

ABSTRACT

The purpose of this study was to determine the factors that influence the success of a rural tourism. The qualitative method used in this research is a case study approach. Data were collected through in-depth interviews conducted in person and online to participants and direct observations made as supporting material.

The results of this study indicate that there are several factors that influence the success of rural tourism, namely the participation of local communities and communities in developing rural tourism, marketing activities carried out to attract tourists to visit there, sufficient funding to support tourism activities, networking with relations so that they can cooperate. The efforts made to achieve this success are that tourism activists as the main motor in tourist villages must have the same vision, totality and solidity in moving rural tourism activities, the relationship between managers and the general public must be properly fostered, intensify marketing activities so that tourists many visit and take advantage of the network of relationships to get investors or sources of funds and marketing media.

Keywords: *rural tourism, success factor, success effort*