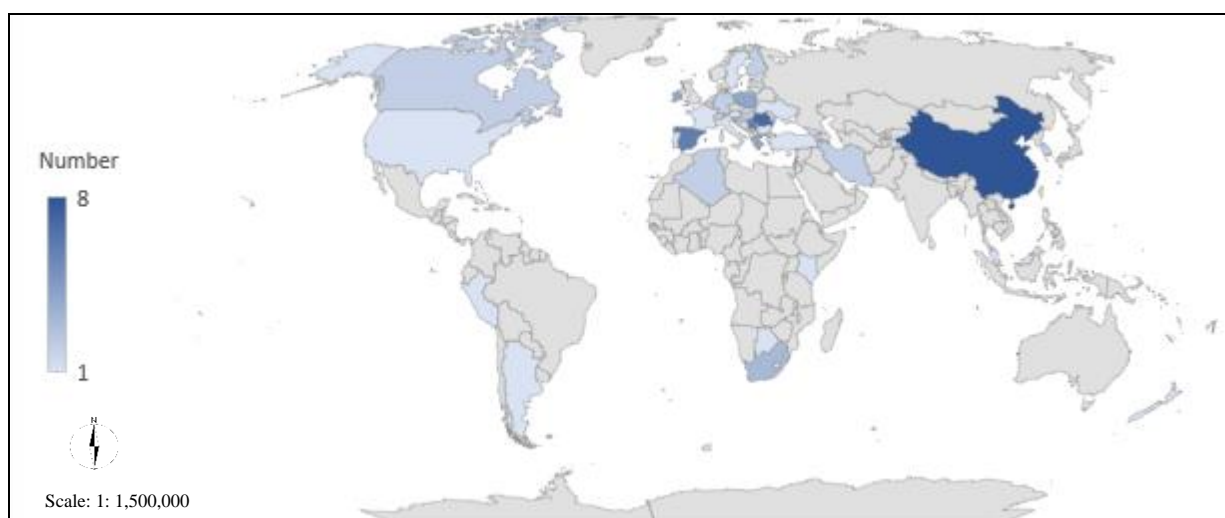


Figure 3. Geographical distribution of rural tourism case study (Source: Prepared by author)

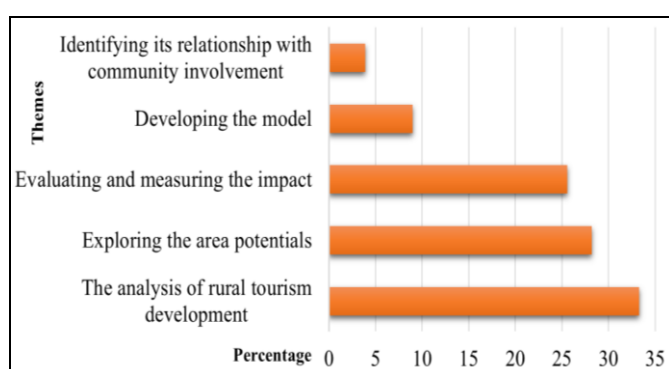


Figure 4. Themes of study on 78 articles (Source: Prepared by author)

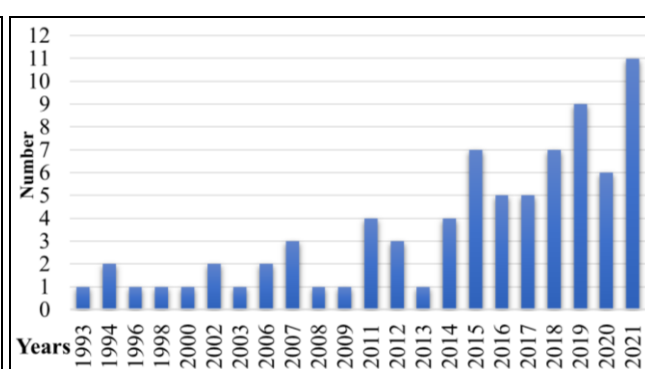


Figure 5. Growth frequency of research throughout the year

Table 2. Methods of study on 78 articles (Source: Prepared by author)

		Number	Percentage
Themes			
1.	Exploring the potential of the area: (Abellán and Martínez, 2021; Ateş and Ateş, 2019; Baum, 2011; Fusté-Forné and Cerdan, 2021; Gilbert, 1993; Gjorgievski and Nakovski, 2012; Jacobs et al., 2020; Juma and Khademi-Vidra, 2019; Kantar and Svržnjak, 2017; Kelfaoui and Rezzaz, 2021; Lantitsou, 2017; Lenao et al., 2014; Lulcheva and Arseniou, 2018; Lun et al., 2016; Matic et al., 2019; Mazilu and Bădiță, 2014; Mirani and Farahani, 2015; Popescu, 2014; Prentovic et al., 2016; Serra-Cantalops et al., 2021; Stratta Fernandez et al., 2018; Zamarreño-Aramendia et al., 2021)	22	28.2
2.	Evaluating and measuring the impact of rural tourism development that has been implemented: (Ali pour et al., 2011; Badulescu and Badulescu, 2017; Bidwell and Murray, 2019; Butler and Rogerson, 2016; Ćurčić et al., 2021; Gao et al., 2019; García-Delgado et al., 2020; Gica et al., 2020; Ibanescu et al., 2018; Jordan et al., 2016; Kneafsey, 2000; Li et al., 2016; Mthembu and Mutambara, 2018; Neumeier and Pollermann, 2014; Nooripoor et al., 2021; Ristić et al., 2019; Romanenko et al., 2020; Skuras et al., 2006; Svets, 2015; Yang et al., 2019)	20	25.6
3.	Perceiving and finding out the relationship of community involvement with rural tourism development (Fong and Lo, 2015; Gannon, 1994; Sheridan et al., 2009)	3	3.9
4.	Studying the development of rural tourism: (Apostolopoulos et al., 2020; Aslam and Awang, 2015; Baležentis et al., 2012; Barcus, 2013; Chen and Kong, 2021; Dai et al., 2017; Fotiadis, 2011; Ghidouche et al., 2021; Kachniewska, 2015; Keyim, 2018; Khartishvili et al., 2019; Kim and Jamal, 2015; Lane, 1994a; López-sanz et al., 2021; MacDonald and Jolliffe, 2003; Mair, 2006; McAreavey and McDonagh, 2011; Mukwada and Sekhele, 2017; Petrović et al., 2018; Radović et al., 2020; Riddle and Thompson-Fawcett, 2019; Sharpley, 2002, 2007; Šimková, 2007; Unwin, 1996; Verbole and Cottrell, 2002)	26	33.3
5.	Forming a development model of rural tourism (Cawley and Gillmor, 2008; Chen et al., 2018; Hwang et al., 2012; Idziak et al., 2015; Koscak, 1998; Liu et al., 2020; Sharpley, 2007)	7	9
Total		78	100
Methods			
1.	Qualitative	58	74.4
2.	Quantitative	14	17.9
3.	Mixed Mode	6	7.7
Total		78	100

The research themes include the analysis of rural tourism development (33.3%), exploring the area potentials (28.2%), evaluating and measuring the impact (25.6%), developing the model (9%) as well as identifying its relationship with community involvement (3.9%) as demonstrated in Figure 4 and details listed in Table 2. The studies analyzed also reveal

that they applied qualitative (74.4%), quantitative (17.9%), and mixed mode (7.7%) methods. Meanwhile, the frequency of timeline studies on tourism as a creator of rural sustainable development was represented in Figure 5. It shows the publications of 11 articles in 2021; 9 in 2019; 7 in 2018 and 2015; 6 in 2020; 5 in 2016 and 2017; 4 in 2011 and 2014; 3 in 2007 and 2012; 2 in 1994, 2002 and 2006; as well as 1 in 1993, 1996, 1998, 2000, 2003, 2008, 2009 and 2014.

DISCUSSION

This paper presents the findings of a systematic literature review of journal articles published between 1993 and 2021 and explores issues related to how tourism activities have become a very popular regional development tool in various parts of the world. The substantial increase in publications in the field shows growing interest in rural tourism, largely from within the disciplines of tourism and rural studies. However, this review is not without limitations. The study was limited to English-language peer-reviewed journals. In the same way, the scope of the review is limited to exploring what and how rural tourism implementation for development could focus on potentials, policies, strategies, actions, and the impacts felt by the local communities. Despite these limitations, some key findings arise. Rural tourism emerges as a strategic element for local and sustainable development (Abellán and Martínez, 2021). The concept aims at defending the culture and characteristics of the host community, landscape, and habitat, as well as the rural economy and the tourism industry for a successful long term. Rural tourism is expected to develop an adequate comprehension of leadership and places a vision among policymakers as well as to continue working towards a balanced diversity of local economies (Aslam and Awang, 2015; McAreavey and McDonagh, 2011). This is because the strategy serves as the main driver of socioeconomic development, in terms of enhancing employment opportunities and generating new enterprises and infrastructure, with an increased social welfare (Shahbaz et al., 2019). However, the approach is occasionally a result of planning and implementation, with minimal positive and diverse negative impacts that are naturally short and long-term (Baum, 2011; Bidwell and Murray, 2019). Rural development programs are not only targeted at tourism expansion but also on a general scale, with the relative considerations of local residents (Apostolopoulos et al., 2020). Subsequently, these efforts stimulate the perfect collaboration in generating rural tourism activities with high tendency to sustainably develop the host communities (Aslam and Awang, 2015). Rural tourism is possibly developed in various forms such as walking, hiking, adventure/ wilderness holiday, canoeing, rapid rafting, skiing, nature studies, hunting, cycling/cycle tours, horse riding, landscape appreciation, rural heritage studies, village tours, relaxation/self-healing, small scale conventions/gatherings, village festivals and sports that require natural settings (Lane, 1994b). Specific areas of rural tourism are achieved by considering a holistic approach (Ateş and Ateş, 2019; Lantitsou, 2017; Mukwada and Sekhele, 2017). This measure promotes sustainable development aimed at progressively improving the quality of life, reducing migration outside the rural areas, and maintaining environmental resources for future generations (Koodsela et al., 2019).

Rural tourism activities tend to succeed with close collaboration between local communities and stakeholders (Riddle and Thompson-Fawcett, 2019; Verbole and Cottrell, 2002). This potential growth is possibly the result of an effective negotiation and communication across several social actors (Lun et al., 2016). Furthermore, joint efforts by the government and local stakeholders are very significant toward achieving a high level of economic development (Petrović et al., 2018). Therefore, the involvement of local forces at every stage of rural tourism development appears highly organized (Fong and Lo, 2015; Hwang et al., 2012). This interaction plays a very important role in offering long-term benefits to the social, cultural, economic, and environmental aspects of the society (Gannon, 1994). However, the competition between stakeholders is compensated by areas beneficial to sustainable development through rural tourism (Svels, 2015).

The potential of an area is also among the essential factors in creating tourism activities. These capacities occur in form of agricultural products, plantations, and farming (Fusté-Forné and Cerdan, 2021; Ghidouche et al., 2021; Sheridan et al., 2009; Zamarreño-Aramendia et al., 2021), culture (MacDonald and Jolliffe, 2003; Mazilu and Bădiță, 2014), unique landscape (Gao et al., 2019; Lulcheva and Arseniou, 2018; Lun et al., 2016; Serra-Cantallops et al., 2021), alternative living area (Mirani and Farahani, 2015), tourism village (Kantar and Svržnjak, 2017) and challenging activities (Prentovic et al., 2016). Potential needs are developed according to the necessities of local communities and subsequently utilized on ethical bases (Sheridan et al., 2009). More importantly, countryside is not only an area of conquest but also a public ecosystem with economic values (Gao et al., 2019). The positive impact of rural tourism occurs in terms of well-being (Barcus, 2013; Li et al., 2016), economic and political stability (Ibanescu et al., 2018) as well as the increase in economically active population (Butler and Rogerson, 2016; Mthembu and Mutambara, 2018). However, a negative effect was observed in the form of identity, physical and cultural damages (Ali pour et al., 2011; Cawley and Gillmor, 2008; García-Delgado et al., 2020; Unwin, 1996), future losses and uncertainties (Kachniewska, 2015), disagreements and limitations (Keyim, 2018) as well as dissatisfaction (Yang et al., 2019). Various negative influences are known to emerge from tourism activities, mainly due to the inequality of benefits arrangements (Kachniewska, 2015; Mitchell and Ashley, 2009; Postma and Schmuecker, 2017) and lack of visitors as well as the competitiveness of existing tourist attractions (Baležentis et al., 2012).

There is a crucial need to reduce these negative impacts, as rural areas are physically and specially fragile in style and quality of life (Bramwell, 1994). Subsequently, the adverse effects are possibly minimized by the involved parties, through constant promotions (Kelfaoui and Rezzaz, 2021), strategically designed construction linked to government development plans (Chen and Kong, 2021), adequate pricing policy (Dai et al., 2017; Radović et al., 2020), quality and the provision of a wide range of services and products (Dai et al., 2017; Skuras et al., 2006), leadership partnerships between stakeholders at different levels (Gica et al., 2020), local community approach (Lenao et al., 2014; Mair, 2006) as well as by building superior rural infrastructure (Radović et al., 2020). Several attempts are involved in generating diverse positive effects as well as in achieving success in rural tourism development. The realization is based on well-planned rural tourism, with "good" and "correct" implementation. In this context, a model encompassing a development strategy is built in accordance

with the geographical conditions of the tourism activities (Kisi, 2019). A rural tourism event is not only formed on the principle of sustainability in terms of the environment and nature but also demonstrates the traditional friendliness and living values of the local population (Ćurčić et al., 2021). There is also a focus on the improvement of new efficient service systems, leading to contradictory solutions between sustainability (environment) and local development (efficiency) (Chen et al., 2018). Furthermore, the model is created by insinuating community development and rural tourism expansion (Liu et al., 2020), followed by the involvement of the central and local governments as drivers and marketers as well as managers and service providers, respectively. The unique characteristics of the area including weather, landscape, history, style of residence, religion, type of society, morphology, background from the host, and the reasons for the development of rural tourism are among the main factors to consider in building a successful rural tourism development model that contributes to economic growth and improvement (Fotiadis, 2011). This sample was adapted from the previous prototypes (Gilbert, 1993; Idziak et al., 2015; Jacobs et al., 2020; Jordan et al., 2016; Kneafsey, 2000; Koscak, 1998; López-sanz et al., 2021; Nooripoor et al., 2021; Stratta Fernandez et al., 2018) which includes the following aspects in Figure 6.

Figure 6 shows the key fundamental aspects that should be applied in the rural tourism development model. These steps commenced from the special characteristics of an area, referred to as the seeds in creating the development, and subsequent extension by identifying the potential, demographics, and available tourist attractions. Furthermore, it is necessary to consider the level of government and local involvement, tourism promotion, and marketing activities as well as the state of existing infrastructure. There is also a need to comprehend the importance of providing opportunities for rural tourism actors towards improving tourism services and products (Umam et al., 2022). This is related to the demand and loyalty level of visitors, based on the object of tourist attractions. Support programs and policies are equally significant. Similarly, the training of actors and locals is also required to create sustainable development from rural tourism activities. The real impact of rural tourism development is perceived as a viable and accurate strategy in enhancing a sustainable socio-economy (Badulescu and Badulescu, 2017; Gjorgievski and Nakovski, 2012; Juma and Khademi-Vidra, 2019; Kim and Jamal, 2015; Li et al., 2020; Nooripoor et al., 2021; Romanenko et al., 2020; Sharpley, 2007). In this context, sustainability referred to the quality of life (standard of living, public transportation, infrastructure, public services), a prosperous economy, and environmental responsibility (Šimková, 2007). Possible challenges in the implementation of rural tourism development include poor central support structure; a general understanding of limited rural tourism; insufficient innovative products and marketing; poor awareness and capacity at the local as well as national level, and low declaration at national and international levels (Khartishvili et al., 2019; Matić et al., 2019; Petrović et al., 2018; Sharpley, 2002) 2018; Sharpley, 2002).

This is also due to the lack of "support-mentality" expansion, inaccurate strategies for built areas, and initial positive potential development, but ultimately are short-termed (Neumeier and Pollermann, 2014).

In consequence, it is important to evaluate the rural tourism development strategy / model at a certain period, in order to gain the necessary innovation in preserving beneficial and competing for tourism (Ballesteros and Hernandez, 2020; Madanaguli et al., 2021; Nosratabadi and Drejeris, 2016).

CONCLUSION

Rural tourism is a complex concept that includes the interest and contribution of various parties. Previous studies stated that there are more significant detrimental effects than beneficial effects on local community values as a result of implementing rural tourism as a development strategy. However, this could be overcome by planning and implementing rural tourism properly, which are expected to be able to create more positive impacts as well as sustainable development in all aspects of the rural. The key fundamental aspects to building a sustainable rural tourism development model also identified in this study, consist of the potential, community, marketing, facilities, opportunities, policies, market demands, training, and environments of the rural areas. The involvement of these key fundamental aspects are crucial for creating a beneficial rural tourism for local communities. Overall, attaining sustainability in rural tourism development necessitates resolving vulnerabilities and problems. Therefore, the need for a holistic and adaptive rural tourism development model appears very critical which is aimed at gaining sustainable advantageous impact for the local.

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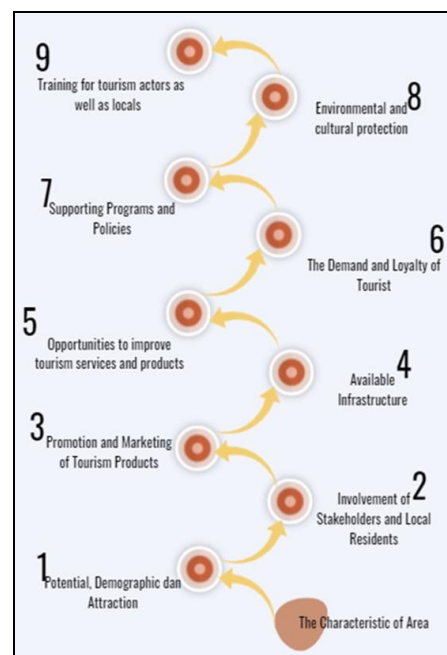


Figure 6. The key fundamental aspects of sustainable rural tourism development model (Source: Developed by author)

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