Nowadays, the obligation of the adoption of environmentally friendly production is clearly understood by the all economies of the world. Since environmental degeneration is a common problem of all the sectors as well as the entire economies. However, the negative effects caused by environmental degeneration is higher for some sectors. Tourism sector stands at the top of these sectors. A new generation tourism type, rural tourism is a type of alternative tourism that has sustainable development model with its environmentalist features. Because rural tourism has a structure that is available in all seasons, a balance in the geographic distribution of the touristic activities, a combinable with many tourism types. Ultimately, rural tourism is both alternative and supplementary of all alternative tourism types. In conclusion, the availability of rural tourism is argued in this study in terms of rural development of Turkey with its excessive rural tourism destinations.