

Research article

Developing craft communities in tourism villages: A systematic review of challenges and opportunities

Kristian Oentoro* ¹, Yan Yan Sunarya ¹, Adhi Nugraha ¹ and Muhammad Ihsan ¹

¹ Faculty of Art and Design, Institut Teknologi Bandung, Indonesia

ABSTRACT

Research on tourism villages increasingly emphasises craft communities, which stimulate rural economies and preserve traditional practices. Developing craft tourism villages is also a strategic initiative aimed at improving the welfare of local communities. However, this presents different challenges and opportunities in each region, depending on the local circumstances and context. Therefore, this systematic review analyses the challenges and opportunities for developing craft communities in tourism villages. The study examines 20 journal articles published between 2014 and 2024, covering 13 countries worldwide. Through thematic analysis, four key challenges were identified, including preserving traditional crafts, limited resources and infrastructure, empowering local communities, and maintaining local craft markets. Conversely, the four thematic opportunities include enhanced cultural craft experiences, craft-based product and service innovation, sustainable craft tourism development, and partnerships and collaborations within the craft community. By overcoming these challenges and capitalising on existing opportunities, the development of craft communities in tourism villages can achieve sustainable growth in economic, social, cultural, and environmental aspects. This systematic review expands the integration of craft tourism villages and community development in different countries. It also suggests further research to investigate the long-term impact of tourism villages on craft community development, thereby supporting effective policy making and practice.

KEYWORDS

Craft; community development; sustainability; tourism village

Introduction

The impact of globalisation has driven rapid growth in the tourism sector in rural areas, giving rise to the term 'global village' (Zheng et al., 2023). By promoting sustainability in villages, the tourism sector also brings significant benefits to local communities through economic growth, social transformation, and environmental preservation (Fajri et al., 2024; Streimikiene et al., 2021). Therefore, the tourism village development is considered a strategy to boost national economic growth by leveraging the potential of traditional villages to increase added value and strengthen local economies, thereby benefiting community welfare (Fajri et al., 2024; Rosalina et al., 2023). In the past decade, tourism village studies have increasingly focused on craft communities, offering unique products and experiences rooted in cultural heritage and traditional craft (Pham Hong et al., 2021; Safari et al., 2023). In rural areas of Asia and Europe, tourism villages allow tourists to experience the customs and daily routines of local communities through local festivals, craft workshops, and traditional accommodation (Ma et al., 2021; Turčinović et al., 2025). In rural heritage areas of Africa, tourism villages also contribute to diversifying local communities' livelihoods by stimulating the growth of small businesses and improving supporting infrastructure (Gebreyesus et al., 2022; Makwinda & Ndlovu, 2021). Accordingly, rural tourism is widely accepted as a key driver of global rural development (Mthethwa et al., 2020). Despite its positive impact, studies on the development of craft communities in tourism villages worldwide demonstrate the complexity of the associated challenges and

CORRESPONDING AUTHOR'S CONTACT: Kristian Oentoro ✉ 37023007@mahasiswa.itb.ac.id

HOW TO CITE: Oentoro, K., Sunarya, Y.Y., Nugraha, A. & Ihsan, M. (2026). Developing craft communities in tourism villages: A systematic review of challenges and opportunities. African Journal of Hospitality, Tourism and Leisure, 15(1), 57-67. <https://doi.org/10.46222/ajhtl.19770720.717>

ISSN: 2223-814X (Online) | © 2026 AJHTL



This work is published by African Journal of Hospitality, Tourism and Leisure and is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

opportunities. Case studies from rural areas provide insights into the factors driving opportunities and obstacles in the transition from rural village to tourism village, with the specific conditions faced by craft communities primarily shaping these outcomes. This transition prompted a systematic review of cases of craft community development across diverse tourism villages.

Previous systematic reviews have examined topics related to this research, including reviewing the impact of crafts on rural development through bibliometric analysis (Fernández Bellver et al., 2023), investigating sustainable development in traditional villages using systematic literature reviews (Yanan et al., 2024), mapping future research trends in Community-Based Tourism using a bibliometric approach (Pardosi et al., 2024), and defining rural tourism entrepreneurship as entrepreneurial activities in the tourism sector that have emerged in rural areas (Utami et al., 2023). The scholarly discourse on crafts and rural development has shifted markedly since 2008, progressing from predominantly socio-economic and demographic analyses to more comprehensive frameworks that incorporate environmental considerations and tourism-driven sustainability (Fernández Bellver et al., 2023). This transition is further accentuated from 2015 onwards, when research on traditional villages expanded significantly in response to government-led development agendas and a rising global appreciation for rural cultural heritage (Yanan et al., 2024). Despite the growing academic attention to tourism villages, a comprehensive analysis of integrating craft communities into rural tourism development remains necessary. Existing studies highlight the importance of crafts for cultural preservation and community livelihoods (Gebreyesus et al., 2022; Makwinda & Ndlovu, 2021; Mthethwa et al., 2020; Pham Hong et al., 2021). However, these studies remain fragmented across different countries and contexts, often failing to capture the diverse realities faced by craft communities. Addressing this gap requires a systematic examination of the challenges and opportunities craft communities face within village tourism development. Insights into these dynamics are essential for policymakers and researchers working to strengthen community-based craft tourism. This research also contributes to development studies in rural areas by providing insights that support craft community strategies in tourism villages. Furthermore, this review enhances academic understanding of community-based craft tourism by identifying key themes that promote sustainable village development.

Methodology

This study employed a systematic review approach to rigorously synthesise existing research on the development of craft communities in tourism villages. This approach utilises a structured, transparent, and replicable protocol to facilitate the identification of critical knowledge gaps and the mapping of emerging research areas (Lame, 2019; Linares-Espinós et al., 2018; Majumdar et al., 2023). Therefore, the systematic review is particularly relevant to tourism studies, which are interdisciplinary, rapidly developing, and heavily context-dependent. The review process followed the established procedures for systematic reviews recommended in prior methodological studies, including defining clear research questions, specifying inclusion and exclusion criteria, and conducting a comprehensive literature search (Page et al., 2021). In this systematic review, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework guided the documentation of article identification, screening, eligibility assessment, and final inclusion (Moher et al., 2009; Page et al., 2021). Two core research questions guided the review: (1) What challenges do craft communities face in integrating with tourism villages? (2) What opportunities arise from tourism village development for craft communities? A structured literature search was conducted using the Scopus database, selected for its comprehensive coverage of international academic publications (Carter, 2018). Search terms included variations and synonyms related to community, craft, tourism, and village. Additional filters were used to ensure a focused, relevant dataset of English-language journal articles published between 2014 and 2024 that directly addressed craft communities, tourism villages, or related rural development themes (Figure 1).

Clear eligibility criteria were defined a priori in alignment with the PRISMA framework to ensure methodological transparency and reproducibility (Page et al., 2021). Studies were selected based on their thematic relevance to craft community development within the specific context of tourism villages. Conversely, records were excluded if they focused on urban craft sectors, lacked empirical or conceptual contribution, or were published as non-peer-reviewed. The selection process followed the four-stage PRISMA protocol: identification, screening, eligibility assessment, and inclusion (Linares-Espinós et al., 2018). An initial search yielded 353 records, of which 287 were excluded during the preliminary screening of titles, abstracts, and keywords. Of the 66 reports retrieved for full-text assessment, 49 were subsequently excluded due to a lack of alignment with the research focus ($n=27$) or failure to meet specific eligibility criteria ($n=22$). This process yielded 17 core articles, with three additional studies identified through manual citation tracking, resulting in a final dataset of 20 peer-reviewed articles.

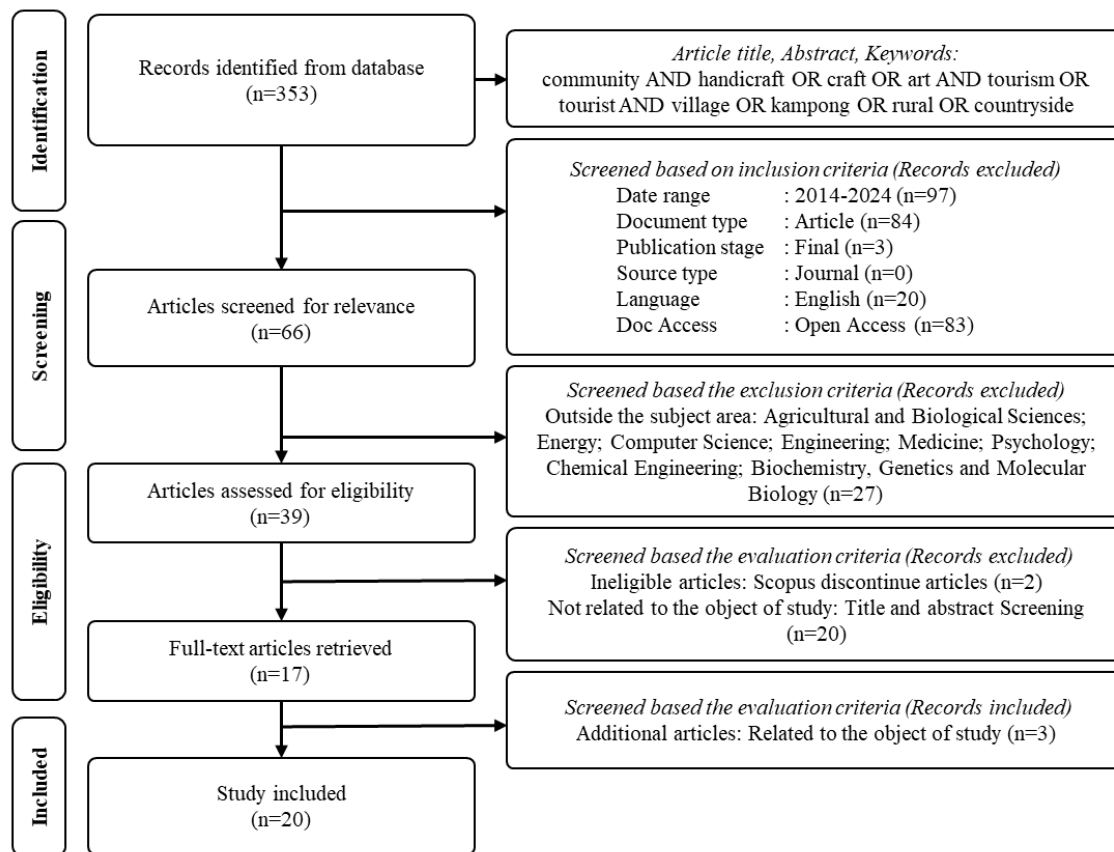


Figure 1: Flowchart of systematic article selection based on the PRISMA framework

Data from each article were systematically extracted to record the study location, authors, key challenges (C1-C4), identified opportunities (O1-O4), and other relevant contextual details. The extracted data were then compiled into a consolidated classification table that summarised the challenges and opportunities reported across 13 countries. Subsequent analysis followed the thematic synthesis approach proposed by Thomas and Harden (2008), enabling the integration of findings across the heterogeneous dataset. This process involved extracting and organising relevant information to identify recurrent patterns, classify the challenges and opportunities discussed in the selected studies, and interpret their broader implications for craft-based tourism development (Ahmed et al., 2025). The detailed analysis proceeded through three iterative stages: (1) initial coding of text segments related to developmental challenges and opportunities; (2) the development of descriptive themes to organise recurring thematic patterns; and (3) the formulation of analytical themes to interpret broader implications for developing craft communities in tourism villages.

Results

Based on the identification and screening records from the Scopus database, the number of documents (n=66) shows a significant increase until 2024, starting with three publications in 2014 (Figure 2). These records indicate growing academic interest in the development of craft communities in tourism villages. The steady increase in publications after 2020 highlights the importance of craft communities in tourism villages for post-pandemic tourism. Figure 2 also provides an overview of its geographical distribution, highlighting the top 10 countries that contribute the most. According to Scopus records, Indonesia leads this field of research. Further, this study developed a classification of challenges and opportunities identified in each selected article based on a thematic analysis of the literature review (Ahmed et al., 2025). Table 1 lists the main challenges and opportunities identified in 20 articles from 13 countries: Indonesia, Jordan, Latvia, Malaysia, Nigeria, Pakistan, Peru, the Philippines, Portugal, Romania, Slovakia, Spain, and Vietnam. Detailed reviews of challenges and opportunities are grouped thematically, based on specific issues facing the craft community in each article, including the tourist village's location and the author's perspective.

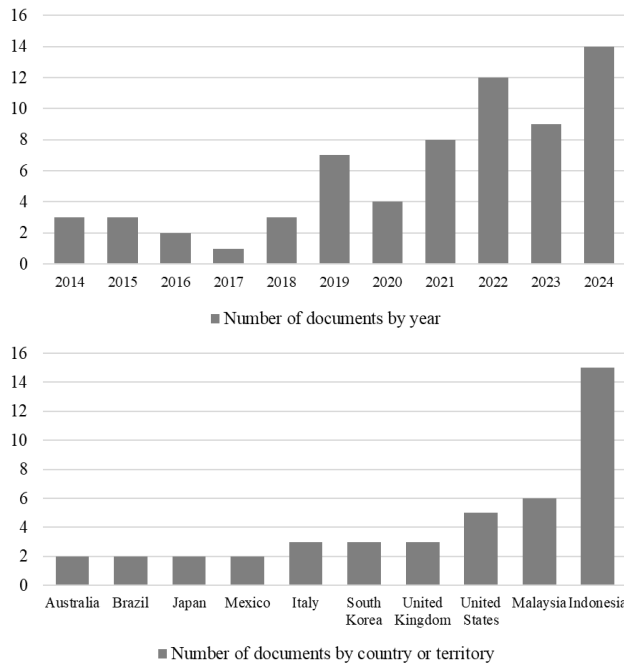


Figure 2: Documents by year and documents by country or territory regarding craft communities in tourism villages
 Source: Scopus database

Table 1. Challenges and opportunities for developing craft communities in tourism villages based on selected articles

Challenges (C)		Opportunities (O)		Location	Authors
C3	Community involvement, regulations, and capacity-building hinder the potential of tourism villages.	O1	Leverage cultural heritage and crafts for tourism and income generation.	Wanayasa Village, Purwakarta Regency, West Java, Indonesia	(Safari et al., 2023)
		O3	Empowering the community to ensure sustainable tourism development.		
		O4	External support provides guidance and training to the community.		
C4	Preserve traditional crafts amidst economic and lifestyle changes.	O1	Revitalise cultural traditions, festivals, and cuisine central to community identity.	Dong Hoa Hiep commune (village), Cai Be District, Vietnam	(Quyen & Khanjanushiti, 2015)
C1	Preserve ancient houses; youth migration for tourism or factory jobs may disrupt traditional family structures.	O2	Tourism can generate income and support the preservation of culture.	Papirangan Village, Banyumas Regency Central Java, Indonesia	(Istiqomah et al., 2020)
C4	Face competition from established local destinations.	O4	Cultural initiatives foster community pride and appreciation for traditions.		
		C2	Limited resources, skills, infrastructure, and funding hinder tourism development.	O2	Utilise natural beauty and location to develop ecotourism.
C3	Lack of strategic management capacity hinders CBT operations.	O3	Promote sustainable tourism practices.		
		O4	Collaborate with stakeholders to develop tourism resources.		
C4	Developing competitive handicraft products to attract the tourist market.	O1	Cultivating diverse attractions oriented to cultural objects, local crafts, and festivals.	Perak Tengah District, Malaysia.	(Isa et al., 2022)
C2	Lack of skilled artisans, production area, and raw materials.	O4	Government and international support provide production upgrades, training, and job creation for the local community.		
C1	Reaching a balance between tourism, environmental protection, and culture.	O3	Strengthens craft-based tourism with the hospitality of the village community.	Karanganyar Regency, Central Java, Indonesia	(Soewarlan, 2019)
C2	Inadequate infrastructure and facilities in some areas. Limited promotion and signature events.	O1	Leverage unique cultural heritage and traditional handicrafts.		
		O2	Promote local handicraft products by utilising innovative marketing.		
-	-	O4	Stakeholder collaboration is essential for rural tourism development.	Villages in Hunza and Diامر, Gilgit-Baltistan, Pakistan	(Saqib et al., 2019)
		O1	Re-creating traditional arts can create unique tourism experiences.		
		O2	Creative participation fosters ownership and empowerment.		
C3	Tourism development poses environmental challenges.	O3	Integrating local elements creates sustainable tourism experiences.	Rural area, Niger Delta, Nigeria.	(Uduji et al., 2019)
		O2	Tourism significantly boosts the economy, especially in the handicraft sector.		
		O4	Community interventions can improve living conditions and conserve resources.		
C3	Traditional barriers limit youth participation in cultural tourism.	O4	Effective tourism management requires stakeholder collaboration.	Eftimie Murgu, Caraş-Severin County, Romania.	(Vijulie et al., 2018)
		O2	Traditional handicrafts can boost cultural tourism and provide income.		
		O3	Corporate Social Responsibility (CSR) promotes inclusive and sustainable tourism.		
C2	Inadequate infrastructure and insufficient promotion hinder the tourism industry's potential.	O4	Cluster Development Boards (CBDs) enhance tourism by incorporating local artisans and promoting their crafts.	Rural tourism village, Fuheis, Jordan	(Hussein et al., 2024)
		O1	Leverage cultural and natural heritage for tourism and income.		
C2	Implementing rural tourism is challenging due to the resource requirements and the need to raise awareness among tourists.	O2	Diversify tourism offerings, improve infrastructure, and promote local products.	Rural tourism village, Fuheis, Jordan	(Hussein et al., 2024)
		O1	Leverage rural characteristics for tourism.		
C2	Implementing rural tourism is challenging due to the resource requirements and the need to raise awareness among tourists.	O2	Create employment opportunities, empower communities, and preserve local traditions.	Rural tourism village, Fuheis, Jordan	(Hussein et al., 2024)
		O1	Leverage rural characteristics for tourism.		

Challenges (C)		Opportunities (O)		Location	Authors
		O3	Promote sustainable materials and environmental awareness to enhance rural tourism.		
C3	Residents may feel 'distrustful' that the festival is truly for them	O1	Art festivals foster social connections and community pride.	Villages in Portugal	(Bakas et al., 2019)
C1	Find the right balance between tourism and the preservation of home gardens and cultural values.	O1	Home gardens preserve cultural traditions.	Villages in Pujut District, Central Lombok Regency, Indonesia.	(Rahayu et al., 2023)
		O2	Promoting home gardens and workshops creates sustainable livelihoods.		
		O3	Recognising and supporting craftspeople is essential for preserving craft skills.		
C1	In the face of modernisation and urbanisation, traditional female artisans need support to preserve cultural heritage.	O1	Traditional crafts can drive sustainable rural development and foster a stronger cultural identity.	Villages (Upīte and Rugāji) in Latvia.	(Karlson, 2016)
C1	Facing financial instability while preserving weaving as a tradition.	O1	Branding of 'Bakal' weaving crafts for economic growth and cultural preservation.	Villages of Balaos, Pancil, and Pangpang Barili, Cebu, Philippines.	(Inocian et al., 2019)
C4	Maintaining traditional craft communities in modern markets.	O3	A creative weaving hub to promote cultural tourism and support the craft community.		
C4	Tourism in marginalised communities requires an understanding of the local context for customised development and the acknowledgement of potential negative impacts.	O2	Pro-poor tourism (PPT) can stimulate economic development and alleviate poverty.	Villages in Central Spiš Region, Slovakia.	(Matlovičová et al., 2022)
		O4	Community engagement and collaboration are essential for sustainable tourism.		
C1	Preserving traditional crafts produced by genuine artisans amid commercialisation is crucial, emphasising the need to balance economic benefits with cultural preservation.	O1	Utilise cultural heritage and artistic skills to attract tourists and sustain livelihoods.	Rural areas in Ibiza, Spain	(Ramón-Cardona & Sánchez-Fernández, 2022)
		O2	Integrating countercultural elements into the tourism supply creates a unique and attractive destination image.		
		O3	Maintains authenticity and sustainability in the development of the craft community.		
C2	Limited resources and digital literacy in applying digital tools to raise cultural awareness.	O1	Social media promotes cultural heritage and craft traditions in tourist villages.	Lamas Village, San Martín, Peru.	(Vidaurre-Rojas et al., 2024)
-	-	O1	Employ design thinking and collaboration to develop sustainable livelihoods and cultural branding within craft communities.	Ngada Regency, East Nusa Tenggara, Indonesia	(Sudhiastiningsih & Chadijah, 2022)
		O4	Collaborative models impact production and supply chain management, rural area management, community activation, and capacity building.		
		O2	The 'Experience Journey' (intangible products) includes tourism and product design.		
		O3	Design promotes positive change, cultural preservation, and sustainable development.		
C2	The limited availability of skilled human resources in tourism management hinders sustainable growth.	O2	Enhance tourism villages by showcasing rich and diverse culture, arts, crafts, and paintings.	Aan Village, Klungkung Regency, Bali, Indonesia	(Farel et al., 2023)
		O4	Participation is based on residents' willingness, ability, and opportunity to sustain the village.		
C2	Inadequate infrastructure, limited marketing, a shortage of skilled human resources, and competition from other tourism providers.	O1	Leverage craft communities' unique cultural heritage, traditional arts, and local wisdom to attract tourists and generate income.	Village in the Borobudur area, Central Java Province, Indonesia.	(Arintoko et al., 2020)
		O2	The creation of tourism villages near tourist attractions provides economic benefits for local communities and handicraft artisans.		
C3	The potential threats posed by external investors and the need for environmental considerations in tourism development.	O4	Community participation, stakeholder collaboration, and government support drive the sustainable growth of craft-based tourism.		

Discussion

Identifying thematic challenges of craft community development in tourism villages

This study identifies four key thematic challenges in the development of craft communities within tourism villages. As shown in Figure 3, limited resources and infrastructure (C2) in tourism villages emerged as significant constraints affecting the community's ability to maintain and develop craft-based tourism activities. Preserving traditional crafts in tourism development (C1) and empowering local craft communities (C3) remain key priorities in balancing economic benefits with cultural sustainability and community participation. These challenges are further compounded by economic pressures, particularly in maintaining the local craft market (C4), where communities are required to compete in an increasingly globalised marketplace despite limitations in marketing capabilities and maintaining product quality.

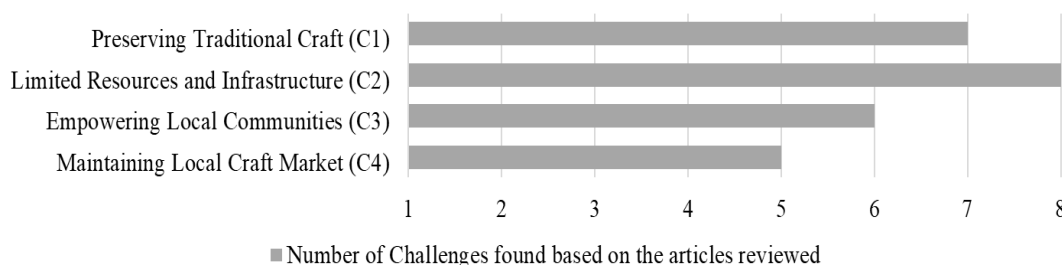


Figure 3: Thematic challenges in the development of craft communities in tourist villages based on a systematic review

Preserving traditional craft (C1)

The challenge for tourism villages is to balance tourism growth with cultural heritage preservation, encompassing both traditional practices and environmental considerations. This transformation has significant implications for craft communities since more rural areas are being transformed into tourism villages (Soewarlan, 2019). In Indonesian tourism villages, traditional crafts play an essential role in

preserving local communities' cultural identity (Istiqomah et al., 2020). Preserving traditional crafts also requires the role of rural master craftsmen, who possess extraordinary skills and carry on vernacular traditions passed down through generations (Junaidy et al., 2015). However, identifying compelling local art or cultural elements that can serve as tourist attractions can be challenging in an evolving world. The hippie movement in rural Ibiza, Spain, provides evidence of the use of unique cultural elements to attract tourists (Ramón-Cardona & Sánchez-Fernández, 2022). Fuelled by art and a countercultural community, this movement embraced its identity and offered authentic experiences, becoming a renowned destination for tourists seeking alternatives. A harmonious balance between tradition and modernity is necessary when developing community-based crafts as attractions in tourism villages. The charm of urban lifestyles and the erosion of traditional values could contribute to the decline of craft skills and the transmission of knowledge (Karlson, 2016). Furthermore, the pressure to adapt traditional crafts to contemporary trends will raise concerns regarding cultural authenticity. A study by Inocian et al. (2019) on the art and craft of batik weaving in the Philippines highlights the significance of maintaining a balance between innovation and the preservation of traditional techniques and cultural meaning. Maintaining traditions in craft tourism villages with deep-rooted cultures is also a challenge in the era of globalisation, as occurred in Ngada, Indonesia (Sudhiastiningsih & Chadijah, 2022). Effective collaboration between the craft community and external stakeholders, including tourism operators and government agencies, is crucial to safeguard cultural heritage (Adom, 2019). Preserving traditional crafts also requires ongoing dialogue with the community to ensure their active role in shaping respectful tourism development. In general, maintaining traditional and cultural elements in craft tourism villages helps preserve regional identity. Concrete evidence of this is the preservation of home gardens in rural areas around Mandalika, Indonesia, which provide raw materials for traditional craft production (Rahayu et al., 2023).

Limited resources and infrastructure (C2)

Inadequate infrastructure and resources significantly hinder craft communities in tourism villages by reducing productivity (Pham Hong et al., 2021) and hindering cultural heritage preservation efforts (Istiqomah et al., 2020). Consequently, these systemic gaps prevent craft communities from effectively meeting tourist needs, which further restricts the potential for tourism expansion. Pham Hong et al. (2021) studied that limited production space in Thanh Ha pottery village, Vietnam, restricts its ability to host tourists for pottery-related activities. In Romania, Vijulie et al. (2018) identified inadequate infrastructure and limited accommodation options as factors contributing to the underutilisation of tourism potential in Eftimie Murgu. Similarly, Hussein et al. (2024) also emphasised the need for well-designed rural tourism centres to promote and support tourism activities in Jordan. Beyond physical infrastructure, digital connectivity is also essential for promoting village tourism. Vidaurre-Rojas et al. (2024) reported that limited use of social media and digital skills among officials hindered the promotion of culture and tourism. Human and natural resources are essential for developing the value of a community-based craft in a tourism village (Arintoko et al., 2020; Pham Hong et al., 2021). As cultural heritage and tourist attractions, craft resources can be categorised based on their physical characteristics, including (a) tangible resources such as traditional handicrafts, buildings, and works of art, and (b) intangible resources such as language, skills, local knowledge, and artistic expression (Qiu et al., 2022; Ramón-Cardona & Sánchez-Fernández, 2022). However, challenges exist in developing craft-based communities within villages, including limited involvement of the younger generation in traditional crafts (Istiqomah et al., 2020; Uduji et al., 2019), a lack of community participation in decision-making (Mokgalo & van der Merwe, 2022), and limited skills in both traditional craft production (Pham Hong et al., 2021) and tourism village management (Farel et al., 2023). Without supporting craft communities in tourist villages, traditional craft skills may disappear, as seen in the cases of batik in Indonesia (Istiqomah et al., 2020) and pottery in Vietnam (Pham Hong et al., 2021), where a shortage of skilled individuals poses a threat.

Empowering local communities (C3)

Engaging the local craft community is both a challenge and a necessity for tourism villages, particularly in areas of cultural heritage. Studies in several countries on community empowerment through tourism village development have identified challenges related to specific groups and conditions. These challenges include engaging Rural Young People (RYP) in cultural tourism in Nigeria (Uduji et al., 2019), engaging Marginalised Roma Communities (MRCs) in Slovakia (Matlovičová et al., 2022), and supporting craftspersons in Latvia (Karlson, 2016). External challenges, such as negative foreign influence on the younger generation and potential conflict between visitors and residents, also disrupt community fabric and cultural identity (Saqib et al., 2019). Therefore, community empowerment requires a tailored approach that considers the unique needs of the communities involved in developing craft tourism villages. Studies have also explored various approaches to enhance craft community involvement in tourism villages for

sustainability. For instance, Bakas et al. (2019) emphasise the importance of co-creating small-scale art festivals with genuine local involvement, thereby fostering long-term relationships and trust between organisers and communities. Matlovičová et al. (2022) employed a Pro-Poor Tourism (PPT) approach to stimulate poverty alleviation by maintaining traditional craft activities and developing PPT products based on local Roma culture in Slovakia. In addressing the challenges of empowering communities in tourism villages, Community-Based Tourism (CBT) has emerged as a common approach. According to Safari et al. (2023), the CBT approach positions the community as central to planning, managing, and benefiting from tourism, which is crucial to sustainable tourism development. Despite its potential and widespread use, the CBT approach faces challenges such as a shortage of skilled human resources (Arintoko et al., 2020; Farel et al., 2023), limited supporting infrastructure, and an imbalance in competition between communities and large corporations.

Maintaining local craft market (C4)

Craft communities in tourism villages face challenges adapting to market demands and ensuring economic viability. Market adaptation challenges include the competitiveness of the craft community tourism and the development of products that meet tourist expectations (Istiqomah et al., 2020; Saqib et al., 2019). Maintaining market access requires engaging potential tourists, understanding their preferences, and offering high-quality, competitively priced, well-designed, and visually appealing products or experiences. In Indonesia, Istiqomah et al. (2020) highlighted the challenge that Papringan Village faces in differentiating its craft community and attracting tourists, due to competition from nearby tourist destinations. Additionally, Saqib et al. (2019) reported the impact of tourism on local language and social life, emphasising the need for craft communities to adapt to cultural shifts and market demands while maintaining their identity. Therefore, market adaptation challenges often arise from limited market knowledge, inadequate marketing skills, and competition from established tourism businesses or from alternative destinations offering similar products or experiences. Craft communities must actively develop or diversify their local craft products, striking a balance between tradition and contemporary preferences. These challenges often relate to limited product development skills, resources, and access to new technologies (Safari et al., 2023). In Vietnam, Pham Hong et al. (2021) identified competition from industrial products as a challenge for Thanh Ha village's traditional pottery, emphasising innovation and product diversification to remain competitive. In the Philippines, Inocian et al. (2019) reported that *bakat* weaving provides a sustainable livelihood for weavers, although their incomes are generally subsistence. These cases highlight the challenge of earning sufficient income from craft production, mainly due to competition with industrial products and limited market access. Emphasising the importance of traditional craftsmanship in the contemporary era, Karlson (2016) suggested that traditional craft skills can be adapted to produce products and experiences attractive to modern tourists while preserving cultural heritage. Furthermore, Uduji et al. (2019) noted the necessity of economic viability for craft communities in cultural tourism villages, emphasising the need for innovative strategies to manage market challenges and ensure sustainable livelihoods.

Unveiling thematic opportunities for craft communities in tourism villages

Analysis of development opportunities for craft communities reveals four interconnected themes (Figure 4). An enhanced cultural craft experience (O1) is the main way of leveraging cultural capital; this is supported by craft product and service innovation (O2) and a commitment to sustainable craft tourism development (O3). Collectively, these elements foster eco-friendly and socially responsible economic growth in tourism villages. The interdependence of these objectives also requires a holistic framework, with multi-stakeholder partnerships and collaboration (O4) acting as the functional hub. The collaboration between community members, non-governmental organisations (NGOs), local authorities and private enterprises is crucial for realising tourism's potential and achieving resilient community outcomes.



Figure 4: Thematic opportunities for developing craft communities in tourist villages based on a systematic review

Enhanced cultural craft experience (O1)

The unique cultural heritage of craft communities in tourism villages offers opportunities to attract tourists, generate income, and promote cultural preservation. In craft communities, the tangible and intangible cultural heritage of tourist villages served as development epicentres. Tangible cultural heritage involves leveraging physical assets, such as historical sites, museums, traditional crafts, and local products, to embody local cultural values (Sudhiastiningsih & Chadijah, 2022). It also provides visitors with a direct connection to the history and traditions of a tourist village destination. Soewarlan (2019) highlighted the potential of recreating rural performing arts for tourism, representing Indonesian culture. Inocian et al. (2019) emphasise the preservation and promotion of the *bakat*-weaving tradition, which is deeply connected to Cebuano cultural heritage and symbolises resilience, adaptability, and community values. Conversely, intangible cultural heritage is pivotal in creating authentic tourism experiences by leveraging non-physical assets such as indigenous knowledge, traditions, artistic practices, and storytelling (Qiu et al., 2022). These intangible elements convey a community's cultural identity (Quyen & Khanjanusthiti, 2015), enhancing the overall tourism experience (Sudhiastiningsih & Chadijah, 2022). Research by Saqib et al. (2019) in Pakistan emphasises the need to preserve local languages and social life as intangible cultural heritage, which are affected by tourism development. Other studies explore cultural tourism opportunities, including youth engagement in Nigeria (Uduji et al., 2019) and the benefits of small-scale art festivals incorporating creative tourism in Portugal (Bakas et al., 2019). In Spain, Ramón-Cardona and Sánchez-Fernández (2022) explored the influence of artists and hippies on Ibiza's cultural landscape and tourism, highlighting the intangible cultural legacy of counterculture movements. Creating a craft tourism experience that supports cultural preservation requires integrating tourism with local wisdom in craft villages.

Craft product and service innovation (O2)

The growth of tourism villages offers opportunities for craft communities to innovate their services and products. The study in villages around Mandalika, Indonesia, by Rahayu et al. (2023) demonstrated an opportunity for craft communities to leverage the rich plant diversity and cultural significance of their home gardens to attract tourists. This approach enhances local tourism services while promoting the preservation of traditional knowledge and biodiversity. In Peru, diversifying tourism products beyond traditional crafts is crucial for sustainable growth, as it fosters community pride and authentic experiences (Vidaurre-Rojas et al., 2024). In addition, a study by Karlson (2016) in Latvia suggests that traditional crafts foster social cohesion and community pride in rural areas. Therefore, innovating crafts rooted in traditional knowledge into products and services creates a unique offering for tourists (Sudhiastiningsih & Chadijah, 2022). By integrating traditional crafts and tourism, rural areas can achieve economic growth, cultural preservation, and community development. Preserving traditional craftsmanship is vital for both cultural heritage and economic well-being. Craft communities should diversify their products and tourism services to thrive in a competitive market. As highlighted by Pham Hong et al. (2021), traditional craft communities must adapt and diversify their offerings to remain competitive against industrial products. Adaptation strategies can involve innovative designs, contemporary aesthetics, and the exploration of new applications for traditional crafts. Karlson (2016) emphasises the preservation of traditional craft techniques in Latvia's rural areas, suggesting that artisans develop skills to create products and experiences that attract modern tourists while preserving cultural heritage. This adaptation also requires transforming traditional crafts into contemporary crafts or creating tourism activities that allow visitors to learn from the master craftsmen. Regarding traditional artisans' communal culture, tourist participation in adding value to crafts also draws on the concept of co-creation, in which people work together and share local knowledge (Junaidy & Nagai, 2013). These opportunities also involve expanding craft products and tourist services to attract diverse market segments and reduce dependency on a single product or tourism type.

Sustainable craft tourism development (O3)

Sustainable practices play an important role in bringing benefits to local communities and the surrounding environment (Streimikiene et al., 2021; Yanan et al., 2024). By embracing sustainable practices, craft communities can create thriving tourism villages that preserve cultural heritage, protect natural resources, and generate economic opportunities for current and future generations. Sustainable craft tourism in villages offers diverse, interconnected opportunities, including ecological protection, socio-cultural preservation, and economic viability. Ecological protection minimises tourism's negative environmental impacts and promotes eco-friendly practices that preserve the natural beauty of the craft community. In tourism villages, this includes sustainable waste management, water and energy conservation, protection of biodiversity, and encouraging responsible visitor behaviour. Saqib et al. (2019) discussed environmental challenges in tourism development, such as pollution, deforestation, and biodiversity loss, and emphasised the need for sustainable practices to mitigate these impacts. The socio-cultural focus includes the promotion and preservation of

crafts as community cultural heritage. It includes protecting and revitalising traditional crafts, arts, and architecture, as well as fostering cultural understanding between visitors and locals. In Spain, Ramón-Cardona and Sánchez-Fernández (2022) examined how artists and hippies in Ibiza shaped the island's cultural landscape and tourism deals. This influence is evident in artistic expressions such as art exhibitions and handicraft markets. Their analysis highlights the potential for cultural heritage and creative expression to integrate with a destination's identity, thereby attracting visitors seeking authentic experiences. Economic viability focuses on generating income, creating jobs, and encouraging economic diversification in craft communities through sustainable tourism. This focus involves developing tourism businesses and promoting local crafts and cultural heritage. Inocian et al. (2019) reported that batik weaving offers a sustainable livelihood for weavers. However, their income remains at a subsistence level, underscoring the need for strategies to enhance economic benefits and promote fair trade practices. Matlovičová et al. (2022) emphasise tourism's potential to alleviate poverty and improve livelihoods in Marginalised Roma Communities. This opportunity allows tourism villages to generate economic opportunities and improve community livelihoods.

Community partnership and collaboration (O4)

Collaboration and partnerships drive the success of craft communities in tourism villages. Leveraging the Penta Helix approach, craft communities can build relationships with government agencies, academics, businesses, and the media (Safari et al., 2023). Such collaborations provide access to resources, expertise, and markets, leading to sustainable tourism development. In Indonesia, Istiqomah et al. (2020) demonstrated that collaboration among academics, local governments, and private companies enabled the development of craft tourism villages. This partnership could enhance infrastructure, develop tourism products, promote the village, and provide training and capacity-building opportunities for the community. Recognising the significance of community engagement, Bakas et al. (2019) underscored the role of sustained involvement and trust-building between art festival organisers and the local community in the success of festivals, including their social impact. This trust-building process may encompass regular communication, collaborative planning, and shared decision-making to ensure mutual benefits. As tourism villages evolve, fostering collaborative relationships is key to their long-term viability and positive impact. Collaboration with local communities is essential to aligning the needs and values in the tourism village development plan. Involving local stakeholders enables a village development plan to reflect the area's unique characteristics and aspirations (Soewarlan, 2019). A collaborative approach among local stakeholders also allows the communities to increase their income by prioritising local sourcing and transparency (Makwindi & Ndlovu, 2021). In Malaysia, Isa et al. (2022) emphasised the need for collaborative planning and development with various agencies, tourism stakeholders, and the local community to realise the tourism potential of Perak Tengah District. This collaboration involves joint efforts to enhance infrastructure, develop and promote tourism products, and ensure a fair distribution of tourism benefits. In Indonesia, Arintoko et al. (2020) emphasised that stakeholder collaboration is key to the success and sustainability of tourism in the Borobudur area. It often includes CBT programmes and cultural preservation, enabling craft communities to effectively utilise external resources and expertise to achieve sustainable outcomes through cooperation. Accordingly, the goal of CBT is to support sustainable livelihoods and preserve local culture by encouraging local communities to manage, operate, and lead (Gebreyesus et al., 2022). By encouraging collaborative partnerships among multiple stakeholders, communities are able to align development strategies for local socio-economic needs.

Conclusion

This systematic review of research from diverse countries suggests that the opportunities for developing craft communities in tourism villages outweigh their challenges. As a sustainable village development insight, this study concludes that there are four thematic opportunities for craft communities in tourism villages to enhance cultural experiences, innovate products and services, develop sustainable tourism, and strengthen partnerships and collaborations. Essentially, the development of community-based traditional crafts in tourism villages is closely related to socio-cultural and environmental values. Strategies to integrate tourism concepts into craft villages can generate economic benefits and promote local cultural heritage. Despite these strategic opportunities, four thematic challenges face the craft community in tourism villages, including preserving traditional crafts, empowering local communities, maintaining local markets, and navigating resource and infrastructure constraints. The main challenge in addressing this issue is balancing environmental and cultural preservation with equitable economic growth for developing craft communities in tourism villages. Thus, the success of craft communities in tourism villages in achieving sustainability depends on their ability to overcome challenges and capitalise on opportunities in accordance with the socio-

cultural, economic, and environmental context. Further research is needed to empirically examine the dynamics of craft tourism villages, cultural heritage, and community welfare in diverse contexts. As recommendations, longitudinal studies are advised to clarify the long-term impacts of tourism on craft communities and to offer guidance on effective policies or practices.

Acknowledgement

The research received funding from the Centre for Higher Education Funding and Assessment (PPAPT), the Ministry of Higher Education, Science, and Technology of the Republic of Indonesia, and the Indonesia Endowment Fund for Education (LPDP). Sincere appreciation is extended to the Beasiswa Pendidikan Indonesia and Universitas Kristen Duta Wacana, who have greatly supported this research.

References

- Adom, D. (2019). The place and voice of local people, culture, and traditions: A catalyst for ecotourism development in rural communities in Ghana. *Scientific African*, 6, e00184. <https://doi.org/10.1016/j.sciaf.2019.e00184>
- Ahmed, S. K., Mohammed, R. A., Nashwan, A. J., Ibrahim, R. H., Abdalla, A. Q., M. Ameen, B. M., & Khdir, R. M. (2025). Using thematic analysis in qualitative research. *Journal of Medicine, Surgery, and Public Health*, 6 (March), 100198. <https://doi.org/10.1016/j.glmedi.2025.100198>
- Arintoko, A., Ahmad, A. A., Gunawan, D. S., & Supadi, S. (2020). Community-based tourism village development strategies: A case of Borobudur tourism village area, Indonesia. *Geojournal of Tourism and Geosites*, 29(2), 398–413. <https://doi.org/10.30892/gtg.29202-477>
- Bakas, F. E., Duxbury, N., Remoaldo, P. C., & Matos, O. (2019). The social utility of small-scale art festivals with creative tourism in Portugal. *International Journal of Event and Festival Management*, 10(3), 248–266. <https://doi.org/10.1108/IJEFM-02-2019-0009>
- Carter, B. U. (2018). Single screen of citations with excluded terms: an approach to citation screening in systematic reviews. *Systematic Reviews*, 7(1), 111. <https://doi.org/10.1186/s13643-018-0782-x>
- Fajri, D. N. A., Pitanatri, P. D. S., & Valeri, M. (2024). Sustainable and feasible: Exploring motivation factors contributing to the success of tourism village development in Indonesia. In M. Valeri (Ed.), *International Studies in Entrepreneurship* (Vol. 57, pp. 173–190). Springer, Cham. https://doi.org/10.1007/978-3-031-54435-4_10
- Farel, F., Sutiarsa, M. A., & Tunjungsari, K. R. (2023). Community empowerment and customary attachments support participation in Aan tourism village development. *Jurnal Ilmiah Ilmu Terapan Universitas Jambi*, 7(1), 75–82. <https://doi.org/10.22437/jiituj.v7i1.26650>
- Fernández Bellver, D., Prados-Peña, M. B., García-López, A. M., & Molina-Moreno, V. (2023). Crafts as a key factor in local development: Bibliometric analysis. *Heliyon*, 9(1). <https://doi.org/10.1016/j.heliyon.2023.e13039>
- Gebreyesus, A., Tesfay, G., Tesfay, M., & Meheretu, Y. (2022). Opportunities and challenges of community-based tourism development in Southern Tigray, Ethiopia. *African Journal of Hospitality, Tourism and Leisure*, 11(3), 938–954. <https://doi.org/10.46222/ajhtl.19770720-267>
- Hussein, M. F., Eid, A. A., & Al-Ayash, A. (2024). Interior design proposal for a rural tourism center as sustainable development in Jordan (Al Fuheis Farm Case Study) | مقترح تصميم داخلي لمركز السياحة الريفية كتتمية مستدامة في الأردن (مزرعة الفحيص دراسة حالة). *Dirasat: Human and Social Sciences*, 51(5), 416–430. <https://doi.org/10.35516/hum.v51i5.4057>
- Inocian, R. B., Cuestas, N. J. P., Carin, J. K. L., & Canoy, J. D. E. (2019). Unveiling the indigenous art and craft of Bakat and its economic significations. *Journal of Cultural Heritage Management and Sustainable Development*, 9(4), 445–467. <https://doi.org/10.1108/JCHMSD-09-2018-0064>
- Isa, M. I., Rahman, N. A., Abdullah, K., Ahmad, A. L., Mohamad, M. R., Rahmat, A., & Omar, F. N. (2022). Development of rural tourism in Perak Tengah district based on local authority perspectives. *Planning Malaysia*, 20(4), 405–419. <https://doi.org/10.21837/pm.v20i23.1175>
- Istiqomah, Adawiyah, W. R., Praptapa, A., Kusuma, P. D. I., & Sholikhah, Z. (2020). Promoting local potential as a strategy to develop tourism village. *Geojournal of Tourism and Geosites*, 31(3), 1113–1118. <https://doi.org/10.30892/gtg.31324-547>
- Junaidy, D. W., & Nagai, Y. (2013). Co-creation model for traditional artisans in the current creative environment. In Ellen Yi-Luen Do, Steven Dow, Jack Ox, Steve Smith, Kazushi Nishimoto, & Chek Tien Tan (Eds.), *C and C 2013 - Proceedings of the 9th ACM Conference on Creativity and Cognition 2013: "Intersections and Interactions"* (pp. 324–327). ACM. <https://doi.org/10.1145/2466627.2466669>
- Junaidy, D. W., Kaner, J., Ioras, F., & Nagai, Y. (2015). Capturing characteristics of the conceptual ideation process of master crafts persons to inform design education: A comparative study of rural craft practitioners in Indonesia and in the UK. *Journal of Design Research*, 13(4), 395–423. <https://doi.org/10.1504/JDR.2015.074153>
- Karlson, A. (2016). Traditional craft skills in the contemporary Latvian rural environment. *Studia Ethnologica Croatica*, 28(1), 71–90. <https://doi.org/10.17234/SEC.28.4>
- Lame, G. (2019). Systematic literature reviews: An introduction. *Proceedings of the Design Society: International Conference on Engineering Design*, 1(1), 1633–1642. <https://doi.org/10.1017/DSL.2019.169>
- Linares-Espinós, E., Hernández, V., Domínguez-Escrig, J. L., Fernández-Pello, S., Hevia, V., Mayor, J., Padilla-Fernández, B., & Ribal, M. J. (2018). Methodology of a systematic review. *Actas Urológicas Españolas (English Edition)*, 42(8), 499–506. <https://doi.org/10.1016/j.acuroe.2018.07.002>
- Ma, X., Wang, R., Dai, M., & Ou, Y. (2021). The influence of culture on the sustainable livelihoods of households in rural tourism destinations. *Journal of Sustainable Tourism*, 29(8), 1235–1252. <https://doi.org/10.1080/09669582.2020.1826497>
- Majumdar, A., Agrawal, R., Raut, R. D., & Narkhede, B. E. (2023). Two years of COVID-19 pandemic: Understanding the role of knowledge-based supply chains towards resilience through bibliometric and network analyses. *Operations Management Research*, 16(3), 1105–1121. <https://doi.org/10.1007/s12063-022-00328-x>
- Makwindi, N., & Ndlovu, J. (2021). Prospects and challenges of community-based tourism as a livelihood diversification strategy at Sehlabathebe National Park in Lesotho. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 333–348. <https://doi.org/10.46222/AJHTL.19770720-104>
- Matlovičová, K., Kolesárová, J., Demková, M., Kostilníková, K., Mocák, P., Pachura, P., & Payne, M. (2022). Stimulating poverty alleviation by developing tourism in marginalised Roma communities: A case study of the Central Spiš Region (Slovakia). *Land*, 11(10), 1689. <https://doi.org/10.3390/land11101689>

- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., Antes, G., Atkins, D., & The PRISMA Group. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *Annals of Internal Medicine*, 151(4), 264–269. <https://doi.org/10.7326/0003-4819-151-4-200908180-00135>
- Mokgalo, L., & van der Merwe, P. (2022). A revised CBT strategy for Botswana: Reflections from experiences of the ban on trophy hunting. *Cogent Social Sciences*, 8(1). <https://doi.org/10.1080/23311886.2022.2081109>
- Mthethwa, N. B., Taylor, S., & Tefera, O. (2020). The involvement, perceptions and challenges of the community in rural tourism development: A case of the Isithumba Village in eThekweni. *African Journal of Hospitality, Tourism and Leisure*, 9(2), 1–18.
- Page, M. J., Moher, D., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., Mcdonald, S., McGuinness, L.A., Stewart, L.A., Thomas, J., Tricco, A.C., Welch, V.A., Whiting, P., & Mckenzie, J. E. (2021). PRISMA 2020 explanation and elaboration: Updated guidance and exemplars for reporting systematic reviews. *The BMJ*, 372. <https://doi.org/10.1136/bmj.n160>
- Pardosi, J., Putra, I. M., & Rahmadana, M. F. (2024). Mapping research streams and future agenda in community-based tourism development: A bibliometric approach. *African Journal of Hospitality, Tourism and Leisure*, 13(1), 128–141. <https://doi.org/10.46222/ajhtl.19770720.490>
- Pham Hong, L., Ngo, H. T., & Pham, L. T. (2021). Community-based tourism: Opportunities and challenges a case study in Thanh Ha pottery village, Hoi An city, Vietnam. *Cogent Social Sciences*, 7(1). <https://doi.org/10.1080/23311886.2021.1926100>
- Qiu, Q., Zuo, Y., & Zhang, M. (2022). Intangible cultural heritage in tourism: Research review and investigation of future agenda. *Land*, 11(1), 139. <https://doi.org/10.3390/land11010139>
- Quyên, L. T. T., & Khanjanusthiti, P. (2015). The cultural impact of tourism development in a Dong Hoa Hiep local community, Cai Be District, Vietnam. *Asian Social Science*, 11(18), 203–214. <https://doi.org/10.5539/ass.v11n18p203>
- Rahayu, S. M., Hakim, L., Batoro, J., & Sukenti, K. (2023). Plants Diversity of Sasak Tribe Homegarden in Villages around Mandalika, Lombok Island, Indonesia. *Journal of Marine and Island Cultures*, 12(3), 325–350. <https://doi.org/10.21463/jmic.2023.12.3.21>
- Ramón-Cardona, J., & Sánchez-Fernández, M. D. (2022). From Counterculture to Intangible Heritage and Tourism Supply: Artistic Expressions in Ibiza, Spain. *Land*, 11(1), 98. <https://doi.org/10.3390/land11010098>
- Rosalina, P. D., Dupre, K., Wang, Y., Putra, I. N. D., & Jin, X. (2023). Rural tourism resource management strategies: A case study of two tourism villages in Bali. *Tourism Management Perspectives*, 49(October), 101194. <https://doi.org/10.1016/j.tmp.2023.101194>
- Safari, A., Afriza, L., & Riyanti, A. (2023). Tourism Village Assistance in Purwakarta Regency (Case Study of Indonesian Wanayasa Village). *Asian Journal of Business Research*, 13(2), 1–24. <https://doi.org/10.14707/ajbr.230147>
- Saqib, N. U., Yaqub, A., Amin, G., Khan, I., Faridullah, Ajab, H., Zeb, I., & Ahmad, D. (2019). The impact of tourism on local communities and their environment in Gilgit Baltistan, Pakistan: A local community perspective. *Environmental and Socio-Economic Studies*, 7(3), 24–37. <https://doi.org/10.2478/environ-2019-0015>
- Soewarlan, S. (2019). Re-creating rural performing arts for tourism in Indonesia. *Journal of Tourism and Cultural Change*, 17(5), 577–593. <https://doi.org/10.1080/14766825.2018.1541993>
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*, 29(1), 259–271. <https://doi.org/10.1002/sd.2133>
- Sudhiastiningsih, N. N. S. N., & Chadijah, S. (2022). Design for impact: Wake Wadho, a cultural branding through collaborative design model in Ngada Regency, East Nusa Tenggara. *Journal of Visual Art and Design*, 14(2), 153–166. <https://doi.org/10.5614/j.vad.2022.14.2.10>
- Thomas, J., & Harden, A. (2008). Methods for the thematic synthesis of qualitative research in systematic reviews. *BMC Medical Research Methodology*, 8(1), 1–10. <https://doi.org/10.1186/1471-2288-8-45>
- Turčinović, M., Vujko, A., & Stanišić, N. (2025). Community-Led sustainable tourism in rural areas: enhancing wine tourism destination competitiveness and local empowerment. *Sustainability (Switzerland)*, 17(7), 2878. <https://doi.org/10.3390/su17072878>
- Uduji, J. I., Okolo-Obasi, E. N., & Asongu, S. A. (2019). Does CSR contribute to the development of rural young people in cultural tourism of sub-Saharan Africa? Evidence from the Niger Delta in Nigeria. *Journal of Tourism and Cultural Change*, 17(6), 725–757. <https://doi.org/10.1080/14766825.2018.1502777>
- Utami, D. D., Dhewanto, W., & Lestari, Y. D. (2023). Rural tourism entrepreneurship: A systematic literature review on resources and challenges. *African Journal of Hospitality, Tourism and Leisure*, 12(4), 1322–1344. <https://doi.org/10.46222/ajhtl.19770720.434>
- Vidaurre-Rojas, P., Vela-Reátegui, S. J., Pinedo, L., Valles-Coral, M., Navarro-Cabrera, J. R., Rengifo-Hidalgo, V., López-Sánchez, T. D. P., Seijas-Díaz, J., Cárdenas-García, Á., & Cueto-Orbe, R. E. (2024). A social media adoption strategy for cultural dissemination in municipalities with tourist potential: Lamas, Peru, as a case study. *Built Heritage*, 8(1), 12. <https://doi.org/10.1186/s43238-024-00128-1>
- Vijulie, I., Matei, E., Preda, M., Manea, G., Cuculici, R., & Mareci, A. (2018). Tourism-a viable alternative for the development of rural mountainous communities. Case Study: Eftimie Murgu, Caraș-Severin County, Romania. *GeoJournal of Tourism and Geosites*, 22(2), 419–431. <https://doi.org/10.30892/gtg.22212-299>
- Yanan, L., Ismail, M. A., & Aminuddin, A. (2024). How has rural tourism influenced the sustainable development of traditional villages? A systematic literature review. *Heliyon*, 10(4), e25627. <https://doi.org/10.1016/j.heliyon.2024.e25627>
- Zheng, C., Wu, S., Teng, Y. P., Wu, S., & Wang, Z. (2023). Natural resources, tourism resources and economic growth: A new direction to natural resources perspective and investment. *Resources Policy*, 86(PB), 104134. <https://doi.org/10.1016/j.resourpol.2023.104134>