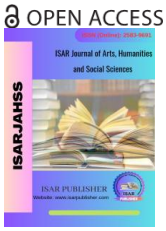
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Driving Rural Tourism by the win-win-win papakonstantinidis model

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Abstract:

The paper approaches Rural Tourism and Agritourism through the concept of the triple equilibrium, known as "the win-win-win papakonstantinidis model"

From this perspective, the dual nature of Rural Tourism and Agritourism is analyzed, and an attempt is made to adapt the model to these two aspects.

For this, a bridge between rural tourism and the win-win-win papakonstantinidis model is necessary

Rural tourism is in the core of the win-win-win application. From this point of view rural tourism is in the focus. That presupposes that the local community builds up a "new local standard," based on local people's sensitized instant reflection behavior. By its turn, sensitized behavior must be considered in the frame of any "bargain", between two, taking place inside the Community

Behind Rural Tourism, a philosophy has risen concerning sensitization, social trust, self-organization, empathy, collective re-action, social equity[1]

Social trust and social cohesion conditions (sensitization process) within the Community turned-up to develop the necessity of building social capital at the local level and the win-win-win attitudes.

Keywords: Rural Tourism, Agritourism, Win-Win-Win Papakonstantinidis Model, Social Capital, Community Sensitization.

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[1] **Papakonstantinidis L.A (2004, Jan)** "Rural Tourism: win-win-win" Journal of Hospitality and Tourism" , issue 2 , India

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INTRODUCTION

The **Win-Win-Win Papakonstantinidis Model**) is an extension of traditional game theory and bargaining models (such as Nash Equilibrium). Traditional models focus on two-party dynamics ("Win-Win" between Buyer and Seller, or Business and Tourist). The Papakonstantinidis model introduces a **"Third Win"**—representing the **Community / Environment / Local Society**—into the core bargaining equation.

Rural tourism refers to tourism activities located in non-urban (rural) areas characterized by low population density, landscape dominated by agriculture, forestry, and natural habitats, and local economies tied to traditional lifestyles.

Rather than relying on mass-market attractions, rural tourism focuses on **authenticity, outdoor experiences, cultural heritage, and connection to local communities**.

ANALYSIS

The **Win-Win-Win Papakonstantinidis Model**) is an extension of traditional game theory and bargaining models (such as Nash Equilibrium). Traditional models focus on two-party dynamics ("Win-Win" between Buyer and Seller, or Business and Tourist). The Papakonstantinidis model introduces a **"Third Win"**—representing the **Community / Environment / Local Society**—into the core bargaining equation.

When applied to **rural tourism and sustainable local development**, this model ensures that tourism growth does not externalize its costs (such as environmental decay or cultural dilution) onto the host destination.

1. The Three Pillars ("Wins") in Rural Tourism

In a rural tourism framework, the model balances three specific interdependencies:

Stakeholder / "Win"	Role in Rural Tourism	Expected Outcome / "Win"
Win 1: Tourism Providers & Businesses	Entrepreneurs, tour operators, guesthouses, local farms.	Sustainable profitability, economic growth, stable enterprise.
Win 2: Tourists & Visitors	Consumers seeking authentic rural experiences, nature, or eco-tourism.	Value, unique culture/nature experience, quality services.
Win 3: The Local Community & Environment	Local residents, local culture, ecosystem, and future generations.	Job creation, infrastructure improvement, preservation of heritage, and ecological health.

Key Premise: A rural tourism initiative is considered **unstable or non-viable in the long run** if it produces a profit for the entrepreneur (Win 1) and a good vacation for the tourist (Win 2), but degrades the local community's culture or natural environment (Losing 3rd Win).

2. Key Mechanisms in the Rural Tourism Context

A. The "Sensitization Process"

The model emphasizes moving stakeholders from purely self-interested strategies to a collective mindset.

- Stakeholders undergo a process of **empathy and community awareness**, taking into account shared local values, cultural identity, and social justice.
- Providers and tourists consciously structure their interactions so as not to disrupt rural social cohesion or exhaust natural resources.

B. Shift from 2D Contract to 3D Utility Space

Instead of negotiating a bilateral contract strictly between tourism businesses and visitors (pricing, services), the community's welfare function ($U_{\text{Community}}$) is treated as an active utility parameter.

Social Utility = $f\,(U_{\text{firms}} U_{\text{tourists}} U_{\text{Community}})$

C. Prevention of Negative Externalities

In conventional mass tourism, local communities often absorb the "externalities" (e.g., litter, seasonal inflation, water shortages, housing price hikes) while private players collect profits. Under Papakonstantinidis model, the community acts as a structural anchor that prevents non-cooperative externalization.

3. Practical Example: Rural Tourism Application

Consider the development of agritourism or eco-tourism in a mountain village (e.g., case studies like *Konitsa* or the *WERT* project in Greece):

1. **Tourism Businesses (Win 1):** Local farmers and guesthouse owners gain steady off-season revenue by offering authentic farm-to-table stays.

2. **Tourists (Win 2):** Visitors receive high-quality, authentic experiences, clean air, and locally produced organic food at fair prices.
3. **Local Community (Win 3):** Reinvested tourism revenue helps maintain local infrastructure (roads, healthcare), preserves rural architectural heritage, creates jobs for local youth, and funds local environmental protection programs.

4. Strategic Importance for Rural Development

- **Prevents Overtourism:** Ensures carrying capacities are respected because the local environment/community is an active stakeholder rather than a passive resource.
- **Fosters Local Governance:** Encourages participative decision-making where local municipalities, local residents, and private actors co-create tourism strategies.
- **Aligns with ESG & Sustainability:** Serves as a theoretical framework for modern ESG (Environmental, Social and economic (Governance) initiatives and community-based tourism (CBT) models.

CONCLUSIONS

The win-win-win papakonstantinidis model, as an extension of Nash' win-win covers the three pillars of local sustainability, i.e environmental, social and economic

Rural Tourism as a local initiative, is better interpreted by the win-win-win view, as it concerns social trust, empathy, local self-organization, inclusion and all the other forms of self-employment in the small place

Rural tourism, or even better agritourism are based on all three social and economic and the environmental perspectives by providing complementary rural income The win-win-win may be the fundamental tool for achieving the local sustainability

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