**Perception of Tour Operators on the Rural Tourism Products: To sell or not to sell?**

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**HIGHLIGHTS**

1. Rural tourism has become an integral element of rural economies, generating employment and income for local communities, creating entrepreneurship opportunities for small and medium enterprises (SMEs).
2. Majority of the tour operators agreed that the availability of cultural, natural, and historical products is vital in selling rural tourism packages.
3. rural tourism cultural products (rural food, customs, festival, culture and arts) and natural products influenced the tour operator’s behavior more as compared to the historical products.
4. Active involvement of tour operators in promoting rural tourism would be beneficial for rural development.