

# Chapter 5

## Mastering Sustainable Tourism and Rural Tourism in the Global Economy

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### ABSTRACT

*This chapter explains the overviews of tourism, sustainable development, sustainable tourism, and rural tourism; the perspectives on rural tourism destination; rural tourism and entrepreneurship; the importance of sustainable tourism in the global economy; and the importance of rural tourism in the global economy. The fulfillment of sustainable tourism and rural tourism is necessary for modern tourism organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in the global economy. Therefore, it is essential for modern tourism organizations to promote their sustainable tourism and rural tourism and develop a strategic plan to regularly check their practical advancements toward satisfying customer requirement. The chapter argues that promoting sustainable tourism and rural tourism has the potential to enhance organizational performance and gain sustainable competitive advantage in the global economy.*

### INTRODUCTION

Tourism is one of the most growing economic activities across the globe, and the nature-based tourism is a major component of the tourism industry (Lange, 2015). Tourism depends on the environmental, physical, and cultural resources (Simão & Partidário, 2012). The importance of tourism as an economic activity having a great impact on economic growth and job creation is recognized (Blancas, Lozano-Oyola, & González, 2015). Career and job opportunities can be created due to the expansion of tourism and hospitality businesses toward business success and economic growth (Kasemsap, 2016a). Sustainable tourism is regularly linked with the preservation of ecosystems, the promotion of human welfare, and public participation in decision making (Bramwell, 2015). Sustainable tourism focuses on the balance

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of the triple bottom line (TBL) among environmental, sociocultural, and economic perspectives (Long, Vogelaar, & Hale, 2014).

Rural tourism is a new form of activity that can bring economic and social benefits to the society (Ghasemi & Hamzah, 2014). Rural tourism is an important tool for rural revitalization (Jaafar, Rasoolimanesh, & Lonik, 2015). Rural tourism can be considered as the potentially good product in promoting the country as well as getting the community involved in the tourism industry (Amir, Ghapar, Jamal, & Ahmad, 2015). Rural tourism is an opportunity for promoting the natural framework, comfortable accommodation, and personalized tourism experiences (Gavrila-Paven, 2015). Rural tourism incorporates various aspects of sustainable development, environmental protection, and development of entrepreneurship in direct activities and those related to tourism traditions and rural life in rural areas (Balan & Burghilea, 2015).

This chapter aims to bridge the gap on the thorough literature consolidation of sustainable tourism and rural tourism. The extensive literatures of sustainable tourism and rural tourism provide a contribution to practitioners and researchers by indicating the advanced issues and implications of sustainable tourism and rural tourism in order to maximize the business impact of sustainable tourism and rural tourism in the global economy.

## **BACKGROUND**

The concept of sustainability has been used to preserve the limited resources due to the rapid increase in population and tourism development (Samsudin & Maliki, 2015). Sustainability can be the policy goal for almost all kinds and scales of tourism activities and environments (Moscardo, 2008). Sustainability has become a practical concept that is beneficial to the progress of tourism development (Chen, 2015). Sustainability is a driver for tourism sector development (Simão & Partidário, 2012). The goal of sustainability-oriented tourism development requires a number of human resource development (HRD) strategies aimed at the tourism industry personnel, host community, and the tourists, and established by the concepts and practices of sustainability (Jithendran & Baum, 2000).

Sociocultural sustainability includes human capital (e.g., awareness, experience, knowledge, skills, and behavior), and incorporates basic human rights (Cottrell, Vaske, & Roemer, 2013). Socioeconomic growth and developments have led to human communities toward the creation of tourism opportunities, which are likely to be considered as ways of spending leisure and reducing the impacts of tensions resulting from a rigorous urban and industrial life (Erfani, Afrougheh, Ardakani, & Sadeghi, 2015). Emissions from tourism and their contribution to climate change significantly set a major challenge for the sustainability of international tourism (Hall, Scott, & Gössling, 2013). Performing the environmentally friendly operations allows a tourism entity to build its image as an operation that cares about the living environment of human beings (Chiu, Lee, & Chen, 2014).

The outlook of sustainable tourism has spread over the last thirty years (Liu, Horng, & Chou, 2015). Research on the aspects of tourism and sustainability is growing with a concern that sustainable tourism principles are difficult to implement in developing countries (Reddy, 2008). Tourism studies on sustainable issues have shifted to focus on tourists' views to understand sustainable tourist consumption behavior (Deng & Li, 2015). Pulido-Fernández et al. (2015) stated that sustainable tourism brings economic benefit to nations, and a marketing program is essential for economic success. Nature-based tourism can

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