

Table S1. Themes of integration incentives identified from included studies.

Country	Sum	Themes (incentives of integrating culture into rural tourisms are:	References
India	2	Reviving remote village	Nofiyanti, F. <i>et al.</i> (2021)
		Reviving isolated destinations	Priatmoko, S. <i>et al.</i> (2021)
Serbia	1	Heritage conservation via establishing historical and cultural attractions	Jovanovic, R. <i>et al.</i> (2018)
China	12	Attracting tourists by cooperation between stakeholders	Lee, T. H. and Hsieh, H.-P. (2016)
		Conserving natural and unique soundscape, including voices from animals, local culture, and natural process	Chen, M. (Match) <i>et al.</i> (2021)
		Inheritance of national minority culture	Parhad, K., De-gang, Y. and Xiao-lei, Z. (2005)
		Attracting tourists with rural local food	Zhang, T., Chen, J. and Hu, B. (2019) .
		Conserving natural and unique soundscape, including voices from animals, local culture, and natural process	Chen, M. (Match) <i>et al.</i> (2021)
		Attracting tourists via landscape's recreational value (determined by ecological environment, rural life, rural housing, and service landscape)	Cong, L. <i>et al.</i> (2019)
		Conserving agricultural heritage by Exploration of mountainous communities	Qi, M. (2013)
		Gaining influences by being named as a Chinese Traditional Village	Qin, R. J. and Leung, H. H. (2021) '.
		Conserving heritage by establishing attractions	Song, Xiao; Cheong, Kee-Cheok; Wang, Qianyi; Li, Yurui (2020)

		Conserving heritage by establishing attractions	Zhou, W., Chen, L. Y. and Chou, R. J. (2021)
		Conservation of agricultural heritage	Sun, Yehong; Jansen-Verbeke, Myriam; Min, Qingwen; Cheng, Shengkui (2011).
		Conservation of agricultural heritage	Sun, Y. hong <i>et al.</i> (2013).
Norway	2	Attracting tourists by providing local food-tourist experiences.	Frisvoll, S., Forbord, M. and Blekesaune, A. (2016)
		Attracting tourists by providing local food	Frisvoll, Svein <i>et al.</i> (2016)
Africa	1	Conservation of cultural heritage by establishing attractions	Manyane, R. M. (2017) ‘
Romania	8	Reviving villages and reducing social inequalities	Gavrila-Paven, I. (2015)
		Attracting tourists via natural landscape, history and culture	Ionela, G.-P., Constantin, B. M. and Dogaru, L.-D. (2015)
		3) conserving rural touristic heritage by passing on the touristic heritage to the future generations	Mioara, B. and Teodora, M. I. (2015)
		Attracting tourists by providing rural tourism with local characters	Coros, M. M. <i>et al.</i> (2021) ‘
		Attracting tourists via local food	Nicula, V. and Popsa, R. E. (2018)
		Attracting tourists by providing local food and agricultural activities	Leonte, E., Chiran, A. and Miron, P. (2016)
		Conserving heritage by establishing attractions	Catrina, S. (2015)
Scandinavia	1	Attracting tourists by diversifying tourism traditional products and local activities through culture integration	Hjalager, A.-M., Kwiatkowski, G. and Larsen, M. O. (2018)
Germany	1	Attracting tourists and increasing their length of stay by diversifying tourism products and services through culture integration	(Martínez-Roget, Moutela & Rodríguez 2020)

Croatia	1	Attracting tourists by providing culturally specific accommodations	Bitsani, E. and Kavoura, A. (2014)
Turkey	1	Conserving heritage by transforming cultural resources into tourism products	Emekli, G. and Baykal, F. (2011)
American	2	Conservation of agricultural heritage	Kline, C. S. <i>et al.</i> (2014)
		2) Promoting tourism (commercial and conservation success)-bundling heritage-led tourism by no-heritage attractions - diversify their tourism products (recreational and learning dimensions)	Huang, W.-J. <i>et al.</i> (2016)
Italy	7	Reviving rural areas by integrating cultural and environmental resources	Bigaran, F., Mazzola, A. and Stefani, A. (2013)
		2) disseminating cultural resources to facilitate cultural planning to revive marginal rural areas.	Garau, C. (2015)
		Conserving heritage using cultural mapping to raise public awareness	Assumma, V. and Ventura, C. (2014)
		Conservation of agricultural heritage	Santoro, A., Venturi, M. and Agnoletti, M. (2020)
		Conserving heritage by establishing attractions	Leanza, P. M. <i>et al.</i> (2016)
		Attracting tourists via agricultural activities	Broccardo, L., Culasso, F. and Truant, E. (2017)
Portugal	4	reactivating depressed rural areas by transforming natural and cultural resources into tourism products.	Carneiro, M. J., Lima, J. and Silva, A. L. (2015).
		Reviving peripheral regions	García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)
		Attracting tourists via historical heritage	Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)
		Reviving peripheral regions	Fonseca, Fernando P.; Ramos, Rui A. R. (2012)

Korea	3	Attracting tourists via local festivals and agricultural food	Choo, H. and Park, D.-B. (2018)
		Attracting tourists and increasing length of stay by establishing new attractions aside of original heritage loyalty	Olya, H. G. T. <i>et al.</i> (2019)
		Attracting tourists and increasing length of stay by heritage, traditional activities and local food	Martínez-Roget, F., Moutela, J. A. and Rodríguez, X. A. (2020)
Poland	1	Supporting farmers by family-farm activities	Sadowski, A. and Wojcieszak, M. M. (2019)
Spain	2	Reviving isolated regions	Francisco Cebrián Abellán; Carmen García Martínez; (2021)
		Attracting tourists and increasing length of stay by heritage, traditional activities and local food	Martínez-Roget, Fidel Moutela et al.(2022)
Malaysia	1	Attracting tourists via historical heritage (local parks and tourism activities)	Tangit, T. M., Md Hasim, A. K. and Adanan, A. (2014)
Brazil	2	Conserving agricultural heritage and attracting tourists by Providing farm activities	Colton, John W.; Bissix, Glyn (2005)
		Attracting tourists via local and culturally specific garden design	Petry, C. (2016).

Table S2. Stakeholders' views on cultural integration into rural tourism

Stakeholders	Roles	Reasons (Claims)	Approaches (How to integrate)	Expectations/Implications/Suggestions/Feedback/Proposal (what the future looks like)	References
Entrepreneurs	Advocate	1.family well-being and life quality (individual benefits)	Accommodation 1.Provide lodging rooms of cultural style 2.As greenhouse owner and cultural agent	1.plenty of opportunities of business for incoming travel services (financial support, flexibility/operation space)	Coros, M. M. <i>et al.</i> (2021)
		3.economic regeneration (individual benefits and a sense of belonging)		no	Catrina, S. (2015)
	4) Advocate	4. develop business – construct some landscape (individual benefits)	heritage inheritance 4.Heritage building—	4.no	Cong, L. <i>et al.</i> (2019)
	5) Advocates	5.self wellbeing-Profit and empowering the local community (a part of the community)	5.Build heritage landscape	5.no	Qi, M. (2013)
	7) Advocate	7.Sustain tourism economy and diversified products (individual benefits)	7.Different products offering and enrich cultural products	(1) (operation space, broaden tourism knowledge) Management: mutual assistance in	Manyane, R. M. (2017)

				product development, quality control and marketing	
	8) Advocate	8Recovery of traditional crafts or profits(individual benefits and as a part of community)	8.Diversified tourism products and accommodation (accommodation and build museum)	(2) Strategy (operation space): Diversification from mainstream agriculture	García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)
	9) Opponent	9.no profits-Tourist more like to live in hotel rather than cultural farmhouse (individual profits)	9.Provide farmhouse(accommodation)		Leanza, P. M. <i>et al.</i> (2016)
	10)Advocate	10.business development-Build new opportunity to improve tourism industry (individual benefits)	10.coastal hotel and other types of accommodation)		Leanza, P.M., Porto, S.M., ... Cascone, S.M., 2016.
	11)Advocate	11.economic development (individual benefits)	11.Use culture tourism to attract visitors to live in hotel(accommodation)		Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)

	12)Opponent	12.marginal economic increase(individual benefits)	12.ocean playground or farm tourism		Colton, J. W. and Bissix, G. (2005)
Tourists	1) Advocate	1. individual preferences and satisfaction- (1) Demand for a leisure and active (recreational) life;(2) clean environment and fresh and high quality food directly from the farms 2..individual preferences and satisfaction Relax mentally and physically	1.(suburb an environment) peaceful and unique environment of farm 2.natural sounds(birds\lake and so on)	1.Develop tourism access of road and structure(traffic and access)	Gavrila-Paven, I. (2015)
	2) Advocate			more activities and sound with unique feature	Chen, M. (Match) <i>et al.</i> (2021)
	3) advocate	.individual preferences and satisfaction“ food lovers” search for interesting experiences and products	3. (food experiences)food-related tourism		Hjalager, A.-M., Kwiatkowski, G. and Larsen, M. O. (2018)
					Zhang, T., Chen, J. and Hu, B. (2019)
	8)some ad some opp			depend on their interest to food	

	4) advocate	.individual preferences and satisfaction- pleasant experiences related to cultural patterns	4.(suburb an environm ent. Culture heritage and landscape or buildings		Parhad, K., De-gang, Y. and Xiao-lei, Z. (2005)
	5) advocate	.individual preferences and satisfaction Relax mentally and physically-tranquility and beauty they discovered nearby	.(suburban environm ent)count ryside travelling		Ionela, G.-P., Constantin, B. M. and Dogaru, L.-D. (2015)
	7) advocate	Enjoy sightseeing	Heritage landscape		Coros, M. M. <i>et al.</i> (2021)
	9) advocate	.individual preferences and satisfaction-activities- newly relaxing experience-- tourism satisfaction and revisit the similar festival	themed cultural festival		Choo, H. and Park, D.-B. (2018)
	10)advocate	9.newly relaxing experience— learn historic knowledge l	Historic and heritage sites		1. Huang, W.-J. <i>et al.</i> (2016) 2. Bigaran, Federico; Mazzola, Astrid; Stefani, Adriana (2013)
	11)opponent	(financial consideration)	Updated heritage		Cong, L. <i>et al.</i> (2019)

		Economic burden-have no enough money to pay	sites		
	13)advocate	Relax-enjoy beautiful sightseeing—traditional landscape	(environment)dry-stone terraces and forests	(Traffic and education) 13. public institutions should support farmers in preserving the traditional landscape, investing in paths and information	Cong, L., 2019
	14)advocate	(knowledge and socialization)contact with local people and learn their culture	,landscape and museum and activities		Sadowski, A. and Wojcieszak, M. M. (2019)
	15)advocate	individual preferences and satisfaction-activities Relax and experiments of culture and nature	(environment) 1. landscape and museum and activities 2. Sightseeing and unique traditions in village		1. Sadowski, Arkadiusz Wojcieszak, Monika Malgorzata(2019 2. Olya, H. G. T. <i>et al.</i> (2019) 3.
	18)advocate	individual preferences and satisfaction- relaxing and newly experience-preference to periphery coast	Suburban environment heritages		Leanza, P. M. <i>et al.</i> (2016)

	19)advocate	19. relaxing and newly experience	natural and landscape environment		Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)
	21)advocate	(individual satisfaction and preferences) Preference to agricultural activities	pick fruits(local activities)		Colton, J. W. and Bissix, G. (2005)
	22)some advocate and some opponent	beautiful destination/ limited choices of goods or service	Revive temple(landscape)		Priatmoko, S. et al. (2021)
Host communities (local)	1.advocate	1.help revive rural communities (local development and well-being)	1.Rich activities(festival)		Gavrila-Paven, I. (2015)
	2.advocate	2.experiencing life in a rural household	2.Agriculture products, culinary traditions and activities of daily life		Ionela, G.-P., Constantin, B. M. and Dogaru, L.-D. (2015)
	3.advocate(young and permanent);	(conservation) improve local images; afraid of destruction and distortion of culture	3. let tourist join in local activities (festival)		Bitsani, E. and Kavoura, A. (2014)

	4.advocate	4 (education)educate their children	4. the way of rural idly	Bigaran, F., Mazzola, A. and Stefani, A. (2013)
	5.advocates	Eco museums introduce, manage, and preserve the cultural and natural heritage of the local communities	5.build rural Eco museum	Assumma, V. and Ventura, C. (2014).
	6.advocates	6. (self well-being)) intensely interact with people against being lonely due to depopulation	6.cutural activities	Qi, M. (no date)
	7.advocates	7,(conservation)sharing of place and tradition	7.build museum	Qin, R. J. and Leung, H. H. (2021)
	8.opponent	8.(financial burden)--have no incentive due to poverty)	8.participate in decision-making on local heritage building	Catrina, S. (2015)
	9.advocate	9. (well-being of family) recall the memory	9.reconstruct old houses	Manyane, R. M. (2017)
	10.advocate	10.sense of belonging and local specify	10.heritagised goods	García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)

	11.advocate	11.demonstrate local knowledge system(culture	11.conserve the local resources	Tangit, T. M., Md Hasim, A. K. and Adanan, A. (2014)
	12.opponent	12.dissatisfaction to heritages projects	12. heritages project to tourism development	Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)
	13.advocate	13(conservation and income)-- understand their culture better and can marketing their areas	13. cultural park and heritage	Sun, Y. <i>et al.</i> (2011)
	14.advocate	14. image of hometown	14. valuing the qualities of the authenticity of its tangible and intangible heritage	Sun, Y. hong <i>et al.</i> (2013) ‘
	15.advocate (contact with family members abroad)/opponent(with contact)	15. understand the importance of heritage that can benefits them/ opponent: a highly productive mono RFAS could raise their income and improve their living standards.	15. protect agriculture heritage	Priatmoko, S. <i>et al.</i> (2021)
	16.advocate	16. income expectation and desire to be	conserve heritage landscape	Koster, R., & Randall, J. E. (2005).

		developed			
Local government	1) advocate	1. Creating jobs	1.Enhance activities	Cooperation)1 .Preserve environment; cooperation of rural and urban; reverse depopulation.	Gavrila-Paven, I. (2015)
	2) advocate	2. sustainability --satisfy both tourists' demand and local economic development-protect and exploit national minority culture	2.(conservation) enhance tourism training related to tradition/culture	4. (conservation) Man and nature coexist in harmony	Parhad, K., Deng, Y. and Xiao-lei, Z. (2005)
	3) advocate	3(sustainability) -remain historic lodging	3.(accommodation) provide services in successful agritourist boarding houses	5.no	Coros, M. M. <i>et al.</i> (2021) Y, 13(9).
	4) advocate	4.(sustainability and economic)-ecosystem biodiversity	4.(museum/exhibition)have Herbarium exhibition	6.no	Ysunza-Ogazon, A. (2008).
	5) advocate	5. economic integrate cultural heritage, landscape and environment	5.medical plants and Eco museum	12.incorporate with local communities and use their respect to hometown	Bigaran, F., Mazzola, A. and Stefani, A. (2013)

	6) advocate	6.economy--promote consumption	6.local cultural products (souvenir)		Kastenholz, E., Eusebio, C. and Carneiro, M. J. (2018)
	7) advocate	7.(economic-)achieve high cross-retention of visitors consuming	7(festival).food festival and tourism should be collaborative		Choo, H. and Park, D.-B. (2018)
	8) opponent	8. a financial burden -no fees and funds to build it	8.update heritage buildings for landscape		Cong, L. <i>et al.</i> (2019)
	9) advocate	9.lead village competition to make unique rural area	9.decide heritage and natural project on which village		Qi, M. (no date)
	10)advocate	10.attract income and develop tourism	10.reconstruct buildings		Qin, R. J. and Leung, H. H. (2021)
	11)advocate	11 reactive the island areas	11.use nature and cultural elements to develop tourism		Abellán, F. C. and Martínez, C. G. (2021)
	12)advocate	13.increase the quality of tourism	12.combine culture and nature resources		Manyane, R. M. (2017)
	13)advocate	14.local economy	13.heritage buildings		Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)

	14)advocate	15.develop sustainable growth	14.build heritage sites		Iașu, Corneliu; Ibănescu, Bogdan-Constantin; Stoleriu, Oana; Munteanu, Alina (2018)
	15)advocate	16.abandon and no support of funds and policy	15.revive heritage		Fonseca, F. P. and Ramos, R. a R. (2002)
Higher authorities	1) advocate	1.touristic promotion of the cultural values	.1 Each action	1,self-sufficient without European funds	Bigaran, F., Mazzola, A. and Stefani, A. (2013)
	2) advocate	2.enhance the tourism efficiency	2.Protect cultural heritage, especially buildings	3.no	Leonte, E., Chiran, A., & Miron, P. (2016).
	3) advocate	3.maintenance and restoration of soundscape	3.prevent noise	7.encourage locals actively participate in project of heritage conservation	Chen, M. (Match) <i>et al.</i> (2021)
	4) advocate	4.rural cultural vitalization	4. Pilot projects of cultural soundscape heritages		Chen, M. (Match) <i>et al.</i> (2021)
	5) advocate	5.attract visitors and meet their demand	5.promote heritage sites		Olya, H. G. T. <i>et al.</i> (2019)

	6) advocate	6.recover historic and heritage resources	6.establish heritage preservation association to conserve the local resources		García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)
	7) advocate	7.use agriculture heritage to develop rural areas	7.conserve agriculture heritage		Sun, Y. hong <i>et al.</i> (2013)
NGOs	1) Advocate	1.relying upon culture as a success factor in rural tourism	1. combining farming culture and knowledge of culture and traditions with product development	1.no	Kajanus, M., Kangas, J. and Kurttila, M. (2004)
	2) Advocate	be the locomotive	2.cooperate with other local organization		Emekli, G. and Baykal, F. (2011)
	3) Advocate	3.transformation of physical space	protection of architectural heritage		Qi, M. (no date)
Indigenous people/ Nature titled groups	2) advocate	2.(conservation)improve the livable level of rural ecology and consolidate the ecological basis of agricultural and rural modernization protect habitants and survival of wild	Reduce unwanted sound and create an acoustically authentic atmosphere		Chen, M. (Match) <i>et al.</i> (2021)

		animals		
	3) advocate	3(conservation). find the cultural values		3)build traditional villaget(heritage inheritance)Qin , R. J. and Leung, H. H. (2021)
	4) advocate	4(economic income). give the town its historical appealing	4) museum project (heritage inheritance)	García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)

Table S3. Integration components and levels of cultural considerations in rural tourism.

Integration level	Manifestation	References
Culture affiliated tourism	1.natural landscape	Hjalager, A.-M., Kwiatkowski, G. and Larsen, M. O. (2018)
	2.natural resources and activities	Ionela, G.-P., Constantin, B. M. and Dogaru, L.-D. (2015)
	3.protect ecosystem	Ysunza-Ogazon, A. (2008)
	4.Medicinal plants	Bigaran, F., Mazzola, A. and Stefani, A. (2013)
	5.Soundscape	Chen, M. (Match) <i>et al.</i> (2021)
	6.natural aesthetic experience of tourists	Zhou, W., Chen, L. Y. and Chou, R. J. (2021)
	7.destination image	Lopez-Sanz, J. M. <i>et al.</i> (2021)
Culture supported tourism	1.valley landscape and agricultural activities	Gavrila-Paven, I. (2015)
	2.create an acoustically authentic atmosphere in the ideal rural tourism destination	Chen, M. (Match) <i>et al.</i> (2021)
	3.Agritourism as a tool for sustainability	Leonte, E., Chiran, A., & Miron, P. (2016).
	4.historic village	Li, X. <i>et al.</i> (2019)
	5.cultural and natural resources	Li, X. <i>et al.</i> (2019)
	6.agricultural landscape	Carneiro, M. J., Lima, J. and Silva, A. L. (2015)
	7.improvements of landscape elements	Cong, L. <i>et al.</i> (2019) ‘
	8.agriculture tourism	Santoro, A., Venturi, M. and Agnoletti, M. (2020)

	9.compare the natural and culture with agriculture factors to development of tourism and income	Sadowski, A. and Wojcieszak, M. M. (2019)
	10.use landscape for tourism	Abellán, F. C. and Martínez, C. G. (2021)
	11.rural tourism contribute to the social culture and benefit local communities	Tangit, T. M., Md Hasim, A. K. and Adanan, A. (2014)
	12.set heritages route	Leanza, P. M. <i>et al.</i> (2016)
	13.make wise policies to heritage sites	Iatu, C. <i>et al.</i> (2018)
	14.agriculture heritage	Sun, Y. hong <i>et al.</i> (2013)
	15.two new agriculture tourism model	Broccardo, L., Culasso, F. and Truant, E. (2017)
	16.how to use agriculture for tourism	Colton, J. W. and Bissix, G. (2005)
	17.revive Ngwane temple	Priatmoko, S. <i>et al.</i> (2021)
	18.agriculture products and village activities	Martínez-Roget, F., Moutela, J. A. and Rodríguez, X. A. (2020)
Culture led tourism	1. traditional community predominantly attracts visitors to wetland	Lee, T. H. and Hsieh, H.-P. (2016)
	2.preserve and strengthen traditional lifestyle and culture	Parhad, K., De-gang, Y. and Xiao-lei, Z. (2005)
	3.pass on the touristic heritage	Mioara, B. and Teodora, M. I. (2015)
	4.cultural tourism	Bitsani, E. and Kavoura, A. (2014)

	5.local food	Frisvoll, S., Forbord, M. and Blekesaune, A. (2016)
	7.use cultural resources to tourism	Emekli, G. and Baykal, F. (2011)
	6.gratrimonical tourism	Nicula, V. and Popsa, R. E. (2018)
	7.intergration of nature and culture, like food and landscape	Garau, C. (2015)
	8.food festival	Choo, H. and Park, D.-B. (2018) 1
	9.blind heritage attractions for rural tourism	Qi, M. (no date)
	10.reconstruction heritage	Qin, R. J. and Leung, H. H. (2021)
	11.traditional village	Olya, H. G. T. <i>et al.</i> (2019)
	12.heritage site to attract visitors	Catrina, S. (2015)
	13.cultural and heritage works of tourism	Manyane, Ralph M. (2016).
	14.use heritage and nature to enrich the trans-boundary tourism	García-Delgado, F. J., Martínez-Puche, A. and Lois-González, R. C. (2020)
	15.heritage-led sustainable rural tourism	Leanza, P. M. <i>et al.</i> (2016)
	16.promoting traditional rural buildings and Eno gastronomy	Swensen, G. (2008).
	17.utilise heritage and culture resources	Moutela, J. A., Carreira, V. A. and Martínez-Roget, F. (2018)
	18.conservation of nature and culture to valorize the heritage	Sun, Y. <i>et al.</i> (2011)

	19.heritage and culture tourism transformation	Fonseca, F. P. and Ramos, R. a R. (2002)
	20.heritage tourism opening	Authors, F. (2014)
	21.modify the initial experience use history (EUH) to study by incorporating the concept of travel, to provide an additional visitor management tool for destination marketers and planners. (Heritage reinterpretation)	Kline, C. S. <i>et al.</i> (2014)
	22.landcape designers' cultural style	Petry, C. (2016)
	23.heritage interpretation for tourism management	Hernanz, I. M., & Gil, F. M. (2016).
	24.resolve the contest between cultural preservation and economic development	Song, X. <i>et al.</i> (2020)
	25.tourists' preference to culture-led destination or renewed destination	Ercolano, S., Gaeta, G. L. and Parenti, B. (2018)
	26.mural-based tourism	Iatu, C. <i>et al.</i> (2018)