

Contributions of Rural Tourism to Achieving the United Nations Sustainable Development Goals

İbrahim Aydın^{1*}, Hakan Önal¹

¹Balıkesir University, Balıkesir, Türkiye; ibrahimaydin@balikesir.edu.tr,
onal@balikesir.edu.tr

*Correspondence: ibrahimaydin@balikesir.edu.tr

Abstract. Sustainable tourism is an approach that aims to protect natural resources, support local cultures, and ensure the fair distribution of economic benefits (UNWTO, 2020). This approach seeks to ensure the long-term balanced development of tourism, both environmentally and socio-culturally. Rural areas hold great potential for sustainable tourism. These regions host unique resources such as historical structures, traditional housing types, and rich cultural heritage. Particularly, rural tourism can contribute to the economic empowerment of local communities, the preservation of cultural values, and the sustainable use of the natural environment. However, effective utilization of this potential requires proper planning, management, and local participation. This study aims to examine how historical structures, traditional housing types, and cultural features in rural areas can be evaluated within the scope of sustainable tourism. Additionally, the challenges and solutions encountered in the process of preserving and integrating these resources into tourism will be discussed. Since sustainable tourism targets not only environmental but also social and economic sustainability, this study will also delve into the relationship between rural development and tourism.

Keywords: sustainability, tourism, rural development, rural tourism, cultural values.

Citation: Aydın, İ., Önal, H. (2025). Contributions of Rural Tourism to Achieving the United Nations Sustainable Development Goals. Bulletin of the L.N. Gumilyov ENU. Chemistry. Geography. Ecology Series, 150(1), 82-93. <https://doi.org/10.32523/2616-6771-2025-150-1-82-93>

Academic editor:
N.Ye. Ramazanova

Received: 01.03.2025
Revised: 04.03.2025
Accepted: 11.03.2025
Published: 31.03.2025



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1. Introduction

Tourism is a phenomenon that encompasses the travel of individuals from their place of residence to another region for a certain period for various purposes such as relaxation, entertainment, cultural experiences, or business, along with the activities related to this process (World Tourism Organization [WTO], 2021). The tourism sector plays a crucial role in economic development and social interaction by bringing together various industries and services (Hall & Page, 2019). Moreover, tourism has significant social, cultural, and economic impacts on both individuals and societies.

The history of tourism dates back to ancient times, as people in ancient Greece and Rome traveled to events such as the Olympics or sacred temples (Towner, 1996). In the Middle Ages, travels were mostly for religious purposes pilgrimages and trade. In the 18th century, the "Grand Tour" tradition became popular among aristocrats and wealthy

individuals in Europe (Black, 2003). However, modern tourism emerged after the Industrial Revolution with advancements in transportation technology (Shaw & Williams, 2002). In the 19th century, the expansion of railway networks and the use of steamships made tourism more accessible (Page, 2019). In the 20th century, the development of air transportation turned tourism into a global industry.

Today, tourism is one of the most important sectors of the world economy. According to UNWTO data, the tourism sector accounts for approximately 10% of global GDP and provides employment to millions of people (UNWTO, 2020). Particularly for developing countries, tourism plays a critical role in economic development and foreign exchange earnings. However, the environmental and cultural impacts of tourism have increasingly become a topic of discussion. Sustainable tourism practices have gained importance to minimize these impacts and ensure the long-term benefits of tourism (Hall & Page, 2020).

Tourism, being a significant phenomenon at both individual and societal levels, and has evolved over time into a global industry. However, sustainability and responsible tourism practices are crucial for the future of tourism.

Initially concentrated in major cities, famous destinations, and coastal areas, tourism has gradually expanded to rural areas, driven by the increasing interest in nature and tranquil environments (Lane & Kastenholtz, 2015). Particularly, alternative tourism types such as agritourism, ecotourism, and cultural tourism have gained importance in rural areas (Roberts & Hall, 2001). The spread of tourism to rural areas has been accelerated by various economic, social, and technological factors. Especially, increasing urbanization and the stress of city life have directed individuals towards more peaceful and natural environments (MacDonald & Jolliffe, 2003). Additionally, the cultural heritage, authentic experiences, and natural beauty of rural areas have attracted tourists and promoted regional development (Lane, 2009). In this sense, one of the most important reasons for the spread of rural tourism can be attributed to the concept of sustainable tourism. Environmental sensitivity and the preservation of natural resources have led tourism to focus on rural areas (Sharpley & Roberts, 2004). Moreover, modern transportation and communication technologies have made rural areas more accessible, and accommodation and infrastructure services in these regions have developed (Bramwell & Lane, 2011).

Government support and incentives from local authorities have also played a significant role in the development of rural tourism, thereby supporting small businesses, promoting ecological agriculture, and enhancing the appeal of rural tourism through regional festivals and events (Phillip et al., 2010). Additionally, the widespread use of social media and digital marketing tools has facilitated the promotion of rural destinations, increasing tourist numbers as a result of these promotions (Bessi re, 1998).

2. Materials and methods

Rural areas, with their natural beauty, historical structures, traditional lifestyles, and cultural richness, hold great potential for tourism. Rural tourism aims to promote the sustainable use of these resources, benefiting both local communities and the tourism sector. The importance of rural tourism can be examined in economic, social, and environmental dimensions.

Rural tourism can particularly stimulate economic revival in regions where traditional agriculture and livestock activities have declined. Local communities can generate income through accommodation facilities, local cuisine, handicrafts, and guiding services (Sharpley & Vass, 2006). Additionally, rural tourism can reduce unemployment rates, prevent youth migration, and strengthen the local economy.

Rural tourism is also crucial for the preservation and promotion of local culture. Tourists experience traditional lifestyles, local festivals, and handicrafts in rural areas, leading to cultural interaction (Kastenholtz et al., 2012). This helps local communities preserve their cultural identity

and take pride in it. Moreover, the interaction between tourists and locals fosters mutual understanding and tolerance.

Rural tourism can also contribute to the preservation of the natural environment. Tourism activities can promote the sustainable use of natural resources and increase environmental awareness (Lane, 1994). For example, ecotourism projects can protect forests, rivers, and other natural areas. Additionally, rural tourism can encourage the adoption of environmentally friendly practices, such as the use of renewable energy and waste management (Lane, 1994).

The tourism sector is enriched by unique resources such as historical structures, traditional housing types, and cultural features. These elements attract tourists, contributing to the preservation of cultural heritage and the revitalization of local economies. Historical structures, such as castles, mosques, churches, bridges, and ancient cities, attract tourists and promote cultural tourism (Timothy & Boyd, 2003). For example, the ancient city of Ephesus in Turkey and the underground cities in Cappadocia demonstrate how historical structures can be effectively used in tourism. Such structures not only attract tourists but also help local communities take pride in their past and preserve cultural heritage (Ashworth & Tunbridge, 2000).

However, caution is needed when integrating historical structures into tourism. Excessive tourism pressure can lead to the deterioration and destruction of these structures. Therefore, restoration efforts and visitor management strategies are crucial for the preservation and sustainable integration of historical structures into tourism (Hall & McArthur, 1998).

Traditional housing types, which reflect the architectural features and lifestyles of a region, are also important cultural heritage elements that contribute to the development of tourism in rural areas. Particularly, wooden houses, stone structures, and local mansions in rural areas attract tourists. These structures can be converted into boutique hotels or guesthouses for tourism purposes (Lane, 1994). For example, the historical houses in Safranbolu (Türkiye), demonstrate how traditional housing types can be integrated into tourism. The popularity of these houses, attracting visitors from around the world, has been significantly influenced by social media shares.



Figure 1: Safranbolu Houses, Turkey (Source: Anadolu Agency)

Traditional housing types not only provide accommodation but also offer tourists an authentic experience. This experience encourages the preservation of local architecture and increases tourists'

interest in the region (Richards, 2007). Additionally, the integration of such structures into tourism contributes to the economic empowerment of local communities. One of the best examples of this is the Button Houses in the Ormana neighborhood of İbradı district in Antalya, Turkey (Figure 2). The sharing of these houses on social media has led to a surge in rural tourism activities, highlighting the importance of rural development.



Figure 2: Button House (İbradı/Antalya) Source: İbradı.gov.tr

Cultural features, such as local festivals, handicrafts, traditional music and dances, and local cuisine, also play a significant role in attracting tourists and shaping a region's identity. These features offer tourists unique experiences (McKercher & du Cros, 2002). For example, the Kırkpınar Oil Wrestling Festival in Edirne and grape festivals in Nevşehir, Turkey, demonstrate how cultural features can be utilized in tourism.

Cultural tourism not only helps preserve the cultural identity of local communities but also encourages the ownership and long-term preservation of these cultural features by the locals. Additionally, the interaction between tourists and locals fosters cultural understanding and tolerance (Richards, 2001). However, it is crucial to prevent the commercialization of cultural features and preserve their authenticity when integrating them into tourism.

The Sustainable Development Goals (SDGs), developed by the United Nations (UN), are a call to action consisting of 17 universal goals aimed at ending poverty, protecting the planet, and ensuring that all people live in peace and prosperity. These goals were established as part of the 2030 Agenda for Sustainable Development, adopted by UN member states in 2015. The 17 goals outline the steps needed to ensure a sustainable future globally and require collaboration among all countries to achieve them. These goals are shown in Figure 3, and the following section explains the goals related to tourism and their connections.

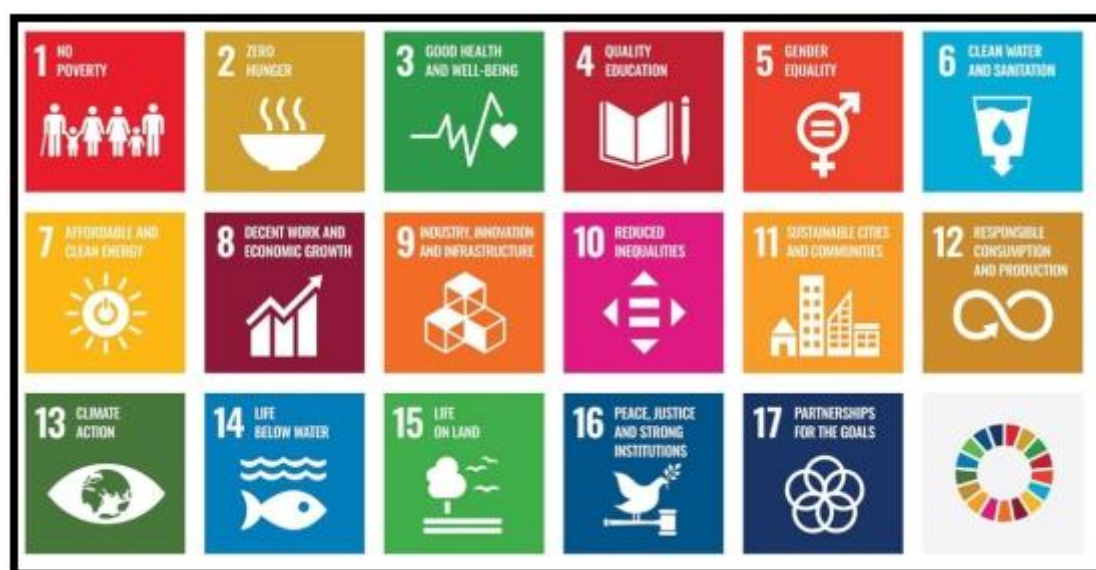


Figure 3. United Nations Sustainable Development Goals

Tourism is directly or indirectly linked to multiple Sustainable Development Goals. Sustainable tourism practices play a significant role in areas such as economic growth, environmental protection, social development, and the preservation of cultural heritage. Therefore, the tourism sector should be considered a key tool in achieving the SDGs (Ar & Çelik Uğuz, 2017). The relationship between the SDGs and the tourism sector is explained in Table 1.

Table 1. United Nations Sustainable Development Goals and Their Relationship with Tourism

SDG 5. Gender Equality	<ul style="list-style-type: none"> ➤ <i>The tourism sector can increase women's participation in the workforce. Particularly in developing countries, tourism is an important employment area for women.</i> ➤ <i>Additionally, tourism projects can support policies promoting gender equality.</i>
SDG 8. Decent Work and Economic Growth	<ul style="list-style-type: none"> ➤ <i>Tourism is a significant source of employment and income, especially in developing countries.</i> ➤ <i>Sustainable tourism revitalizes local economies and creates decent work opportunities.</i> ➤ <i>The tourism sector also contributes to the growth of small and medium-sized enterprises (SMEs).</i>
SDG 9. Industry, Innovation, and Infrastructure	<ul style="list-style-type: none"> ➤ <i>Tourism promotes infrastructure development (transportation, accommodation, communication).</i> ➤ <i>Sustainable tourism supports the construction of resilient and environmentally friendly infrastructure.</i> ➤ <i>Additionally, technological innovations in the tourism sector (e.g., digital reservation systems) can increase efficiency.</i>
SDG 11. Sustainable Cities and Communities	<ul style="list-style-type: none"> ➤ <i>Tourism contributes to the preservation of cultural heritage and the development of local communities.</i> ➤ <i>Sustainable tourism improves the quality of life for locals while preserving cultural and historical heritage.</i> ➤ <i>Additionally, tourism enhances urban infrastructure and promotes sustainability in urban planning.</i>

SDG 12. Responsible Consumption and Production	<ul style="list-style-type: none"> ➤ <i>Tourism requires the responsible use of resources. Sustainable tourism practices promote the conservation of natural resources and waste management.</i> ➤ <i>Tourism businesses can support responsible consumption by adopting environmentally friendly practices such as energy and water conservation.</i>
SDG 13. Climate Action	<ul style="list-style-type: none"> ➤ <i>The tourism sector plays a significant role in combating climate change.</i> ➤ <i>Sustainable tourism practices encourage reducing carbon footprints and using renewable energy.</i> ➤ <i>For example, steps can be taken to reduce emissions from air travel or promote the use of eco-friendly hotels.</i>
SDG 14. Life Below Water	<ul style="list-style-type: none"> ➤ <i>Coastal and marine tourism is directly related to the protection of oceans and marine resources.</i> ➤ <i>Sustainable tourism promotes the conservation of marine ecosystems and prevents pollution.</i> ➤ <i>For example, diving tourism or marine protected areas can contribute to the preservation of underwater life.</i>
SDG 15. Life on Land	<ul style="list-style-type: none"> ➤ <i>Tourism is related to the conservation of forests, mountains, and other terrestrial ecosystems.</i> ➤ <i>Nature tourism and ecotourism promote the preservation of biodiversity.</i> ➤ <i>However, tourism can also lead to the destruction of natural areas, making the adoption of sustainable practices critical.</i>
SDG 17. Partnerships for the Goals	<ul style="list-style-type: none"> ➤ <i>Tourism is an important area for international cooperation and partnerships.</i> ➤ <i>Sustainable tourism projects can be implemented through public private partnerships and the support of international organizations.</i>

The tourism sector has increasingly focused on the concept of sustainability in recent years. Global issues such as climate change, environmental degradation, and social inequalities have highlighted the need for sustainable tourism practices. This section discusses recent studies and developments on the sustainability of tourism.

The Spread of Sustainable Tourism Practices

In recent years, the spread of sustainable tourism practices has been notable. Particularly, models such as ecotourism, agritourism, and cultural tourism contribute to the preservation of natural and cultural resources while benefiting local economies (Gössling et al., 2021; Yurtsal, 2019). These practices increase tourists' environmental awareness and encourage eco-friendly travel choices.

Technological advancements have a significant impact on the sustainability of tourism. Digitalization enables more efficient use of resources in the tourism sector while minimizing tourists' environmental impacts (Gretzel et al., 2020). For example, online reservation systems, virtual tourism experiences, and smart tourism applications enhance the sustainability of tourism.

The active participation of local communities in tourism activities is crucial for the success of sustainable tourism. Recent studies show that local participation increases the social acceptance of tourism activities and ensures the fair distribution of economic benefits (Scheyvens & Biddulph, 2018). Additionally, training local communities on tourism strengthens the sustainability of tourism activities.

Climate change poses a significant threat to the tourism sector. Recent studies emphasize the need to develop strategies to minimize the environmental impacts of tourism activities (Scott et al., 2019). For example, the use of renewable energy sources, waste management, and water conservation in tourism facilities reduce the environmental impacts of tourism.

The adoption of appropriate policies and management strategies is essential for the development of sustainable tourism. Recent studies show that collaboration between local and

central governments enhances the sustainability of tourism activities (Hall, 2019). Additionally, financial support and incentives are needed to implement sustainable tourism policies.

Tourists' attitudes and behaviors towards sustainable tourism practices significantly impact the sustainability of tourism. Recent studies indicate that as tourists' environmental awareness increases, so does their preference for eco-friendly travel (Dolnicar, 2020). This trend encourages the spread of sustainable practices in the tourism sector.

The COVID-19 pandemic has also significantly impacted the tourism sector. During the pandemic, the environmental impacts of tourism activities decreased (Gössling et al., 2021). However, new strategies are needed to sustainably revive tourism in the post-pandemic period. Particularly, promoting local tourism and eco-friendly travel choices is crucial for the sustainability of tourism.

Sustainable Tourism Practices: Principles, Local Participation, and Environmental Impacts.

Sustainable tourism is an approach that aims to protect natural resources, preserve cultural heritage, and strengthen local economies. This approach seeks to balance tourism activities environmentally, socially, and economically (UNWTO, 2020). Sustainable tourism practices are shaped by certain principles, and local participation and minimizing environmental impacts are of great importance.

3. Results

Sustainable tourism is based on the following principles:

Environmental Sustainability: The protection of natural resources and minimizing the negative environmental impacts of tourism activities are essential. Practices such as energy conservation, waste management, and biodiversity preservation are prioritized (Buckley, 2012).

Social and Cultural Sustainability: The preservation of local cultures and ensuring that tourism activities do not negatively affect the lifestyles of local communities are key goals. Cultural interaction between tourists and locals is encouraged while preventing the commercialization of cultural heritage (Richards, 2007).

Economic Sustainability: The fair distribution of income generated from tourism activities and the strengthening of local economies are aimed at. This ensures that the tourism sector becomes a sustainable source of income in the long term (Sharpley, 2009).

The active participation of local communities is crucial for the success of sustainable tourism practices. Local communities should have a say in the planning, implementation, and management of tourism activities (Tosun, 2000). This participation can be achieved through:

Local Employment: Employing locals in the tourism sector ensures that economic benefits directly reach the community.

Local Entrepreneurship: Encouraging locals to engage in tourism-related ventures, such as accommodation facilities and local restaurants.

Education and Awareness: Providing training to local communities on sustainable tourism principles and raising awareness about the long-term benefits of tourism (Scheyvens, 2002).

The Participation of Local Communities and the Future of Rural Tourism

The participation of local communities increases the social acceptance of tourism activities and strengthens the sustainability of tourism. However, on the other hand, the increase in tourism activities can also have negative impacts on the natural environment. To minimize these impacts, Buckley (2012) emphasizes the need to encourage the use of renewable energy sources and water-saving systems in tourism facilities. Additionally, the recycling of waste generated by tourism activities and its environmentally friendly disposal, as well as the development of visitor management strategies to reduce the pressure of tourism activities on natural areas, are essential (Hall & McArthur, 1998). For example, limiting the number of visitors in protected areas and promoting nature-friendly activities are just some of the practices that can be implemented to achieve these goals.

For sustainable tourism practices to succeed by offering a balanced tourism model in environmental, social, and economic terms, the adoption of fundamental principles, the active involvement of local communities, and the minimization of environmental impacts are of great importance. Sustainable tourism is an approach that aims to meet the needs of the present while protecting the resources of future generations.

4. Discussion

Rural tourism holds significant potential for the tourism sector with its natural beauty, cultural heritage, and traditional lifestyles. However, the sustainable realization of this potential requires the adoption of appropriate policies and strategies. The future of rural tourism will be shaped by balancing local community participation, environmental protection, and economic development.

The future of rural tourism will be shaped within the framework of sustainability principles. In particular, the preservation of natural resources, the safeguarding of cultural heritage, and the strengthening of local economies will ensure the long-term success of rural tourism (Lane, 1994). Additionally, technological advancements and digitalization offer new opportunities for the promotion and management of rural tourism. For example, virtual tourism and online reservation systems can help rural areas reach wider audiences (Gretzel et al., 2015). However, the ease of access also brings significant challenges, such as increased tourist pressure, disruptions in goods and services, and potential problems that may arise. To overcome these challenges, certain rules must be established in advance. For instance, the following policy recommendations should be considered for the sustainability of rural tourism:

Empowerment of Local Communities: The active participation of local communities in tourism activities should be ensured, and the fair distribution of economic, social, and cultural benefits should be promoted (Tosun, 2000). Local entrepreneurship should be supported, and tourism-related training programs should be expanded.

Environmental Protection Policies: Environmental protection policies should be developed to minimize the negative impacts of rural tourism activities on the natural environment. Practices such as waste management, energy conservation, and the protection of natural areas should be prioritized (Buckley, 2012).

Infrastructure and Transportation Investments: Infrastructure and transportation investments are crucial for the development of tourism in rural areas. Basic needs such as roads, communication networks, and clean water sources must be met (Sharpley, 2009).

Promotion and Marketing Strategies: Effective marketing strategies should be developed to promote rural tourism. Digital marketing, social media, and international collaborations can play a significant role in promoting rural areas (Gretzel et al., 2015).

Of course, the desire to implement policy decisions in a particular area does not necessarily mean that these decisions are directly applicable. Therefore, implementation strategies must also be determined for the adopted policy decisions. To ensure the implementation of policy decisions for the sustainability of rural tourism, the following implementation strategies are recommended:

Local and Central Collaboration: Collaboration between local governments, central governments, and non-governmental organizations should be ensured. This collaboration will enable the effective use of resources and the success of projects (Hall, 2008).

Sustainable Tourism Models: Sustainable tourism models such as ecotourism, agritourism, and cultural tourism should be promoted. These models contribute to the preservation of natural and cultural resources while benefiting local economies (Lane, 1994).

Visitor Management: Visitor management strategies should be developed to minimize the impact of tourists in rural areas. For example, limiting the number of visitors in protected areas and promoting nature-friendly activities should be prioritized (Buckley, 2012).

5. Conclusion

In conclusion, rural tourism holds great importance in terms of economic development, cultural preservation, and environmental sustainability. However, the effective realization of this potential requires proper planning, the participation of local communities, and the adoption of sustainable tourism principles. Historical structures, traditional housing types, and cultural features offer significant potential for the tourism sector. These elements provide tourists with unique experiences while contributing to the preservation of cultural heritage and the revitalization of local economies. However, the sustainable use of these resources requires proper planning, conservation strategies, and the participation of local communities.

By balancing the participation of local communities, environmental protection, and economic development, the future of rural tourism can be secured. In this process, collaboration between local and central governments, the promotion of sustainable tourism models, and effective marketing strategies are of great importance.

Tourism activities, which are an important source of income for countries and play a significant role in rural development and local retention, require not only expansion into rural areas but also planned progress and control. To achieve tourism goals in rural development, the first step should be to increase the participation of local communities. This can be done by providing tourism-related training to locals, teaching them how to participate in tourism activities. For example, capacity building can be achieved through training in areas such as guiding, handicraft production, or the presentation of local cuisine.

Encouraging locals to establish small businesses, such as boutique hotels, local restaurants, or handicraft workshops, can support local entrepreneurship. At the same time, ensuring the active participation of locals in tourism-related decision-making processes can increase the social acceptance of tourism activities. While doing this, it is also necessary to improve transportation, provide basic services to the region, and establish eco-friendly accommodation facilities or upgrade existing ones. This way, the contribution of infrastructure facilities to rural development will also become evident.

In addition to the participation of local communities, eco-tourism, agritourism, and cultural tourism should also be included in the rural tourism sector. Instead of seeking entirely new activities, organizing experiences such as farm stays, participation in agricultural activities, traditional handicraft workshops, or collaborative cooking of local dishes can be suitable. This will ensure a sustainable tourism model.

Promotion is undoubtedly the most important element in the marketing and branding of local products. Therefore, it is recommended to use digital marketing methods for the promotion of festivals and events.

Marketing methods should reflect activities that are attractive to potential visitors. For example, offering tourists the opportunity to experience local lifestyles through farm stays, traditional handicraft workshops, interactive experiences such as cooking local dishes together, or nature activities like hiking, cycling tours, and birdwatching can be effective.

Even if all necessary steps are taken for the development and sustainability of rural tourism, it is essential to establish an artificial intelligence-supported database to record complete and planned activities. This database will help identify the reasons behind changes in tourist numbers and anticipate the opportunities and risks that future tourist increases may bring.

6. Supplementary Materials: No Supplementary Materials.

7. Authors' contributions: In this study, both authors have equal contributions.

8. Author Information

İbrahim Aydın – Professor, Dean of the Faculty of Necatibey Education, Balıkesir University, Çağış Campus (Bigadic on the way 17. km), Balıkesir, Türkiye, 10145; ibrahimaydin@balikesir.edu.tr, <https://orcid.org/0000-0003-0146-5566>

Hakan Önal – corresponding author, Professor, Head of the Turkish and Social Sciences Educations Department, Faculty of Necatibey Education, Balıkesir University, Çağış Campus (Bigadic on the way 17. km), Balıkesir, Türkiye, 10145; onal@balikesir.edu.tr, <https://orcid.org/0000-0001-8434-9880>

9. Funding: This research received no external funding.

10. Acknowledgements: The authors express their gratitude to Balıkesir University, where the work on the preparation of this scientific article was carried out.

11. Conflict of interest: The authors declare no conflicts of interest.

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Біріккен Ұлттар Ұйымының Тұрақты даму мақсаттарына қол жеткізудегі ауылдық туризмнің үлесі

Ибрагим Айдын, Хақан Онал

Аңдатпа: Туризм экономикалық өсу, мәдени өзара әрекеттесу және әлеуметтік даму тұрғысынан әлемдегі маңызды сектор болып табылады. Дегенмен, туризмнің қарқынды өсуі қоршаған ортаның нашарлауы, мәдени эрозия және ресурстарды шамадан тыс пайдалану сияқты жағымсыз салдарға әкелуі мүмкін. Бұл жағдай туристік қызметті тұрақты түрде жүргізу қажеттілігін көрсетті. Тұрақты туризм – табиғи ресурстарды қорғауға, жергілікті мәдениеттерді қолдауға және экономикалық пайданы әділ бөлуді қамтамасыз етуге

бағытталған тәсіл [1]. Бұл тәсіл туризмнің экологиялық және әлеуметтік-мәдени тұрғыдан ұзақ мерзімді теңгерімді дамуын қамтамасыз етуге бағытталған. Ауылдық аймақтардың тұрақты туризмнің әлеуеті зор. Бұл аймақтарда тарихи ғимараттар, дәстүрлі тұрғын үй түрлері және бай мәдени мұра сияқты бірегей ресурстар бар. Бұл зерттеудің мақсаты - тұрақты туризм аясында ауылдық жерлердегі тарихи құрылымдарды, дәстүрлі тұрғын үй түрлерін және мәдени сипаттарды қалай бағалауға болатынын зерттеу. Сонымен қатар, осы ресурстарды сақтау және туризмге біріктіру барысында туындайтын мәселелер мен оларды шешу жолдары талқыланады. Тұрақты туризм тек экологиялық тұрақтылықты ғана емес, сонымен бірге әлеуметтік және экономикалық тұрақтылықты да мақсат ететіндіктен, бұл мақала ауылды дамыту мен туризм арасындағы қарым-қатынасты да зерттеуге бағытталған.

Түйін сөздер: тұрақтылық, туризм, ауылды дамыту, ауыл туризмі, мәдени құндылықтар.

Вклад сельского туризма в достижение целей ООН в области устойчивого развития

Ибрагим Айдын, Хакан Онал

Аннотация: Туризм является важным сектором в мире с точки зрения экономического роста, культурного взаимодействия и социального развития. Однако быстрый рост туризма может также привести к негативным последствиям, таким как ухудшение состояния окружающей среды, культурная эрозия и чрезмерное использование ресурсов. Эта ситуация подчеркнула необходимость ведения туристической деятельности устойчивым образом. Устойчивый туризм - это подход, направленный на защиту природных ресурсов, поддержку местных культур и обеспечение справедливого распределения экономических выгод [1]. Этот подход стремится обеспечить долгосрочное сбалансированное развитие туризма как в экологическом, так и в социокультурном плане. Сельские районы обладают большим потенциалом для устойчивого туризма. В этих регионах находятся уникальные ресурсы, такие как исторические сооружения, традиционные типы жилья и богатое культурное наследие. Целью данного исследования является изучение того, как исторические сооружения, традиционные типы жилья и культурные особенности в сельских районах могут быть оценены в рамках устойчивого туризма. Кроме того, будут обсуждаться проблемы и решения, возникающие в процессе сохранения и интеграции этих ресурсов в туризм. Поскольку устойчивый туризм нацелен не только на экологическую, но и на социальную и экономическую устойчивость, данное исследование также углубится в связь между развитием сельских районов и туризмом.

Ключевые слова: устойчивость, туризм, развитие сельских районов, сельский туризм, культурные ценности.