

# Bibliometric Analysis of Rural Tourism and Sustainable Development Goals

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## ABSTRAK

Penelitian ini bertujuan untuk menyelidiki tren penelitian desa wisata dan tujuan pembangunan berkelanjutan melalui tinjauan publikasi ilmiah terkait. Data dikumpulkan menggunakan database Publish or Perish (PoP) dan SINTA. Analisis bibliometrik dilakukan dengan menggunakan perangkat lunak VOSViewer dan Microsoft Excel dengan memanfaatkan informasi dari database yang diambil. Selanjutnya, data dikodekan dan dianalisis melalui statistik deskriptif dan analisis struktural. Hasilnya mengungkapkan bahwa ada peningkatan makalah penelitian yang berhubungan dengan pariwisata pedesaan dan tujuan pembangunan berkelanjutan di kawasan Asia, di mana sebagian besar karya yang diterbitkan disumbangkan dari Indonesia dan tema umum yang muncul adalah di antara pariwisata berbasis alam, wisata berbasis masyarakat, wisata teluk, pertanian dan perkebunan, serta kearifan lokal. Mempertimbangkan kekritisitas konsep pembangunan berkelanjutan dalam konteks kontemporer desa wisata, penelitian lebih lanjut harus menyelidiki penggabungan dan menyelidiki hubungan antara dua tema.

## ABSTRACT

This paper aims to investigate the trends of rural tourism and sustainable development goals researches through reviewing related scientific publications. Data were collected using the Publish or Perish (PoP) and SINTA databases. A Bibliometric analysis was conducted using the VOSViewer and Microsoft Excel software by utilizing information from the retrieved database. Further, data was encoded and analyzed through descriptive statistics and structural analysis. The results reveal that there is a rise of research papers that deal with rural tourism and sustainable development goals in the Asia region, where a significant portion of the published works was contributed from Indonesia and the common themes that emerged were among nature-based tourism, community-based tourism, bay tourism, agriculture and plantations, and local wisdom. Considering the criticality of the sustainable development concept in the contemporary context of rural tourism, more studies should delve into merging and investigating the relationship between the two themes.

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## 1. Introduction

In the discussion regarding rural development, it imperative to notice that one should not only emphasize on economic growth in the agriculture sector. Albeit, a more holistic perspective of rural issues is to be related to the rural peoples strive for welfare, in which apart from economic matters, also encompasses that of social experience enrichment. The rural areas are generally challenged with various issues that result in the impeding development relative to urban areas in terms of social and economic growth (White, 2020; Whitby & Willis, 2017; Yuhengis et al., 2018), which entails limited employment opportunities, inadequate infrastructure, and narrow economy diversity. Data on demography and development shows a constant movement of people from the rural to urban areas, which in turn hinders the infrastructure development in the rural regions. Aging populations, exodus of the youth, and the degression of public services, are prevalent in rural regions which eventually leads to depopulations. Such phenomenon is commonplace in various countries such as the United States of America (Johnson & Lichter, 2019), Russia (Demko, 2018), China (Yuheng et al., 2018), West Africa (Amin, 2018), and Europe (Scholten, 2015). Simultaneously, the rural regions are depending on the agricultural sector as the main driver for economic growth, which throughout the decades have significantly declined in quantity. Agriculture has seen decreasing portions in terms of land availability thus leading to limited economic opportunity, and accordingly, stagnancy in economy is widespread in the rural regions. Such phenomenon is found prevalent despite the development status of a country. Both developing and developed countries counter the similar issue, where it is regarded as a global phenomenon (García Winder & Chavarría, 2017).

Nonetheless, as a solution towards the agricultural stagnancy, a particular sector that has seen a significant rise in contribution towards economy that entails a wide variety of productive activities in form of the tourism industry, is accordingly provisioned (Koster, 2007; Baoren, 2011). Tourism is regarded as one of the largest and fastest developing industries worldwide (Santosh and Sahoo, 2021), and has significantly contributed towards the national economic growth in terms of provisioning for employment and community welfare (Musavengane et al 2019). In the last several decades, the high influx of international visitors into many countries has indicated the significance of the tourism industry for the development of economies (Comerio and Strozzi, 2019). The World Travel and Tourism Council concludes that travel and tourism has become the backbone for providing dynamic opportunities in employment. In year 2019, the tourism industry has supported for 333 types of employment, or approximately 10% of all types of employment. Moreover, it has contributed into creating 1 out of 4 new employments in the world between 2014 and 2019 (wtcc. 2021).

In 2015, world leaders have begun initiating on the Sustainable Development Goals (SDGs) agenda. The aim of the SDGs as a globally-oriented appeal deriving from that of United Nations, is to diminish poverty, protect the planet, and ensure that by year 2030, all of human race will realize world peace and welfare. Accordingly, 17 universal aims have been targeted in a holistic manner, where 3 out of the 17 goals are directly correlated with tourism. This is reflected in goal number 8 regarding decent work and economic growth, goal number 12 concerning responsible consumption and production, and goal number 14 regarding life below water. Furthermore, the general assembly of the United Nations declared 2017 as the International Year of Sustainable Tourism for Development, underlining the potential of tourism to lead economic growth, social inclusion, and culture and environment preservation (UNWOTO.org, 2016). Nevertheless, as the implication of being an active and vast industry, rural tourism is pointed to engineer the community empowerment in striving to achieve local economy sustainable development based on village potentials. In turn, this will lead to the creation and delivery of tourism products that lean toward community activities as an integral element that is enriched with local wisdom (Wijijayanti et al., 2020).

The rural tourism has developed rapidly in the last 20 years ( Tremblay, 2006; Ferrari et al, 2010; Leco et al, 2013; Carson and Koster, 2015), which has contributed towards the rural economic growth (Winter and Kim, 2020; Korani and Shafiei, 2020) by provisioning for sustainability in economy, social, cultural, and ecological aspects in supporting regional development, particularly in regards to enhancing agricultural income (Ivona,2021). In the context of Asia, works that consider the theme of rural tourism is ample. Studies have been conducted in the context of Nepal (Regmi & Walter, 2017; Aryal & Mahajan, 2018; Khadka et al., 2019; Newpane, 2020; Pradhan & Jha, 2021; Neupane, 2021), Indonesia (Cahyono et al., 2018); Karim et al., 2019; Saleh et al., 2020; Demolinggo et al, 2020; Suryani et al., 2021; Apriliyanti and Randelli, 2020; Chan et al, 2021; Nasution & Rahmawati, 2021; Nababan et al, 2021; Irwan et al, 2021; Nawari et al, 2021; Parikesit et al., 2021; Westoby et al, 2021; Prayitno et al, 2022; Sujarwo et al., 2022), China (Xu and Gu, 2018; Yehong et al, 2019; Su et al., 2020; Lee and Xue, 2020; Wang et al., 2020, Deng et al, 2020; Chih et al, 2021; Chen et al, 2021), India (Singh & Bahadur, 2018; Gantait, et al 2019; Adie et al, 2020; Joshi et al, 2020a,b; Gupta et al, 2021), Filipina (Andalecio and Martin, 2022), Malaysia (Hanafiah et al, 2021), Iran (Shafieisabet & Haratifard, 2020), Bhutan (Sharma, 2019), Vietnam (Nguyen et al., 2020; Tien

et al, 2020; (Ngoc et al., 2021), Japan (Qu et al., 2020), Pakistan (Shafi et al, 2020), Thailand (Apichai et al, 2020), Kamboja (Sabine et al, 2020), Turkey (Sonuc, 2020); Seremet, 2021), and Taiwan (Lin et al., 2021).

In the context of Indonesia, developing rural tourism is a priority program of the Ministry of Culture and Tourism. Since 2011, rural tourism development has been integrated into the agenda of community-based tourism empowerment, referred to as the Tourism Independent Community Empowerment program. Accordingly, developing tourist villages can serve as a means into realizing development equity at the village level in all regions of Indonesia. This in turn will lead to the enhancement of community economy, and push for the preservation of the environment and local wisdom. These premises are the underlying reasons to why United Nations of the World Tourism Organization (UNWTO) has encouraged Indonesia to capitalize on promoting the development of rural-based tourism (Nalayani, 2016). Correspondingly, the Indonesian government through the Ministry of Tourism and Creative Economy, the Ministry of Villages, and the Ministry of Economic Cooperatives, have engaged in collaborative initiatives in order to develop rural-based tourism by targeting the establishment of 2000 tourism villages in 2020 (Tarunajaya, 2019), and moreover, 244 independent tourism villages by 2024 (Uno, 2021).

The Ministry of Villages, Disadvantaged Regions, and Transmigration as the prime authority towards alleviating disadvantaged villages and realizing independent villages, has published the village development index (VDI). VDI is a composite indicator that was developed based on the notion that in order to actualize the developed and independent villages, a sustainable development framework is required in which social, economic, and ecological aspects become the basic elements for the groundwork to capitalize on village potentials to realize community welfare (<https://idm.kemendesa.go.id/>). The village development index (VDI) delves comprehensively into the means for alleviating underdeveloped villages, that classifies villages into 5 categories of status as: (i) Very Disadvantaged Villages; (ii) Disadvantaged Villages; (iii) Developing Villages; (iv) Developed Villages; and (v) Independent Villages. These typologies are in accordance with the Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 5 Year 2016 which regulated the development of villages to emphasize on rural tourism to realize the independent village. Since then, scientific works related to rural tourism in Indonesia have begun to emerge in literature, such as Cahyono et al, 2018 in Lumajang; Karim et al, 2019 in Balikpapan; Saleha et al, 2020 in Sulawesi Selatan; Demolinggo et al, 2020 in Yogyakarta; Suryani et al., 2021 in Gresik; Apriliyanti and Randelli, 2020 in Yogyakarta; Chan et al, 2021 in Jawa Barat; Nasution & Rahmawati, 2021 in Nusa Tenggara Barat; Nababan et al, 2021 in Toba, Sumatera Utara; Irwan et al, 2021 in Bulukumba, Sulawesi Selatan; Nawari et al, 2021 in Bengkalis, Riau; Parikesit et al, 2021 in Jawa Barat; Westoby et al, 2021 in Bali; Prayitno et al., 2022 in Bangelan Malang Jawa Timur; Sujarwo et al., 2022 in Bejiharjo, Gunung Kidul, Yogyakarta.

Despite the growing interest in rural tourism literature, especially in the context of the Asiatic region and Indonesia in specific, the works have been discovered to be narrowly focused and fragmented. Accordingly, there is a lack of comprehensive understanding of rural tourism, particularly when taking into the backdrop of the aim to realize SDGs. It is therefore required a holistic and critical review upon issues related to the theme. Drawing from these arguments, this research is geared towards addressing the gaps in the following research questions (RQs) as: RQ1: Who are the main referred to authors related to the topic of rural tourism and sustainable development in Asia? RQ2: What are the main countries that have contributed towards the published works of rural tourism in Asia? RQ3: What are the available forms of rural tourism? RQ4: What are the appropriate methods for developing rural tourism in order to actualize the SDGs? And RQ5: What scope of future research can be recommended related to rural tourism and its relationship with SDGs?

To answer the proposed research questions, a bibliometric analysis upon various literature that was retrieved from PoP and SINTA databases was conducted. The literature database encompassed multidisciplinary perspectives across regions and countries in Asia under the theme of rural tourism and sustainable development that aims to retrieve a unique, comprehensive, and contemporary empirical, theoretical, and practical knowledge. Accordingly, we consider to propose a fresh insight into enriching the state of knowledge regarding rural tourism concerning its contribution towards realizing the sustainable development goals. Based on the extensive review of literature out of the databases of PoP and SINTA upon various multidisciplinary perspectives, we provision valuable information for scholars, researchers, and academicians who are interested in the contemporary tourism.

## 2. Method

### Identifying the Keywords

Literature search was conducted in June 2022 by using the keywords of: 'rural tourism' AND 'sustainable development goals' AND 'Asia'. In collecting the data, we used the Publish or Perish (PoP) and SINTA database. For the first step, we entered the query into PoP through the keywords 'rural tourism' AND 'sustainable development goals' AND 'Asia', with particular filtering for 'journal', 'keywords', and year '2017-2022'. We excluded newspapers, books, book reviews and book chapters. From this database, we retrieved a total of 206 articles from a 6-year period from 2017 to 2022. The retrieved data was then analyzed using the VOSViewer software.

### Conducting an Initial Search

An initial search was engaged with the beginning period set to year 2017, which was the year that the United Nations declared for the International Year of Sustainable Tourism for Development. Since that year, tourism was rendered to be the underlying sector for leading economic growth, social inclusion, and preservation of environment and culture (Annual Report 2016, Organisasi Pariwisata Dunia , UNWTO). Table 1 presents the initial search using PoP that identified 10 top articles from the 2017 to 2022 period.

**Table 1.** Ten Top Articles Identified Through Publish or Perish (PoP) Software (Initial Search)

No	Autor/s	Title	Year of publication	Journal/Publisher	Citations
1	Hubert Job, Susanne Becken, Bernard Lane	<i>Protected Areas in a neoliberal world and the role of tourism in supporting conservation and sustainable development: an assessment of strategic planning, zoning, impact monitoring, and tourism management at natural World Heritage Sites</i>	2017	<i>Journal of Sustainable Tourism / Taylor &amp; Francis Group</i>	98
2	Kristín Rut Kristjánsdóttir, Rannveig Ólafsdóttir, Kristín Vala Ragnarsdóttir	<i>Reviewing integrated sustainability indicators for tourism</i>	2017	<i>Journal of Sustainable Tourism / Taylor &amp; Francis Group</i>	93
3	Rodolfo Baggio, Marco Valeri	<i>Network science and sustainable performance of family businesses in tourism</i>	2022	<i>Journal of Family Business Management/ Emerald Publishing Limited</i>	91
4	Md. Wasiul Islam, Lisa Ruhanen, Brent W.Ritchie	<i>Adaptive co-management: A novel approach to tourism destination governance?</i>	2018	<i>Journal of Hospitality and Tourism Management / Elsevier</i>	85
5	Ludivine PETETIN	<i>The COVID-19 Crisis: An Opportunity to Integrate Food Democracy into Post-Pandemic Food Systems</i>	2020	<i>European Journal of Risk Regulation / Cambridge University Press</i>	77
6	Say Wah Lee, Ke Xue	<i>A model of destination loyalty: integrating destination image and sustainable tourism</i>	2020	<i>Asia Pacific Journal of Tourism Research / Taylor&amp;Francis Group</i>	60
7	Paul Peeters, James Higham, Scott Cohen, Eke Eijgelaar, Stefan Gössling	<i>Desirable tourism transport futures</i>	2018	<i>Journal of Sustainable Tourism / Taylor &amp; Francis Group</i>	58

8	<i>Libertad Moreno-Luna, Rafael Robina-Ramírez, Marcelo Sánchez-Oro Sánchez and José Castro-Serrano</i>	<i>Tourism and Sustainability in Times of COVID-19: The Case of Spain</i>	2021	<i>International Journal of Environmental Research and Public Health / Frontiers Media S.A.</i>	56
9	<i>Regis Musavengane, Pius Siakwah, Llewellyn Leonard</i>	<i>The nexus between tourism and urban risk: Towards inclusive, safe, resilient and sustainable outdoor tourism in African cities</i>	2020	<i>Journal of Outdoor Recreation and Tourism / Elsevier</i>	54
10	<i>Kapil Dev Regmi dan Kapil Dev Regmi</i>	<i>Modernisation theory, ecotourism policy, and sustainable development for poor countries of the global South: perspectives from Nepal</i>	2017	<i>International Journal of Sustainable Development &amp; World Ecology / Taylor &amp; Francis Group</i>	45

Aside from the data retrieved through PoP, we also included a search that was conducted through the SINTA website. Based on our search, we identified those from the journals out of SINTA 3 and SINTA 4 indexes under the theme of rural tourism. The results are presented in Table 2 below.

**Table 2.** Articles under the Rural Tourism Theme that was Retrieved from SINTA

Journal	Number of Articles
SINTA 3 Index	
<i>Journal of Indonesian Tourism and Development Studies</i>	3
<i>ASEAN Journal on Hospitality and Tourism</i>	1
<i>E-Journal of Tourism</i>	1
<i>International Journal of Applied Sciences in Tourism and Events</i>	1
SINTA 4 Index	
<i>International Journal of Green Tourism Research and Applications</i>	1
<i>TRJ (Tourism Research Journal)</i>	2
<i>JBHOST (Journal of Business on Hospitality and Tourism)</i>	4
Total	13

### Refining the Search Results

Subsequent to the initial search, we excluded those that are not suitable based on our criteria. The exclusion filters are presented in Table 3 below. Moreover, the articles that were retrieved were checked to fulfil the criteria of being published in the last 6 years.

**Tabel 3.** Exclusion Filters

Filters	Number of Articles
Before Refining	206
Not related to rural tourism and Asia	(180)
Not in English	(1)
Unidentified/citation link only/rejected website	(38)
Duplicates	(1)
Duplicates from SINTA	13
Refined	81

### Organizing Preliminary Data

The articles from the refined results were downloaded and saved in the Mendeley Software, which was then exported in the RIS format to organize information regarding type of publication, title, author,

abstract, keywords, and journal specification (publication year, volume, edition, and number of pages). Accordingly, data was classified based on year, journal source and publisher. Through a query from a 2017 to 2022 period, PoP extracted 206 articles, and subsequent to a filtering process as displayed in Table 3, 25 articles were identified to be published at the Q1 quartile of SCOPUS, 13 published at the Q2 quartile, 11 at the Q3 quartile, and 2 at the Q4 quartile. Moreover, there were 2 articles that were published in proceedings. These results are displayed in Table 4.

**Table 4.** SCOPUS Journals

Quartile	Journal	Publisher	Total
<b>Q1</b>			
1	Journal of Sustainable Tourism	Taylor and Francis Ltd.	7
2	Journal of Marine and Island Cultures	Institution for Marine and Island Cultures, Mokpo National University	1
3	Asia Pacific Journal of Tourism Research	Taylor and Francis Ltd.	4
4	Asia Pacific Journal of Management	Springer New York	4
5	International Journal of Tourism Cities	Emerald Group Publishing Ltd.	1
6	Journal of Hospitality and Tourism Technology	Emerald Group Publishing Ltd	1
7	Journal of Geography in Higher Education	Routledge	2
8	Journal of China Tourism Research	Taylor and Francis Ltd.	3
9	International Journal of Sustainable Development and World Ecology	Taylor and Francis Ltd.	2
10	Journal of Small Business Management	Wiley-Blackwell Publishing Ltd	1
11	Journal of Tourism Futures	Emerald Group Publishing Ltd	1
<b>Q2</b>			
1	Journal of Positive School Psychology	Gokmen Arslan	1
2	International Journal of Environmental Research and Public Health	Frontiers Media S.A.	2
3	International Journal of Business Information Systems	Inderscience Enterprises Ltd.	1
4	Journal of Environmental Accounting and Management	L & H Scientific Publishing, LLC	1
5	Xinan Jiaotong Daxue Xuebao/Journal of Southwest Jiaotong University	Science Press	2
6	GeoJournal of Tourism and Geosites	Editura Universitatii din Oradea	1
7	Journal of Outdoor Recreation and Tourism	Elsevier BV	2
8	Journal of Mountain Science	Science Press	1
9	International Journal of Mathematical, Engineering and Management Sciences	International Journal of Mathematical, Engineering and Management Sciences (IJMEMS)	2
<b>Q3</b>			
1	International Journal of Sustainable Development and Planning	International Information and Engineering Technology Association	1
2	Journal of the Indian Ocean Region	Taylor and Francis Inc.	1
3	World Journal on Educational Technology: Current Issues	Birlesik Dunya Yenilik Arastirma ve Yayincilik Merkezi	1
4	Asian Journal of Business Research	Universities and Research Institutions in new Zealand	3
5	Journal of Resources and Ecology	Editorial office of Journal of Resources and Ecology	
6	PalArch's Journal of Archaeology of Egypt/ Egyptology	PalArch Foundation	2

7	Transnational Marketing Journal	Transnational Press London Ltd.	2
8	Biodiversitas	Biology department, Sebelas Maret University Surakarta	1
<hr/>			
Q4			
1	Asia-Pacific Journal of Innovation in Hospitality and Tourism	Taylor's University	1
2	Journal of Asian Finance, Economics and Business (discontinued)	Korea Distribution Science Association (KODISA)	1
<hr/>			
Conference and proceedings			
	Journal of Physics: Conference Series	IOP Publishing Ltd.	2

### 3. Results and Discussion

#### Yearly Publications in Asia

Figure 1 depicts yearly scholarly publications related to the theme of rural tourism and sustainable development goals within the Aisa region context. As observed, there is an increasing number of works since 2017, with its peak occurring in 2021, where 26 publications were identified. The increase of course, is encouraged by the United Nations declaration in 2017 that regarded the year to be the International Year of Sustainable Tourism for Development, signifying the tourism sector to lead the world's economic growth, social inclusion, and preservation of culture and environment (Annual Report 2016, UNWTO). The declaration however, was an actualization upon UN's previous one in 2015 concerning the Sustainable Development Goals and the 2030 agenda (United Nation, 2015). Accordingly, to realize the SDGs, various interrelated challenges are to be addressed that includes environmental destruction, social exclusion and inequality, economic transformation, and governance (Fukuda-Parr dan Muchhala, 2020). It is not surprising therefore, for researchers, including in Asia, to gear towards dealing with studies that are related to sustainable development that is associated with rural tourism.

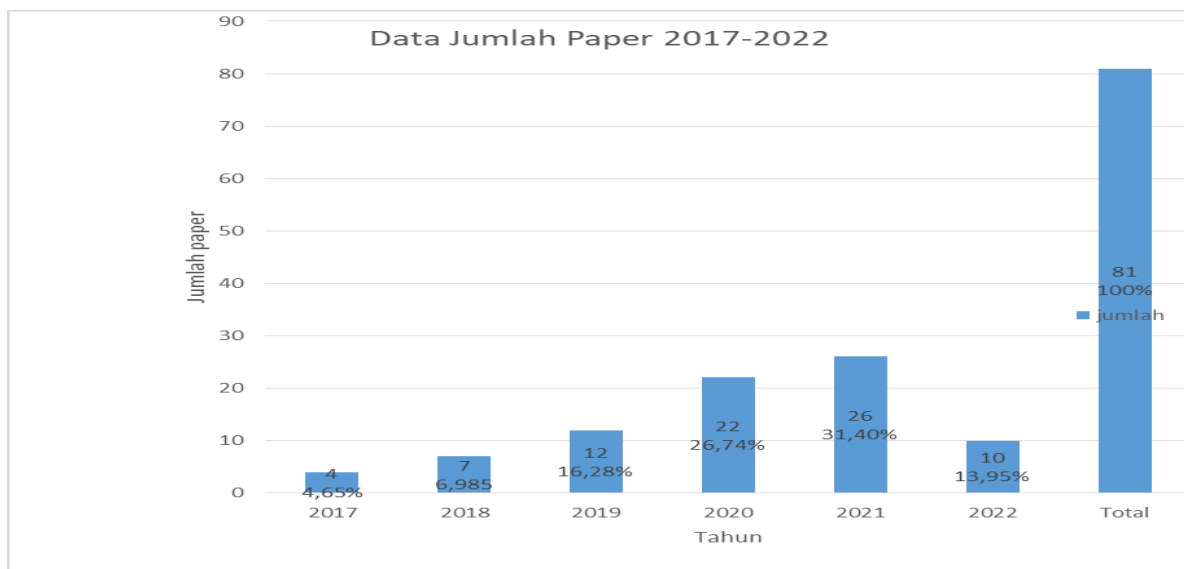


Figure 1. Yearly Publications in Asia from 2017 to 2022

#### Publication by Country Category in Asia

In the identification of publications based on country categorization, there were 5 top countries that contributed to the publications related to rural tourism and sustainable development goals in the backdrop of Asia. These countries were Indonesia, China, India, Malaysia, and Nepal. With 22 published works, Indonesia is the top contributor concerning the theme. The high number of researches from Indonesia is believed to be motivated by the emphasis of the Indonesian government to develop rural tourism in the National Mid-Term Development Plan year 2020-2024 (old.bappenas.go.id) as an effort to push for better quality of tourism development. Through the collaborative effort involving the Ministry of Tourism and

Creative Economy and the Ministry of Economic Cooperatives, Indonesia is aiming to promote the development of rural-based tourism by realizing 2000 tourist villages in 2020 (Tarunajaya, 2019), and moreover, 244 tourist villages categorized as independent in 2024 (Uno, 2021). Figure 2 presents the Number of Publications based on Country Categorization in Asia

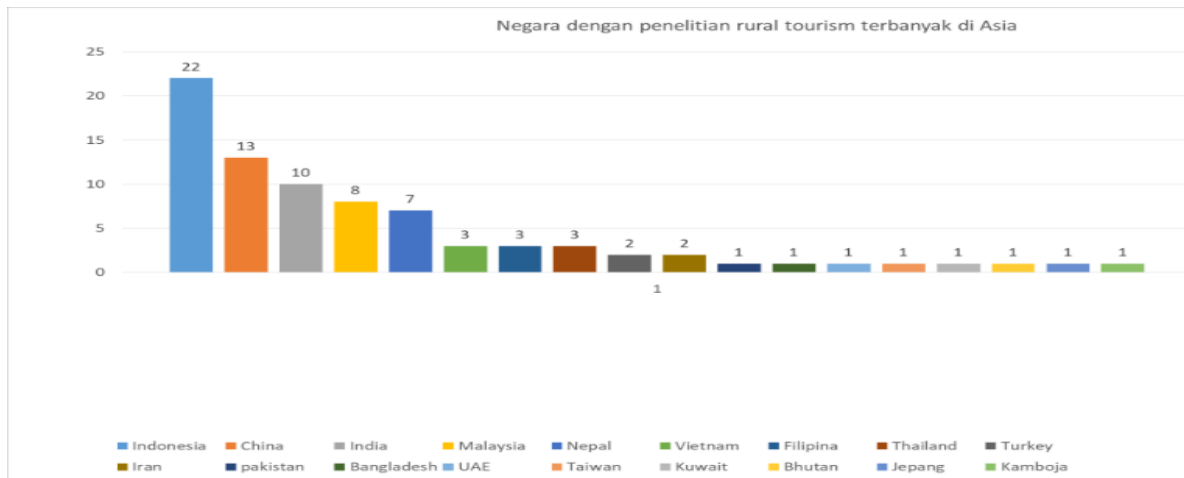


Figure 2. Number of Publications based on Country Categorization in Asia

### Main Referred to Authors

Based on the analysis, there were 4 main referred to authors that were identified. Among them were Nguyen Hoang Tien (2021) who's works were entitled "Current path to community based sustainable tourism development of Khanh Hoa province in Vietnam" and "Sustainability of coastal tourism development: comparative analysis of Vietnam's northern and southern provinces", and Qingwen Min who's researches were entitled "Refrections on agricultural heritage systems and tourism in China" in 2018, and "Agri-cultural heritage: An interdisciplinary field with development prospects" in 2021. Moreover, there was Sudhanshu Joshi and Sharma Manu in 2020 who collaborated to publish "Modeling circular economy dimensions in agri-tourism clusters: sustainable performance and future research directions", and "Performance evaluation of agro-tourism clusters using AHP-TOPSIS". Nonetheless, as depicted in Figure 3, these researchers have yet to engage in collaborations therefore are depicted relatively separate from each other.



Figure 3. Network of Most Cited Authors

### Main Research Topics

Research concepts provide for identifying the conceptual structure on the basis of knowledge. Accordingly, there appeared simultaneous keywords in 82 of the articles in the VOSviewer software analysis. Based on the theme of the rural tourism, sustainable development, and Asia, 312 keywords were identified. Table 5 presents the top 10 keywords out of the analysis, while Figure 4 displays the network of the keywords. The blue circle is the largest as it represents the most frequent appearance, which was Indonesia with 23 occurrences. Similar colour of circles indicate that the keywords are from the same cluster. The size of the circles indicates the number of frequencies the keyword occurred, with the largest



representing the most frequent occurrence. Following Indonesia, there was China with 12 occurrences, India with 10 occurrences, rural tourism with 9 occurrences, and sustainable development and tourism, which share 8 times of occurrences.

The analysis also provisioned for 2 main strategies that could be implemented in rural tourism that is believed to realize SDGs, which are community empowerment and community-based tourism. Community empowerment is viewed as a means to enhance economic resilience in rural tourism (Cahyono et al., 2018). Moreover, community-based tourism should be strengthened based on the community capacity in order to realize a sustainable and competitive tourism destination (Suryani et al., 2021).



Figure 4. Network of Main Research Topics

Table 5. Top Ten Identified Keywords

Keywords	Occurrences
Indonesia	23
China	12
India	10
Rural tourism	9
Sustainable development	8
Tourism	8
Nepal	7
Malaysia	6
Sustainable tourism	6
Tourism development	6

Table 6 displays results of the VOSViewer analysis concerning keyword clusters. Within the 5 identified clusters, Indonesia and rural tourism were categorized into a specific category of cluster (Cluster 3). This indicates that Indonesia is one of the most prominent countries in Asia that pushes for rural tourism development. Furthermore, in the context of rural tourism development in Indonesia, the most dominant types are that of nature-based tourism (Cahyono et al, 2018) community-based tourism (Cahyono et al., 2018; Suryani et al., 2021), bay tourism (Karim et al 2019), agriculture and plantation (Saleh et al, 2020), and local wisdom (Demolinggo et al 2020). The rural tourism concept is worthwhile to be prioritized in tourism development in Indonesia as the country possess rich natural and cultural resources. Accordingly, the nature-based tourism is viewed as a solution towards enhancing welfare in the rural regions, and moreover to become a blueprint for sustainable agricultural-based rural tourism.

Table 6. Categorization Based on Keyword Cluster

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Empowerment	Community-based tourism	Indonesia	Malaysia	China
India	Sustainable tourism	Rural tourism	Tourism development	Sustainability
Nepal				
Sustainable development tourism				

### **Limitations and Future Research**

The bibliometric database used in this study was limited to 81 publications in the Asia region related to rural tourism and sustainable development goals. Nevertheless, we provided a strong blueprint into the state of research concerning the related theme in Asia. Another limitation of our study is concerned with the reliance to limited databases of PoP and SINTA to retrieve data. Nonetheless, other credible sources are recognized in Science Direct, Web of Science, PubMed, Dimensions, and other large databases such as Elsevier, Emerald, SAGE, Taylor & Francis, Springer, and Wiley-Blackwell, which could help enrich the results. Moreover, we did not conduct the search from perhaps one of the most well-known sources in SCOPUS database. We realize that by excluding sources of databases does hinder for more accurate results. Our study also only included publications written in the English language, and from publications of journal articles. Accordingly, we did not include sources from newspapers, books, book reviews and book chapters. Future studies in the similar-themed bibliometric analysis can use a richer database source from various types of publications and from those written in other international languages hence providing a more valid and reliable result to what we have presented here.

### **4. Conclusions**

This study presented an academic trend concerning the theme of rural tourism and sustainable development goals in the Asia region. Our results render Indonesia as the top contributor towards related literature, which we regard to be motivated by the priority development programs by the Indonesian government to focus on rural tourism, as the country possess vast agriculture potential. In aim to realize the vision, community empowerment in rural tourism is conducted by focusing on local superior commodity. Accordingly, the provision for community-based tourism should involve active community participation to realize rural sustainable development. The Indonesian government therefore should focus on tourism related strategies that emphasizes on maximizing tourism benefits, which encompass efforts in preserving the ecosystem in a careful and responsible manner. Thus, this will significantly push for science and research development.

Although Indonesia is the leading contributor in producing academic publications in rural tourism and development goals, limited collaborations will render limited benefits towards answering practical issues. More collaborative efforts should be engaged by researchers in the future that encompasses collaborations between regions and countries by adhering towards the local or regional visions for rural tourism development. By such, rural tourism will contribute as a spearhead towards realizing sustainable development goals at a global scale.

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