

Rural Tourism Development Model

STEP 2 STEP 1 Motivation **Focus Group** - Internal Potencies Discussion (FGD) - Sustainability Problem - Residents Aspirations - External Supports - Strategic Issue STEP 3 STEP 4 **Planning Decision to Develop Rural Tourism** - SWOT & TOWS Analysis - Product/Program Ideation STEP 5 STEP 6 **HR Development Organization Arrangement** - Empowering Local Residents - Committee Arrangement - Knowledge Upgrade - Legal Entity Registration - Skill Upgrade - Vision, Mission, and Regulation Arrangement STEP 8 STEP 7 **Product Development** Marketing - Market Need Identification - Branding - Business Model Arrangement - Networking - Standardization - Online & Offline Selling - Supporting Facilities Development