



## **Sustainability of Rural Tourism and Promotion of Local Development**

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### **Message from the Guest Editor**

Rural tourism has been considered as a chance to promote local development, thus representing an economic activity that involves a change in rural areas. Consequently, marketing activities begin to play a very important role, and selling rural tourism means selling activities in a rural space, thus showing its main facets. This is an economic activity with potential social, economic, and environmental impacts that are highly dependent on the local characteristics of a region, and it has the potential to stimulate rural economies with positive effects on farm income. However, the extent of the financial benefits and economic impact is still contested due to conservative estimates. One of the priorities of rural tourism development is, thus, its sustainability: "Sustainable rural tourism is to find the correct harmony in the relationship established between the needs of the visitor, the place and the receiving community". The purpose of this Special Issue is to investigate the possible combination of sustainability and the economic and social development of activities related to rural tourism through extant literature reviews and case studies.





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