

Impact Mechanism of Poor Rural Areas on the Sustainable Development of Rural Tourism

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Abstract: With the rapid development of economy and society and the continuous improvement of people's living standards, rural tourism is more and more popular. However, due to various human behaviours, while promoting the development of tourism in poor rural areas, it has also caused ecological damage. Based on the above background, the purpose of this study is to explore the impact of poor rural areas on the sustainable development of rural tourism. Through many field visits to suburban and suburban rural tourism, on the basis of expounding the development background, development significance, domestic and foreign research summary, relevant concept theory, etc. of rural tourism, based on certain data survey and analysis, the rural suburban tourism The industry conducted a survey and analysis of the status quo of questionnaires, and proposed a new path for the development of rural tourism in suburbs based on the current situation. In this study, the impact of poor rural areas on the sustainable development of rural tourism, combined with domestic and foreign research advances, is an analysis of the integration of a variety of other characteristic cultural resources into rural ecotourism, and puts forward the problems of rural tourism development and the development of rural tourism Put forward specific countermeasures and suggestions. It aims to integrate the characteristic cultural resources of poor rural areas into the innovative ideas of rural ecotourism and enhance the role of special cultural resources in ecotourism.

1. Introduction

The research perspective of rural tourism should not be limited to the economic field. "Many developed countries in the world do not regard the development of tourism as an economic benefit, but the first is to improve the quality of life and comprehensive quality of the people, create a beautiful and harmonious living environment, and promote the comprehensive development of

harmonious people in society. Tourism, mainly economic Aspect, but more so in terms of culture, sociology, anthropology, aesthetics, psychology, or behavior. It truly embodies the “consciousness of human care.” Most of them regard tourism as a form of relaxation , Self-reflection, and focus on explaining the value of tourism is undeniable, the development of tourism cannot be separated from economic and political participation, and technological factors have obvious practical and non-aesthetic characteristics in tourism activities, but tourism activities cannot be ignored The subject's aesthetic attitude and the aesthetic value of tourism activities can only fully explore the essence of tourism by examining tourism activities from the perspective of aesthetics and culture. Tourism itself has multiple aesthetic possibilities.

Starting from the concept of rural tourism, Statuto discusses the rise and social significance of rural tourism in southern Anhui, analyzes the problems in the development of rural tourism, and proposes measures for the continued development of rural tourism in southern Anhui, and then establishes a consortium of southern Anhui tourism areas to strengthen publicity Promote, expand popularity, practice community participation mechanism and income redistribution adjustment mechanism, strengthen the standardized management of modern national tourism, with regional agricultural culture as the core, improve the interest and participation of rural tourism products, correct processing protection and development Use relationship [1]. In order to solve economic and demographic problems, rural tourism is considered to be a factor in revitalizing the countryside. However, rural tourism does not clearly define the elements of the marketing mix (products, prices, promotion and distribution), and its development is not carried out on the basis of sustainable development. Polo analyzed the current situation of rural tourism by using questionnaires, and made suggestions to overcome existing problems and make full use of potential. Based on the analysis, it is concluded that farms, villages, ethnic and ecological tourism and various events as tourism products should become the basis of rural tourism products. In addition, this work provides possible management practices for rural tourism to ensure its sustainable development [2]. Intuitively, promoting small-scale tourism is an appropriate form of economic development in rural areas. However, its impact is controversial and not always obvious. In order to study these problems, Silva conducted an empirical analysis of public support for small tourism enterprises in rural areas. The use of cost-effectiveness and cost-benefit analysis tools shows that public assistance for such activities can generate considerable returns. The methodological issues in this analysis are also discussed, and the policy implications related to the applicability of different forms of tourism activities in rural areas are proposed [3].

In this study, the current situation and manifestations of the impact of poor rural areas on the sustainable development of rural tourism, combined with domestic and foreign research progress, are carried out on the integration of scenic cultural resources, traditional specialties, folk life, architectural arts and other special cultural resources into rural ecological tourism. Analysis, put forward the problems existing in the development of rural tourism and analysis, put forward specific countermeasures and suggestions for the development of rural tourism.

2. Related Concepts

2.1. Tourism Industry

For the definition of tourism, due to its strong industrial relevance and other characteristics, the development of tourism drives the progress of related industries, and the integration of related industries is a tourism industry with rich links. Tourism is also regarded as a multidisciplinary issue involving multiple industries [4]. Therefore, tourism can be defined as covering all industries related to tourism. The six elements of tourism, namely "food, housing, transportation, tourism, shopping and entertainment" are included in tourism and are also defined as tourism-related

enterprises. Commercial activities, such as travel agencies, tourist hotels, and transportation companies: engaged in the tourism industry, specializing in the sale of tourist goods. This is a narrowly defined tourism industry. In addition to the broad and narrow definitions of tourism, it is also defined from the perspective of consumers and producers: From the perspective of producers, tourism is closely linked and gradually integrated with other industries. As a result of the continuous enrichment of tourism content; from the perspective of consumers, economic development brings quality of life and consumption with the improvement of the level of people, people's willingness to enjoy life is enhanced. Tourism refers to the sum of all relationships and phenomena that occur in the process of pursuing consumer happiness and instability [5-6].

Tourism industry refers to the tourism industry chain. It contains six tourism elements, such as food, housing, transportation, and tourism. Its elements extend and coexist with each other. Each link is closely connected. Tourism is a comprehensive industry. Engaged in accommodation, catering, browsing, using limited tourism resources and supporting facilities to purchase and transport tourists, it is a diversified and diversified industrial group composed of different industries, and improves commodities and products around its needs in the tourism process. Its services meet the intellectual and material needs of the comprehensive service industry [7-8].

2.2 Sustainable Development

The essence of sustainable tourism is to protect the integrity of the environment, resources and culture, and to give residents a fair development opportunity [9]. In view of the need to strengthen citizens' awareness of the environmental and economic impact of tourism, improve their understanding of tourism's environmental protection, promote the equitable development of tourism, improve the quality of life of residents in tourist reception areas, and provide tourists with high-quality tourism Living, protecting the ecological environment on which future social tourism depends, resources or industry development Green development requires sustainable development of resources, environment and economy [10-11]. The development mode of tourism should be based on intensive production, with less input, low consumption, low pollution, and high yield, minimize the pollution of human activities to the environment, improve the use of ecological environment resources, and promote and promote regional economic, social, and ecological coordination Development, realizing cultural livelihood through tourism.

Sustainable development and environmental issues is the core of future rural ecotourism development. The beautiful rural environment has always been the most attractive tourist resource, but with the development of rural tourist destinations, the scale of tourism facilities has expanded and the impact on the environment has become increasingly serious. The problems in reality mainly include the following three aspects: First, many local tourism management departments and operating enterprises have relatively backward concepts, fail to realize the importance of protecting tourism resources, and over-resources under the influence of only paying attention to economic benefits Second, local villagers in rural communities do not have advanced ecological civilization awareness and environmental protection awareness, lack active activities for the protection of ecotourism resources, and due to the substitution effect of modern farming technologies, some traditional and ancient agricultural tools, Agricultural activities are rare; third, irresponsible behavior caused by the lack of environmental education among tourists makes tourism non-ecological. In general, rural ecotourism is currently uneven in tourist quality, and most people lack or lack of ecological protection awareness. In view of the problems in reality, we have carried out a comprehensive summary of the concept of sustainable development theory, which includes the organic unification of three aspects of ecology, economy, and sustainable development of human society.

2.3 Tourism Efficiency

The efficiency of tourism is defined as: a region is a production unit of the tourism economy, and in the process of developing tourism, the unit input and output are maximized within a certain period of time. Efficiency in this sense, the tourism industry has three aspects: one is technical efficiency, that is, the extent to which the existing technical level is exerted in the process of developing regional tourism; the other is scale efficiency, which refers to the inflow of regional tourism resources to meet regional tourism resource needs the third is efficiency. It refers to certain technical conditions for the ability of different regions to utilize the input resources when the input of one or more tourism resources increases to a certain extent.

Rural tourism is a tourist activity that provides tourists with entertainment, sightseeing, experience and learning. Its tourist attraction is the life of rural villages with rural culture as the core and agriculture as the exotic customs. Based on the above concept of rural tourism, the concept of rural tourism is proposed. Rural tourism is a form of tourism that aims to develop rural economy, attract rural natural or human landscapes, and comfort and satisfy the world's psychological memory and desire for local life.

2.4 Ecological Beauty

The pre-sages have experienced a long process of discussing beauty, and there are many different opinions on the essence of beauty, but no matter whether aesthetics is subjective, beauty is objective, beauty is subjective and objective, or beauty is social practice, aesthetic theories are all Recognizing the dominant position of "human" in aesthetic activities, it is inconclusive whether beauty is essentially related to humans, but aesthetics is essentially a human activity, a spiritual activity that exists because of humans (currently), so In the analysis of the aesthetic composition of rural tourism, nature is also the subject of analysis, including rural tourism operators and tourists. In addition, as an object of transformation and aesthetics, rural tourism has its own aesthetic factors as the premise and basis of "examination". Therefore, from the aesthetic elements of rural tourism objectively, the participating "people" plan and integrate rural areas in accordance with the principles and laws of beauty Resource developers and tourists who actively choose rural tourism activities explain the aesthetic composition of this activity from three angles.

The traditional view is that beauty should be the profession of an artist, and has no direct relationship with the existence of human beings. When the natural environment for human survival deteriorates, the beauty of nature becomes the basis for human survival. Therefore, in order to survive better, people must: pay attention and pursue Ecological beauty closely related to survival. Based on human's new understanding of natural value and beauty, anthropocentrists believe that the owner of nature is man, and everything in nature belongs to man. If man no longer exists, the beauty of nature will lose the value and importance of existence. This is industry in the aesthetic concept of the cultural period, when the green mountains and rivers we live in become a vague desert stream and pollution is everywhere, "beauty" ceases to exist. Everything in the natural world is full of beauty, bringing us a beautiful and comfortable pleasure. The beauty of nature is often closely connected with the existence of human beings. The beauty of nature closely connected with the existence of life is the beauty of ecology. Therefore, people not only have no right to deny the value of natural beauty itself, and new aesthetic feelings can be obtained from it. This is the beginning of the key ecological beauty theory.

2.5 Demand Hierarchy

Demand is human desire, a desire for a goal or a complex structure. This theory divides human

needs into seven different levels: normal needs, security needs, belonging and love needs, respect needs, cognitive needs, aesthetics and self-sufficiency needs. Theory shows that only when the basic needs of people at lower levels are met, people can have enough energy and ability to meet the needs of higher levels, and experience tourism is an inevitable trend to eliminate human needs. According to Maslow's demand level, rural tourism should be a level of respect, understanding, aesthetics and self-esteem. The development of rural tourism is only to meet people's greatest demand for urban living conditions.

3. Experimental Design Analysis Method

3.1. Experimental Questionnaire Design

The questionnaire design uses an online survey. The questionnaire design should follow the principle of probability statistics. In the design, it should be scientific and easy to operate, make the statistical data run through all levels, and make the results representative. At the beginning, there should be a greeting, questionnaire number and remarks related to the questionnaire filling, so as to proofread, verify, and correct errors. There should not be too many problems in the design, with logical and systematic, hierarchical design. The problem design should be targeted, and ask the local people in Yongchun County for their opinions and suggestions on the development of Yongchun County, as well as the tourists' hopes for the development of tourism.

3.2. Data Collection

There are two main types of simple random sampling to determine the sample size:

(1) For variables of average type

For the known data is an absolute number, we generally calculate the required sample size according to the following steps. Given the accuracy of the expected survey result (E), the confidence of the expected survey result (L), and the specific data of the estimated value of the standard deviation of the population, the number of population units N .

The calculation formula is:

$$n = \sigma^2 / (e^2 / Z^2 + \sigma^2 / N) \quad (1)$$

In special cases, if it is a large population, the calculation formula becomes:

$$n = Z^2 \sigma^2 / e^2 \quad (2)$$

(2) Variables in percentage type

For the known data as a percentage, the sample size is generally calculated according to the following steps. The accuracy of the survey results is known as the percentage (E), as well as the confidence (L) and the accuracy of the proportional estimate (P), that is, the degree of sample variation, and the total number is N .

The calculation formula is:

$$n = P(1 - P) / (e^2 / Z^2 + P(1 - P) / N) \quad (3)$$

Similarly, if the population is not considered under special circumstances, the formula is:

$$n = Z^2 P(1 - P) / e^2 \quad (4)$$

Data collection methods include telephone interviews, field surveys, literature collection and online surveys. Among them, telephone interview is the fastest data collection method, which effectively covers different regions, but its cost is too high, the atmosphere is not harmonious, and it

is not representative. The on-site investigation time is relatively long, but the information we see is more authentic, and the information we understand is more comprehensive. Because many local chronicles lack detailed records and need to be collected in many ways, it is relatively difficult to collect documents. Online surveys have the highest response rate, and there can be multiple forms of questionnaires. Computer technology can be used to obtain specific responses. However, the sampling indicators are difficult to control and lack randomness. There may be duplicate questionnaires and they are not representative.

Use statistical analysis to analyze the collected data, extract effective information, and summarize the conclusions of the effective information to get a solution. Data analysis can effectively count the relevant opinions and improvement methods of the tourism industry in Yongchun County. The analysis methods are mainly divided into list method and drawing method. Simple mathematical operations and statistics can directly get statistical results, making the data meaningful.

In this field survey, a questionnaire was used. A total of 150 questionnaires were distributed, and 140 were actually recovered, with a recovery rate of 93.3%. Through this field survey, through the data and related information, the main analysis of tourists' demand for tourism resources and the motivation to come to this trip, in order to come up with development strategies and directions.

3.3. The Basic Situation of the Survey Object

The basic characteristics, travel motivation, travel conditions, and post-travel feelings of the survey respondents are counted to design the questionnaire. The survey respondents need to include not only local personnel, but also tourists to make an evaluation of the tourism environment, formulate improvement goals, and find improvement measures.

4. Discussion and Analysis of Rural Tourism

4.1. Analysis of Questionnaire Survey on Rural Tourism

(1) Statistics of interest in rural tourism

Rural tourism takes place in rural areas, using its unique local rural resources as attractions, such as ecological environment, folk culture, historical culture, production and life forms, etc., to attract urban tourism as an object for sightseeing, leisure, learning, tourism, adventure, and experience. The tourism activities as a whole meet the urban people's willingness to enjoy the idyllic scenery and return to nature. The interest statistics of the rural tourism industry in this experimental study are shown in Table 1 and Figure 1:

Table 1. Statistics on the degree of interest in rural tourism

Degree of interest in rural tourism	Frequency	The percentage	Significant percentage	Cumulative percentage
Not interested in	18	9	9	9
A little interest	76	38	38	47
Interested in	48	24	24	71
Very interested	58	29	29	100
Total	200	100	100	

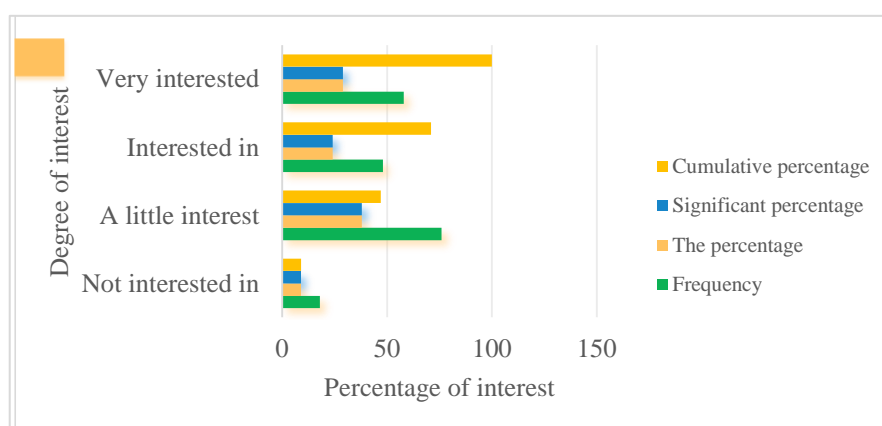


Figure 1. Statistics on the degree of interest in rural tourism

It can be seen from Figure 1 that 53% of the samples above "interested", 38% of the samples indicated a little interest. This shows that most people still have great expectations for rural tourism, and 53% of them not only expect, but also hope that rural tourism can develop better.

(2) Statistics of understanding of rural tourism

Rural landscape is a type of landscape that appears earlier and has the widest distribution in the world. With the differentiation of the original settlements, two completely different landscape settlement spaces have emerged between the village and the city. According to the human settlement situation, the landscape type can be divided into urban suburban type, scenic peripheral type, characteristic village type and other types. People's understanding of rural tourism is shown in Figure 2:

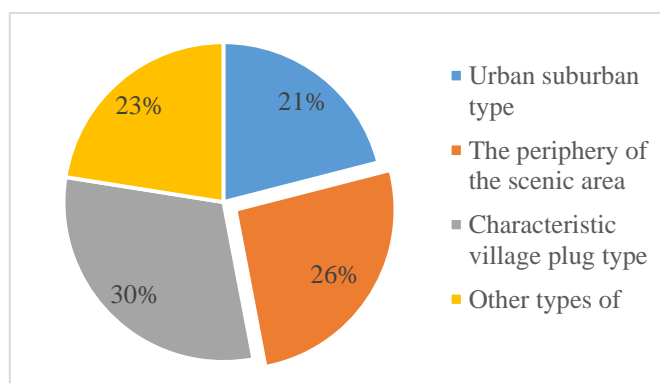


Figure 2. Statistics on the understanding of rural tourism

It can be seen from Figure 2 that the sample selects "characteristic village type" for 31%, 21% of the sample selects "urban suburban type", and 26% for "scenic peripheral type". This shows that most people are looking forward to rural tourism, but it also shows that people are not very familiar with the three types of rural tourism concepts.

(3) Statistics on the development prospects of rural tourism

Ecotourism is one of the most popular forms of tourism in the world, and it can be understood as a sustainable tourism concept. Rural ecotourism provides urban residents with opportunities to further understand agriculture, understand the natural growth process of rural animals and plants, and experience rural life and rural culture. It will improve the health of the environment, improve the quality of the environment, and maintain the concept of natural ecological balance. The statistics of rural tourism development prospects are shown in Figure 3:

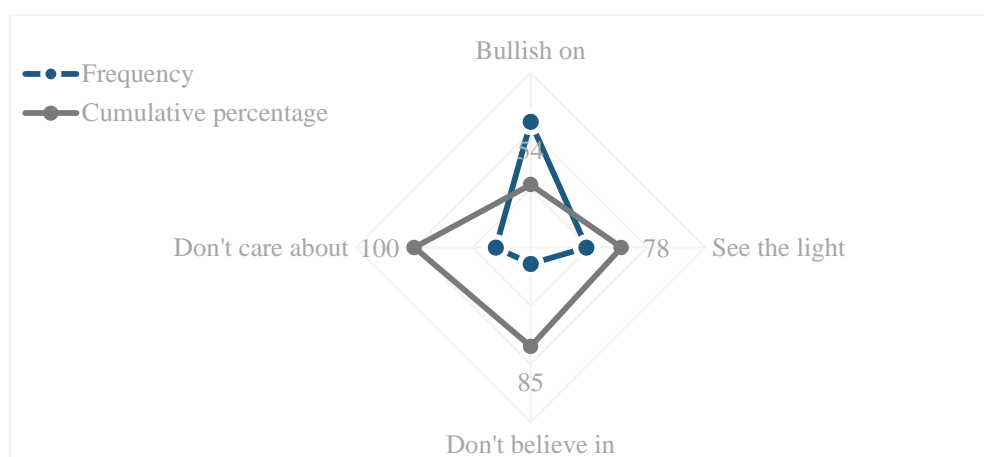


Figure 3. Statistics on the development prospect of rural tourism

It can be seen from Figure 3 that the sample has a better evaluation of the development prospects of suburban rural tourism, of which 54% are optimistic and 24% are bearish, which shows that most people have a very strong view of suburban rural tourism. The great hope holds that it has broad prospects for development and holds a positive attitude towards it. And optimistic about suburban rural tourism will also greatly promote the development of the tourism belt around the city and the development of the economy around the city.

(4) Statistics on the problems of rural tourism

According to the functionality, suitability and ecological characteristics of rural natural landscapes, the rationality of economic landscapes, the culturality and inheritance of social landscapes, starting from the purpose of rational and efficient use of resources, with landscape protection as the primary premise, reasonable planning and Design various behavior systems of rural landscape, reduce human damage to rural landscape, protect rural landscape ecological environment, and establish a sustainable and healthy development and construction model. The statistics of rural tourism problems are shown in Figure 4:

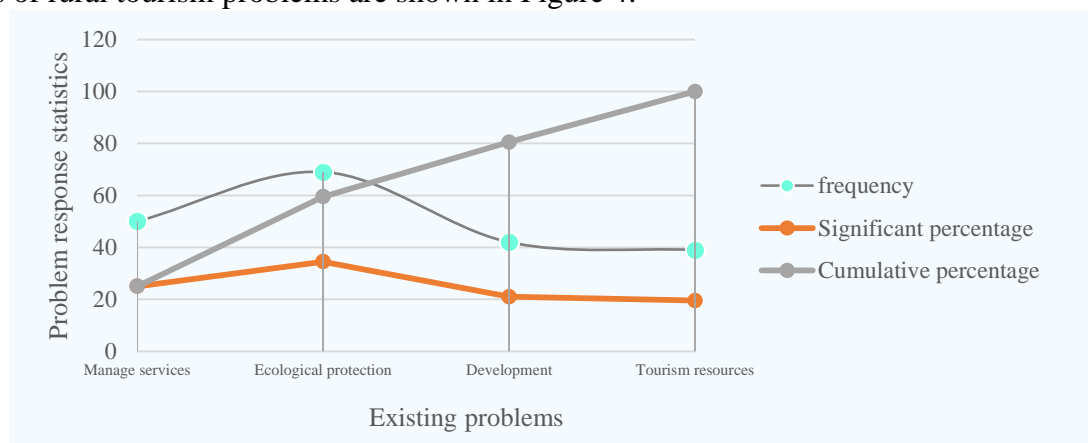


Figure 4. Statistics on the problems of rural tourism

It can be seen from Figure 4 that the sample has the highest call for ecological protection and utilization, followed by management service level and infrastructure development. At the same time, people also put forward new requirements for the development and inheritance of rural culture. And people do not have high requirements for the development stage of tourism resources and products. In fact, this is a misunderstanding. It is wrong to think that the development of tourism resources

and products is only the government, social groups, businessmen, etc. It is wrong. On the contrary, in the planning and development the intervention of the stage can make the scenic area develop more scientifically.

4.2. Impact Analysis of Sustainable Development of Rural Tourism

(1) Improve infrastructure construction

The health problem of rural tourism has always been a relatively important problem: At present, toilet reforms have occurred throughout the country. According to the requirements of toilet reform, the toilet problem in rural tourism must be managed. The number of public toilets inside and outside the natural site can be increased appropriately. The appearance of the public toilet can be combined with local related culture for decoration. For example, the construction of a tai chi-shaped toilet in a natural place allows tourists to feel the local Taoist culture and improve their own consciousness for the people. Rehabilitation, we must strengthen the cleaning of public sewers, and equipped with some fresh air equipment to reduce various odors. This not only beautifies the public health problem, but also facilitates solving the employment problem of part of the labor force, and achieves the goal of two birds with one stone.

(2) Sustainable tourism

Sustainable tourism requires all levels of government and tourism organizers to strategically understand the environmental issues of tourist destinations. Taking ecological concepts and sustainable development theories as guidance, combined with ecological concepts, ornamental, development and design of tourist destinations. Social and economic benefits; make tourism truly a "pollution-free industry". Sustainable tourism is a tourism concept formed from the perspective of development. It is a "development philosophy", not a specific form of tourism. It is the highest form of development of various forms of tourism, which requires a full understanding of the impact of tourism from a long-term and global perspective, and a balance between generations and space to cover the needs of developing tourism and people's tourism activities.

People are a key factor in the development of rural tourism, and their level of cultural quality will directly or indirectly affect the construction and sustainable development of rural tourism. Develop rural tourism destinations. Through the research on the ecological consciousness of college students ecotourists, it can be seen that the ecological consciousness of college students ecotourists will increase with the improvement of education level. The education of people must start from two aspects: local residents and tourists. Strengthening the education of the cultural qualities of rural residents requires the promotion of relevant government departments. Specific measures can be: cooperation with local universities, experts, teachers, etc. Invited to regularly teach the rural residents the most basic professional ethics, and gradually restore some basic professional ethics; rural tourism, so that the words and deeds of relevant professionals in the field of tourism services do not leave tourists with a rude impression, they must also Residents of rural tourism destinations explain the policies of certain countries and governments to develop rural tourism, and encourage support and active development of rural tourism. The second is to improve the cultural quality of tourists. This is mainly to increase the environmental awareness of tourists. When worshipping Buddhist roads, the government can strongly encourage tourists to purchase non-fireworks and pollution-free sacrifices, such as flowers in tourist destinations, which can increase the local The types of flowers planted by rural residents can increase the income of farmers and avoid irreparable losses caused by fire or acid rain. Small advertisements or public service graffiti walls in the entertainment area are promoted through LED displays to educate and call on tourists to care for the environment Hygiene, strengthen self-cultivation, put different garbage in different designated locations, and contribute to the sustainable development of tourism.

5. Conclusion

Human beings live in the natural world, and there is a material exchange relationship with the natural world all the time and humans will not survive for a moment without the natural world. This is just as Marx said: "Nature is the inorganic body of man." Therefore, human beings should respect, adapt and protect nature. Based on this research, we rationally develop and use nature to achieve social Progress and human development. The same is true of the development of rural tourism under a new historical orientation. Only by extending ecological construction into the development of rural tourism can we better achieve the healthy and sustainable development of rural tourism and thus better meet the people's need for a beautiful environment.

In this study, the questionnaire analysis method was used to analyze the advantages of rural ecotourism in terms of superior natural conditions, rich tourism resources, and strong economic foundation; it has the disadvantages of imperfect infrastructure, poor management of government functional departments, and outstanding structural problems of tourism; Challenges of improvement, rapid urbanization, and tourism satisfaction surveys. Correctly analyze the natural ecological background, humanistic social background and regional economic background of rural ecotourism, and summarize the basic ideas and principles of development, that is, the principle of government guidance and support, the principle of localization and innovation, the principle of interest balance, the principle of market orientation, rural Sex principle.

There are also many problems in the development of rural tourism. The specific manifestations are: from traditional sightseeing type to participation experience type; from passive acceptance type to active design; self-service type: from diverse needs to professional type. Changes in tourist demand require us to continuously strengthen the brand building of tourist products to adapt to tourist demand. The brand construction of rural tourism products needs supporting reception facilities.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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