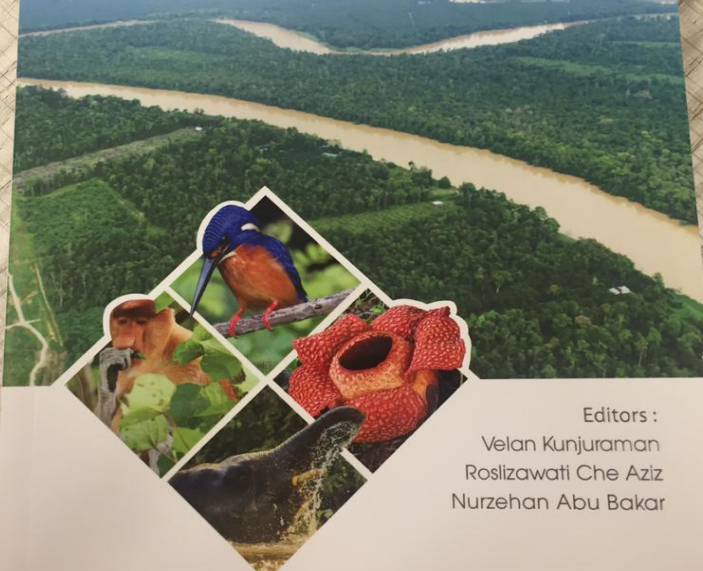


ECOTOURISM AND RURAL COMMUNITY DEVELOPMENT



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ECOTOURISM AND RURAL COMMUNITY DEVELOPMENT

This book introduces a wide range of topics related to ecotourism, rural tourism and rural community development within Malaysia and outside of Malaysia. Among the topics include research paradigm in ecotourism research, ecotourism

impacts to the local community development, ecotourism challenges and its solutions, tourist satisfaction towards ecotourism services, and others. The discussed topics in this book have been theoretically and empirically validated by the authors and provide a meaningful discussion within the ecotourism and rural community development areas. This book is timely to recognise ecotourism contributions towards rural community development issues within the selected countries done by the authors.

This book is suitable for college and university students, academicians, government and private agencies, policy makers, NGOs and the general public who are interested in ecotourism and rural community development issues in developed and developing countries. Moreover, this book may be considered as a reference to those invested in ecotourism ventures as well as studies related to the ecotourism and rural community development.



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