

EXTENDED ABSTRACT

RURAL TOURISM ENTREPRENEURSHIP AND ITS TRENDS THROUGH BIBLIOMETRIC ANALYSIS

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1. INTRODUCTION

Within the different tourism models and typologies, rural tourism or tourism in rural areas was born a few decades ago due to the exhaustion of other tourism models, the discovery of new attractions in the rural world and its natural spaces and the creation of local and family businesses that try to make agricultural activities compatible with new niches of activity and employment: tourism. This segment has experienced a high and sustained growth worldwide in the last ten years, driven by social needs, becoming in many cases a tool for the sustainable development of rural areas. Since the 1980s there has been a growth in rural tourism activity.

It began in the 60s and 70s as an alternative to traditional tourism, due to changes in the behaviour of demand, new habits and the revaluation of culture and nature, and the decline of the rural world. It has become a new alternative to traditional tourism models and products, motivated and driven by changes in demand and greater environmental awareness of tourists and, in turn, by greater entrepreneurship of local communities.

Rural tourism enterprises can find new ways to provide products and services that are efficient in the use of diverse local resources, promoting new businesses and enterprises that foster ecological activities and historical and intangible cultural heritage. Rural tourism enterprises are also related to the fight against poverty, to the generation of economic income, prevent or stop rural-urban migration and generate an interesting exchange of knowledge.

In this context, the aim of this research has been to carry out a bibliometric analysis of the research and publications related to rural tourism entrepreneurship from the Scopus

indexed database, in order to find out the contributions, advances, theoretical aspects of the subject analysed, the main research trends and the most significant published works.

The present research is justified because after a bibliographic review, it is not possible to identify a specific study carried out on rural tourism enterprises, but they are related to concepts such as gastronomy, sustainability, motivations, political institutions, driving forces, behaviours, barriers, mountains, nature, profile, coverage, milestones, among others. For this reason, the present research acquires relevance as it is considered as a baseline study to generate other research related to the concept of rural tourism entrepreneurship, while contributing to the development of new concepts in the field of entrepreneurship knowledge.

2. METHODOLOGY

The research considers the bibliometric analysis of the scientific production on rural tourism entrepreneurship and without determining a specific territorial scale. The search for scientific production has focused on the Scopus database, because it brings together a remarkable quality of scientific production and guarantees dissemination and adequate access. The selection of Scopus in relation to WOS is centred on the fact that both offer information, that they are not exclusive but complementary and that there is a high degree of similarity (Chaparro *et al.*, 2016; Granda-Orive *et al.*, 2013). In this context, Scopus is considered relevant for this research, with a sample size of 62 articles.

The period of the bibliometric analysis covers from 2002 to 2023 as a result of the search criteria used for scientific articles, conference contributions and book chapters written in English and Spanish. The tools used for the analysis were Bibliometrix and VOSviewer. For the systematic review, the method used was Prisma, which considers indicators such as: 1) Quantity indicators: annual scientific production, scientific production by country, productivity by type of institution; 2) Impact indicators: most cited contributions; impact factor of the journals with the highest publication; 3) Quality indicators: keywords and relationship with other subjects, main research currents or trends (thematic mapping).

3. RESULTS

The results show that there has been a 400% growth in publications on rural tourism entrepreneurship since 2002. The countries leading these studies are Portugal in first place with 6 articles, followed by China and Sweden with 5; Australia, Finland and Italy with 3 articles. Collaboration with other authors (CAP) is concentrated in China, Australia, Italy and Norway. The productivity in relation to the scientific production of the authors is 85.3% with one article; 13.2% with two articles and 1.5% with three articles, which means that there is a significant number of authors who write only one article, with only one author with three articles (Cunha *et al.*, 2020). The research is carried out in the regions where the universities are located. In addition, the authors are identified as working in local networks. The most cited article corresponds to Kompplu (2014) with 216 citations received, who studies the role of entrepreneurs or entrepreneurs in the development of

the competitiveness of a rural tourism destination. It is followed by Paniagua (2002) with 105 citations.

The journals with the highest publication or contribution were mainly *Tourism Planning and Development* and the *African Journal of Hospitality Tourism and Leisure*. The most studied topics around rural tourism entrepreneurship until 2012 were related to agribusiness, tourism and tourism destinations; from 2014 to 2018 with tourism and development, cooperation, cultural relations, poverty, social capital and, generically, rural tourism; from 2020 onwards, topics such as sustainable development, regional studies, sustainable tourism, peripheral rural areas, rural women and community tourism understood as local practices and initiatives linked to tourism activity are more visible, among the most important; finally, it can be identified that the trend in research on rural tourism ventures is related to tourism development, entrepreneurship, rural areas and tourism.

4. CONCLUSIONS

This research reveals important information related to the scientific production on rural tourism entrepreneurship, based on the interest of researchers mainly in the fields of economics and geography. The sustained growth of publications is noteworthy, with a take-off from 2013 onwards, and with an upward trend in the following years. Another aspect to highlight is that these are well-positioned countries and with collaborations among their authors. Thus, Portugal is the leader in this area of study, together with China and Sweden. Collaboration with other authors is also concentrated in China, Australia, Italy and Norway.

Early research on rural tourism entrepreneurship was related to agribusiness and tourism destinations. Subsequently, they focused on cooperation, cultural relations, poverty and social capital, the latter with an upward trend in its development and analysis. From 2020 onwards, research is mainly oriented towards the sustainable development of tourism entrepreneurship in rural areas, and there is evidence of a significant participation of women in entrepreneurial initiatives, contributing to Sustainable Development Goals 8 and 12 of the SDG 2030 Agenda.

Research on tourism entrepreneurship in rural areas shows a growing trend from 2019 onwards, and is linked to the concept of local economic development of communities and entrepreneurial activities with a focus on the sustainability of rural tourism. On the other hand, a relationship is observed with the social capital variable, community-based tourism, women's participation in rural entrepreneurship and tourism entrepreneurship.

Finally, based on the evolution of this research, we consider that the next variables will focus on the analysis and performance of social capital, the use of virtual platforms and the sustainability of rural tourism enterprises.