

Linking the OCOP Program with Rural Tourism: A Pathway for Sustainable Economic Development in Dong Thap Province

M.A. Ly Thi Kim Quyen¹

¹Lecturer, Faculty of Political Education and Educational Management, Dong Thap University, Vietnam

DOI: <https://doi.org/10.5281/zenodo.18517467>

Abstract:

This paper examines the intersection and synergy between the "One Commune, One Product" (OCOP) program and rural tourism development in Dong Thap province within the context of agricultural restructuring. Utilizing secondary data analysis and local case studies, the research indicates that integrating OCOP products specifically community-based tourism services and attractions into the tourism value chain not only enhances the value-added of agricultural products but also preserves traditional cultural values, such as the Lotus culture and craft villages. The findings confirm that this integrated model serves as a pivotal solution for transitioning from "agricultural production" to a "rural economy," thereby improving local livelihoods and fostering sustainable rural economic growth. Finally, the paper proposes recommendations regarding infrastructure and coordination mechanisms to optimize this model in Dong Thap.

Keywords: OCOP, Rural tourism, Sustainable development, Agricultural economy, Dong Thap province.

I. INTRODUCTION

In the context of complex globalization and climate change, sustainable agricultural development has become a core strategy for many nations, including Vietnam. Within the Mekong Delta, Dong Thap province has emerged as a highlight with its breakthrough thinking in transitioning from "agricultural production" to an "agricultural economy." This strategy focuses not only on productivity but also emphasizes increasing the value of agricultural products through multi-sectoral integration. In this regard, the linkage between the "One Commune, One Product" (OCOP) program and rural tourism is expected to be a new driver for the province's sustainable economic development.

The OCOP program, aimed at awakening the potential and advantages of rural areas, has created high-quality products imbued with local cultural identities. According to Tran Tuyen (2023), developing OCOP Group 6 products (including community-based tourism services and attractions) associated with new rural development is becoming an inevitable trend to enhance local incomes and preserve heritage values. In Dong Thap, this spirit is materialized through promoting the value of the Lotus culture, traditional craft villages, and unique riverine landscapes.

However, practical implementation in Dong Thap reveals certain gaps in the linkage between OCOP products and tourism. Although the province has taken pioneering steps in forming "Hội quán" (Farmer Assemblies) and community tourism sites, the diversity and uniqueness of tourism products have not yet matched their potential. Tran Van Cua and Hoang Thi Viet Ha (2024) point out that major current limitations include weak organizational skills, unsynchronized infrastructure, and loose linkages between actors in the value chain. This poses an urgent need for a tighter coordination model to optimize economic benefits.

Developing agriculture toward sustainability requires a profound shift in people's awareness. Phan Thi Minh Hien (2022) emphasizes that farmers must play a central role, actively changing their mindset toward clean production and participating in tourism value chains to improve their own economic status. At the same time, sustainability assessment criteria must be applied flexibly. As suggested by Hoang Thi Viet Ha (2012), establishing a scientific system of criteria is an essential foundation for guiding agricultural development solutions in Dong Thap systematically.

To realize the vision towards 2050, the People's Committee of Dong Thap Province has issued an Action Plan to implement the Sustainable Agriculture and Rural Development Strategy, emphasizing the creation of new

economic spaces from rural tourism (People's Committee of Dong Thap Province, 2022). Based on the aforementioned reality, this paper focuses on analyzing the linkage model between the OCOP program and rural tourism, thereby proposing strategic solutions to promote sustainable economy for Dong Thap province in the new period.

II. LITERATURE REVIEW

2.1. Concepts and Roles of Rural Tourism in Sustainable Development

Rural tourism is more than just sightseeing; it is a strategy for diversifying the rural economy. According to Lane (1994), rural tourism is defined as tourism activities taking place in rural areas, closely associated with small-scale production, open spaces, and traditional cultural heritage values. In the current context, this type of tourism is considered an inevitable path to solving the livelihood problems of farmers. Le Thi Thanh Yen et al. (2020) affirm that in the Mekong Delta, rural tourism is becoming a key solution for sustainable development, helping to shift the economic structure from purely agricultural to service-integrated.

2.2. The OCOP Program and its Synergy with Tourism

The "One Commune, One Product" (OCOP) program is a rural economic development model based on internal resources and value addition. However, OCOP does not stop at physical products like food and agriculture. Tran Tuyen (2023) deeply analyzed OCOP Group 6 products (including community-based tourism services and attractions), emphasizing that linking OCOP with rural tourism is an essential trend in building new rural areas. This relationship is synergistic: tourism acts as a promotion and on-site consumption channel for OCOP products, while OCOP products create distinct identities and attractions for tourism destinations.

2.3. Linking Practices and Local Barriers

In Dong Thap province, this linkage has made significant progress through agritourism and craft village models. However, empirical studies also point out many challenges. Tran Van Cua and Hoang Thi Viet Ha (2024) observed that although the province's potential in Lotus culture and craft villages is enormous, the linkage between actors (farmers, tourism enterprises, and the government) remains loose, leading to a lack of uniqueness and competitiveness in tourism products. This requires a tighter governance and linkage system to optimize economic value.

2.4. The Central Role of Farmers and Assessment Criteria

The success of the OCOP-tourism linkage model depends heavily on the awareness of the local community. Phan Thi Minh Hien (2022) argued that farmers need to shift from a "production" mindset to a "service" mindset, actively participating in value chains to improve their own status. Simultaneously, to guide proper development, it is necessary to establish an evaluation criteria system. Hoang Thi Viet Ha (2012) initially proposed a system of criteria for assessing sustainable agricultural development in Dong Thap, providing a scientific basis for managers to monitor and adjust policies promptly.

2.5. Policy Orientation and Long-term Vision

From a macro perspective, the province's legal documents have created a solid corridor for this linkage. Decision No. 1072/QD-UBND-HC of the People's Committee of Dong Thap Province (2022) identified the creation of new rural economic spaces, in which tourism and specific products are the spearheads. Additionally, annual agricultural economic development plans also emphasize perfecting the value chains of key products associated with traceability and local branding (Department of Agriculture and Rural Development of Dong Thap Province, 2024).

In summary, previous studies have clarified the roles of rural tourism and OCOP individually or in preliminary linkages. However, building a comprehensive and systematic linkage model specifically for the unique characteristics of Dong Thap province remains a scientific gap that this paper aims to address.

III. METHODOLOGY

To address the research objectives regarding the linkage between the OCOP program and rural tourism in Dong Thap province, this study employs a combination of qualitative research methods and local practical analysis. The research process is divided into the following specific steps:

3.1. Secondary Data Collection Method

The study conducts a comprehensive review and analysis of policy documents, summary reports, and published scientific works related to sustainable agriculture and rural tourism. According to Tran Tuyen (2023), the secondary document analysis method allows for the establishment of a solid theoretical framework for integrating OCOP Group 6 products into the tourism value chain. Statistical data on the number of OCOP products, tourist arrivals, and agricultural revenue were collected from reports by the Department of Agriculture and Rural Development of Dong Thap Province (2024).

and the action plans for sustainable strategy implementation by the Provincial People's Committee (2022).

3.2. Field Research and Observation Method

The study utilizes practical observation at typical destination models in the province, such as Sa Dec flower village, lotus tourism sites in Thap Muoi, and agritourism models in Lai Vung. This method helps identify the reality of "weak organizational skills and loose linkages" previously mentioned by Tran Van Cua and Hoang Thi Viet Ha (2024) in their studies on local rural tourism. Direct observation enables the author to assess the feasibility of linkage models among households, cooperatives, and travel enterprises.

3.3. Expert Method and In-depth Interviews

To understand the central role of farmers, the study conducts in-depth interviews with OCOP entities and the management boards of "Hội quán" (Farmer Assemblies). This approach is based on the perspective of Phan Thi Minh Hien (2022), emphasizing that surveying the mindset and proactivity of farmers is key to developing sustainable solutions. Insights from agricultural and tourism experts provide the paper with objective assessments of current policy and infrastructure barriers.

3.4. Analytical Framework and Criteria System

The research applies the evaluation criteria system for sustainable agricultural development proposed by Hoang Thi Viet Ha (2012) to reflect on the reality of Dong Thap province. This system includes groups of indicators on economic efficiency (income), social impact (rural employment), and environmental sustainability (clean production). Comparing the theoretical model with the implementation status under Decision 1072/QĐ-UBND-HC of the People's Committee of Dong Thap Province (2022) helps the author identify gaps that need adjustment in the OCOP-tourism linkage strategy.

3.5. Synthesis and Solution Proposal Method

Finally, qualitative and quantitative data are synthesized, compared, and cross-referenced (triangulation) to ensure reliability. Based on the analysis results, the paper uses logical reasoning to propose strategic solution groups suitable for the socio-economic characteristics of Dong Thap province in the 2025-2030 period.

IV. FINDINGS & DISCUSSION

4.1. Current Status of OCOP Product Development Linked with Tourism Potential in Dong Thap Province

Dong Thap province has identified the "One Commune, One Product" (OCOP) Program not only as a solution for rural economic development but also as the "soul" to enhance the attractiveness of the local tourism industry. To date, Dong Thap is one of the leading provinces in the Mekong Delta in terms of the number of certified OCOP products. This diversity creates abundant resources to form unique experiential tourism routes. According to Tran Tuyen (2023), developing OCOP Group 6 products (including community-based tourism services and attractions) is becoming an inevitable trend, helping to realize green growth goals in new rural development.

In terms of quantity and quality, the province's OCOP products have spread across all districts and cities, concentrating heavily on key sectors such as rice, mango, pangasius, and lotus-based processed products. According to the report of the Department of Agriculture and Rural Development of Dong Thap Province (2024), the province has hundreds of products certified from 3 to 5 stars. Notably, OCOP entities have moved beyond pure commodity production and begun focusing on "storytelling" a key factor in attracting tourists (Tran Van Cua & Hoang Thi Viet Ha, 2024).

Regarding spatial distribution, the OCOP-tourism linkage is clearly reflected through specific destination clusters. In Sa Dec city, the combination of a century-old ornamental flower village with OCOP products from flour and processed foods has created an integrated value chain. Le Thi Thanh Yen et al. (2020) noted that Dong Thap's rural tourism potential is strongly reinforced by the ability to commercialize local cultural values through OCOP products. In Thap Muoi district, the "Land of the Pink Lotus" tourism model associated with lotus OCOP products (lotus tea, lotus wine, lotus silk) has created a distinct identity, providing tourists with deep cultural experiences.

However, the assessment of the sustainability of these models remains a topic of much discussion. Although the number of OCOP products is increasing rapidly, stability and the ability to connect into professional tourism circuits remain a challenge. Hoang Thi Viet Ha (2012) emphasized that establishing a system of criteria for evaluating sustainable agricultural development is necessary to avoid quantity-driven development that ignores environmental and social quality. This corresponds to the contradictions in the development process that the province is facing when expanding production scale (Hoang Thi Viet Ha, 2012).

The central role of farmers in this linkage is also a highlight but has limitations. Phan Thi Minh Hien (2022) argued that Dong Thap farmers have shifted their mindset from "production" to "economy," but participation in

tourism value chains is still spontaneous. The "Hội quán" (Farmer Assemblies) models in Dong Thap have played an important role in gathering OCOP entities to cooperate in tourism; however, organizational and governance skills remain a "bottleneck" (Tran Van Cua & Hoang Thi Viet Ha, 2024).

Furthermore, orientations from the People's Committee of Dong Thap Province (2022) in Decision 1072/QD-UBND-HC have created an important legal corridor to promote rural tourism adaptive to climate change. OCOP products are encouraged to apply clean and organic production processes to protect the destination ecosystem (People's Committee of Dong Thap Province, 2022). This not only increases product value but also meets the strict standards of international tourists for sustainable tourism.

From a management perspective, the Department of Agriculture and Rural Development of Dong Thap Province (2023) also pointed out that integrating growing area codes and electronic traceability for OCOP products has increased tourist confidence when shopping for agricultural products at tourist sites. Information transparency is the basis for developing "digital agriculture" associated with "smart tourism" (Department of Agriculture and Rural Development of Dong Thap Province, 2024).

In summary, the current status of OCOP product development linked with tourism in Dong Thap is in a phase of strong transformation from breadth to depth. The results achieved in the number of products and the formation of initial linkage models have confirmed the province's correct direction in sustainable rural development. However, to optimize this potential, closer coordination is needed between the Industry and Trade, Tourism, and Agriculture sectors according to long-term strategic orientations (People's Committee of Dong Thap Province, 2022).

4.2. Analysis of the Current OCOP – Rural Tourism Linkage Model in Dong Thap

The linkage model between the OCOP Program and rural tourism in Dong Thap extends beyond simple product sales at stopovers; it has evolved into an integrated economic ecosystem. This linkage structure operates based on the interaction among three main entities: OCOP subjects (farmers/cooperatives), destination management units, and the local community. According to Tran Tuyen (2023), this integration creates a "dual value chain" where indigenous cultural values are transformed into economic value through experiential tourism services.

The most significant distinction in Dong Thap's linkage model is the role of "Farmer Assemblies" (Hội quán).

These are voluntary institutions where OCOP subjects share production experiences and connect with travel enterprises. Phan Thi Minh Hien (2022) noted that Hội quán serve as a platform helping farmers shift from a "pure production" mindset to a "tourism economy" mindset, enabling OCOP products to reach tourists directly without excessive intermediaries. This enhances farmers' profits and ensures the authenticity of the tourism experience.

Currently, linkage models in districts such as Thap Muoi, Sa Dec, and Lai Vung are moving towards a "One Destination - Multiple Services" approach. Tourists do not only purchase OCOP products like lotus tea, tangerine jam, or ornamental flowers but also participate directly in the production process. Tran Van Cua and Hoang Thi Viet Ha (2024) pointed out that allowing tourists to experience cultivation and processing at OCOP facilities has significantly increased average tourist spending. This connection transforms each OCOP production site into a "living museum" of agricultural culture, aligning with the sustainable rural development orientation set by the People's Committee of Dong Thap Province (2022).

The success of this linkage model is also attributed to the guidance of legal frameworks. Decision No. 1072/QD-UBND-HC of the People's Committee of Dong Thap Province (2022) clearly defined that developing new rural economic spaces must be associated with tourism and specific products. Simultaneously, the Department of Agriculture and Rural Development of Dong Thap Province (2024) has implemented training programs to help OCOP entities standardize their tourism service processes. However, according to Hoang Thi Viet Ha (2012), the sustainability of this linkage still depends heavily on maintaining environmental and food safety standards at the destination.

Although the linkage model has yielded positive results, "bottlenecks" still exist in reality. Le Thi Thanh Yen et al. (2020) argued that the linkage between large travel agencies and small OCOP households is sometimes unsustainable due to a lack of commitments regarding stable supply quantity and quality. Furthermore, barriers in transportation infrastructure and farmers' digital marketing skills remain challenges mentioned in the reports of the Department of Culture, Sports, and Tourism of Dong Thap Province (2024).

In summary, the OCOP – Rural Tourism linkage model in Dong Thap is operating towards multi-value integration. Promoting the role of Hội quán and enhancing the experiential nature of OCOP products are strategic steps helping the province realize its sustainable economic development goals. To perfect this model,

transparency must be further strengthened through electronic traceability systems as outlined in the province's agricultural digital transformation plans (Department of Agriculture and Rural Development of Dong Thap Province, 2024).

4.3. Assessment of Impacts on Sustainable Economic Development

The integration of the OCOP program into the rural tourism value chain in Dong Thap province has generated profound positive impacts, contributing to the realization of sustainable development goals across three main pillars: economic efficiency, social equity, and environmental protection.

The most distinct impact of this linkage model is the increase in surplus value for local agricultural products. Instead of selling raw agricultural products at low prices, labeling them as OCOP and serving them to tourists has helped "commercialize" local cultural values. Tran Tuyen (2023) affirms that rural tourism serves as the most effective "on-site export" channel, helping to reduce intermediary costs and increase profit margins for farmers. According to data from the Department of Agriculture and Rural Development of Dong Thap Province (2024), households participating in tourism models associated with Lotus and Mango OCOP products earn 20-30% higher incomes than traditional farming. This aligns with the perspective of Hoang Thi Viet Ha (2012) that improving economic efficiency is a primary criterion for evaluating sustainability in agriculture.

Socially, the linkage model has created diverse employment opportunities for rural laborers, especially women and vulnerable groups in traditional craft villages. Developing community-based tourism sites associated with OCOP products has facilitated the transition of the labor structure from purely agricultural to services without requiring people to migrate. Phan Thi Minh Hien (2022) emphasizes that when farmers play a central role in these value chains, their economic status and voice within the community are significantly enhanced. Simultaneously, the revival of craft villages such as Dinh Yen mat weaving or Sa Dec flower village through tourism has helped preserve the intangible cultural heritage values of Dong Thap province (Tran Van Cua & Hoang Thi Viet Ha, 2024).

Another key impact is the shift in production methods toward environmental friendliness. To achieve 4-5 star OCOP standards and attract green tourists, producers in Dong Thap are compelled to comply with safety protocols such as VietGAP or organic farming. The People's Committee of Dong Thap Province (2022) in Decision 1072/QD-UBND-HC identified that rural

economic development must go hand in hand with protecting the riverine ecosystem. Reducing pesticides and chemicals in tourism raw material areas (such as lotus fields in Thap Muoi) not only protects tourist health but also maintains local biodiversity. However, Le Thi Thanh Yen et al. (2020) also warned that strict tourism waste management mechanisms are needed to ensure long-term sustainability for the rural environment.

The synergistic relationship between OCOP and tourism creates a positive feedback loop: high-quality OCOP products enhance the destination's attractiveness, while a stable flow of tourists ensures an outlet for OCOP products. However, the distribution of benefits within the linkage chain is sometimes uneven. According to Dang Kim Son (2008), without strong cooperative linkage mechanisms, most profits will fall into the hands of intermediary travel agencies rather than direct producers. In Dong Thap, although the "Hội quán" model has partially addressed this, enhancing the negotiation capacity for farmers remains a problem to be solved in the 2025 agricultural economic development plan (Department of Agriculture and Rural Development of Dong Thap Province, 2024).

In summary, the impact of the OCOP-tourism linkage model in Dong Thap has far exceeded mere financial goals, contributing significantly to social stability and environmental conservation, in line with the province's pursuit of sustainable development adaptive to climate change.

4.4. Discussion: Barriers and Gaps between Policy and Implementation

Although Dong Thap province has achieved positive initial results in connecting the OCOP program with rural tourism, the discussion based on practical reports and existing research reveals a significant gap between policy expectations and the reality of implementation.

The most significant barrier lies in the diversity and uniqueness of products. Although the Provincial People's Committee issued a plan for community-based tourism development for the 2020-2025 period with the orientation of creating differentiation for each locality, in reality, OCOP-linked rural tourism models across districts still exhibit major overlaps. Tran Van Cua and Hoang Thi Viet Ha (2024) observe that destinations often focus on exploiting existing landscapes without deep investment in highly specific experiential values, leading to low tourist return rates. This suggests that the "One Commune, One Product" goal is sometimes misinterpreted as developing identical models on a large scale.

The second gap lies in the capacity of the farmers themselves the primary subjects of the program. According to Phan Thi Minh Hien (2022), although Dong Thap farmers have actively changed their production mindset, their awareness of their role as owners in operating professional tourism services remains spontaneous and arbitrary. Communication skills, service quality management, and especially digital marketing capacity to bring OCOP products to cyberspace remain "bottlenecks" (Department of Culture, Sports, and Tourism of Dong Thap Province, 2024). Training support policies, though mentioned in Decision 1072/QD-UBND-HC, have not yet profoundly affected the daily production practices of households.

The linkage between stakeholders (farmers, cooperatives, Farmer Assemblies) and travel enterprises is not yet truly sustainable. Tran Tuyen (2023) emphasizes that the lack of mechanisms to bind responsibilities and benefits among parties makes the OCOP tourism value chain susceptible to breakage during market fluctuations. Although the "Hội quán" model is a breakthrough initiative of Dong Thap, according to the report of the Department of Agriculture and Rural Development (2024), the economic strength of these organizations remains limited, lacking the capacity to negotiate fairly with large tourism companies to ensure equitable benefits for the people.

Finally, rural infrastructure and auxiliary services are not yet synchronized with the development speed of OCOP products. Le Thi Thanh Yen et al. (2020) point out that difficulties in accessing rural tourism sites act as a technical barrier reducing the competitiveness of local products. Furthermore, the lack of a scientific and flexible evaluation criteria system, as proposed by Hoang Thi Viet Ha (2012), makes monitoring the sustainability of these models difficult, leading to the risk of chasing OCOP star counts while ignoring long-term environmental impacts.

In summary, barriers regarding product uniqueness, stakeholder capacity, linkage mechanisms, and infrastructure are creating "depressions" in the policy implementation process in Dong Thap. To bridge this gap, a multi-sectoral and more decisive approach is needed to concretize the goals of the Sustainable Agriculture and Rural Development Strategy towards 2050.

V. CONCLUSION

The research on the linkage model between the OCOP Program and rural tourism in Dong Thap province allows for drawing several key conclusions regarding the

pathway for local sustainable economic development as follows:

Firstly, the research results confirm that integrating OCOP products into the tourism value chain is not merely a temporary solution but a pivotal strategy for transitioning from "agricultural production" to an "agricultural economy." This model has maximized the advantages of specific local products (such as Lotus, ornamental flowers, and pink mandarins) to create tourism experiences deeply imbued with indigenous cultural identity. The commercialization of OCOP products through tourism channels has created an "on-site export" mechanism, thereby increasing the surplus value of agricultural products and enhancing the real income of rural residents.

Secondly, the "Hội quán" (Farmer Assemblies) model and the proactive participation of farmers as primary stakeholders are decisive factors in the success of this linkage. The study indicates that when people are reorganized within voluntary community institutions, they not only support each other in production but also develop the capacity to provide more professional tourism services. The shift in mindset from "producers" to "tourism entrepreneurs" has cultivated a new rural workforce that is skilled and highly conscious of community and environmental responsibilities.

Thirdly, despite numerous achievements, the linkage between OCOP and tourism in Dong Thap is still facing challenges regarding synchronization. Gaps between policy and implementation remain, particularly in transportation infrastructure, digital marketing skills, and product homogeneity across different localities. For sustainable development, the province requires a scientific and flexible evaluation criteria system to monitor the quality of these models, preventing quantity-driven development that lacks depth.

Finally, looking towards the 2050 vision according to Decision 1072/QD-UBND-HC, the OCOP-rural tourism linkage model should be viewed as an open ecosystem. In this system, the state acts as the policy architect, travel enterprises serve as market connectors, and farmers remain the core subjects preserving local values. Accelerating digital transformation in both agriculture and tourism will be the key to enhancing Dong Thap's competitiveness in the context of globalization. This study hopes to contribute a theoretical and practical foundation for local managers to make appropriate policy adjustments, making rural tourism a major pillar of the green economy in Dong Thap.

REFERENCES

- Tran Van Cua & Hoang Thi Viet Ha (2024). *Current situation and solutions for sustainable rural tourism development in Dong Thap province*. Scientific research report.
- Hoang Thi Viet Ha (2012). First step building system evaluation criteria for agricultural development of Dong Thap province for sustainability. *Journal of Science, Ho Chi Minh City University of Education*, (35), 107-113.
- Phan Thi Minh Hien (2022). Promoting the central role of farmers in sustainable agricultural development in Dong Thap today. *Journal of Political Science*.
- Nguyen The Nha & Vu Dinh Thang (2002). *Textbook of Agricultural Economics*. Statistics Publishing House.
- Dang Kim Son (2008). *Agriculture, farmers, and rural areas of Vietnam today and tomorrow*. National Political Publishing House.
- Department of Agriculture and Rural Development of Dong Thap Province (2024). *Plan No. 2552/KH-SNN on agricultural economic development and rural development for 2025*.
- Department of Culture, Sports and Tourism of Dong Thap Province (2024). *Summary report on rural tourism activities in 2024*.
- Dong Thap Provincial Party Committee (2011). *Resolution No. 02-NQ/TU on building new rural areas in Dong Thap province for the 2011 - 2015 period*.
- Tran Tuyen (2023). Solutions for developing OCOP products associated with rural tourism in building new rural areas. *Journal of Social Sciences and Humanities*, 12(9), 88-96.
- People's Committee of Dong Thap Province (2022). *Decision No. 1072/QD-UBND-HC on issuing the Action Plan to implement the Strategy for Sustainable Agriculture and Rural Development for the 2021-2030 period, with a vision to 2050*.
- Central New Rural Coordination Office (2020). *Summary Report on the "One Commune, One Product" Program for the 2018-2020 period*.
- Le Thi Thanh Yen, Vo Nguyen Thong & Tran Thanh Thao Uyen (2020). Developing rural tourism types in Dong Thap province today. *Journal of Social Sciences and Humanities - Dong Thap University*, 55456.
- Lane, B. (1994). What is rural tourism? *Journal of Sustainable Tourism*, 2(1-2), 7-21. <https://doi.org/10.1080/09669589409510680>