

# Sustainable Rural Tourism And Entrepreneurship- Construct Of A Research Model Through Literature Review

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## ABSTRACT

Tourism affects the livelihoods of individuals and groups who live around the tourism object and it has an influence on people's life around the attraction by creating entrepreneurial activities apart from economic, socio-cultural and environmental impacts. The present paper is a humble effort to develop a research model of the relationship between entrepreneurship and economic development, socio-cultural impact, environmental impact and sustainable rural tourism.

**Keywords:** sustainable rural tourism, entrepreneurship and economic development, socio-cultural impact, environmental impact and research model.

## INTRODUCTION

Tourism, being a service-oriented sector has made rapid strides globally in terms of gross revenue and foreign exchange earnings. The tourism industry creates more opening with regards to employment generation particularly in remote and backward areas as well as develops essential infrastructure like roads and telecom in the economy. Tourism plays a key part in accomplishing the socio-economic objective of the improvement plans of a nation. It is an important service-oriented sector which has made rapid strides globally in terms of gross revenue and foreign exchange earnings. It could be a composite of benefit suppliers, both public and private, which incorporates travel specialist such as travel agents and tour operators; air, rail and sea; guides; owners of motels, guest houses and inns, eateries and shops; etc. They are involved in meeting the diverse interests and requirements of domestic and international tourists. The tourism industry provides stimulus to stimulate the quality of environment, generates more job opportunities (particularly in remote and backward areas) as well as develops essential infrastructure facilities like

roads, telecom and medical services, in the economy.

India has a huge market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE (Meetings, Incentives, Conferences & Exhibitions), eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15,24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32,05,000 crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India stood at US\$ 28.6 billion in 2018 and is targeted to reach US\$ 50 billion by 2022 (IBEF, 2019).

Investment in tourism and its progress will pass on the economic, socio-cultural, ecological and psychological benefits to the economy. These benefits have push planners, developers and policy makers to use it as a tool for rural development (Katoch, 2014). About 75% of the world's poor live in rural areas (Holland et al., 2003). Surely, the benefits of tourism could be transferred to the rural masses by providing constructive platform and an array of livelihood

opportunities. Rural India offers much more than what agriculture and manufacturing does. In India, every one million invested in Tourism industry creates 47.5 jobs directly and 85-90 jobs indirectly. In comparison to other sectors of economy such as Agriculture which generates 44.6 jobs directly and manufacturing creates 12.6 jobs and thus tourism generates more job opportunities (Agrawal, 2016). The tourism industry too, ranks third in terms of foreign exchange earner after gems jewellery and readymade Garments (Kouli, 2012). Therefore, the industry can surely act as a source of supplementary income for the rural masses.

The basic aim of this paper was to explore the concept of rural tourism and to examine its role in sustaining the livelihood of the rural community by incorporating factors such as economic development, socio-cultural changes and environmental impacts through relevant review of literature. Tourism in the rural areas is seen as a driving force for rural economic regeneration through entrepreneurial activities and as a way for valorising preservation (Bramwell, 1990; Brown & Leblanc, 1992; Jamieson, 1990; Bramwell, 2005). But, it's important to also understand the social, cultural and environmental aspects which are related of the rural areas and then seeing the effect of tourism on them. The contribution to the existing literature and the implications of the model developed in this paper may include:

- a. The development of co-relationship between entrepreneurship and economic development, socio-cultural impact, environmental impact and sustainable rural tourism and
- b. The application of the model in further research studies which are having the similar variables discussed in this paper.

The time period of this paper is 1987 to 2020 as the review of literature was made on the literature developed during this period.

## **METHODS**

### **Aim of the study**

The aim of the study is to construct a research model on the relationship between sustainable rural tourism, entrepreneurship and economic development, socio-cultural impact, environmental impact and rural livelihood.

### **Design and setting of the study**

In order to fulfil the aim of the study, the conceptual framework and review of literature are the important aspects of the paper. These are discussed in the following paragraphs:

## **CONCEPTUAL FRAMEWORK**

### **A. Development Paradigms in Tourism**

The evolution of development theories since the Second World War can be seen as quick, unique and equally conflicting. Major schools of thoughts and their exponents sought to establish their control over the existing thinking and propagation but in the long run capitulated to the inconsistencies from within and/or challenges from new streams of thinking, thereby either relegating their position to the margins or settling the inconsistencies to stay recognisable and in reckoning. But, with the passage of time since the War, one has experienced a progression of major development paradigms, which were best explained in the works of Todaro (1997) and Brohman (1996). By adopting the works done by them, Telfer (2002) attempted a temporal sketching of the concomitant existence/succession of major development paradigms. As Telfer (2002) observed, development theory and tourism have evolved along similar lines since the Second World War and have a shared focus. Perhaps, the classic attempt to contextualise the influence of the major development ideologies in tourism was made by Jafari (2001) in his pursuit of tracking down the scientification process in tourism. This resulted in delineation of four distinct platforms or philosophical positions in tourism, chronologically-from advocacy to cautionary, adaptancy and the knowledge-based platforms.

The Jafari's 'platform' model (2001) provides a useful framework for understanding the emergence and development of sustainable tourism in particular, bearing in mind that each platform builds on its predecessors. The Jafari's platform emphasizes that all four platforms coexist within the contemporary tourism sector.

The advocacy platform, dominant during the 1950s and the 1960s, emanated from individuals, firms and institutions who were enthused mainly about the economic prospects of the 'smokeless' tourism business (Davis 1968; Peters 1969). Therefore, the more tourism was developed the better and mass tourism was the best option. This platform is characterized by strong support for tourism as it

has positive and uncritical attitude toward tourism. It also focuses on tourism's contributions to job creation and economic development.

Several factors contributed in the late 1960s and early 1970s to the emergence of the Cautionary Platform. The cautionary platform takes an opposing view by pointing out the costs of tourism. This platform argues that unregulated tourism development eventually culminates in unacceptably high environmental, economic and socio-cultural costs for the residents of destinations, who have the most to lose as a result of these costs. The culmination of the cautionary platform, according to Weaver and Lawton (2002) cited in Weaver (2004: 511), coincided with the introduction of Butler's (1980) destination life-cycle model, which postulated that continued laissez-faire tourism development may eventually result in the decline of the destination if no re-mediation is undertaken.

The Cautionary Platform identified the potential negative impacts to tourism, but did not articulated models of tourism that would avoid these effects and actually realize the array of benefits described by the supporters of the Advocacy Platform. In the late 1970s and early 1980s, there were discussions on perceived solutions that marked the beginning of the Adaptancy Platform. The platform suggests one of the adaptations, which is 'alternative' modes of tourism activities that are positive for host communities (alternative tourism). Alternative tourism characteristics, accordingly, are distinguished by the degree to which they contrast with mass tourism, as for example in supporting locally owned small-scale enterprises rather than those that are externally owned and large-scale. The "adaptancy" platform recognizes both benefits and costs of tourism and argues that proper planning and management can ameliorate problems while still achieving benefits of tourism.

According to Jafari (2001), several factors gave rise in the late 1980s and 1990s to what he terms the 'Knowledge- Based' Platform. One of these was the growing realization among tourism stakeholders that the sector had evolved into an enormous global industry and that the alternative tourism promoted by the Adaptancy Platform is not a practical or even appropriate option since the many destinations were already

dominated by mass tourism. This platform presents that all scales of tourism have positive and negative impacts. This platform was inspired by emerging notions of sustainable development where a holistic, systematic approach is needed in order to utilize rigorous scientific methods to compile the knowledge needed to properly assess (evaluate) and manage the tourism sector.

## **B. Conventional Approaches to Tourism**

According to Ashley (2000), in many developing countries, four different perspectives on tourism can be distinguished:

- Economists generally see tourism as route to macro-economic growth, and particularly a means of generating foreign exchange;
- For the private sector, tourism is a commercial activity, so the main concerns are product development, competitiveness and commercial returns;
- Many conservationists now see tourism as a form of sustainable use of wild resources, and hence as a way to enhance incentives for conservation;
- For rural people, and the development NGOs that support them, tourism is one component of rural development. Each of the first three incorporates some recognition of the role of tourism in local development, because local development contributes to growth, protects the product, and generates conservation incentives.

## **C. Sustainable Tourism**

The World Tourism Organisation describes sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of the visitors, the industry, the environment and host communities." Making tourism sustainable means increasing the benefits of tourism and reducing its negative impacts. A lot of time we think about sustainability as being about the environment, but that's only one of the three strands that need to be met, sustainable tourism also has to contribute to the economy by creating jobs and income, and helps the local culture. Sustainable tourism is a concept of visiting some places and instead has a positive effect rather than negative effect on the society. Sustainable tourism development is envisioned as the management of all resources in a way that economic, social and aesthetic needs can be fulfilled while

maintaining cultural heritage, essential ecological processes, biological diversity and life support systems (UNWTO, 2002). The United Nations World Tourism Organisation defines sustainable tourism as tourism that meets the need of the present tourists and host regions while protecting and enhancing opportunity for the future. The World Tourism Organisation (2014) defines sustainable tourism as 'tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'. Sustainable tourism is a tourism that wisely uses and conserves resources in order to maintain their long-term viability. Essentially, sustainable tourism involves the minimization of negative impacts and the maximization of positive impacts (Weaver, 2006).

#### **D. Rural Tourism**

Within the total world market for tourism, rural tourism forms a relatively small sector but is of growing importance. The reason for this is that, until now, a very large part of tourism has been concentrated on coastal zones and in cities. When governments and the tourism industry wish to develop new regions for tourism, they are increasingly considering rural areas, which, until now, have been little developed for tourism. Local authorities and other bodies throughout Europe are considering rural tourism as a key part of local development, usually with a specific focus on the use of the local heritage (Roberts & Hall, 2001).

Rural Tourism is a concept where Tourists are encouraged to visit the villages, stay there and spend time in the peaceful environment of the villages and familiarize themselves with the unique culture of the villages. The increasingly stressful urban settings provide an opportunity to urban dwellers with a recreational space amidst rural landscapes with natural and cultural diversity. In a way, tourism in rural areas can be categorized as cultural tourism where a visitor seeks to enhance personal experience through exchange of knowledge, interactions with different cultures and environment. Rural tourism can also form the base for eco-tourism, heritage tourism or simply recreation tourism. Rural tourism can be defined as "Any form of tourism that showcases the rural life, art, culture and heritage at rural

locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism" (MoT, 2011). World Tourism Organization used rural tourism concept for defining a tourism product that "gives to visitors a personalized contact, a taste of physical and human environment of countryside and as far as possible, allow them to participate in the activities, traditions and lifestyles of local people." According to Bramwell (1993), the small scale of firms and their functional relationship with nature, heritage or traditional societies make them rural.

#### **E. Sustainable Rural Tourism**

Sustainability has become a global concern and is becoming increasingly relevant especially in the tourism industry. Fiorello and Bo (2012) divulged that the tourism industry's sustainability is pivotal because of mass tourism which is insensitive to the community's economic, environmental, and social effect. As a result, the idea of sustainable tourism has been embraced by local governments, claiming that it is the panacea to solve tourism problems (Bramwell & Lane, 2002). Sustainability, sustainable tourism, and sustainable development are concepts that are used interchangeably in the literature (Liu, 2003), and stem from the notion of sustainable tourism development. Sustainable rural tourism development is therefore, characterized as tourism that focuses on the appropriate policies and strategies to ensure the benefit of the rural communities, while limiting the negative impacts of rural tourism (Ertuna & Kirbas, 2012). Sharpley (2007) has explained that sustainable development of rural tourism is a significant factor in balancing the socioeconomic needs of rural communities with the demands of tourists and the tourism industry, and maintaining the natural environment and community cultural resources of the region. Therefore, the detrimental impacts of tourism on the community can be avoided by a sustainable tourist destination.

Previous research has shown that sustainable growth of rural tourism enhances the quality of life of the local communities by leveraging local resources, protecting the natural environment, and providing visitors with excellent experience (Park & Yoon, 2009,

2011). In order to achieve long term social, cultural, economic, and environment benefits in this competitive climate, it is therefore important to embrace the concept of sustainability in the development of rural tourism. Previous studies have also shown that sustainable development of rural tourism is feasible when there are high levels of local community expertise, ability, and skills to deal with community problems of rural tourism development (Idziak, Majewski, & Zmyślony, 2015; Moscardo, 2008). In other words, the self-efficacy of local communities' is critical to ensuring that the community is able to execute the tasks necessary for sustainable rural tourism growth successfully (Hwang, Stewart, & Ko, 2012).

### **F. Tourism, Livelihood and Entrepreneurship**

Tourism affects the livelihoods of individuals and groups who live around the tourism object. Sidarta (2002) in his research shows that the development of tourism affects the lives of people around attractions including aspects of livelihood and income. In the context of livelihood, Allison and Horemans (2006) describe the theoretical framework of livelihood which shows that livelihood is determined by the individual or group access to capital. Capital means that the capital of Human Resources or human capital, Natural Resources or natural capital, Infrastructure or physical capital, economic or financial capital and social capital. Each capital accessible by individuals is a contributing factor to access more capital, so the capital can be accumulated or converted. Tourism brings about changes in livelihood systems and livelihood in the countryside (Dharmawan, 2007). People living in the vicinity of the tourism object, use natural resources, culture and attractions as a source of income. Based on this, it can be seen that each of the tourism sector has an influence on people's lives around the attraction by creating entrepreneurial activities. Schumpeter (1911) opined entrepreneurship is the primary engine of economic development with innovation as a central element. According to him, the entrepreneur is the innovator who carries out new combinations, which can be (Bull, Howard & Willard, 1995): (1) introduction of a new good or quality of a good; (2) introduction of a new method of production-something untried in industry; (3) opening of a new market; (4)

utilization of a new source of supply; (5) carrying out of some new organizational forms of the industry. Accordingly, the entrepreneur is viewed as a person who either creates new combinations of production, or as a person who is willing to take risks, organizing and reorganizing of social and economic mechanisms, or as a person who, by exploiting market opportunities, eliminates disequilibrium between supply and demand, or as one who owns and operates a business (Barnett, 2000). Broadly speaking, in today's world tourism creates a lot of entrepreneurial activities that supports the livelihood of rural people.

### **REVIEW OF LITERATURE**

A review of relevant literature has been made in the following themes.

#### **A. Sustainable Tourism**

In spite of the fact that it may be true blue to contend that sustainable development has underemphasised the social measurement or missed the culture check totally, it in any case runs through the three most persuasive, capable and politically significant expressions of the concept over several years. Acknowledgement of conventional rights must go hand and hand with measures to protect the local institutions that enforce responsibility in resource utilisation and this recognition must also give local people a conclusive voice in the decisions about resource use in tourism (WCED, 1987). Lane (1994) explained that the decrease of farming and forestry has pushed and inspired people, rural development actors, lawmakers, NGOs and governmental bodies to explore for alternative means. In addition to the socio-economic changes, the idea of sustainable development has reinforced the transformation process of rural areas towards tourism. According to Hunter (1997), sustainable tourism, as a socially developed and idealized set of goals, is dynamic within the sense that it is always being created and recreated by different stakeholders. Augustyn (1998) emphasized that conventional ways of sustaining a livelihood on crops or stock provide the primary sources of income. To stimulate rural economies, it has become unavoidable for rural regions to seek alternative uses for local resources. Weaver (2004) discussed that sustainable rural tourism is not unproblematic, having a plenty of implications depending on the context. Hall (2005) describe that in rural areas the conceptual link between

tourism and sustainability leads to a tourism industry that support local businesses without harming the environment on which it depends. Wei-Ta Fang (2020) opined that sustainable tourism is a form of tourism and tourism exercise in destinations endeavouring to reduce the effect of conventional mass package tourism. With a vision to minimise the impacts of tourist activities on the natural environment and the culture of the local communities, at the same time sustainable tourism facilitates to create job opportunities for local residents. Sustainable tourism is all about responsible travel to fragile, pristine, and usually protected areas. They strive to be low impact on the natural resources culturally and environmentally.

Thus, sustainable tourism plays a very important part in involving traditional bodies and other stakeholders not only in protecting the environment but also contribute towards economic development and to bring about a balance in the socio-cultural aspects of the community.

### **B. Rural Tourism**

According to Line (1994), rural tourism has been contemplated as a means of accomplishing economic and social development and rejuvenation that can benefit local people. It is additionally seen as one of the most imperative instruments in the development of the tourism industry today. The term “rural tourism” has a wide range definition. It covers all leisure and recreational activities in rural areas according to the research (Tsai, 2007; Liu, 2010). According to Tsai (2007) and Liu (2010), the content of rural tourism covers tourism in orchards, farms, cultures, lives, scenic areas, religious activities, food, and air in rural areas. It comprises rural production, living and ecology, including production and agricultural activity-oriented tourism (i.e., agro-tourism or leisure agriculture), living culture-based activities (i.e., cultural and historical tourism, or museum tourism), and ecological nature-oriented recreation activities (i.e., nature tourism, agro-tourism, green-tourism or ecotourism). It can be concluded that rural tourism is a kind of lifestyle and critical part of rural leisure industry. In order to develop rural tourism, maintenance of the natural ecosystems and landscape as well as the conservation of rural features and culture, recreational facilities within the villages ought to make strides and

upgraded so as to extend their allure and meet the requirements of holiday makers into the destination. Wei-Ta Fang (2020) describe rural tourism as the act of departing the urban environment and travelling into rural regions in order to experience and enjoying natural beauty, the agricultural diversity, the quaintness of small towns, the cultural richness; and to get away from urban lifestyles.

Rural tourism plays a very important role for the upliftment of rural people and to showcase their cultural richness which in turn will benefiting the local economy.

### **C. Sustainable Rural Tourism (Economic, Socio-Cultural and Environmental Impacts)**

Olusola (2016) has discussed the economic consequences for local communities in Nigeria of sustainable rural tourism. The study explored sustainable rural tourism and its economic consequences for Nigeria's local population. The results have shown that sustainable rural tourism growth is a good choice for a developing country like Nigeria. And the position of the local community is very significant in achieving full benefits. It is also crucial to recognize the position of other stakeholders and the role of political leadership that helps create unity is equally significant. Rodriguez et al. (2018) shows that the economical contribution from the touristic project is still low but, required in the community. The community members respect their agreement for keeping their natural and cultural resources for the benefits of the future generations; even when, this represents a limited economic retribution. Lebambo (2019) found that most clients and recipients of these policies and the support institutions are urban, literate and well-established entrepreneurs, while the rural entrepreneurs do not access the support due to lack of knowledge or information, or cannot due to distance and cost. Rural entrepreneurs are subjected to a one-size-fits-all policy implementation approach which is counter-effective. The study recommends adapting policy implementation to suit the unique local conditions of rural communities. The paper concludes by proposing policy interventions imperative in developing entrepreneurship in the rural areas. Beridze (2019) found that the joint endeavours of government, municipal authorities, and business providers, with the involvement of

people from rural area are crucial for the development of populated rural territories. Special heed ought to be given to the social initiatives and economic activities of local people through the involvement in the tourism sector development. Tien and Anh (2019) presents the quintessence of agro-tourism and its socio-economic significance such as proficient actuation of the country dwellers giving them chances to diminish unemployment and boost living standard. Extraordinary consideration has been given to agro-tourism as a factor of improvement of small entrepreneurship in rural areas. Yasuo Ohe (2020) addressed the relationship between community-based rural tourism (CBRT) and entrepreneurship and concludes that it is necessary to establish entrepreneurship for an upward shift in demand to establish a market. He also pointed out that rural tourism enhanced multifunctionality and created chances to internalize the externalities through rural tourism.

According to Coccossis (1996), sustainable tourism refers to a strategy that aims to minimize the environmental effects of tourism by resolving the physical damage caused by tourists, such as deterioration of footpaths; loss of resources resulting from the activity of tourism-related enterprises, such as the use of fossil fuels, water and other natural resources; and potential negative socio-cultural resources. The successful implementation of these steps ensures that the tourist growth process does not absorb non-renewable physical and cultural resources and that economic sustainability preserves community institutions, jobs and human resources at the local level. Potter and Burney (2002) discussed that multifunctional landscapes that are conceived not only to produce food but also to conserve rural landscapes, to protect biodiversity, to generate jobs and to contribute to the viability of rural areas are especially prominent in terms of demand for and supply of, leisure and recreation arenas in which rural tourism is increasingly taken into account.

### **C. Rural Livelihood & Entrepreneurship**

Sustainability has always been a key concern for researchers in the field of livelihoods and focuses on the ability of households to respond to changing conditions, including seasonal differences, and to cope with stresses and shocks, as well as local resource management

problems and future generation opportunities (Chambers & Conway, 1992:6; De Haan & Zoomers, 2005:40; Scoones, 1998). Research on livelihoods is connected to participatory traditions which value local knowledge. An emphasis on local agencies and services was also an invitation for Chambers to formulate strategies, not on external experience, but on the study and realistic responses of the poor (Chambers, 1997; Shen et al., 2008). In practice, research into livelihoods has become commonly practiced, with standard structures adopted, frequently integrating a conceptualization of the assets of citizens in terms of five 'capitals'- human, social, physical, financial and natural (Scoones, 1998)-which in some cases has led researchers to follow more survey-style, quantitative extractive methods (Kausar & Nishikawa, 2010).

### **THE CONSTRUCT OF THE RESEARCH MODEL**

In spite of the various studies among researchers, previous empirical studies and existing literature on sustainable rural tourism shows that there exists a significance relationship between economic factors, socio-cultural factors and environmental factors for the upliftment of rural community through entrepreneurship. From the review of literature, it has been observed that in many developing countries, different viewpoints on tourism can be differentiated: economist typically see tourism as a route to macro-economic growth; tourism is a commercial activity for the private sector; many conservationists now see tourism as a form of sustainable use of resources, and, thus, a way to enhance incentives for conservation; and tourism is one component of rural development for rural people and NGOs that support them. Each of the first three incorporates some recognition of the role of tourism in local development, because local development contributes to growth, protects the product, and generates conservation incentives. But none places the interests of the poor at the forefront, as the livelihoods approach does. A livelihoods approach helps broaden the scope of analysis to a wide range of livelihood impacts. In doing so it seeks to reflect better the more complex reality of poor people's concerns and aspirations.

Thus, sustainable rural tourism create employment, improve infrastructure in the tourist destination area as well as in the linkage

industry of tourism sector. It ensures training, education, skill development facility, cultural exchange, cultural identity for people living in rural tourist destination area, ensure health and hygiene and improve the standard of living of people in destination areas. It also improved community appearances, protection of tourist spots, proper disposal of waste, preservation and conservation and effective use of resources. This will ultimately lead to the development of another important perspective, i.e., sustaining the livelihood of the rural people. The following figure below (figure 3) illustrates the model constructed in this paper.



**Figure 3:** Research Model. Source: Developed by the Researcher

### CONCLUSION

This paper is only to develop a research model on the relationship between sustainable rural tourism, entrepreneurship and economic development, socio-cultural impact, environmental impact and rural livelihood. Some relevant hypotheses were also framed based on the developed research model. Both the research model and hypotheses might be useful to study the relationship between the above-mentioned variables.

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Based on the said model, the following hypotheses are framed for those studies that might adopt the model.

H<sub>0</sub> 1: There is no creation of entrepreneurial activities due to rural tourism.

H<sub>0</sub> 2: There is no correlation between rural livelihood and rural entrepreneurship.

H<sub>0</sub> 3: There is no economic development through rural tourism.

H<sub>0</sub> 4: There is no socio-cultural impacts of rural tourism.

H<sub>0</sub> 5: There is no environmental impact of rural tourism.

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