

EXPLORING SUSTAINABLE TOURISM IN SCREEN-INDUCED RURAL DESTINATIONS THROUGH AN APPRECIATIVE INQUIRY APPROACH-THE CASE OF RESIDENT HOST COMMUNITIES

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ABSTRACT

The study focuses on exploring sustainable tourism in remote rural destinations that have gained popularity due to filming locations in famous films, TV series, or entertainment programs. It specifically focuses on the resident host communities within these areas and endeavors to identify a sustainable approach to tourism using the principles of positive psychology. Employing an appreciative inquiry approach with a '4D Cycle' (discovery, dream, design, and delivery), the study conducted semi-structured, in-depth interviews with 29 tourism stakeholders in a typical resident host community(Shaxi Old Town), including governmental officers, private sector representatives, local residents, and tourists. Utilizing NVIVO 2024 analysis software, the study uncovered a comprehensive framework with four dimensions to promote sustainable tourism in these rural destinations, emphasizing fostering positive collaboration among tourism stakeholders. This research serves as an exemplary demonstration of the application of Appreciative Inquiry within the context of rural tourism while providing a compelling case study of positive tourism.

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