

Innovative Approaches of Regional Policy of Rural Tourism Development

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Abstract

The present work intends to study Rural Tourism. More specifically: regional policy of Rural Tourism development. Purpose of this research is creation of innovative qualitative model of regional policy of Rural Tourism development. The results showed that the highest rural houses availability is in Western geographical region. Other regions have low level of rural houses availability. However, analysis of resources needed for successful Rural Tourism development showed, that all geographical regions are attractive for organizing Rural Tourism activity. Based on this information an innovative qualitative model of Rural Tourism development was created.

Keywords: Rural tourism, Innovative approaches, Innovative model.

Introduction

Nowadays, market of tourism services is one of the most intensive growing sectors of global economy. The rapid pace of branch development leads to search of new approaches of tourism services providing. As a result -new subtypes of tourism developing. One of the most specific and most rapidly grooving subtypes of tourism is Rural Tourism.

At the very beginning of development Rural Tourism was called to find out from economic depression and for revitalization of rural areas. Today Rural Tourism is a popular kind of tourism, which has in purpose rest from crowded urban areas, rural areas cognition, renovation and preservation of culture. That is why correct approach of its development can solve not only economic, but cultural and social problems as well.

In this regard, creation of innovative qualitative model of regional policy of Rural Tourism development for Ukraine become an aim of scientific research.

In question of creation of innovative qualitative model of development firstly is important to learn experience of creation of regional policy of Rural Tourism development in countries, where Rural Tourism has long development history and is an essential part of tourism industry. Moreover, it is important to study experience of countries, where Rural Tourism developed during short time, however has rapid growth dynamics. In total this data gives an opportunity to create a vision of Rural Tourism development opportunities in Ukraine and reach a purpose of research.

In section of research methodology was described the methodology of research. Analysis decided to make in three stages. On first stage was formed purpose, subject, object and methods of analysis. Second stage had in purpose collecting and analysis of data. Results of analysis of first group called to understand present development level of Rural Tourism. Meanwhile, goal of second part's analysis was to find most attractive destinations for Rural Tourism development in Ukraine.

During research were used following methods of analysis: methods of statistical analysis, grouping, comparison method and mapping. Last stage of methodology is about creating of innovative qualitative model of regional policy of Rural Tourism development for Ukraine, basing on data, received from theoretical part and on results of analysis. Except theoretical justification of model, suggested structure of Rural Tourism services and designed examples of Rural Tourism networks based on innovative qualitative model of regional policy of Rural Tourism development for Ukraine. At the end conclusions were made about results of research.

Rural Tourism and its significance in development of region

World nowadays develops fast. Especially cities. Concentration of capitals in cities leads to theirs fast development. In the same time rural areas develops much slowly. It has negative aspects and positive as well. Negative aspects displays in absence of new work places in rural areas. As a result – citizens leaves rural areas and go to the cities. On other side, non-urban territory gives an opportunity to save authentic rural life, traditions, culture and nature of area. This is positive thing. At the same time questions appears: “What kind of preferences it gives? How it can be used? How to transform depressive rural territories in attractive for investment areas?” The only answer: “Share it with the world using tourism as a fast growing world economy’s branch of services”.

Rural areas as human built environment, is a form order of life, which contains the physical elements of spatial as an activity space and non-physical elements in form of values as well as the accumulation of community activities. There are three elements, which form a rural: region/territory, residents and life system (Vitasurya, 2016). Moreover, rural tourism depends on the natural, geographic and ethnological features of each country (Guzman-Parra et al., 2015).

It makes sense to transform unique rural areas with its advantages in unique touristic product, which cares inside itself cultural and historical heritage and going to attract the ones, who want to rest of urban territories. This kind of tourism named “Rural Tourism”.

Question of development of Rural Tourism as a sector of Global Tourism attracts more and more attention of governments of different countries. With their active support, people in rural area can develop their own business in Rural Tourism sphere and develop a state market of Rural Tourism. In next turn, scientists, gives their support in branch development by describing processes, analysing market of Rural Tourism services and giving recommendations about future development opportunities. That is why it is important to review some of them.

Rural tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services, promote non-agricultural employment in rural areas, increase the incomes of farmers, and create a better economic base for the new rural construction, (Zhang, 2012).

Rural tourism, with its year after year increasing, is a significantly important asset for the European economy (Buhalis & Deimezi, 2004). Its evolution represents a key tool in sustainable economic development and an alternative to the traditional offer of sun, sea and sand, encouraging diversification towards new destinations, and redistributing demand to form sustainable rural tourism destinations (Polo Peña, Jamilena & Molina, 2012). Rural tourism has been promoted across several regions in Southern Europe as an alternative to the traditional mass tourism industry. For example, several programs, regulations and plans have been implemented in Spain (Barke, 2004), Portugal (Kastenholz et al., 2012), Lithuania (Barkauskas et al., 2015), Cyprus (Sharpley, 2002), Greece (Kizos & Iosifides, 2007) and others. Aside from pursuing the socioeconomic revitalization in rural areas, the diversification strategy of the industry is justified by tourism, environmental and economic reasons. Aims of this politic are:

- reduce seasonality in the tourist industry;

-look for higher-spending markets which leave a higher share of economic benefits to the local inland population;

-adapt the supply to an increasing demand for destinations with high environmental quality (Hernández et al., 2016).

From an environmental perspective, the promotion of new attractions (natural or cultural inland) also pursued to lessen pressure on the environment in the concentrated coastal areas (Sharpley, 2002).

In opinion of Roberts and Hall (2001), main characteristics of rural areas are: low population density; rural land usage; traditional rural culture. Rural tourists are different, but these characteristics forms the main goal to visit the destination.

During a short period of time, rural tourism managed to become very popular and actively used by the rural citizens. Although rural tourism occupies only a small part of the global tourism market, it is one of the most rapidly developing sectors. Rural tourism can serve as a tool for diversification of the local economy, helping to conquer new markets for local products, as well as an additional source of income for farmers and other agriculture-related people (Barkauskas et al., 2015). Moreover, rural tourism promotes rural development, thus contributing to the overall growth of economy of whole country (Irshad, 2010). Thus, it has influence on many areas. Rural Tourism benefits presented on Figure 1.

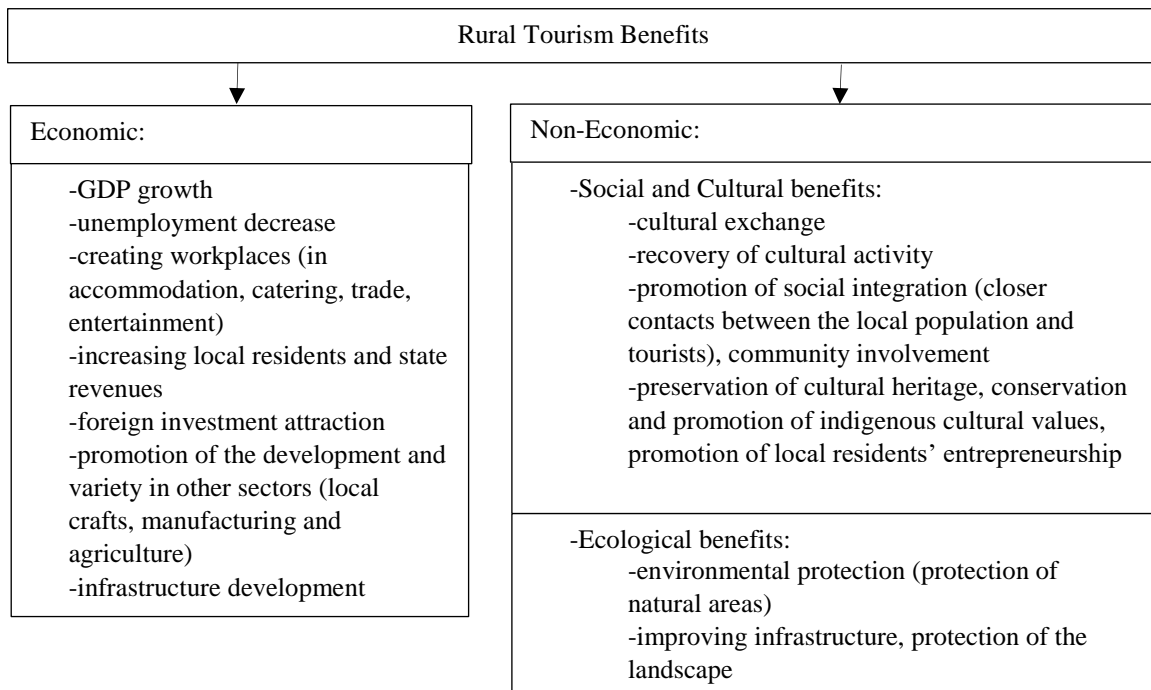


Figure 1. Rural Tourism benefits.

Source: Author's own elaboration based on Barkauskas et al. (2015, p. 168).

Research Methodology

Ukrainian Rural Tourism has low level of development. Reason hidden in absence of strategic vision on its development. There is no model developed and applied. Purpose of this research is to fill this gap and form an innovative qualitative model of regional policy of Rural Tourism development. Other goal is to create examples of Rural Tourism networks based on usage of developed model.

To answer the main objective of study we used statistical information about areas covered by agricultural lands, lands covered by forests, lands covered by water resources and quantity of cultural and historical resources by regions. Information collected from Statistical Yearbook of Ukraine, Statistical Digest “Regions of Ukraine” and analysed by author. For analysis was used data collection about rural houses availability by regions of Ukraine from Statistical Bulletin “Touristic Activity in Ukraine”. This statistical data is important for understanding which regions started to develop Rural Tourism as separated tourism activity.

On first stage of analysis was decided to divide data from 25 administrative regions to 5 geographical regions, namely Western, Eastern, Northern, Southern and Central, with aim of achieving collaboration between administrative regions on way of developing successful Rural Tourism market. Map of geographical regions represented in Figure 2. To make it possible, was used grouping method. Different type of indicators forced to use different types of analysis. For comparison of data of first group was used Gross Rate. This made it possible to see the changes in the structure of indicators.

For second part of analysis was used the same division on groups and as a result the same way to group data. However, for analysis of availability of resources needed for successful Rural Tourism activity was important to know a share of resource in total area of the region and share of resource in total area of Ukraine. That is why Share of the Total formula was used. List of formulas shown on table below.

Table 1. List of formulas.

Name	Formula	
Arithmetic mean	$A = \frac{1}{n} \sum_{i=1}^n a_i$	[1]
Gross Rate	$\frac{Gross\ Profit_{n-1} - Gross\ Profit_n}{Gross\ Profit_n}$	[2]
Share of the Total	$\frac{Part\ of\ Resource}{Total\ Resource} \cdot 100\%$	[3]



Figure 2. Map of geographical regions of Ukraine.

Analysis and Presentation of Results

Analysis of statistical information about rural houses availability

According to literature, accommodation is the most important services, which can be provided to visitors of Rural Tourism. Accommodation service provided in rural houses and from their quantity and capacity depended how many tourist can visit rural areas and gross of branch of Rural Tourism. That is why analysis begins from this case. It is quite important for research to understand how many rural houses, which provides

services in Rural Tourism available in Ukraine, capacity of houses, their placement by regions and changes in structure during analysed period.

For analysis used data from period of 2012-2014 years. Statistical Bulletin “Touristic Activity in Ukraine” gives us data from everyone from 25 administrative regions of Ukraine. However, for analysis was decided to group administrative regions in 5 geographical regions, namely Western, Eastern, Northern, Southern and Central. It is reasonable for aim of forming innovative model of Rural Tourism development and helps to deepen links between administrative regions. 4 indicators going to be analysed, such as number of rural houses, their average capacity, number of persons placed and area of rural houses. These indicators should help to understand situation with availability of rural houses in Ukraine in total and by geographical regions specifically. To see quantitative change in indicators used to analyse rural houses was used Gross Rate. Table 2 and

In 2014 took a place change in total number of rural houses (Table 3). This had reflection in decrease of rate (-0,1825 gross rate). Gross Rate for number of persons placed decreased as well and was (-0,2129). Reason was decreasing of number of rural houses at all geographical regions except Northern, where Gross Rate was 100%. Structure of location of rural houses by geographical regions almost has not changed, that is why big decrease of Gross Rate of number of rural houses at Western geographical region caused significant decrease of rate for indicator in total. As well, significant increase of rate of number of persons placed in Northern geographical region did not make big difference in total result of this indicator’s rate. Decrease of Gross Rate in total number of persons placed was more significant as in previous year and was 21,29%.

Table 3 represents results. Results show, that Gross Rate of Number of rural houses is 0,2391, what in percentage means 23,91% gross or that 2013 year have 123,91% of 2012 houses. Average capacity of rural houses increased as well and this gross is 14,54%. Nevertheless, number of persons placed decreased on 1,53%. This changes caused by several reasons. As well as number of rural houses at Southern and Central geographical regions increased (Gross Rate for Southern region equal to 2,3(3) and gross rate for Central region equal to 1,2857), number of persons placed in these geographical regions increased (it shows by gross rate of 2,3901 and 2,4613). However, gross rate of number of persons placed in Western geographical region of (-0,0687) caused decrease in total gross rate for Ukraine of (-0,0152). The reason is, that general part of rural houses and, as a result, number of persons placed situated in Western geographical region, so small decrease of visiting of this region causes significant change gross rate for whole country.

Table 2. Gross Rate 2012/2013.

Geographical Region	Number of rural houses, units	Average capacity of rural houses, places	Number of persons placed	Area of rural houses, m ² .	
				Total	Dwelling place
Ukraine	0,239130	0,145455	-0,015298	0,333855	0,442611
Western Region	0,163636	0,354545	-0,068768	0,224931	0,287463
Eastern Region	-	-	-	-	-
Northern Region	-	-	-	-	-
Southern Region	2,333333	0,420968	2,390152	2,258113	2,998354
Central Region	1,285714	1,800000	2,461326	0,372531	0,819869

Source: Author's own elaboration.

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Table 3. Gross Rate 2013/2014.

Geographical	Area of rural houses
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Region	Number of rural houses	Average capacity of rural houses	Number of persons placed	Total	Dwelling place
Ukraine	-0,182456	0,071429	-0,212961	0,080123	-0,214455
Western Region	-0,148438	0,041107	-0,217316	0,051093	-0,135617
Eastern Region	-1,000000	-1,000000	-1,000000	-1,000000	-1,000000
Northern Region	1,000000	0,850000	7,108333	33,333333	4,136250
Southern Region	-0,900000	-0,829739	-0,989385	-0,826268	-0,897077
Central Region	-0,250000	-0,069328	0,593775	-0,041948	-0,223405

Source: Author's own elaboration.

Based on results of this part of analysis can be made conclusions, that branch of Rural Tourism in Ukraine nowadays is low developed. General part of rural Houses situated in one geographical region. Smart regional policy of Rural Tourism development and development of innovative qualitative model of Rural Tourism development can change this situation and will help to expand Rural Tourism activity in all regions.

Analysis of resources needed for successful Rural Tourism activity

On first part of work was found, that rural area with its natural landscapes is one of the biggest motivators for tourists to take a part in Rural Tourism. Rural areas considered to be a destination for one's who want to rest away from crowded urban areas in calm and peace environment. Extrapolating these findings on Ukraine forces us to think about resources Ukraine have and can provide for usage of Rural Tourism needs. These resources are agricultural lands, lands covered by forests, lands covered by water and cultural and historical resources.

For analysis was used data collected from Statistical Yearbooks. Was decided to divide data from 25 administrative regions in 5 geographical regions, namely Western, Eastern, Northern, Southern and Central regions. It is possible to do because of similar climate and natural conditions. As well, such collaboration, as factor of success, contributes to economical connections between administrative regions and promote its common economic development. Such development is one of the main goals of regional policy of Rural Tourism development for Ukraine.

Other goal of analysis is to determine more attractive regions for Rural Tourism development by comparing them with each other. Moreover, it is crucial to have basis of analysis with average values for comparison analysis making. The average area of agricultural lands is 72790,8 km², what is equal to 60,45%. Quantity of area covered by forests is much lower and equal to 19147,8 km² and therefore, 15,814%. Share of lands covered by water is 8,85% and it results to 10 888 sq. km. Regions of Ukraine have 8 159,8 units of cultural and historical resources in average. This data needed for comparing values of regions with average values. Bigger values of resources in regions represents higher attractiveness of geographical region for organizing Rural Tourism activities.

Analysis of areas covered by agricultural lands and areas covered by forests followed by analysis of areas covered by water resources. Ukraine is rich in water resources. Network of rivers in country is highly developed. Biggest Ukrainian river is flowing through three geographical regions, namely Northern, Central and Southern in is important in historical aspect. Some regions have many lakes and swamps, especially Western and Northern. Moreover, two seas forms southern border of Ukrainian territory, but in context of Rural Tourism it is not crucial for development of this kind of tourism activity.

Analysed last, but not with lowest importance, cultural and historical resources closes a part of analysis of resources needed for successful Rural Tourism development. **Erro! A origem da referência não foi encontrada.** 6 shows high availability of cultural and historical resources in Western region and consist 13769 units, what is equal to 33,75% of total quantity of resources in Ukraine. Northern region with its 7084 units of resource has the lowest quantity of resource in compare with other regions.

Summarizing results of analysis the Western and Central geographical regions are the most attractive destinations (leaders in three of four groups of resources analysed) followed by Northern geographical region. Less attractive are Eastern and Southern geographical regions. These results are useful for applying model, which will be formed in next part of research.

Creating an innovative qualitative model of regional policy of Rural Tourism development

Modelling a system of Rural Tourism services

Availability of services in tourism industry forces tourists to stay in place of refreshment for longer time. Providing of services depends on level of infrastructure development and desire of hosts to provide exclusive touristic services. As well it depends on specification of tourism branch. After studying of international approaches of regional policy of Rural Tourism development can be concluded, that Rural Tourism have specific structure of services. Moreover, exists some similarities in services structure in studied countries, but in general they are different and reflects specific of nation's rurality.

With the aim of creating an innovative qualitative model of regional policy of Rural Tourism development, such system of services can be useful as an additional case of specification of model. Such services as accommodation, catering and transportation represented in every studied countries, that is why they considered to be combined in group of 'Main Services'.

Other group of services cannot be specified easily, because it depends on level of infrastructure development and have to reflect national self-determination. It makes development of Rural Tourism easier, in one hand, and harder in other hand. Easier, because service's providers can use available infrastructure to provide self-developed structure of services. Harder, because opportunity to provide some kinds of services depends on availability of resources, such as one's, which considered to be crucial for Rural Tourism development: agricultural lands, lands covered by forests, lands covered by water resources and cultural and historical resources. However, combination of them with aim of usage for providing services of Rural Tourism gives an opportunity to provide a big amount of services and makes destination more attractive for visitors.

Group of 'Main Services' is more important, than group of 'Additional Services', because it forms environment for visitors and help to feel themselves as a part of rural area. To provide 'Main services' hosts need such resource as agricultural land and own rural house. Role of 'Additional Services' is to immerse visitors in the environment and open its beauty. To provide them more resources needed, such as lands covered by forests, lands covered by water resources and cultural and historical resources. Also, for organizing and providing them community support needed.

Structure of Rural Tourism services presented on Figure 3 and it includes groups of 'Main Services' and 'Additional services'. 'Main Services' are divided in accommodation, catering and transportation. 'Additional Services' are divided in subgroups of Refreshment which can be active and passive; Taking a part in cultural and entertainment events; Attracting in rural work (depended on vacation time) with work at houses, harvesting, gardening, stockbreeding and agriculture.

Developed structure is just an example of services, which can be provided by Ukrainian Rural Tourism hosts and it is not a full version. Approximately, it reflects services, which could be provided using resources needed. There is a place for expend by additional services in this scheme and it depends on region and desires of each services provider. As well, from recommended services provider can chose that one's, which in his opinion can meet the needs of most consumers. Their total providing is not relevant. Moreover, consumer always have a choice what services he want to try and this totally depended on his desire.

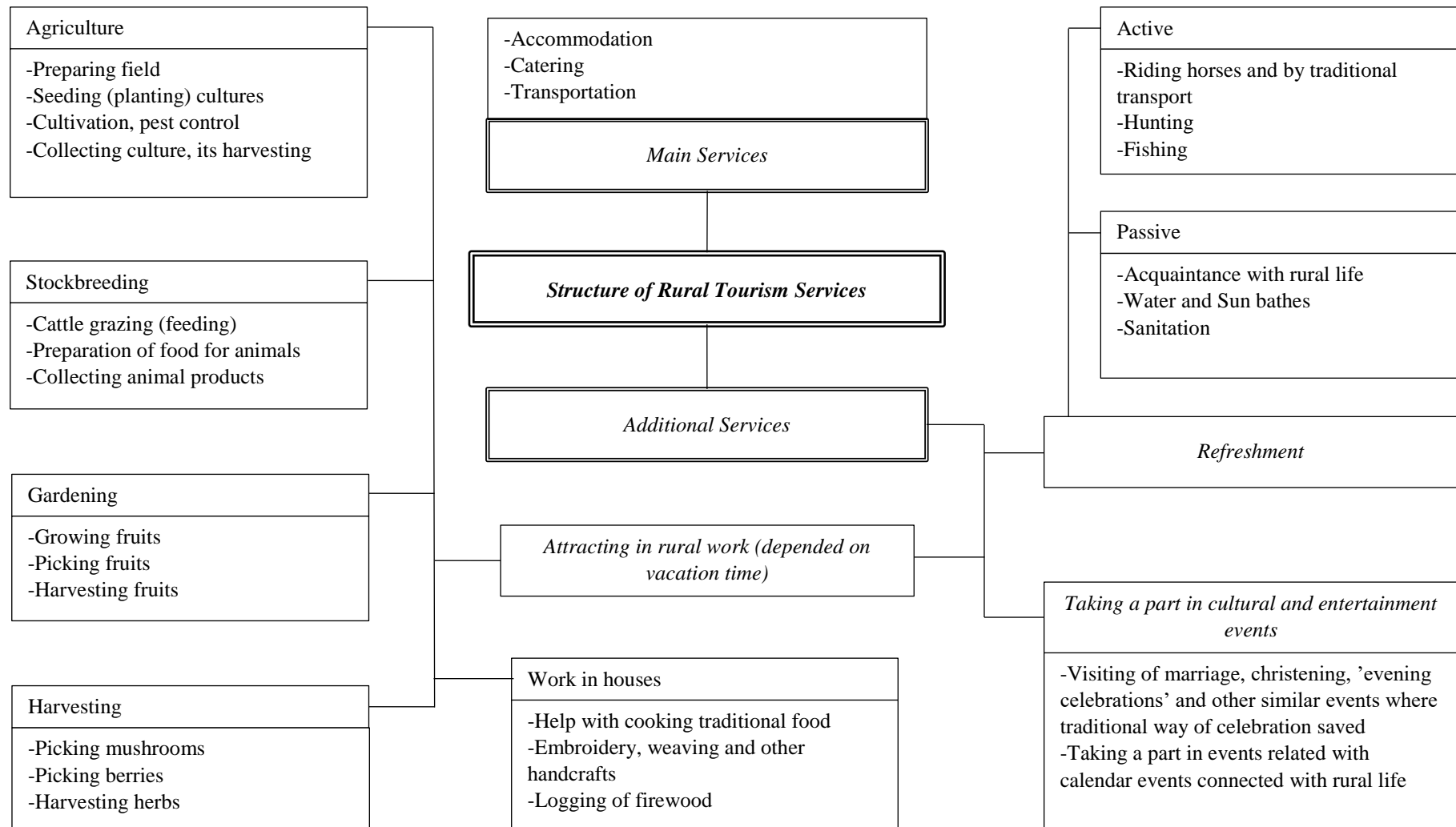


Figure 2. Structure of Rural Tourism services.
Source: Author's own elaboration.

Examples of Ukrainian Rural Tourism networks

Good model is good when it supported by examples. That is why in the end of chapter of analysis described a few networks of Rural Tourism, based on developed model, which is possible to organize.

Some example of Rural Tourism network:

- “Ukrainian village-Home of Poetry”. There are many Ukrainian poets, which were born in villages, that is why was decided to organize such network. Main advantage of this network is its coverage of big area of Ukrainian territory. Contrary to the opinion, that this example of network is massive with its combination of 32 destination, it should be noted, that Ukraine is a big country (Biggest in Europe) with total number of 28441 villages. Moreover, for network was used just home villages of most significant Ukrainian poets. This network going to be interesting for ones, who like poetry and interested in beloved poet’s biography. It will help to develop not only Rural Tourism network, but also repair or open new Museum-Estates of born in villages’ poets;
- “Republic of Kholodnyi Yar”. This network, as well as this region, can be interesting for ones, who like history. Originally Republic of Kholodnyi Yar is a name of territory where was organized rebel movement after collapse of Russian empire and one of the centres of struggle for independence of Ukraine. After defeat of the army of UNR, fight of rebels in this area continued. Republic of Kholodnyi Yar become a symbol of the indestructibility of the spirit of Ukrainian nation. Firstly, this network based on cultural and historical resources as resources needed for successful Rural Tourism activity. However, natural resources, namely forest, important as well for this network as a place where main battles took place. Advantages of this network are its small area of occupation; link to important historical events; beautiful natural landscapes; good communication system helps in transportation from one village to another;
- on Figure4 presented an example of organization of network in borders of one administrative region, namely Volyn’ region. It is situated in Western geographical region and rich in natural resources such as water resources (general part of lakes situated in region, as well as swamps) and forests, so Rural Tourism network calls to promote Rural Tourism services connected with usage of these resources. As a result for network were used villages, which have both of these resources and beautiful natural landscapes. However, Rural Tourism aims to promote whole region as touristic destination, so it is important to represent in network all interesting places. That is why to network were added important not only for regional history places, but for national history as well, such as Berestechko, Zymne and Selets villages. Promotion of networks should be done on national level and be supported by state, its ministries and department of tourism and, as well, by Association of Promotion of Rural Tourism.

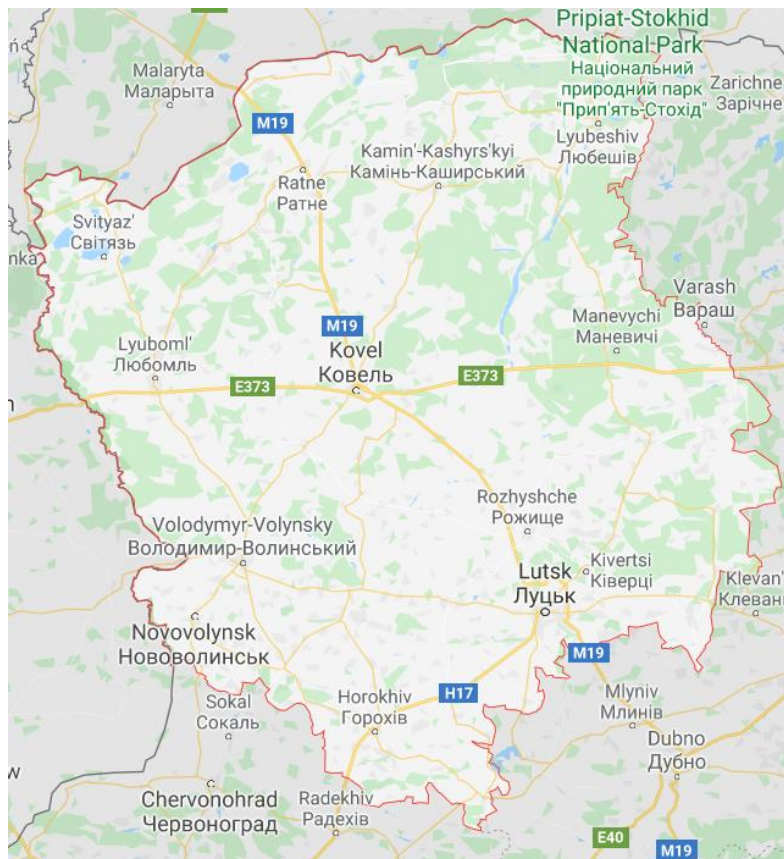


Figure 4. Example of Rural Tourism Network in borders of one administrative region.

Conclusions, Limitations and Future Research Lines

Summarising made research, can be concluded that purpose of study, namely creation of innovative qualitative model of regional policy of Rural Tourism development for Ukraine, was reached. Results of analysis of rural houses availability showed strong displacement in availability of this resource to Western geographical region. Received results confirmed idea of necessity to create an innovative qualitative model of regional policy of Rural Tourism development with purpose of finding approaches, which would help to develop Rural Tourism equally in every geographical region.

Analysis of resources needed for successful rural tourism development showed different availability of resources in different geographical regions. However, analysis did not show any region totally provided with all kind of resources with bigger than average value of indicators. Other words, some geographical regions have higher level of availability of one resource and some regions – of others. It gives an opportunity of development of different sets of Rural Tourism services in different geographical regions and be competitive. Particularly for supporting of this idea was created a structure of Rural Tourism services. On last stage of analysis, according with the results received from analytical part, was developed innovative qualitative model of regional policy of Rural Tourism development.

During research problem of collecting data appeared. Although statistical data about tourism in Ukraine is much specified, there is a lack of statistic data about Rural Tourism, caused by low level of development of this kind of tourism activity. The only data possible to collect was data about rural houses availability by regions of Ukraine. Collection of this data by State agency of

statistics started only at 2012 and exists just for three years from 2012 to 2014. Nevertheless, this data was useful for analysis and gave an opportunity to understand positioning of rural houses in regions of Ukraine.

This research was called to create an innovative qualitative model of regional policy of Rural Tourism and as a result basing on international approaches of regional policy of Rural Tourism development was selected key approaches, which determines the framework of development. Moreover, in addition to qualitative model was developed structure of Rural Tourism services according to national Ukrainian characteristics and exemplified by developed, in accordance to model, Rural Tourism networks. Despite the fact, that made research gives clearly image of qualitative model of development, it is not specified and has many gaps, such as: legislative regulation of the branch and role of state in process of development, level of participation in process and functions of state; ways of promotion of Rural Tourism as national touristic product among citizens and foreigners and used in this purpose instruments etc. This work has big impact on development of regional policy of Rural Tourism development in Ukraine and gives wide field for future research in sphere of regional policy of Rural Tourism development.

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