

## SUSTAINABLE PILAR OF RURAL TOURISM DEVELOPMENT

Harne Julianti Tou<sup>1)</sup>, Melinda Noer<sup>2)</sup> & Helmi<sup>2)</sup>

<sup>1)</sup>Departement of Urban and Regional Planning, Bung Hatta University, Padang.

<sup>2)</sup>Agricultural Sciences Study Program, Andalas University, Padang.

Email korespondensi : [harnejulianti@bunghatta.ac.id](mailto:harnejulianti@bunghatta.ac.id)

### ABSTRACT

Tourism is not only done in urban areas but also has been in great demand in the countryside. This is due to the beauty of nature, cultural uniqueness, and other characteristics in rural areas that attract visitors. Besides aiming to reduce the fatigue of activities in the city, tourists also want to experience nature and the life of rural communities. This literature study research seeks to identify the main pillars of sustainable rural tourism development. Sustainable rural tourism development is the development of the tourism sector in the village by observing the sustainability of tourism, such as efficient use of environmental resources while preserving natural heritage and biodiversity, including respecting the socio-cultural authenticity of the local community in terms of inter-cultural tolerance and should provide socio-economic benefits to all stakeholders, using qualitative descriptive methods. The writer analyzed the objects of the study in terms of tourism development, rural tourism, sustainable rural tourism development, and the role of stakeholders in rural tourism development. The main pillars found are culture and community participation (socio-culture), ecology (environment), and policy (politics).

Keywords : Tourism, Rural Tourism, Sustainable

### ABSTRAK

Pariwisata tidak hanya dilakukan di perkotaan, tetapi sudah diminati sampai di perdesaan. Hal ini dikarenakan keindahan alam, keunikan budaya dan ciri khas lain yang ada di perdesaan yang menjadi daya tarik pengunjung. Selain bertujuan untuk mengurangi kepenatan aktifitas di kota, wisatawan juga ingin merasakan alam, dan kehidupan masyarakat desa. Penelitian studi literatur ini bertujuan untuk mengidentifikasi pilar pokok pembangunan pariwisata desa berkelanjutan. Pembangunan pariwisata desa berkelanjutan merupakan pembangunan di sektor pariwisata yang berada di desa dengan memperhatikan keberlanjutan dari pariwisata tersebut, seperti penggunaan sumber daya lingkungan yang efisien sambil melestarikan warisan alam dan keanekaragaman hayati, tetapi juga mencakup menghormati keaslian sosial-budaya masyarakat tuan rumah dalam hal toleransi antar-budaya dan selanjutnya harus memberikan manfaat sosial-ekonomi untuk semua pemangku kepentingan, menggunakan metode deskriptif kualitatif. Bahan kajian yang dianalisis meliputi pembangunan pariwisata, pariwisata desa, pembangunan pariwisata desa berkelanjutan dan peran stakeholder dalam pembangunan pariwisata desa. Hasil identifikasi pilar pokok pembangunan pariwisata desa berkelanjutan adalah budaya dan partisipasi masyarakat (sosial-budaya), ekologis (lingkungan), dan kebijakan (politik.)

Kata kunci : Pariwisata, Pariwisata Desa, Berkelanjutan,

## **1. INTRODUCTION**

Currently, tourism activity is so fast and has become the tourism industry. The development of tourism not only occurs in urban areas but also in rural areas, so the term rural tourism has emerged. Rural tourism is developed under natural potential, social history, and local culture, which can be linked and combined with agricultural activities. This phenomenon is called agro-tourism, rural, or agrarian tourism (Fleischer and Tchetchik, 2005). Rural or agricultural tourism was not a new thing because it had grown since the nineteenth century when it was a reaction to the pressure and squalor of the developing industrial cities (Lane, 1994). There are two definitions of rural tourism; "Tourism Village" when guests stay overnight, and "Rural tourism" when guests only make visits (Asyari, 2015). The purpose of tourists visiting a tourist village is to enjoy nature and culture and the life of the local community.

Tourism is often influenced by local power relations that take a side of politics or the economy or are concentrated in tourist areas (Sharpley, 2000). From the political point of view, tourism operates as a "multi-actor field in which different people have their special interests, support particular views, and have varying degrees of influence on the policy process" (Bramwell, 2004, in (Gkoumas, 2019)). As result, sustainable tourism has shaped the media for the political agendas of various actors (Weaver and Oppermann, 2000, in (Gkoumas, 2019)).

The development that has occurred is only to pursue profits by utilizing existing natural and human resources. However, since 1987 it has become known as sustainable development. The purpose of sustainable development is the development that meets the needs of the present generation without easing the ability of future generations to meet their own needs. It means that sustainable development refers to the non-exploitation of the current generation's natural, cultural, and all other tourist resources, which means preserving them for future use by future generations (Angelevska-Najdeska and Rakicevik, 2012). This shows that sustainable development is continuous to the next generation. Uncontrolled and non-strategic growth in certain areas can create adverse effects such as area pollution due to facility development; pollution of air, water, and soil; noise pollution; depletion of natural and agricultural areas; destruction of flora and fauna; degradation of landscapes, monuments historical and cultural; space chaos; geological forms of degradation; spatial redistribution of the population; and generalization of space. (Podovac and Jovanovi Ton ev, 2016). Sustainable tourism, known today, is an approach to managing tourism that tries to minimize harmful impacts while maximizing benefits (Bramwell, 1994). This development concept involves economic, social, and cultural development without harming the environment, allowing the same or higher level of development (Angelevska-Najdeska and Rakicevik, 2012). Rural tourism must be compatible with the many uses, needs, and demands that characterize rural areas to be considered viable and potentially sustainable. Integrated sustainability of rural tourism consists of four dimensions: biological-ecological, economic, socio-cultural, and political sustainability (Kantar and Svržnjak, 2017). This paper aims to formulate the most influential factors in sustainable rural tourism development.

## **2. METODOLOGI**

This research results from a literature review using the qualitative descriptive method with study materials related to sustainable rural tourism. This literature review contains the results of thoughts developed by researchers to identify and explain the main pillars of sustainable rural tourism based on theories, concepts of thought, and findings of developing research (Creswell, 2015). The data used are secondary in documents related to research and discussion purposes, such as books, journals, proceedings that are closely related to matters, and the main elements of sustainable rural tourism, using documentation and literature techniques.

The focus of the study consists of tourism, sustainable development, rural tourism, and sustainable rural tourism development, using a qualitative descriptive analysis method.

### **3. HASIL DAN PEMBAHASAN**

#### **3.1 Tourism Development**

Development is a process of social change and community economic growth (Todaro, 2000) to achieve holistic goals for society (Damsar and Indrayani, 2016). Development encompasses economic, social, political, cultural, religious, defense, and security aspects with a comprehensive, holistic perspective. Development usually occurs by utilizing natural resources to support human life. Previously, development was only engaged in the primary sector, it only extracting and processing natural resources, but now development has moved to the secondary and tertiary sectors. For the tertiary sector, the products produced are not tangible objects such as in the primary and secondary sectors but rather the form of services. Such as education, health, and tourism services. Humans can feel this tertiary sector. According to Suryono, 2010 (Rahmi, 2016), development must be oriented towards development through a people-centered development perspective, which means that there is a development process to increase human capacity in determining their future.

Tourism has a vital role in rural development for the local economy and the environment. Over the past few years, activities related to rural tourism have increased in many countries and become industrial activities (secondary sector). In some areas where economic activity is declining, tourism has positioned itself as a new hope, especially in places where agriculture is not as competitive as it used to be (Guaita Martínez et al., 2019). Rural tourism can contribute to economic development and diversification of the local economy, given that tourism is more concerned about the social and natural environment in which it is developed. As a result, the tourism sector will turn into a profit-oriented industry. All development activities from a tourism perspective can be used or synergized with tourism activities. Tourism as a system can be synergized with any activity, including social-economic activities, even with daily life in the most isolated villages (Setijawan, 2018).

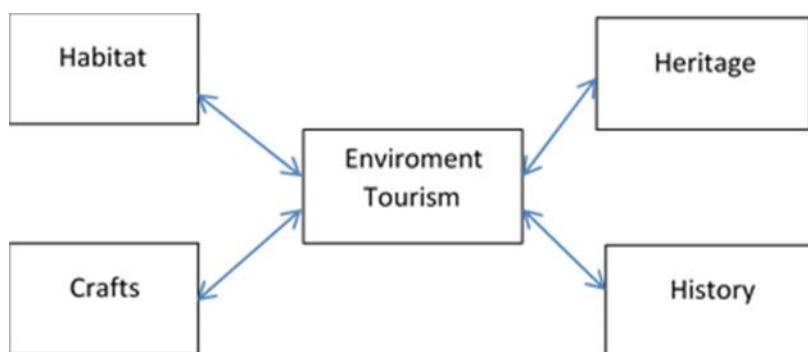
#### **3.2. Rural Tourism**

Rural tourism has been known since the early 19th century. However, in those days, it was mostly associated with holiday cottages. From the classical point of view, tourism in rural areas is divided into rural tourism and agricultural tourism (Fleischer and Tchetchik, 2005). The most distinctive features of rural tourism are space, proximity to nature, and some types of recreation, while agricultural tourism is connected with tourist visits to agriculture (Lisiak Marta, KlaudiaBorowiak, 2017). Rural tourism is defined as every form of tourism in the countryside. By staying in the village, tourists enjoy the natural environment; they are involved in activities typical of rural areas and learn about the culture and traditions that relate to the local community. In this case, the tourist village contributes to the revitalization of an economic, ecological, and socio-cultural sense with the aim to increasing living standard of the local community (Podovac and Jovanovi Ton ev, 2016). Rural tourism can be defined as a "country experience" that includes various attractions and activities in agricultural or non-urban areas. Its main characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience the agricultural and/or natural environment (Irshad, 2010). Rural tourism can provide two crucial impacts, namely creating economic and social benefits for the countryside. Rural tourism is an effective way to save natural values, culture, and traditions (Snieska, Barkauskien , and Barkauskas, 2014).

Rural tourism is a small group of tourists living in or close to a traditional setting, usually in remote villages, and learning about rural life and the environment (Inskeep, 1991). Rural tourism, in the "purest form," should be (Fagioli, Diotallevi, and Ciani, 2014) (Irshad, 2010) :

1. Located in a rural area
2. Functional rural - built on unique features of the small-scale rural enterprises, open space, contact with nature and the natural world, heritage, 'traditional' communities, and 'traditional' practices
3. On a rural scale - both in terms of buildings and settlements - and, therefore, usually - but not always - on a small scale
4. Traditional character, slow-growing and organic, and connected with local families. These will often be locally controlled and developed for the long-term benefit of the area.
5. Various types represent complex patterns of the rural environment, economy, history, and location.

Rural tourism is one form of indigenous tourism. Indigenous tourism is a specific tourism potential that involves the local community. This tourism involves four crucial elements, namely the landscape (geographic = Habitat), community traditions (ethnographic traditions = Heritage), welfare (the effect of acculturation = history), and community crafts (the marketable handicraft). Thus indigenous tourism can be paired with environmental tourism. The environment contains a broad understanding of the natural environment and social environment as an inseparable unity (Warpani, 2007). The involvement of the four important elements can be illustrated in the following diagram:



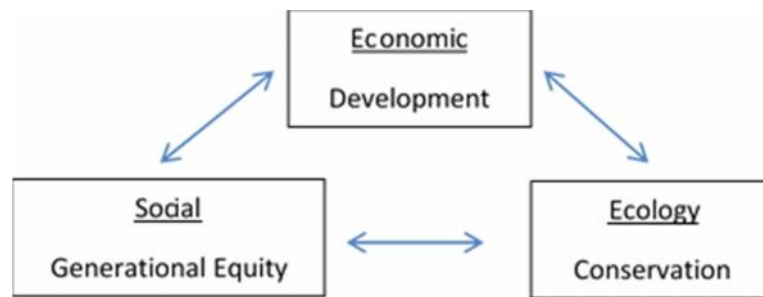
**Figure 1:** an influential element in the development of "authentic" tourism (source: Warpani, 2007)

### 3.3 Sustainable Rural Tourism Development

The concept of development based on the principles of sustainability emerged in the early 90s of the 20th century in response to the need to strike a balance between uncontrolled and unplanned development (Podovac and Jovanovi Ton ev, 2016). Sustainable development refers to development that meets the needs of present generations without reducing the ability of future generations to meet their own needs. It means that sustainable development refers to the use of non-exploitation of natural, cultural, and all other tourism resources of the current generations, preserving them for future use by future generations (Angelevska-Najdeska and Rakicevik, 2012). Sustainable development is a process that enables developers to be achieved without degradation or depletion of the resources on which it is based. So, sustainable development refers to the non-exploitation of the current generation's natural, cultural, and all other tourism resources, which means preserving them for future use by future generations. Sustainable development is seen as the result of growing awareness of the global link between

increasing environmental problems, socio-economic problems related to poverty and inequality, and concerns about a healthy future for humanity (Ning and Hoon, 2011). Sustainable development is an integrated and organized effort to develop the quality of life by regulating the supply, development, utilization, and maintenance of resources in a sustainable. Sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization, and maintenance of resources sustainably (Pirmanto, no date).

Sustainable development is an inseparable economic, technological, and socio-cultural development, in line with the needs of environmental protection, protection, and improvement, which enable present and future generations to meet their needs and improve their quality of life (Podovac & Jovanovi Ton ev, 2016). Sustainable development seeks to reconcile conflicts between economic development, ecological preservation, and intergenerational justice; there are three conflicts between the values of sustainable development. The 'property conflict' between economic growth and equitable sharing of opportunities arises from competing claims for the use of the property as a private resource and a public property. The 'resource conflict' between economic and ecological utility arises from competing claims regarding the consumption of natural resources and the preservation of their reproductive capacity;' development conflict' between social justice, and environmental conservation arises from the competing need to increase the number of poor people through economic growth while protecting the environment through growth management (Ning and Hoon, 2011).



**Figure 2** Schema of the interrelated dimensions of importance in Sustainable Development

The concept of sustainable tourism emerged in Central European in the 1970s, as a reaction to the rapid growth of tourism (in terms of volume and geographical scope), in the postwar period (Lane, 2018). In 1987, World Commission on Environment and Development was the first to define sustainable development as "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs". Because of the complex interactions between natural resources, tourism development, and local communities, the main focus in rural areas is sustainable tourism (Risti , Vukoi i , and Milin i , 2019). According to multifunctional rural development, sustainable tourism contributes to increasing employment and quality of life and the development of local infrastructure (Lisiak Marta, Klaudia Borowiak, 2017).

The current concept of sustainable tourism is an approach to managing tourism that minimizes harmful impacts while maximizing benefits (Bramwell, 1994). These villages are especially at risk from poorly - or poorly managed tourism. Some of the physical environment is at risk because it is fragile: natural habitats, archaeological features, and walking trails are just some of the features under threat from visitor numbers. The economic stability of rural areas could be at risk from new tourism businesses, perhaps large-scale, that seek short-term profit. And cultural heritage may be at risk from outsiders and outside solid cultures. A sustainable approach to rural tourism appears to be essential (Lane, 1994).

Sustainable tourism development involves balanced economic, social, and cultural development without endangering the environment, which enables the same or high level of development (Angelevska-Najdeska and Rakicevik, 2012). Because the development of tourism in certain areas depends on the natural and anthropogenic attractions around it, the application of sustainable development is becoming increasingly important. If these resources are destroyed or degraded, the destination's attractiveness is also reduced. Still, it also raises questions about the development of tourism in this region because potential tourists are interested in visiting attractive, clean destinations that offer high-quality services. However, an environment that does not have quality environmental attributes is not only unattractive to tourists, but it does not feel comfortable for the local community. Planning for sustainable tourism development involves planning for ecological conservation, and this includes various studies and analyses before deciding to determine the direction of growth. All of these activities are carried out to not allow intensive exploitation of resources in certain areas without regard for resources conservation (Angelevska-Najdeska and Rakicevik, 2012).

Sustainable tourism involves economic efficiency, social justice, and environmental preservation. The link between economic efficiency and social justice will result in the economy based on the local community. The relationship between social justice and ecological protection will result in justice conservation, while the link between economic efficiency and environmental preservation will integrate the economy/environment. More details can be seen in the following figure:

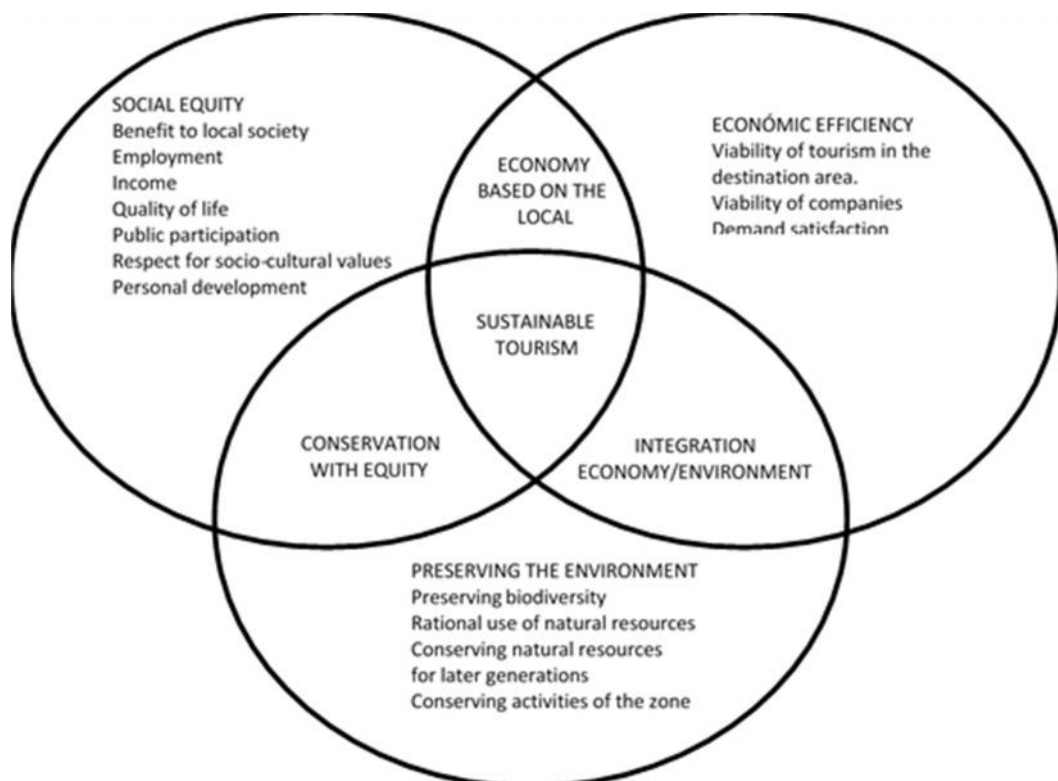


Figure 3. Sustainable Tourism Model (source : Sanagustín Fons, Fierro, & Patiño, 2011)

The development of the sustainable tourism sector focuses on the realization of three basic objectives (Kapera, 2018):

1. Ecological objectives such as the preservation of natural resources needed by the tourism sector and the reduction of harmful emissions produced by those sectors
2. Economic objectives such as facilitation of economic success of the local community and optimal maintenance and utilization of available tourist infrastructure
3. Social objectives include achieving satisfactory employment rates in the tourism sector, providing relaxation opportunities for both tourists and residents, protecting local culture and heritage, and increasing the level of participation of residents in the sustainable policy development aspect.

Sustainable tourism is often regarded as environmentally friendly tourism as the only sustainable image even though it still needs to be studied more deeply about the variable of sustainable development. Sustainable tourism is "a nature-based style of meeting, which seeks to achieve benefits for the host, with some social mixing, and conservation of cultural and natural heritage," according to Riddell (Sani and Mahasti, 2012). Vital elements of tourism sustainability include meeting the needs of visitors and local community, protecting and enhancing tourism attractions for the future as part of the national economy of resources. One of the opinions is the concept of sustainable tourism arises from the recognition of the negative impacts of mass tourism (Swarbrooke, 1999 in (Kavaliausk and Ko yt , 2014)).

The concept of sustainability in rural tourism aims (Lane, 1994a) to:

- Maintain the culture and character of the local community.
- Maintain landscape and habitat.
- Maintain the rural economy.
- Maintain a tourism industry that will last in the long term - and it means promoting a successful and satisfying holiday experience.
- Develop the adequate understanding, leadership, and vision among decision-makers in areas where they are aware of the dangers of over-reliance on tourism, and continue to work towards a balanced and diverse rural economy.

Edgell et al. (2008) define sustainable tourism as meeting criteria such as the efficient use of environmental resources while preserving natural heritage and biodiversity, but also includes respecting the socio-cultural authenticity of the local community in terms of intercultural tolerance and must provide socio-economic benefits to all stakeholders (Wanner, Seier and Pröbstl-Haider, 2020).

The concept of 'back to nature also helped the color variety of tourism, which triggers rural tourism, which offers a more natural life. Behind that, there are concerns about the destruction of the natural environment and the pollution of art and culture. Therefore, tourism development must be accompanied by efforts to promote the love of the environment, culture, history, nature, and sustainability (Warpani, 2007).

Sustainable rural tourism development is a development in the tourism sector in the village by paying attention to the sustainability of tourism, such as efficient use of environmental resources while preserving natural heritage and biodiversity, and includes respecting the socio-cultural authenticity of the host community in terms of inter-cultural, then should provide socio-economic benefits for all stakeholders. So, the services appear less optimal for the rural tourism actors. As a result, visitors will not visit that village anymore. In addition, the development of tourism in the village often exploits the natural resources and less maintenance of tourism objects. As a result, tourism actors will pollute these attractions.

### **3.4 The Role of Stakeholders in Rural Tourism Development**

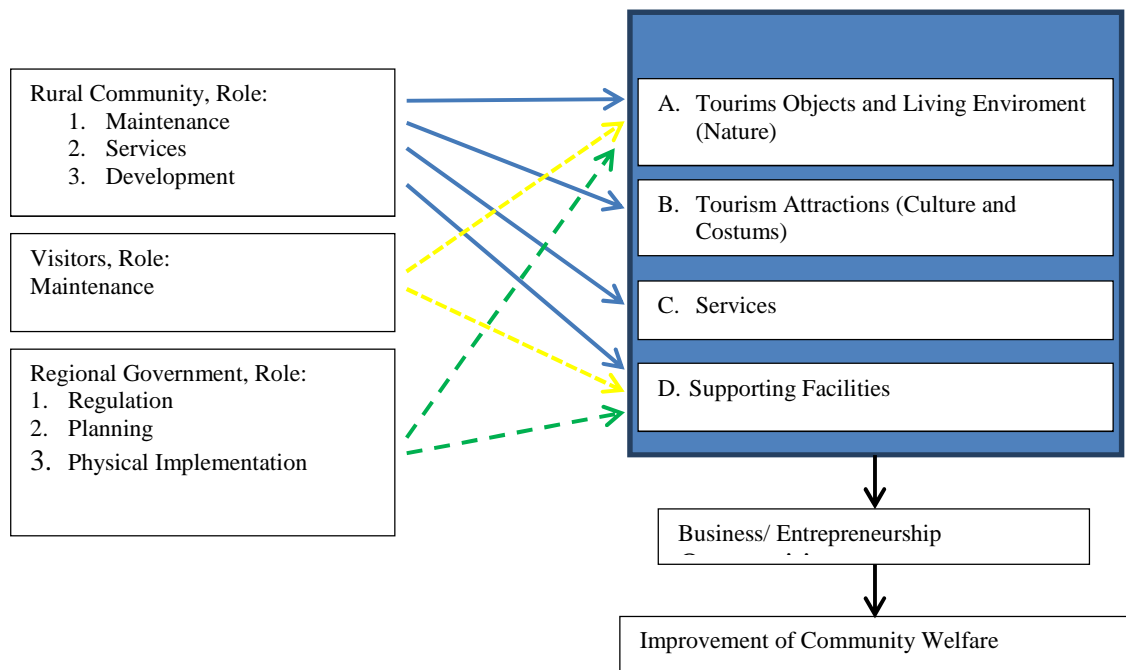
The population is the main element in tourism (Gunn in (Warpani, 2007), both as tourism actors and as 'hosts' for tourism or tourist object (research target). People (humans) are tourism actors, servants, controllers, and tourism attractions. Without people who have the desire/intention and ability to manage travel/tourism, tourism cannot grow and develop (Warpani, 2007). It is crucial to increase the awareness of all rural tourism stakeholders about the need for responsible behavior towards natural resources that represent resources for their further development. All stakeholders must be aware of their roles and responsibilities in developing rural tourism under sustainability principles (Podovac and Jovanovi Ton ev, 2016). Community involvement in tourism planning, development, and control is the key to sustainable tourism development (Sharpley, 2000). Because stakeholder participation, social learning, and adaptive management will enable local communities to be involved in managing and developing their goals and, more importantly, take complete control of the decision-making process (Gkoumas, 2019).

In order sustainable tourism development, it requires the role or participation of tourism actors (visitors and village communities) and the role of the government in making regulations, compiling plans, and developing programs. Meanwhile, the part of the private sector is very few and almost non-existent. Because rural tourism development usually emphasizes village communities as the main actors.

Community participation is an integral part of sustainable tourism development, considering that the community is a front-line stakeholder to bear the costs of tourism development and the legal owner of tourism resources in many cases, both natural and cultural (Wondirad and Ewnetu, 2019). The participation of local communities in the development of tourism is an essential part of achieving sustainable tourism. This is because the community, position, and power occupy an essential role and local people's perception of tourism. If local communities are not involved in decision-making, sustainability will not be achieved (Singgalen and Kudubun, 2017). Community participation occupies a lot of space in academic discourse as a core pillar of tourism development, revealing the absence of native community participation commensurate with other tourism stakeholders (Wondirad and Ewnetu, 2019). Tourism as a tool for sustainable development, there must be a power balance between the actors so social justice for all, ecological integrity, and economic pillars of tourism destinations can be achieved and sustained. Community participation is the core of sustainable development because community participation and benefit sharing in tourism development guarantee economic benefits and ensure community support and maintenance. Thus, local people must take a more significant role in the economic benefits of tourism development and the critical decision-making and managerial functions of tourism development (Wondirad and Ewnetu, 2019). A creative community is one of the potentials for the government to develop cultural tourism destinations in this area, both intangible and intangible aspects (Nafila, 2013).

The structural peculiarities of the cultural, political, and socio-economic context affect the perceptions of the local tourism industry regarding tourism sustainability (Gkoumas, 2019). On the political dimension, sustainability of rural tourism refers to general support for doing business - from tourism promotion (district, local), local government (village, city ...), family, neighbors, and so on. Support from local governments is easily seen through the level of infrastructure in the area with rural tourism facilities and activities that contribute to the participants' quality of life and work (Kantar and Svržnjak, 2017). Local government policy in developing sustainable tourism has relevance to regional development (Wanner, Seier, and Pröbstl-Haider, 2020). Thus the need for local governments to adopt sustainability through local professionals, stakeholders, and civil society in decision making (Gkoumas, 2019).





**Figure 4.** The role of stakeholders in tourism development

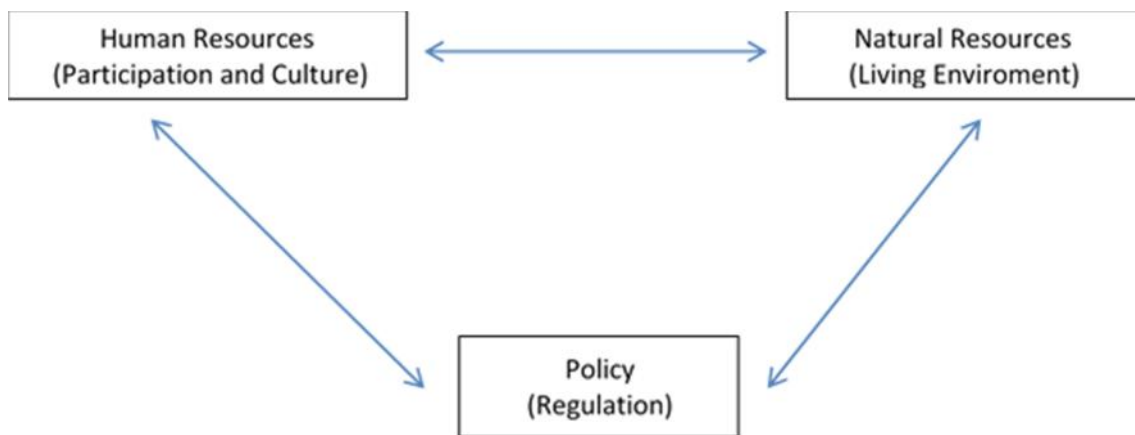
From the picture above, the most influential in sustainable rural tourism development are stakeholders / HR, especially rural communities, followed by local government and visitors. Besides human resources, another very significant factor is the element of tourism in the form of attractions, tourist attractions, services, and supporting facilities. The tourism element will open business opportunities for rural communities. As a result, community income will also increase and increase community welfare.

Tourism is often influenced by local power relations that side political or economic or concentrated in tourist areas (Sharpley, 2000). The relationship between tourists, local community, business, attractions, and the environment is complex, interactive, and symbiotic (Edgell, 2006 (Kavaliausk and Ko yt , 2014)), but stakeholder involvement in the development and promotion of sustainable tourism is significant. Sustainable tourism development may require some changes in existing policies and practices depending on each location (Kavaliausk and Ko yt , 2014).

The connectedness of tourism demand and the provision for sustainable tourism uses the concept of a 'meeting place' to examine meetings between tourism demand (in the sense of community values and consumer patterns) (Bramwell, 1994). Sustainable tourism development may require several changes in existing policies and practices depending on each location. Therefore, local participation and control are the keys to the success of sustainable tourism development because sustainable tourism, which is well managed, will add to the quality of life of tourism residents, visitors, and employees (Kavaliausk and Ko yt , 2014).

#### 4. CONCLUSION

From the description above, it can be concluded that the main pillars for the achievement of sustainable rural tourism are culture and community participation (socio-cultural), ecological (environment), and policy (politics). Or it can be explained in the scheme below.



**Figure 5.** The Linkage of Main Pillars of Sustainable Rural Tourism Development

From the scheme above, it can be explained that there are three main pillars in sustainable rural tourism development. The first pillar is human resources (HR), in this case, the stakeholders or actors of the product. The main actors are rural communities because rural communities will play a role in developing rural tourism. Rural communities will feel the effects of the tourism development, both positive and negative impacts. So, the part of the rural community is essential. Besides the role of the rural community, the culture of the rural community also influenced the development of tourism. If it is too closed, then growth will not develop. But if it is too open, then foreign culture will enter into local culture. The second pillar is natural resources, especially the living environment, because the main attraction of rural tourism is usually nature. Either in the form of natural beauty (landscapes), agriculture (rice fields), or forests. If the environment is not maintained, it will impact rural tourism. The third pillar is policy or regulation. In this case, the local and central government regulations will be the development of rural tourism. So that by drafting and strengthening rules in support of sustainable rural tourism development will be able to protect the environment and rural communities.

Adaptation is necessary to keep the three pillars working. Adaptation is adjusting ourselves, norms, and behavior patterns between two or more things. The intended adaptation is an adaptation between human resources and natural resources. Furthermore, it is needed to adapt between humans and nature and between HR and policy. Regulations, as a manifestation of policies, require competent human resources to make them and are also made for the community's welfare (humans) in a tourist area. The stipulated regulations need to be adapted to the people (humans) in the region. This adaptation is also required between natural resources and policies. Which policies are usually carried out to protect and conserve natural resources. So that in formulating policies, it is necessary to adapt to the conditions of natural resources. Furthermore, it is needed to adapt between humans and nature and between HR and policy.

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