



Research Article

**CONTRIBUTION OF RURAL TOURISM TO SUSTAINABLE DEVELOPMENT AND THE  
ROLE OF BUSINESS ETHICS**

Burcu AKDENİZ<sup>1\*</sup> (orcid.org/ 0000-0002-3547-8069)

<sup>1</sup>Kütahya Dumlupınar Üniversitesi, Tavşanlı Uygulamalı Bilimler Fakültesi, Rekreasyon Yönetimi Bölümü, Kütahya, Türkiye

**Abstract**

Tourism is one of the pillars of economic development for many countries around the world. Despite the sustainability efforts concerning tourism and especially rural tourism which has been an increasing trend since the Covid 19 pandemic, it is observed that the predisposed aims have not been reached fully yet. Although the international and local authorities' sustainability agendas seem to cover all the aspects and offer solutions for almost all problems, there are still shortcomings in practice of rural tourism sustainability efforts, which should be supported by ethical values that are embraced by both professionals and policymakers. This study was designed to develop a framework of the academic studies concerning rural tourism sustainability and ethics relationship in order to serve both academicians, professionals in the field and policy makers as a reference for further efforts concerning rural tourism sustainability. To this end a semi-structured literature review was conducted, and results were reported. Moreover, including some sample opinions presented in scientific articles on these topics from different parts of the world were shortly referred in order to compare the findings of this study with different points of views concerning the topic.

**Keywords:** Business Ethics, Sustainability, Social Responsibility, Development, Rural Tourism

**Introduction**

Despite the persisting popularity of sun-sea-sand holidays at full-service hotels, there is a rising trend of getting away from cities as more people seek tranquility and unique travel experiences. The share of rural tourism, as a truly authentic and raw way to travel, is increasing day by day in sector, which means tourism businesses need to redefine themselves in accordance with the emerging needs and peculiarities of this niche market. Despite the fact that rural tourism basically depends on unique natural resources and cultural heritage of the destinations, importance of protection and sustainability of these values are often overlooked. Contribution of tourism to most rural areas in terms of economy and living conditions is undeniable. However, if the resources are not protected properly, sustainability of the local businesses is not probable.

Especially when there is sudden popularity, usually gained due to social media influence, a flock of tourists to a destination usually results in unprepared businesses of hospitality, either in terms of lodging or catering. Moreover, inadequate infrastructure would bother not only the locals and visitors, but also the local governments. However, these problems are not as unfortunate as the damage given to the nature and tangible-intangible cultural assets.

This paper aims at examining sustainability and ethics for rural tourism businesses through defining both terms with reference to the literature and giving examples from different countries around the world in order to compare their situations.

The research questions are:

1. What is the number and research fields of the academic studies concerning the relationship between rural tourism sustainability and ethics?
2. What concepts are evaluated in the framework of rural tourism sustainability and ethics?
3. Is there a need for future research concerning the topic? If so, how could they be designed?

\*Sorumlu yazar: burcu.akdeniz@dpu.edu.tr

DOI: 10.33083/joghat.2024.399

Rural tourism is supposed to be ethical and sustainable, also responsible for the environment where it exists in. Its precious contribution to the local and national economies can only last when certain standards of ethics and sustainability are set for all businesses in order to enhance well-being of all stakeholders in the ecosystem.

### **Theoretical Framework**

In this section, in order to explain the relationship between sustainability and rural tourism, contribution of tourism to rural development together with the risks for the environment and local communities are explained giving reference to positive and negative effects of tourism on stakeholders. Moreover, some examples from literature concerning sustainability, tourism and ethics relationship in some randomly selected countries are given. After that, the concepts of sustainability and ethics are briefly defined and their connection with rural tourism is explained.

### **Positive effects of rural tourism**

Impact of tourism is classified in literature as socio-cultural, economic and environmental, with an emphasis on the fact that they usually overlap. Economic impact covers monetary benefits and costs due to development while environmental impact includes alterations to the environmental components such as water, air, earth, vegetation and wildlife beside the architectural structure. Socio-cultural impact, on the other hand, encompasses effects on the local value systems, behavior patterns, structure of the community, living standards and lifestyles (Lovelock and Lovelock, 2013).

Contributions of rural tourism to rural development can be listed as follows (Lankford, 1994; OECD Report, 1994; Theodori, 2001; Uysal et al., 2016; Ma et al., 2021; Yang et al., 2021):

- **Creation, diversification and retention of jobs:** In a rural setting income increases thanks to tourism and this facilitates employment together with the local farmers', foresters' and fishermen's income. New jobs are created not only in hotels and catering facilities but also in transport, retailing and in information and interpretation services. Together with these developments, rural society is enriched, which helps retain population levels.
- **Pluriactivity:** This term means an individual or family carries out more than one type of job, in order to increase their income. For instance, a farming family can also offer accommodation to tourists, assist the local administration in some service tasks and some members of the family can guide tourist groups to natural heritage spots.
- **Improvement in services:** Most services needed to increase the living standards of residents of rural areas, owe their sustainability to additional income from tourists.
- **Increased income:** Local incomes are usually reinforced by rural tourism, through accommodation various enterprises, recreative open farms and similar attractions, and the increase in sales of farm produce. Moreover, small fishing communities find extra income through touristic activities like sports fishing, diving tours, boat tours and coastal sightseeing.
- **Improved Forestry:** Rural tourism supports forestry by diversifying income sources for forest communities. This depends on realization and development of the special qualities of the forest environment for recreational use.
- **Landscape conservation:** As the cultural heritage is protected and maintained for the sake of continuation of tourism in the region This means protection of cultural heritage together with new jobs created for maintaining and repairing traditional landscapes battered by recreational activities.
- **Smaller settlements:** Many viable services have always been hard to maintain in rural places because they are not able to support the many services which require larger populations. This is a mutual benefit advantage as rural tourism favors small settlements and small settlements normally lack various services.
- **Rural arts and crafts:** They are an integral part of local culture. As they are recognized and become as financial income items, not only contribution to economy but also preserved as cultural heritage.
- **Cultural provision:** Rural depopulation due to lack of major facilities like theatre, and music has always been a problem. Together with festivals and events organized to attract visitors, rural settlements gain social activities to retain their inhabitants.

- Nature conservation: Protection of natural resources is one of the critical issues of governments. Increasing awareness of their economic value by the society and investors together with the financial resources they produce thanks to tourism facilitate nature conservation.
- Historical buildings: Most of the historical buildings have lost their original use and need costly renovation. Thanks to tourism they are used in different ways, like an old government building becomes a hotel or a train station can be used as an art gallery. This way they not only pay for their renovation but also bring along profits to local governments and the entrepreneurs who find creative ideas for reusing them.
- Environmental improvements: For the sake of pleasing visitors and due to political pressures from tourism authorities, environment is improved through municipal services such as paving the roads and sidewalks and regulation of the traffic, sewage and garbage disposal. Tourism revenues assist their financing and this in turn develops rural settlements and help retaining existing population and businesses. Sometimes new enterprises from other places and new people join these societies.
- Empowerment of women: Tourism enterprises in rural societies create new jobs for women which increases the influence of women in their families and the community.
- Innovative ideas and initiatives: State subsidies to improve services in rural settlements are becoming more and more costly and inadequate. Therefore, these regions need more private investment to continue the above-mentioned services. It is stated that when businesspeople visit these places and leave with good holiday experiences, they are encouraged to start new businesses or re-locate their businesses to these places.

### **Negative effects of rural tourism**

Together with the industrial revolution increased production and use of natural resources in an extravagant manner has resulted in a society that consumes recklessly and barely cares about wellbeing of future generations. Today, this rapidly increasing consumption trend which results in various environmental problems including climate change is named “unsustainable lifestyle” by Karacaoğlu and Cankül (2022) who stated that the solution to this problem is for governments to develop and maintain environmental policies effectively and for societies to increase awareness and sensitivity about environmental sustainability. As for the awareness aspect of the problem, the authors revealed promising results in their study on Tourism Faculty students’ attitude towards environmental sustainability. Karacaoğlu and Cankül (2022) stated that participants had significant levels of environmental consciousness and aspired a more balanced relationship between humans and the nature. Moreover, it was concluded that participants did not prefer materialistic lifestyle and supported sustainable growth.

Yılmaz, Bozkurt and Taskin (2005) list the factors that cause environmental pollution as rapid population growth, irregular urbanization, industrialization and tourism, all if not controlled cause overconsumption of natural resources (Yılmaz et al, 2005). As well as its contribution to local economy, tourism has some negative effects on cultural and natural environment. Increasing demand by tourists for exploring new natural beauties resulted in new destinations opening up for tourism before they are prepared properly in terms of infrastructure and superstructure. This in turn causes depletion and destruction of natural resources and environmental pollution (Akpınar, 2001: 6-7.)

For rural areas, festivals based on local cultural values are beneficial to attract tourists. This brings up another sustainability concern: cultural sustainability. In this context, as increasing competitive conditions have been affecting tourism sector profoundly destinations prefer using the cultural attractiveness elements they possess. This is included in their competitive strategies, as discovering cultural values such as local food and historical relics are perceived as interesting holiday experiences, which in turn provides an important opportunity for regional development (Sarioğlu et. al., 2023). Ön, Kurnaz and Yozukmaz (2022) in their study conducted on seven tourist guides from seven geographical regions in Türkiye concluded that festivals have both positive and negative effects on the natural and cultural environment. Negative effects derive from degradation due to large numbers of visitors visiting the region during the high season while they are beneficial as they attract tourist, promote tourism in the region and ensure efficient use of local superstructure and infrastructure facilities. They concluded that cultural sustainability awareness is the key to protect the cultural and environmental resources in destinations and in this respect tour guides play a crucial role.

Especially some rural areas suddenly get a tourist attraction thanks to social media before they are prepared physically, or the inhabitants are educated enough to host tourists. This can cause damage not only to the environment but also to the communities. Most troubling negative effect of rural tourism is that it can increase housing prices and other living costs for the local communities. Visitor demand has three effects on housing: Firstly, housing can be detained for visitor accommodation which can limit housing options for the local people. Second, they are bought as holiday homes or second homes by city people which brings little economic benefit to the local community as they are rarely used. Third, houses can be purchased as retirement homes by outsiders, which results in ageing populations. If badly managed, it can cause overcrowding and damage to the natural area (OECD Report, 1994).

Dolmacı and Bulgan (2013) studied the tourism ethics subject from an environmentalist point of view and stated that there is high risk of causing environmental problems by the tourism industry. They listed the legal institutions and liabilities concerning the hospitality sector businesses in terms of protecting the ecological balance and concluded that environmental protective measures should be taken but not only in technological terms but also by dissemination of the ethical principles.

In the field of hospitality and tourism, sustainability has been one of the frequently discussed topics by scholars, business professionals, policy makers and government officials for about thirty years now and the United Nations members adopted the 2030 Agenda for Sustainable Development has ignited these discussions even more. However, research on sustainability in tourism and hospitality is still limited and businesses are not following the academic statements sincerely. Despite the widely agreed benefits of sustainable practices, many tourism businesses keep focusing on maximization of profits and cost control ignoring the potential of sustainability (Ertuna et al., 2019; Jones et al., 2016; Collado et al., 2022).

### Examples from different contexts

In order to illustrate different perceptions concerning rural tourism, sustainability and ethics around the world, information collected from randomly selected countries will be presented in this section.

#### China

Yung-Lun, Jui-Te and Pen-Fa (2023) in their study, searched for the benefits of rural tourism for rural community development and found four primary contributions to rural community development. They classified the different aspects of contribution as, sociocultural benefits, environmental benefits, economic benefits and leisure and educational facilities, and they listed 32 sub-attributes:

**Table 1. Classification of rural tourism contribution aspects**

<b>Economic benefits</b>	<b>Socio-cultural benefits</b>	<b>Environmental benefits</b>	<b>Leisure and educational benefits</b>
-Investment opportunities	- Improved quality of life and well-being	- Conservation of the natural environment	-Ecological knowledge
-Increased income	-Prevention of depopulation	- Protection of biodiversity	-Green consumerism
-Employment opportunities	- Social stability	- Improvements in infrastructure	-Developments in technology skills and capabilities
-Employment stability	- Culture and heritage preservation	- Green chemistry	-Leisure and recreational facilities
-Tax revenue	-Restoration of historical buildings	-Keeping the land unspoiled	- Health and food security
-Entrepreneurial opportunities	-Community identity	- Keeping farms and lands by families	-Reduction in mental health problems
-Economic resilience	-Community pride	-Environmental awareness	-Nurturing nostalgia
-Product diversification	-Community visibility		
Business viability	- Cultural integrity		

#### Resource: Yung-Lun et al. (2023)

They concluded that economic benefits constitute the most important contribution. Moreover, they defined developing rural tourism within a rural community as a strong strategy for balancing the effects of urbanization, limiting depopulation and deforestation, and curing unemployment (Yung-Lun et al., 2023).

#### Poland

Sikora et al (2015) criticize ethics discussions stating that in practice, the rural tourism and relevant rural development do not always happen in a perfect manner and in accordance with ethical norms. Rural tourism,

including variations like ecotourism and other types of green tourism, goes beyond local interests and determines the conditions of global economy and political ideologies. It is possible for policy makers and field professionals to understand and realize the ethics of sustainable development. However, reaching this goal could potentially turn out to be unethical because the benefits are usually received by a minority of the society who are often rich. On the other hand, the costs are suffered by the majority of the society typically those with lower incomes. They formulated some values concerning rural tourism in Poland combined with professional and ethical norms that can contribute to realization of these values, (Sikora et al, 2015) which include:

1. Respecting humanity and human dignity and improving the cultural and physical living conditions in rural areas,
2. Rational planning of economic and social activities so that no harm is given and conditions of life in rural areas is not disturbed;
3. Developing economic activity, such as tourist activity that contributes to living conditions of rural inhabitants and additional income that improves their welfare, together with innovative ideas concerning modernization and improvement of the quality of tourist services;
4. Creating new sources of knowledge needed for modernization of agricultural activities with addition of tourism as an alternative activity and emphasizing the importance of education.

They also recommend tourist education programs in secondary schools and universities. The tourist should also be educated because they need the cognitive competencies that will help them to really discover the cultural and natural values and to promote the positive cognitive and emotional attitudes among tourists that will encourage them to respect these cultural and historical values (Sikora et al, 2015: 378).

#### *The UK*

In the UK tourism and ethics concerns focus on ethical behavior of their citizens as tourists. As early as 2003, the Association of Independent Tour Operators (AITO) established a committee for ethical tourism to deal with ethical issues concerning the British tourists' visits to rural areas in the developing countries like Tanzania, Kenya and India. Taking into consideration that they effect tourism destinations, sometimes negatively, about 150 independent private UK tour operators formally adopted "responsible tourism guidelines". This document states that while carrying out their work the tour operators have a responsibility to respect the local people's environments and ways of living. Moreover, they admitted the fact that a tour operator, doing business at a place can both do good and harm and in the previous years "harm had outweighed the good". In the document they underlined the social, environmental and economic impact of tourism businesses in the destinations, and they committed to follow a set of guidelines (Goodwin and Francis, 2003: 274-275):

- Environmental protection: habitats, biodiversity and landscapes,
- Respecting and preserving the local cultures: intangible heritage like customs and religious values and tangible heritage like buildings,
- Contributing to local communities: with economic and social benefits,
- Preventing pollution: minimizing noise, disposed waste and potential congestion,

In 2000 Tearfund, which is a charity, published a document named "Don't Forget Your Ethics", underlying the fact that tourism is an ethical issue. They explained the issue as "the way one travels to another country and comes into contact with people raises ethical issues about working conditions, employment and entrepreneurial opportunities; about who benefits; about the environmental consequences; and about whether or not travelling to a particular place supports democracy and human rights or undermines them" (Goodwin and Francis, 2003: 274).

Today, this approach is improved, especially in post-pandemic period. According to the Solent University, ethical travel isn't limited to environmental concerns. It also considers the possible impact of tourism on local communities, which forces potential consumers to examine the businesses they choose in terms of tourism and travel. British people have become more mindful about choosing a destination, transportation options, even their overall behavior after arrival. For succeeding the aim of ethical and mindful travel, some precautions are listed as follows (Solent University, 2020):

- Flying green: For most destinations, British people have to fly or sail. Despite the fact that the aviation industry contributes to roughly 3-4% of human-caused climate change, this is by far the fastest option. As a result, in order to “fly greener” they prefer non-stop flights, packing not more than needed, comparing airlines options about their carbon emissions and choosing one that makes an effort to diminish its carbon footprint.
- Blending in: Showing interest in the local culture and being respectful by learning some basic words of local language and traditions before arrival, which would help not to disturb the locals during vacations.
- Leaving less than no trace: This is asking travelers not only to clean their own garbage but also do better and pick up any plastic and other waste that they find on beaches or on mountains.
- Buying local: It is normal to look for familiarity in a new place and big brand names and chains can help tourists feel more comfortable when they are abroad. However, it should be kept in mind that buying from shops and restaurants owned by local businesspeople is more beneficial to the local economy.

### *South Africa*

Tourism, especially rural tourism, is an important sector for South Africa considering the intense problem of unemployment in the country. This sector is expected to play a great role in the government’s economic development strategy. Therefore, effective and efficient environmental management is needed seriously. Additionally, within this notion, greater emphasis should be put on mindful tourism products which can lead to greater sustainability of both the industry and the environment (Nicolaidis, 2020).

Nicolaidis (2020) suggested the idea of The Sustainable Ethical Tourism (SET) as an approach to sustainable development. SET is a type of tourism approach which is equitable and transformative towards nature and local community’s empowerment. It seeks to improve tourism development possibilities by creating an environment in which urban tour operators, related companies together with all actors and stakeholders have their shares. In order to ensure SET, it is a key consideration to comprehend and evaluate concerns of the local communities as well.

The focus of SET must be to seek to empower community members and to promote sustainability of all resources. Rural tourism is considered a good means of income generation for rural communities and for their welfare in general. Although there are many challenges, it is possible to succeed when sound environmental management and conservation measures are applied. As a conclusion, it is stated that sustainable tourism means economic, social and environmental sustainability, which necessitated local community involvement, stakeholders acting ethically, more comprehensive legislation, workable and ethical marketing, and vigilant planning and design.

### *Turkiye*

Turkiye is one of the countries whose economy is deeply dependent on domestic and international tourism (Akın, Şimşek and Akın, 2012). The sustainability and ethics standards for tourism businesses in the country are listed by Turkiye Tourism Promotion and Development Agency can be summarized as follows (<https://tga.gov.tr/turkiye-sustainable-tourism-industry-criteria/>):

- Realization of effective sustainable management: legal compliance, sustainability management system, inclusion of all stakeholders like personnel, the local community, suppliers, destinations and customers.
- Maximization of social and economic contribution to the local community and minimization of negative effects: Protection and inclusion of the local community, not effecting local services and livelihoods negatively and maintaining decent work conditions for all the employees.
- Maximization of cultural heritage protection and minimization of negative impacts: Protection and presentation of cultural heritage.
- Maximization of environmental protection and minimization of negative effects: Conserving resources, minimizing waste and mindful consumption of energy and water. Controlling greenhouse emissions, solid waste, wastewater and use of harmful substances.

### **Sustainability, business ethics and tourism**

Sustainability for businesses means “meeting the needs of the present without compromising the ability of future generations to meet theirs” (Kelly and Williams, 2018: 14). It has become one of the mostly referred issues in the marketplace, effecting business policies, investment decisions and even consumer choices on an

undeniable scale. Sustainability deals with not only local but also global problems, such as environmental pollution and global warming, overconsumption of resources, overpacking and fast fashion resulting in waste management problems, labor exploitation and erosion of local cultures.

Following introduction of the concepts, development and growth had been calculated using income and other financial indicators. However, this approach was altered by the end of the 1970s as environmental data and human capacities were included, which was a kind of evolution in perception of development and growth. This is deemed to be the very foundation of sustainable development discussions (Oğuz and Tokmak, 2016).

As stated by Elkington (1998) with the term “triple bottom line”, sustainability has three pillars economic, social and environmental (Tokgöz, 2012). In the context of his study sustainability concerns range from protection of natural resources and cultural heritage in a destination to ensuring fair working conditions to local people employed by tourism sector, from respecting the lifestyle of local people to motivating tourists to act more ethically.

According to Article 6 of Framework Convention on Tourism Ethics named “Tourism, a factor of environmental sustainability” (UNWTO, 2020), underlines importance of the following aims:

1. Rare and valuable natural resources, especially fresh water and energy should be protected, and possible waste production should be avoided.
2. In order to reduce the pressure of tourism activity on the environment and increase its beneficial effects on the tourism businesses and the local economy, a more even distribution of holidays throughout the year should be designed.
3. In order to protect the natural heritage which includes ecosystems and biodiversity and to preserve endangered species of wildlife and the other stakeholders in tourism infrastructure should be redesigned, and tourism activities reprogrammed.
4. If nature tourism and ecotourism respect the natural heritage and local populations and do not overpass the carrying capacity of the sites, they will be very favorable for enriching and improving tourism.

As for the tourism industry, protection of the environment and natural, historical and cultural resources, all of which constitute indispensable input for the sector, becomes one of the critical issues (Lim and Mc Aleer, 2005). Ethical tourism is defined as “tourism in which all stakeholders involved apply principles of good behavior (justice, fairness and equality), to their interactions with one another, with society, with the environment and other life forms” (Lovelock and Lovelock, 2013: 6). Considering the shortcomings of sustainable tourism and other similar approaches such as ecotourism in real life Lovelock and Lovelock (2013) state that they do not form a strong connection with human behavior as they are not based on fundamental human tenets, which is the complementary effect of ethical tourism.

Basically, the concept of ethics refers to a person’s perception of what is right and wrong. Philosophically, it is a systematic accumulation of ideas examining individuals’ and groups’ attitudes and behavior that they choose to realize their aims, explaining how they are understood and defined as right or wrong (Bolat and Seymen, 2003). For businesses, ethics examine how they determine their aims and the means and methods to reach those aims and realize them without damaging political, economic, social and cultural welfare of the society they exist in (Dessler, 2001). In other words, as an integral part of social responsibility, ethic codes for businesses encompass the rules concerning possible harm on the environment and the society caused by the activities of a business. These rules include social responsibility factors such as product safety, pollution prevention, not employing minor workers, abiding law and regulations throughout employment procedures and considering human rights in all business decisions (Can, Büyükbalcı and Bal, 2016).

There are three main sources of business ethics: religion, culture and law. Each religion directs people about the nature of right and wrong in business as well as in all parts of life. Religion constitutes a basis for an individual to interpret life and the believers follow its rules from their childhood, which means it is deeply rooted in their behaviors. Secondly, culture which is transmitted from generations to generations implies the standard code of conduct to be followed by groups and individuals. The answer to the question what is permissible and acceptable to the community lies in culture. Finally, law or the legal system of a country constitutes strict rules and procedures that every business should abide (Tokgöz, 2012; Business Jargons, 2023). These factors vary from country to country, which means it is not easy to determine a list of globally followed codes of business ethics.

The factors that influence ethical behavior can be listed as a person's cultural environment, religious values, personal moral principles, education and training in profession. Besides, just like most businesses, many hospitality enterprises have their own code of ethics. It summarizes their philosophy about ethics and what is acceptable and what is not. Moreover, it includes policies to be applied support decision making when there is an ethical dilemma. Tourism professionals, especially managers in every position must be ethical. When considering alternative decisions, it is helpful to ask some basic questions (Hayes, Ninemayer and Miller, 2014) such as:

- Is this decision legal?
- Will this decision give harm to anyone when it is implemented?
- Is this decision fair?
- Is the alternative honest and the right thing to do?
- Will I be ready to publicly announce this decision if I have to?
- Will my organization be developed if this decision is utilized?

One of the main resources of sustainable tourism is unique cultural values in destinations as they attract tourists who demand a taste of local colors, an adventure with rare works reflecting the original beauty of a society and its history (Ön, Kurnaz and Yozukmaz, 2022). The attractiveness of tourist destinations is affected by their natural and cultural environment and how they blend into the local community. Therefore, the competitiveness and sustainability of the tourism industry depends on protection of the environment and local communities. Long-term sustainability will only be achieved by the balance between economic, socio-cultural, and environmental sustainability. The deeply deserved economic growth in rural areas and their sustainable development inevitably has an ethical dimension (European Commission, 2023).

To sum up, rural tourism sustainability from an ethical perspective covers some basic topics each deserve in depth research. These are:

1. Protecting natural heritage
2. Protecting the historical and cultural heritage,
3. Protecting local communities and their lifestyles,
4. Contributing to local economy through supporting local businesses and creation of favorable working conditions for the local people.
5. Preserving wildlife and biodiversity,
6. Avoiding pollution and overuse of resources.

## **Method**

In scientific world, knowledge production is increasing rapidly, though the scientific accumulation remains fragmented and interdisciplinary. As a result, it is not easy to keep up with current research trends and to evaluate the collective proof in a particular research area. This is one of the reasons why the literature review as a research method is more necessary than ever. A literature review can be described as a more or less systematic method for collection and synthesis of previous research. This method creates a strong basis for advancing knowledge and facilitating theory development. Besides, it is an effective way of synthesizing research findings to show evidence on a meta-level and to find out areas in need of more research (Snyder, 2019).

Semi-systematic or narrative review approach is designed for topics that have been conceptualized differently and studied by various groups of researchers within different disciplines and that impede a full systematic review process. This kind of review tries to identify and understand all potentially relevant research traditions that have implications for the studied topic. Moreover, they are helpful to synthesize these using meta-narratives rather than by measuring effect size (Wong et al., 2013). It is possible to use both qualitative and quantitative methods and as a result an agenda for further research can be created or a historical overview or timeline of a specific topic can be provided (Snyder, 2019). Accordingly, considering the fact that the outputs of WoS and Scopus databases yielded a limited number of studies by researchers of various fields related with the research topic hereby necessitated a semi-systematic review. Therefore this study first explains importance



of the research topic in terms of sustainable development and tourism sector and then lists several aspects of rural tourism sustainability and business ethics studied previously in literature, finally concluding with possible topics and interdisciplinary combinations for future research.

In order to answer the research questions semi-structured literature review was used. It is stated that “for confined or niche research areas systematic literature reviews are more appropriate as these methods require a narrow scope of study” (Donthu et al., 2021: 287). In order to perform the literature review, guidelines designed by Wond et al. (2013) were followed.

A two-step approach was employed to identify the academic studies to be analyzed and reviewed. As the first step, appropriate search terms were defined for mining the Web of Science (WoS) and Scopus which are the most widely used scientific databases due to their reliability. A preliminary search through google scholar was performed to reach related articles and books. After these articles were scanned the search terms were determined as “rural tourism, sustainability, ethics”. As the second step the search terms were entered in WoS and 15 items were reached. When the same search terms were entered in Scopus, only 9 items were yielded. No filters like dates or fields were applied as the aim was to reach all the documents that involved rural tourism sustainability with an ethical perspective.

### Findings

Considering the results from WoS, 15 documents were reached, and their information is as follows:

As seen in Figure 1, among the 15 documents, there were 11 articles, 4 book chapters, 2 review articles, 1 editorial material and 1 proceeding paper. As seen in Figure 1, distribution of the documents for research fields were 7 documents in hospitality, leisure, sport tourism, 5 in green sustainable science technology, 4 in environmental sciences, 3 in environmental studies, 2 in management, 1 in anthropology, 1 in educational research, 1 in engineering, 1 in marine freshwater biology and 1 oceanography.

**Figure 1. The research fields the documents obtained from WoS.**



Source: Web of Science database.

As for the names, authors, publication years, topics and citation records of the documents are listed below in Table 2.

**Table 2. Documents obtained from WoS.**

No	Document type	Name	Author(s) and year	Topic	Citations
1	Book chapter	Sustainability, Ethics and Social Responsibility: A Developed Economies Perspective	Wiscombe, C. A. 2017	Key concepts of rural tourism and sustainable development, role of the stakeholder theory, impact of rural tourism	2 citations

				and importance of visitor management.	
2	Book chapter	Ethics in Tourism	Burns, G. L., 2015	Ethics and mass tourism, ethics and responsible tourism and ecotourism are defined and explained.	4 citations
3	Book chapter	Sustainability and Ethics in Rural Business and Tourism in the Developing World	Lim, W. M and Heitman, S., 2017	Discusses concepts of sustainability and ethics in detail and illustrates the subject with real life examples from developing countries	No citations recorded
4	Book	Cultural Due Diligence in Hospitality Ventures: A Methodological Approach for Joint Ventures of Local Communities and Companies	Hausler, N. 2017	Based on the theoretical discussion of tourism and poverty reduction, an analysis of the relationship between organizational culture of a tourism business and the culture of a local community.	No citations recorded
5	Journal Article	The Essentials of Marine Biotechnology	Rotter et al. 2021	Only mentions rural tourism, does not take it as the focal point	49 citations
6	Journal Article	Sustainability in hospitality and tourism: a review of key research topics from 1994 to 2020	Molina-Collado et al., 2022	Examines the scientific research related to sustainability in hospitality and tourism from 1994 to 2020 by bibliometric and science mapping analyses	27 citations
7	Journal Article	Rethinking Cultural Creativity and Tourism Resilience in the Post-Pandemic Era in Chinese Traditional Villages	Chen, X. X. and Li, B. H., 2022	Studying two traditional Chinese villages, searches for creating more resilient rural tourism destinations	2 citations
8	Journal Article	Responsibility as an Ethics and Sustainability Element during the Pandemic	Tigan et al., 2023	The article addresses two perspectives of responsibility: as an element of taking action and as ethics towards one's fellow citizens and the environment	No citations recorded
9	Journal Article	Environmental impacts of rural second home tourism - Case lake district in Finland	Hiltunen, M. J., 2007	Discusses the impact of domestic tourism in context of second homes in rural areas with respect to ecological sustainability	54 citations
10	Journal Article	Creative Mural Landscapes, Building Communities and Resilience in Uruguayan Tourism	Martinez-Caraso et al., 2021	Analyzes open-air mural painting museums in Uruguay as a model of tourism resilience, sustainability, and social development factor.	5 citations
11	Journal Article	Caring in, for, and with Nature: An Integrative Framework to Understand Green Care Practices	Moriggi et al., 2020	In search of “Green Care” practices diverse caring practices and their potential in three Finnish cases: a care farm, a biodynamic farm, and a	11 citations

				nature-tourism company were analyzed	
12	Journal Article	Assessing the essential pre-conditions of an authentic sustainability curriculum	Lengyel et al., 2019	Analyzing the impact of authentic sustainability curriculum on college students and reflecting their views on economic growth, sustainability and mindfulness.	12 citations
13	Journal Article	A responsible framework for managing wildlife watching tourism: The case of seal watching in Iceland	Aquino et al., 2021	Defining the need to manage human-wildlife interactions in Arctic settings to ensure positive outcomes for wildlife, local people, and visitors with the help of their Ethical Management Framework (EMF).	4 citations
14	Journal Article	Greenhushing: the deliberate under communicating of sustainability practices by tourism businesses	Font, X., Elgammal, I and Lamond, I, 2017	Studies the gap between the communication of sustainability practices in the audits and websites of 31 small rural tourism businesses in the Peak District National Park (UK) together with moral practices.	79 citations
15	Conference proceeding paper	Proposed Framework of Hybrid Photovoltaic Thermal Systems to Ecotourism in Malaysia	Hajibeigy et al., 2018	Reports sustainable energy usage of tourism in Malaysia and aims to address the impact of sustainable and non-sustainable practices on the rural area of ecotourism.	2 citations

**Source: Prepared by the author based on the data derived from the Web of Science Database.**

As seen in Table 2, it was observed that despite their individual contribution to the literature, none of the given documents is based on rural tourism sustainability and ethics relationship, but they only mention the topics separately. There were 10 journal articles, 3 book chapters, 1 book and 1 conference proceeding paper.

As for the results from the Scopus, 9 documents, one of which had not been uploaded properly- thus cannot be included in the analysis, were reached. Among them there were 4 journal articles, 2 book chapters, 1 book, 1 conference proceeding paper and 1 document was not defined.

The names, authors, publication years, topics and citation records of the documents listed by Scopus are listed on Table 2.

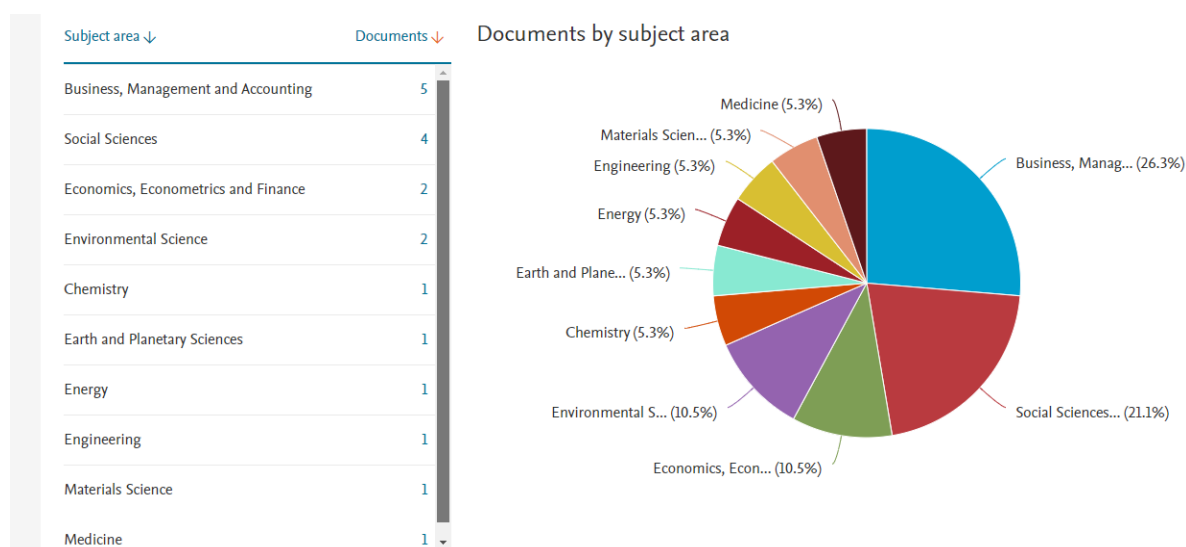
**Table 3. Documents obtained from Scopus**

No	Document type	Name	Author(s)	Topic	Citations
1	Book	Environment, Development and Sustainability in India: Perspectives, Issues and Alternatives	Verma, M. K., 2021	Discusses the linkage in the trilogy of environment, development and sustainability and its impact on society considering ethics and ecology.	No citations recorded
2	Book Chapter	Over tourism: How the international	Lanquar, R. 2020	Discusses dangers and challenges of over tourism, not only in cities, but also in natural and rural	No citations recorded

		organizations are seeing it?		destinations with reference to ethics.	
3	Book chapter	The fishy ethics of seafood tourism	Elder, M. and Kline, C, 2018	Connection between seafood and tourism was addressed through a perspective of ethics, sustainability, ecology and biodiversity	2 citations
4	Journal Article	The environmental attitudes and practices of family businesses in the rural tourism and hospitality sectors	Carlsen, J. and Getz, D. and Ali-Knight, J., 2001	Examines the environmental goals of rural, family owned/operated tourism business with a view to evaluating their conservation ethic and commitment to sustainable tourism.	115 citations
5	Journal Article	Sustainability in hospitality and tourism: a review of key research topics from 1994 to 2020	Molina-Collado et al., 2022	Examines the scientific research related to sustainability in hospitality and tourism from 1994 to 2020 by bibliometric and science mapping analyses.	30 citations
6	Journal Article	Geotourism and geoethics as support for rural development in the Knjaževac municipality, Serbia	Marjanovic et al., 2022	Emphasizes the geo-tourism potential and the values of geo-ethics as drivers of rural development.	2 citations
7	Journal Article	Greenhushing: the deliberate under communicating of sustainability practices by tourism businesses	Font, X., Elgammal, I and Lamond, I, 2017	Studies the gap between the communication of sustainability practices in the audits and websites of 31 small rural tourism businesses in the Peak District National Park (UK) together with moral practices.	101 citations
8	Conference proceeding paper	Proposed Framework of Hybrid Photovoltaic Thermal Systems to Ecotourism in Malaysia	Hajibeigy et al., 2018	Reports sustainable energy usage of tourism in Malaysia and aims to address the impact of sustainable and non-sustainable practices on the rural area of ecotourism.	2 citations

**Source: Prepared by the author based on the data derived from the Scopus Database.**

As seen in Table 3, although even more limited in the number of documents, this database has given more related studies, some of which are also included in the WoS list. As a result of limiting the topic to rural tourism and not tourism in general, importance of ecological approaches, marine biology, geo-tourism and environmental concerns is revealed. This could be interpreted as there is a need for studying rural tourism sustainability separately from a wide perspective.

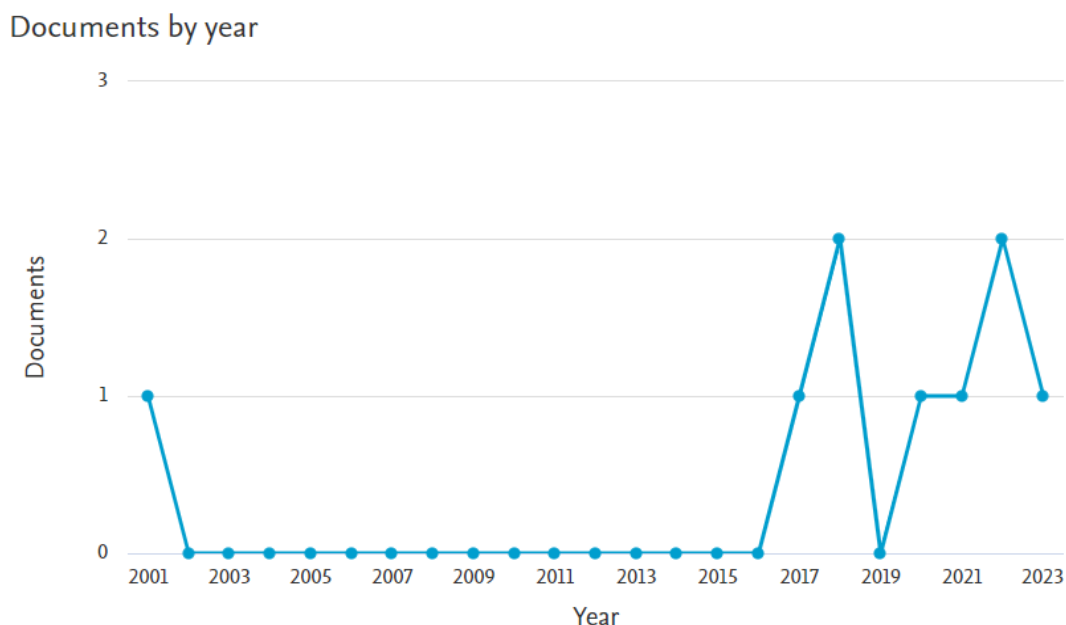
**Figure 2. The subject areas of the documents obtained from Scopus**

**Source: Scopus database.**

As seen in Figure 1 and Figure 2, the results from both databases reveal that rural tourism sustainability and ethics is a topic that entails an interdisciplinary approach. In other words, research conducted by tourism, business, economics, environmental science, anthropology and even engineering in cooperation would contribute to development of the literature of this topic.

As a result of examination of the studies listed in Table 2 and Table 3 the related concepts studied in the framework of rural tourism sustainability and ethics can be listed as follows:

- Applicability of sustainable practices among rural businesses,
- Sustainable energy use of tourism in rural areas,
- Geo-tourism and geo-ethics in rural tourism,
- Family-owned rural tourism businesses and their perception of ethics,
- Ecology, biodiversity and sustainability in the rural tourism regions,
- Over-tourism in rural areas,
- Impact of tourism, sustainability and environmental issues on society,
- Human- wildlife interactions in tourism areas,
- Education of college students about tourism ethics,
- Tourism activities and charity,
- Tourism and local art,
- Social and environmental responsibility in terms of tourism ethics,
- Creating resilient rural tourism destinations,
- Effects of rural tourism in the structure of rural areas.

**Figure 3. The publication years of the documents obtained from Scopus**

**Source:** Scopus database.

Results given in Figure 3 show that except for two studies, one in 2001 and one in 2007, academic research concerning rural tourism sustainability and ethics started by the second decade of 2000s. Especially the last five years number of research concerning this topic increased in parallel with some founding documents by the United Nations World Tourism Organization (UNWTO), such as “UNWTO Recommendations on Tourism and Rural Development, A guide to making tourism an effective tool for rural development, 2020”, “Framework Convention on Tourism Ethics, 2020” and “Tourism and Rural Development: A Policy Perspective UNWTO Member States Survey on Tourism for Rural Development, 2023”. As a result, it is observed that together with the increasing awareness of the importance of rural tourism in terms of rural development and also the risks and hazards which accompany such as environmental pollution and damage on cultural and historical heritage, rural tourism sustainability and ethics is a poorly investigated topic which is going to be studied more rigorously in the future.

### Discussion and Recommendations

Rural tourism fundamentally depends on unique natural resources and cultural heritage of the destinations. However, importance of protection and sustainability of these values are often overlooked. One of the biggest problems of tourism sector today is its irrational obsession of growth which actually contradicts with all sustainability discourse (Higgins-Desbiolles, 2018).

Contribution of tourism to most rural areas in terms of economy and living conditions is undeniable. On the other hand, if the resources are not protected properly, sustainability of the local businesses is not probable. In order to realize and keep sustainable tourism ideals relevant as a feasible policy option for the real-world tourism sector it is necessary to develop effective means of translating them into action (Liu, 2003).

Although development and sustainability has been a widely discussed topic for decades, some problems in practice still persist. Considering the shortcomings of sustainable tourism and other similar approaches such as ecotourism in real life, Lovelock and Lovelock (2013) state that they do not form a strong connection with human behavior as they are not based on fundamental human tenets, which is the complementary effect of tourism ethics. In other words, to change the negative attitudes and behavior of rural tourism businesses, tourists and local communities, it is not adequate to set rules and create regulations but enter the intellectual world of the individuals to motivate them “to do the right thing”, which entails ethics training.

The literature review here revealed that sustainability and ethics are two topics that should be evaluated together in order to comprise the theory and practice of sustainable development. Rural tourism with its undeniable contribution to rural development and its unique risks is an area which deserves special focus in these terms. Examples from countries located in far parts of the world revealed similar benefits expected from

rural tourism and similar concerns related to ethical behavior of stakeholders. Considering the fact that tourism is an integral part of most economies around the world, thanks to globalization process which made international tourism a part of our lives, sustainable development should cover this sector more profoundly.

Literature review also revealed that the number of academic research in this research area is extremely limited, although recent trends are promising about the future studies. It is concluded that rural tourism sustainability and ethics entails an interdisciplinary approach from various fields like tourism and hospitality, business and management, economics and sociology, environmental science, anthropology and even engineering.

Another important issue of rural tourism is inclusion and protection of the local communities in rural destinations is a topic which deserves more specific studies. Fair distribution of benefits and costs of tourism development among all the stakeholder groups is an issue that deserves sincere consideration. Liu (2003) stated that when such attempts were made and community involvement was encouraged, many writers do not recognize the fact that usually the host population is not empowered to take control of the development process. Therefore, it is concluded that considering the stakeholders of rural tourism, its unique risks and promises, a large number of novel and valuable research studies can be conducted.

As for the recommendations for future research it should be stated that relationship of sustainability and ethics for tourism sector is a field that needs more and varied academic research. Considering the fact that tourism is an integral part of sustainable development, academic research designed with a multi-disciplinary approach by scholars of economics, business and tourism would be beneficial not only for the academy but also for the governmental decision makers and field professionals.

Recommendations for more specific future research topics concerning sustainable development and business ethics for rural tourism which could be handled in future studies with an interdisciplinary approach by researchers from different fields are listed below:

- Business administration and tourism and hospitality management: current sustainable practices among rural businesses and examples of good practice,
- Engineering, economics, business administration: sustainable energy use of tourism in rural areas,
- Geology, biology, tourism and hospitality management and business administration: Geo-tourism, geo-ethics and business ethics in rural tourism,
- Tourism and hospitality management, sociology, economics: family-owned rural tourism businesses and their perception of ethics,
- Ecology, biology and tourism and hospitality management: biodiversity and sustainability in the rural tourism regions,
- Architecture, archeology, anthropology, tourism and hospitality management: effects of tourism on historical sites and ruins,
- Sociology, ethnography, anthropology, tourism and hospitality management: place of cultural values in rural tourism and changes in cultural values under the influence of touristic demand,
- Sociology, public administration, economics, tourism and hospitality management: inclusion and protection of the local communities in rural destinations,
- Tourism and hospitality management, sociology, economics: effects of over-tourism and instantaneous popularity in rural areas,
- Tourism and hospitality management, sociology, economics, ecology: impact of tourism, sustainability and environmental issues on society and perception of ethics, creating resilient rural tourism destinations,
- Geology, biology, sociology: human- wildlife interactions in rural tourism areas and the resulting ethical issues,
- Education, tourism and hospitality management: education of future tourism professionals and future tourists on social and environmental responsibility in terms of tourism ethics,
- Architecture, engineering, economics: effects of rural tourism in the structure of rural areas.

As a conclusion the importance and substantiality of rural tourism and sustainability issues and undeniable place of business ethics in this context deserves more attention from mainly disciplines of tourism and hospitality management and business management together with other scientific fields of study.

This literature review was conducted with an extremely limited number of documents due to the highly specific nature of the selected topic. Following the application procedures designed by the literature of research methodology, the two databases WoS and Scopus were used to scan the existing literature due to their high reliability and systematic structures. However, it should be noted that these databases possibly do not include all scientific work conducted on the subject and there could be other valuable research not included in these databases and thus unfortunately overlooked.

## References

- Akın, A., Şimşek, M. Y. and Akın, A. (2012). Turizm sektörünün ekonomideki yeri ve önemi, *Akademik Araştırmalar ve Çalışmalar Dergisi (AKAD)*, 4 (7), 63-81.
- Akpınar, S. (2001). *Türkiye'nin turizm merkezlerinde ekoturizm yaklaşımları*, Ankara: Turizm Bakanlığı Yatırımlar Genel Müdürlüğü; Planlama Daire Başkanlığı Yayınları.
- Aquino, J. F., Burns, G. L., and Granquist, S. M. (2021). A responsible framework for managing wildlife watching tourism: the case of seal watching in Iceland. *Ocean and Coastal Management*, 210, 105670. Retrieved on: 01.11.2023, from <https://doi.org/10.1016/j.ocecoaman.2021.105670>
- Bolat, T and Seyman-Aytemiz, O. (2003). Örgütlerde iş etiğinin yerleştirilmesinde dönüşümcü liderlik tarzının etkileri üzerine bir değerlendirme, *Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Sosyal Bilimler Dergisi*, Cilt 6, Sayı 9: 59-85.
- Burns, G. L. (2015). Ethics in tourism in *The Routledge Handbook of Tourism and Sustainability*, Eds. Hall, C. M. and Gössling, S. and Scott. D., Routledge, New York, 117-126.
- Business Jargons (2023). *Sources of business ethics*, Retrieved on: 11.11.2023, from <https://businessjargons.com/sources-of-business-ethics.html>.
- Can, E., Büyükbacı, P. and Bal, Y. (2016). *İşletme Bilimine Giriş*, 2<sup>nd</sup> Edition, Beta, İstanbul.
- Carlsen, J., Getz, D. and Ali-Knight, J. (2001) The environmental attitudes and practices of family businesses in the rural tourism and hospitality sectors, *Journal of Sustainable Tourism*, 9:4, 281-297.
- Chen X. and Li, B. (2022). Rethinking cultural creativity and tourism resilience in the post-pandemic era in chinese traditional villages, *Sustainability*, 14(19):12371. Retrieved on: 11.11.2023, from <https://doi.org/10.3390/su141912371>.
- Dessler, G. (2000). *Management: Leading people and organizations in the 21st century*, 2<sup>nd</sup> Edition, Prentice Hall, USA.
- Dolmacı, N. and Bulgan, G. (2013). Turizm etiği kapsamında çevresel duyarlılık, *Journal of Yasar University*, 29(9), 4853- 4871.
- Donthu, N., Kumar, S., Mukherjee, D, Pandey, N. and Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines, *Journal of Business Research*, 133, 285- 296.
- Elder, M. and Kline, C. (2018). The Fishy ethics of seafood tourism in animals, *Food, and Tourism*, Ed. Kline, C. Routledge, London. Retrieved on: 11.11.2023, from <https://doi.org/10.4324/9781315265209>
- Ertuna, B., Karatas-Ozkan, M. and Yamak, S. (2019). Diffusion of sustainability and CSR discourse in hospitality industry: dynamics of local context, *International Journal of Contemporary Hospitality Management*, Vol. 31 No. 6, 2564-2581.
- European Commission (2023). *Sustainable Tourism*, Retrieved on: 11.11.2023, from [https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funded-projects/sustainable\\_en](https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funded-projects/sustainable_en).
- Font, X., Elgammal, I., and Lamond, I. (2017). Greenhushing: The deliberate under communicating of sustainability practices by tourism businesses, *Journal of Sustainable Tourism*, 25(7), 1007-1023. Retrieved on: 13.11.2023, from <https://doi.org/10.1080/09669582.2016.1158829>
- Goodwin, H. and Francis, J. (2003). Ethical and responsible tourism: Consumer trends in the UK, *Journal of Vacation Marketing*, Vol. 9 No. 3, 271–284.



- Häusler, N. (2017). *Cultural due diligence in hospitality ventures: a methodological approach for joint ventures of local communities and companies*. Cham: Springer.
- Hajibeigy, M. T., Aravind, C., and Gangasa Walveka, R. (2018). Proposed framework of hybrid photovoltaic thermal systems to ecotourism in Malaysia. *MATEC Web Conf.*, 152. Retrieved on: 12.11.2023, from <https://doi.org/10.1051/mateconf/201815204002>
- Hayes, D. K., Ninemayer, J. D. and Miller A. A. (2014). *Foundations of lodging management*, Second Edition, Pearson Education Limited, England.
- Hiltunen M. J. (2007) Environmental impacts of rural second home tourism – Case Lake District in Finland, *Scandinavian Journal of Hospitality and Tourism*, 7:3, 243-265.
- Higgins-Desbiolles, F. (2018). Sustainable tourism: Sustaining tourism or something more?, *Tourism Management Perspectives*, Volume 25, January 2018, 157-160.
- Jones, P., Hillier, D. and Comfort, D. (2016). Sustainability in the hospitality industry: some personal reflections on corporate challenges and research agendas, *International Journal of Contemporary Hospitality Management*, Vol. 28 No. 1, 36- 67.
- Karacaoğlu, S. and Cankül, D., (2022). Turizm fakültesinde eğitim alan öğrencilerin çevresel tutumlarının “Yeni Çevresel Paradigma” bağlamında değerlendirilmesi: Eskişehir örneği. *Journal of Humanities and Tourism Research*, 12 (2): 347-363.
- Kelly, M. and Williams, C. (2018). *BUSN10: Introduction to Business*, Cengage Learning, USA.
- Lankford S.V. (1994). Attitudes and perceptions toward tourism and rural regional development. *Journal of Travel Research*, 32(3), 35–43.
- Lanquar, R. (2020). Overtourism: How the international organisations are seeing it? in *Overtourism: Causes, Implications and Solutions*, Ed. H. Séraphin, T. Gladkikh, and T. Vo Thanh, pp. 149-168. Palgrave Macmillan, Cham. Retrieved on: 25.01.2024, from [https://doi.org/10.1007/978-3-030-42458-9\\_9](https://doi.org/10.1007/978-3-030-42458-9_9)
- Lengyel, A., Szóke, S., Kovács, S., Dávid, L.D., Bácsné Bába, É. and Müller, A. (2019), Assessing the essential pre-conditions of an authentic sustainability curriculum, *International Journal of Sustainability in Higher Education*, Vol. 20 No. 2, 309-340. Retrieved on: 25.01.2024, from <https://doi.org/10.1108/IJSHE-09-2018-0150>
- Lim, C. and Mc Aleer, M. (2005). Ecologically sustainable tourism management, *Environmental Modelling and Software* 20, 1431-1438.
- Lim, W. M and Heitman, S. (2017). Sustainability and ethics in rural business and tourism in the developing world, in *Rural Tourism and Enterprise: Management, Marketing and Sustainability*, Eds. Oriade A. and Robinson P., CABI, Oxfordshire, 133-144.
- Liu, Z. (2003). Sustainable tourism development: a critique, *Journal of Sustainable Tourism*, Vol. 11, No. 6, 459-475.
- Lovelock, B. and Lovelock, K. M. (2013). *The ethics of tourism: Critical and applied perspectives*. Routledge, USA.
- Ma X., Wang R., Dai M., and Ou Y. (2021). The influence of culture on the sustainable livelihoods of households in rural tourism destinations. *Journal of Sustainable Tourism* 29, 1235-1252.
- Marjanović, M., Radivojević, A., Antić, A., and Peppoloni, S. et. al. (2022). Geotourism and geoethics as support for rural development in the Knjaževac municipality, Serbia. *Open Geosciences*, 14(1), 794-812. Retrieved on: 01.02.2024, from: <https://doi.org/10.1515/geo-2022-0388>
- Martinez-Carazo, E., Santamarina-Campos, V. and De-Miguel-Molina, M. (2021). Creative mural landscapes, building communities and resilience in uruguayan tourism. *Sustainability*. 13. 5953. 10.3390/su13115953.
- Molina-Collado, A., Santos-Vijande, M. L., Gomez-Rico, M and Madera, J. M. (2022). Sustainability in hospitality and tourism: a review of key research topics from 1994 to 2020, *International Journal of Contemporary Hospitality Management* Vol. 34 No. 8, 2, 3029-3064.

- Moriggi, A., Soini, K., Bock, B.B. and Roep, D. (2020). Caring in, for, and with nature: An integrative framework to understand green care practices. *Sustainability*, 12, 3361. Retrieved on: 25.02.2024, from: <https://doi.org/10.3390/su12083361>
- OECD Report (1994). *Tourism Strategies and Rural Development, Organization for Economic Co-Operation and Development*, OCDE/GD (94) 49.
- Oğuz, Y. E. and Tokmak, C. (2018). Türkiye’de sürdürülebilir kalkınma ve turizm (sustainable development and tourism in Turkey), *Journal of Gastronomy, Hospitality and Travel*, Volume: 1, Number: 2, 3-17.
- Ön, F., Akyurt Kurnaz, H. and Yozukmaz, N. (2022). Festivals in terms of cultural sustainability: a study from the perspective of tourist guides, *Festival and Event Tourism: Building Resilience and Promoting Sustainability*, ed. Sharma, A., Kumar, J., Turaev, B. and Mohanti, 38-46.
- Rotter, A., Barbier, M. and Bertoni, F. et al. (2021). The essentials of marine biotechnology. *Frontiers In Marine Science* [online], 8, article 629629. Retrieved on: 10.02.2024 from: <https://doi.org/10.3389/fmars.2021.629629>
- Sarıoğlan, M., Avcıkurt, C., Doğdubay, M., Deveci, B. and Dinç, Y. (2023). A research on the use of local gastronomic products in special cafes, *Journal of Gastronomy, Hospitality and Travel*, 6(4), 1913-1922.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines, *Journal of Business Research*, 104, 333-339.
- Solent University (2020). Mindful and Ethical Tourism: The Future <https://qa.solent.ac.uk/centres/article/mindful-and-ethical-tourism-the-future/>
- Theodori G.L. (2001). Examining the effects of community satisfaction and attachment on individual well-being. *Rural Sociology*, 66(4), 618-828.
- Ŧıgan, E., Lungu, M., Brınzan, O., Blaga, R. L., Milin, I. A., and Gavrilaş, S. (2023). Responsibility as an ethics and sustainability element during the pandemic. *Behavioral Sciences (Basel, Switzerland)*, 13(7), 615. Retrieved on: 01.03.2024, from <https://doi.org/10.3390/bs13070615>
- Tokgöz, N. (2012). Etik ve Sosyal Sorumluluk, in *Genel İşletme*, Ed. Zafer Erdoğan and Ayşe Hepkul, Anadolu Üniversitesi Yayınları, Eskişehir, 59-87.
- UNWTO- United Nations World Tourism Organization. (2020). *Framework Convention on Tourism Ethics*, Madrid, Spain.
- Uysal M., Sirgy M.J., Woo E., and Kim H. (2016). Quality of Life (QOL) and well-being research in tourism. *Tourism Management*, 53, 244–261.
- Verma, M. K. (2021). *Environment, development and sustainability in India: Perspectives, issues and alternatives*, Springer, Singapore.
- Wiscombe, C. A. (2017). Sustainability, ethics and social responsibility: A developed economies perspective, in *Rural Tourism and Enterprise: Management, Marketing and Sustainability*, Eds. Oriade A. and Robinson P., CABI, Oxfordshire, 34-52.
- Wong, G., Greenhalgh, T., Westhorp, G., Buckingham, J., and Pawson, R. (2013). RAMESES publication standards: Meta-narrative reviews, *BMC Medicine*, 11, 20.
- Yang J., Yang R.X., Chen M.H., Su C.H., Zhi Y., and Xi J.C. (2021). Effects of rural revitalization on rural tourism. *Journal of Hospitality Tourism Management*, 47, 35-45.
- Yılmaz, A., Bozkurt, Y. and Taşkın, E. (2005). Doğal kaynakların korunmasında çevre yönetiminin etkinliđi 1. *Dumlupınar Üniversitesi Sosyal Bilimler Dergisi*, (13), Retrieved on: 01.03.2024, from <https://dergipark.org.tr/tr/pub/dpusbe/issue/4755/65312>