



Asia-Pacific Economic Cooperation

Youth Involvement in the Development of Sustainable and Safe Tourism in Rural Areas of APEC Economies





**Asia-Pacific
Economic Cooperation**

Youth Involvement in the Development of Sustainable and Safe Tourism in Rural Areas of APEC Economies

APEC Tourism Working Group

May 2024

APEC Project: TWG 02 2022A

Produced by

Ministry of Economic Development
of the Russian Federation
10/2 Presnenskaya Naberezhnaya
Moscow 123112
Tel: (7) 495 870 29 21
Website: www.economy.gov.ru

For
Asia-Pacific Economic Cooperation Secretariat
35 Heng Mui Keng Terrace
Singapore 119616
Tel: (65) 68919 600
Fax: (65) 68919 690
Email: info@apec.org
Website: www.apec.org

© 2024 APEC Secretariat

APEC#224-TO-01.3

Table of Contents

Disclaimer	4
Introduction	5
Expected outcomes	6
Methodology	7
Stakeholders survey results	9
Profiles of the APEC economies	11
Brunei Darussalam.....	11
Canada.....	13
Chile.....	14
People's Republic of China.....	16
Indonesia.....	18
Japan.....	21
Republic of Korea	22
Malaysia.....	23
Mexico	25
Papua New Guinea.....	27
Peru	29
The Philippines.....	32
Russian Federation.....	34
Singapore.....	36
Chinese Taipei	37
Thailand	38
The United States	39
Viet Nam.....	41
Recommendations on the involvement of young people in the development of tourism in rural areas	42
References	45
Appendix A. APEC economies questionnaire	53
Appendix B. Stakeholder questionnaire	62

Disclaimer

The terms 'national,' 'nation,' 'country,' or 'state' used in the text are for the purposes of this report and do not imply the political status of any APEC member economy.

Introduction

The issue of rural tourism development is of a cross-sectoral nature, and its solution shall be comprehensive so that to ensure the socio-economic development of rural areas, integration of the latter into the economic processes on a local and regional level. Sustainable tourism in this respect, can affect local communities with a focus on community empowerment and poverty alleviation. This issue is of particular importance in the post-COVID-19 world.

Even before the COVID-19 pandemic, employment in urban areas in the Asia-Pacific region was larger than in rural ones. In this regard, tourism can serve as a driver of economic development in rural areas, especially if fostered by the involvement of the youth. Today we are witnessing the growing influence of the new generation on the world trade markets specialising in goods and services, which undoubtedly includes the tourism market. The project thus may take advantage of this trend, on the one hand, promoting rural areas as tourist destinations among the youth, on the other hand, creating jobs for young people (as of now, youth unemployment in rural areas in the Asia-Pacific amounts to 65 per cent), and attracting investments.

The purpose of the project is to analyse the current situation and make recommendations for the further development of sustainable tourism in rural areas of the APEC economies and to attract young people to participate in it.

Expected outcomes

The results of the project are expected to be as follows:

1. To identify key barriers and needs in the development of rural tourism;
2. To determine the degree of involvement of young people in the development of rural tourism;
3. To elaborate recommendations on the involvement of young people in the development of rural tourism;
4. To assess the possibility of forming new methods of attracting young people to project activities in this area.

Ultimately, the project will help build capacity in APEC economies to better equip youth people with the skills and knowledge to engage and participate in the development and promotion of sustainable tourism in rural areas.

Methodology

The report is based on the desktop study regarding the level of youth involvement in rural tourism development in APEC economies conducted between December 2023 and March 2024. Economies were invited to answer the sent questionnaire contributing relevant statistics data and documents also sharing the economy's experience in promoting youth participation in rural tourism development. The questionnaire is provided in Appendix A. A total of 3 responses were collected.

Due to the lack of accessible and comparable data, **each APEC economy was represented by the following profile with the information collected from the questionnaire (if provided) and by the open-source information**, relevant reports, academic literature and other supporting information including the results of public discussions and workshops. The data collected was also shared with the economies to clarify the collected data and gain additional insights regarding the contribution of APEC economies in youth involvement in rural tourism development.

The desktop study was also assisted by the stakeholder survey. To gain the full picture of challenges and opportunities faced by youth on their path to involvement in rural tourism development, public bodies in APEC economies were invited to share the supporting questionnaire (see Appendix B) with NGOs, enterprise representatives and academic figures. The results of the stakeholder report are presented within the only APEC economy.

To identify the best practices according to the level of youth involvement in rural tourism development, their motivation, key needs and barriers, **the following metrics were used:**

- **Total rural population and share of the rural population** as the percentage of total population (to estimate the level of urbanisation in APEC economies) (see Table 1);
- **The number of the youth involved** in a specific case, **the economic growth rate of the rural area** such as income, increase in the average wage, e.g., **the total number of investments** (to compare the best cases of youth involvement in rural tourism development);

Table 1. Rural population in APEC member economies.

APEC member economy	Rural population (individuals)	Rural population (per cent of the total population)
Australia	3,513,869	13.51

Brunei Darussalam	94,946	21.15
Canada	7,103,929	18.25
Chile	2,369,699	12.09
People's Republic of China	514,596,570	36.44
Hong Kong, China	0	0.00
Indonesia	115,892,393	42.07
Japan	10,066,305	8.05
Republic of Korea	9,588,890	18.57
Malaysia	7,393,781	21.79
Mexico	23,843,271	18.70
New Zealand	672,077	13.12
Papua New Guinea	8,765,048	86.42
The Philippines	60,117,263	52.02
Russia	35,877,495	24.87
Singapore	0.00	0.00
Chinese Taipei	4,694,134	19.90
Thailand	33,777,188	47.11
The United States	56,378,923	16.92
Viet Nam	60,123,739	61.23

Source: CIA (2024), World Bank (n.d.-a; n.d.-b).

Stakeholders survey results

The supporting stakeholder survey was developed to identify additional barriers of youth involvement in rural tourism and specify key recommendations. The survey was shared among the key industry leaders of rural tourism. **A total of 16 responses were collected** from the following sub-industries:

- Tourism agencies;
- Hospitality providers;
- Tourism associations;
- Food suppliers;
- Local tourism promoters;
- Others.

81 per cent, or 13 respondents, represented the companies with a total number of 15 employees. While the most common share of young people among the enterprises lies between 0 per cent and 9 per cent (75 per cent of respondents), 68.8 per cent of respondents have indicated the lack of young people (between 15 and 29) in the industry.

The majority, **75 per cent of respondents, have shown that young people are involved mostly as the service staff for dealing with specific tasks.** Other types of employment include salesmen, IT specialists, managers, interns and animators (1 entry for each answer). **Just 37.5 per cent of respondents offer young people long-term work contracts** which may indicate that **young people are not considered as a long-term strategy of human development among the stakeholders.**

This hypothesis is supported by the types of recruitment implied among the stakeholders. **More than half of respondents, 56.3 per cent, or 9 respondents, recruit young people via personal acquaintance.** The second most popular response is online commercials, 37.5 per cent, or 6 respondents. The third popular response is recommendations from acquaintances, 31.3 per cent, or 5 respondents. It must be noted that each stakeholder whose share of young employees is 10 per cent or higher recruits young people through educational programs. The collaboration may take place in the form of practice days or internships among students or participation in educational programs. Therefore, we must indicate that **collaborations between educational programs and enterprises may support the youth involvement in rural tourism development.**

40 per cent of respondents consider salary as the most influential retain factor for young people. 57.1 per cent of representatives also place salary increase as one of the most common measures to increase young professionals' motivation. Two other factors which influence the motivation level of young employees include the presence of acquaintances in the rural tourism field and the high social significance of work results. Therefore, **to retain young people in the**

rural tourism field it is important to highlight the social impact of rural tourism development and promote community building around rural tourism.

As the main barriers to rural tourism development, respondents have indicated the low level of salaries in the rural tourism field and a lack of amenities in rural areas which may limit the motivation of the young people from urban areas to choose rural tourism as a long-term life strategy. The development of rural areas accessibility can also be seen as one of the rural development goals. Lower transport costs may support young people who tend to stay in rural areas for a longer time period balancing their wish to experience the whole range of urban amenities with the tourism development in rural areas.

Profiles of the APEC economies

Brunei Darussalam

Brunei Darussalam is nestled on the northern coast of the island of Borneo. Renowned for its tranquil atmosphere, rich in culture, wildlife and biodiversity, Brunei Darussalam's rainforests are home to a wide array of animal species, making it a haven for nature tourists and the eco-conscious youth travellers. The diverse cultural tapestry woven by its people adds depth and richness to the nation's identity. With seven main ethnic groups – Malay Brunei, Kedayan, Dusun, Tutong, Belait, Murut, and Bisaya – contributing to the cultural fabric of the society in its own unique way, enriching the Brunei Darussalam's heritage, customs and traditions.

The Tourism Development Department, Ministry of Primary Resources and Tourism, Brunei Darussalam is guided by the tourism industry roadmap with the objective to position Brunei Darussalam as a high-quality destination for nature, culture and adventure enthusiasts. The role of community-based tourism is essential to enhance rural tourism development and sustainable tourism practices. **Public-private partnership programs** that prioritize community engagement and youth involvement are instrumental in enhancing the attractiveness, sustainability, and inclusivity of rural tourism. By harnessing the collective efforts of diverse stakeholders, the involvement of youth can unlock the full potential of rural tourism in Brunei Darussalam, benefitting the future generation of tourists to come.

The Ulu Temburong National Park situated in the Temburong District (also known as the Green Jewel District) of Brunei Darussalam. The Ulu Temburong National Parks boasts a beautiful landscape to escape from the hustle and bustle of city life, to relish in the beauty of nature experiencing activities from hiking in lush jungle trails, going on canopy walks and enjoying local culinary food.

The Tourism Development Department, Ministry of Primary Resources and Tourism also actively promotes **community-based rural tourism** that offers local and cultural experiences to tourists. The list includes the following tourism service providers:

- Brunei-Muara District: Baitul Wajihah, Sungai Matan Village Consultative Council and Sungai Bunga Village Consultative Council
- Tutong District: Eco Ponies Garden, Lamin Warisan
- Belait District: Mendaram Besar Longhouse, Teraja Longhouse
- Temburong District: Sumbiling Eco Village, Sibut Longhouse

Several initiatives to support the growth of the tourism industry include **offering free participation or subsidies for service providers** to participate in exhibitions and expos domestically and abroad; **conducting familiarisation visits** to community-based service providers to assess the quality and safety of promoted places; **collaborating with service providers** in the production and promotion of brochures and marketing materials locally and internationally; and **improving the skills and**

knowledge of tourism service providers through programmes and workshops locally and abroad. The initiatives also include capacity-building training programmes in collaboration with institutions of higher education and private and government organisations to increase the capacity of local tour bus drivers and tour guides through workshops and courses; as well as local host guide training to encourage local youth to work as tour guides. The department is also installing tourism signs in the district and planning to introduce nature trails with identified natural or historical features for tourists as assistance to improving accessibility enhancing existing tourist sites managed by the community.

Experience the warmth of Bruneian hospitality for tourists that seek culture, adventure and nature experiences that provide meaningful experiences for tourists and to promote sustainable tourism development approaches amongst the youth and the communities.

Canada

Rural tourism in Canada has been gaining attention since 2019, following the appointment of the first **Minister of Rural Economic Development**. Previously, rural tourism development programs were primarily mentioned in regional strategies, where they were viewed as opportunities for revitalising communities in economically depressed areas.

In June 2019, the Government of Canada released the **economy-wide rural development program called 'Urban Opportunity – National Prosperity,'** which includes recommendations for engaging local communities. It's noteworthy that the program specifically targets Native Canadian tribal communities, viewing their participation in tourism as a means to counteract assimilation and preserve their cultural integrity.

Additionally, the Canadian government introduced the "**Federal Tourism Growth Strategy**" in 2023, placing a significant emphasis on rural tourism as a priority for domestic development. The strategy highlights the involvement of local residents in tourism-oriented businesses as a means to empower communities, with particular attention given to traditional industries of Native peoples and their access to tourism-related employment and business opportunities.

At the regional level, the "**Tourist Corridor Strategy Program**" was launched, engaging local rural communities in its design. This initiative introduced the concept of a "tourist ecosystem," which mandates the participation of local communities in the development of tourist infrastructure and business activities in rural areas.

One notable instance of local community involvement can be found in the Okanagan Valley, Canada's premier wine region. A recent study (Robinson, 2021) indicates that **the boom in agritourism in the Valley has inspired young residents to remain in the area and pursue careers in grape farming.**

Another successful example of the youth involvement policy can be seen in Ontario province, where **restrictions on youth and women establishing farming businesses were lifted.** Consequently, the number of farms operated solely by women under 35 increased by 113 per cent by the 2010s, with a corresponding rise of 15 per cent in local women's participation in farming.

Since 2023, rural tourism programs have become integral components of Canada's complex government initiatives and domestic development roadmaps. These initiatives particularly emphasise the involvement of local communities in tourism activities as a means to preserve Native communities.

Chile

One of the pillars that support the actions of the Undersecretariat of Tourism is sustainable tourism, as it is intrinsically linked to the future of the Chilean tourism industry. Above all, considering that currently the impacts of climate change, economic volatility and the demands of sustainability are palpable and force tourism institutions to work for the consolidation of a more resilient tourism that is committed to the environment and society.

On this context, the Undersecretariat of Tourism is working to strengthen tourism in rural territories, for which it has convened a National Roundtable on Tourism and Rural Development with the understanding that tourism must be approached from the perspective of rural development, incorporating variables such as authenticity, heritage, governance, economic activities, and the environment, among others. The purpose of this roundtable is to promote tourism in rural territories in a way that contributes to inclusive, sustainable and resilient development. Its objective is to identify, discuss and collaboratively remedy the systemic, structural and entrepreneurial elements that prevent tourism from serving rural development with a long-term vision.

The roundtable has a public-private composition, where the Undersecretary of Tourism is the entity that convenes and coordinates this body, which meets at least twice a year. Although the roundtable addresses rural and indigenous issues in the same discussion forum, in Chile a distinction is made between rural tourism and indigenous tourism. According to information provided by Indap, this institution has 1,740 users who have registered in INDAP's Rural Tourism Registration Platform or System. Regarding indigenous tourism, the survey conducted in 2019 by the Undersecretary of Tourism and the National Tourism Service (hereinafter, Sernatur), identified 526 indigenous tourism initiatives economy-wide, mostly led by women.

To promote tourism in rural territories in a way that contributes to inclusive, sustainable and resilient development, it is necessary to identify, discuss and collaboratively address the systemic, structural and entrepreneurial elements that prevent tourism from serving rural development with a long-term vision. Most of these challenges have a structural dimension, as they require intersectoral work, will and management, all of which are key to positioning this activity in the tourism market and, above all, to improving the quality of life of rural entrepreneurs. In this context, the following lines of work are being pursued:

Formalization	<ul style="list-style-type: none">• Modification of Regulation 194 for hotels and similar establishments, giving greater relevance to the equipment of these establishments. Modification of Food Regulation
----------------------	--

	<p>977 to adapt requirements for gastronomic tourism businesses in rural areas.</p> <ul style="list-style-type: none"> • Interpretation and updating of specific regulations on sustainable sanitary solutions. • Development of the Sustainable Sanitary Solutions Program for rural and indigenous tourism businesses.
Public Funds	<ul style="list-style-type: none"> • Incorporation of concepts of authenticity, management and marketing in productive development instruments.
Sustainability	<ul style="list-style-type: none"> • Incorporation of the rural and indigenous sustainability perspective in decision-making bodies, plans, programs and tourism initiatives. • Positioning of specific experiences such as handicrafts and souvenirs, gastronomy, agro-processed and fresh products. • Development of the Indigenous Tourism Seal. Rural and indigenous tourism microenterprises. • Collection of specific statistical information on rural and indigenous tourism enterprises. • Strengthening of leadership and empowerment of rural and indigenous tourism entrepreneurs. • Participation of rural and indigenous tourism collectives in sectoral decision-making bodies. • Improvement of connectivity conditions in rural territories. • Execution of specific commercial meetings for rural and indigenous tourism.
Human Talent	<ul style="list-style-type: none"> • Design of initiatives to strengthen human capital with content relevant to rural and indigenous entrepreneurs.
Marketing	<ul style="list-style-type: none"> • Execution of promotional campaigns for rural and indigenous tourism in coordination with SERNATUR Marketing, INDAP, the Undersecretariat and the private sector. • Presentation of candidacies in the Best Tourism Villages of the UNWTO.

People's Republic of China

Since the early 1980s, rural tourism has emerged as a significant part of the tourism sector in the People's Republic of China and a crucial mechanism for alleviating poverty and fostering prosperity in rural areas. Enhancing rural revitalization has become the primary focus and trajectory of rural tourism development. For the People's Republic of China as a traditional agricultural economy, developing rural human resources, increasing investment in rural human resources, and cultivating a team who understand agriculture and love the rural areas have become the keys to developing rural tourism, improving farmers' lives, and achieving rural revitalization.

At the central level, the promotion of rural tourism is overseen by the **Ministry of Culture and Tourism of the People's Republic of China** through a series of policy frameworks. In terms of youth involvement, the most notable ones are **the New Socialist Countryside**, **Beautiful Countryside** and **Holistic Tourism**. The New Socialist Countryside refers to revitalised rural areas described as "advanced production, improved livelihoods, a civilised social atmosphere, clean and orderly villages, and democratic governance". The Beautiful Countryside initiative highlights the environmental aspects of rural development, emphasising the prerequisites for promoting rural tourism. Meanwhile, Holistic Tourism aims to present rural tourism as an all-inclusive area for the benefit of both the tourists and the local communities and residents. The overall aim of the named policies is to encourage local governments and rural destinations to gain insights from others' experiences and critically assess their own practices.

In 2016, **an Action Plan for Rural Tourism Poverty Alleviation Projects** was introduced, fostering the involvement of migrant workers, college graduates, skilled artists, young entrepreneurial teams and other innovative stakeholders in the transformation, enhancement, and innovation of rural tourism through creative research and product development. Subsequently, in 2018, the People's Republic of China unveiled a three-year action plan aimed at promoting and upgrading rural tourism development.

From the available public documents and papers, several key observations were made regarding youth involvement in rural tourism development.

Key barriers to youth engagement in rural tourism development include:

- **Low wages and a brain drain** from rural areas to cities.
- **Insufficient training for rural tourism employees** constraining the upgrade of professionalism.
- **Limited access to quality education for the children of returnees** (returnees as rural area residents who have moved to urban areas and went back), as the best schools are typically located in urban areas.
- **Slow pace of skill acquisition among young workers.**

The **primary motivation** driving the youth of the People's Republic of China to participate in rural tourism development **is a deep-rooted love for their hometown**, particularly among those originating from rural areas.

Envisaged **ways of overcoming the named challenges**:

- **Establishing a comprehensive human resources system** by providing professional training opportunities and empowering local youth through increased wages.
- **Collaborating with local universities and vocational schools** to identify and support outstanding students.
- **Enhancing the reward system for employees**, including fairness, openness, and justice in performance assessment.
- **Supporting local family tourism operators** through collaborative efforts to enhance attractiveness and build rural tourism brands.
- **Implementing a talent guarantee mechanism**, offering incentives such as housing subsidies and job titles to attract high-level talents to participate in rural tourism management.
- **Ensuring living security** by providing education and medical resources for the children of returning talents and improving healthcare services for the entire village.
- **Establishing a local talent database** to optimize human resource utilization.
- **Providing preferential policies and improving infrastructure** for local residents actively engaged in rural tourism development, such as family businesses.
- **Forming rural tourism management mutual aid associations** to facilitate collaboration, knowledge sharing, and mutual support among self-employed individuals.

Indonesia

Indonesia is a massive economy in South-East Asia with 115.9 million people residing in rural areas (42.0 per cent of total population) (World Bank, n.d.-a, n.d.-b). Huge rural population is one of the assets of Indonesia that can contribute to further development of rural tourism and related economic activities. It is remarkable that the Indonesian population is quite young — in 2023, based on census conducted by the National Statistic Agency 25.69 per cent of the total population are individuals aged from 0 to 16 years old and 23.18% are aged 16–30 years old (Statistics Indonesia, 2013). Besides, relative proximity to other major Asian-Pacific economies suggests a vast pool of potential international tourists in rural areas.

The Ministry of Tourism and Creative Economy is a government body responsible for overseeing the tourism development in the economy, including rural tourism. The Ministry also runs Wonderful Indonesia website (www.indonesia.travel) that actively promotes Indonesian tourism destinations including the five outstanding rural tourism sites.

Site no. 1 — Nglanggeran Tourism Village, Yogyakarta. Wonderful Indonesia website (n.d.) gives the following description of this destination: ‘Among many features that can describe Nglanggeran Tourism Village, the best thing that is memorable to those who have come to visit this place is the friendliness of the locals, which will be the first thing that you found once you set your foot there. The main attraction here is of course the ancient volcano of Nglanggeran Api Purba. Admire the view of Yogyakarta from above and breathe fresh air once you arrive at the summit. Furthermore, you can also explore Nglanggeran Pond, Kedung Kandang Waterfall, and many of its cultural activities such as karawitan, jatilan, *batik topeng* (mask), and more. This village has received an Award from the ASEAN Community Based Tourism (CBT) Awards in January 2017, and Best Tourism Village 2021 by UN Tourism.’

One of the initiators in developing Nglanggeran Tourism Village is Sugeng Handoko. He is the driving force behind the village’s rapid development. Since he was 19 years old or in 2007, he actively led social and environmental actions within the youth organization in Nglanggeran Tourism Village. There are three strategies implemented by Sugeng as an agent of change to develop the village. First is to designate one youth as a role model in each household. Second is to raise awareness of the potential of the village’s residents and its resources. Third, creating a good image of Nglanggeran Tourism Village through various innovative individual and group competitions in environmental preservation, youth, entrepreneurship, and tourism. The strategy has helped to shape the youth in Nglanggeran Tourism Village to become proactive and productive economically, environmentally, and socially.

Site no. 2 — Penglipuran Tourism Village, Bali. Wonderful Indonesia website (n.d.) gives the following description of this destination: ‘Penglipuran Village is a tourism village which was traditionally constructed by preserving the traditional methods of

bamboo architecture from Bali. Here, almost everything around you is made from plants, from the kitchens, house gates, doorways, furniture, to the roofs. Many of the styles, such as the bamboo roof shingles, are distinctive to this community and cannot be found elsewhere. This village is located near Kintamani, set along the rural area situated among the hills. More than just a tourist village that delivers many cultural presentations, the highlight of Penglipuran Village also radiates from its cleanliness. In 2018, Penglipuran Village was recognized among the top three cleanest villages in the world according to the readers' choice in travel magazine CN Traveler from Moscow, Russia.' In 2023, Penglipuran Village was awarded as Best Tourism Village by UN Tourism.

I Wayan Budiarta, the head of Penglipuran Tourism Village, explained that 'youth plays an important role in tourism management, environmental sustainability and cultural preservation of Penglipuran Tourism Village. The youth have its own organization called Yowana Putra Yudha. It provides a valuable workforce for the village's tourism industry, particularly in organizing the cultural arts performances, Penglipuran Village Festival, which is held annually. The youth organization also participates in maintaining environmental sustainability. Their efforts range from arranging "telajakan" or traditional green open spaces in each household to maintaining the infrastructure of both the sacred areas (temples) and the general area of Penglipuran Tourism Village. Furthermore, Yowana Putra Yudha is dedicated to cultural preservation. They participate in routine cultural arts training, known as "muruk," which focuses on preserving traditional art forms like gamelan music and dance. The youth's active participation ensures the continuation of the traditions and strengthens the village's cultural identity.

Site no. 3 — Pemuteran Village, Bali. Wonderful Indonesia website (n.d.) gives the following description of this destination 'Located near West Bali National Park and Menjangan Island, Pemuteran Village once suffered from coral reef decimation. Climate change brought a devastating impact on fishing practices and damaged three vital things to community livelihoods: local coral reef ecosystems, fisheries, and the flourishing local ecotourism industry. Facing the catastrophe, the village's residents re-established the existence of Pemuteran Village by kickstarting it as a tourism village.'

The participation of local community plays vital role in the establishment of tourism village, especially on the coral reef restoration project that has been successfully implemented since 2000 and provided economic benefits to the locals by creating underwater attraction for diver and snorkeler.

In May 2020, local youth in Pemuteran Tourism Village launched KrediBali, a unique English language course for students aged 7 to 15. KrediBali stands for Environmental Literacy and Language Education Creation. Students pay for the course with plastic waste collected from their homes. This way, they learn about recycling while improving

their English skills. The program aims to develop the future workforce of the tourism village.

Site no. 4 — Pentingsari Tourism Village Yogyakarta. Wonderful Indonesia website (n.d.) gives the following description of this destination: ‘Situated 700 meters above sea level near Mount Merapi in Central Java, Pentingsari Tourist Village was recently awarded and appreciated by Sleman’s Regent for their “people’s economy” system. Since 2008, Pentingsari has been an important part of Yogyakarta’s Tourism Village Project. The community still preserves the usage of traditional tools from nature. Offering many thoughtful perspectives about nature, culture, and agriculture-related to the environment, Pentingsari Village brings a deeper understanding towards nature, traditional culture, arts, and local wisdom to its visitors.’

The Pentingsari Tourism Village fosters a strong youth movement through the *Ikatan Pemuda Pemudi Pentingsari* (Pentingsari Youth Organization). This organization acts as a bridge between young people and village leadership. Youths collect and voice their aspirations, participate in management meetings, and contribute to policy-making and problem-solving within the tourism sector. Their involvement extends beyond representation; they actively develop tourism products like handicrafts, work as tour guides and outbound specialists, and even run homestays, travel agencies, and traditional dance studios. This ensures the village’s tourism offerings are not only vibrant but also reflect the youthful energy and creativity of Pentingsari.

Site no. 5 — Tamansari Tourism Village, Banyuwangi. Wonderful Indonesia website (n.d.) gives the following description of this destination: ‘Tamansari Tourism Village is located at the foot of Mt. Ijen, one of the world’s most peculiar craters in Banyuwangi, East Java. It’s a perfect stopping point for those of you who want to hike Ijen to see the eternal blue fire at the crater. It has earned the “Best Tourism Village Utilization” title in the category of business networking due to being a pioneer in the potential development of village tourism. The village-owned enterprises have developed a number of their business from just mere potentials, like its honey farming business, tour vehicles, guide services, and several other SMEs.’

With the support of Banyuwangi Government, Tamansari Tourism Village has developed Village-owned enterprises (BUMDes) called Ijen Lestari and they have a number of business units from honey farming business, tour vehicles, guide services, hot spring, coffee farming and support several other Small and Medium-sized Enterprises (SMEs). Youth is also involved in BUMDes, a prime example is the establishment of coffee farmers group, Ijen Medusari. The group consists of 30 youth from the village and manage more than 20 hectares of coffee farm. They prioritize sustainable practices, using organic fertilizers to reduce soil pollution and implementing efficient farming techniques.

Japan

In Japan, rural tourism is referred to as green tourism and was officially introduced in 1992 following the establishment of a working group on green tourism development by the Ministry of Agriculture, Forestry, and Fisheries. The aim of developing green tourism in Japan is to provide urban dwellers with the opportunity to interact with the resources and natural environment of rural villages, as well as to promote interaction between urban and rural residents. Today, the **Japanese Tourism Agency** is responsible for the development of green tourism.

Engaging young people in the development of green tourism can be seen as an involvement of local stakeholders to enhance human resources and increase employment opportunities in rural areas. It is believed that young people involved in the development of rural areas are more likely to remain in rural areas and contribute to the implementation of policies and initiatives, as well as the development of the region.

Several examples of involving young people in the development of rural tourism include:

- **Educational school eco-trips** to rural areas: students are introduced to practices common among farmers and village residents, become acquainted with their culture, and assist in organising agricultural activities.
- **Working weekends**: trips are organised for urban residents, including interested young people, to address labour shortages in rural areas during harvest seasons.
- **Developing human resources** involved in rural tourism development through the establishment of educational university programs: courses are organised for those working in the tourism industry to enhance collaboration between academia and industry.
- **Children's Farming, Mountain and Fishing Village Exchange Project**: the government supports agriculture, forestry and fishery experiences and lodging experiences in rural areas, promoted by related ministries.

Republic of Korea

In this economy, there is a phenomenon called **gwinong**. It means a shift from an urban lifestyle to a rural one. However, the new villagers face substantial obstacles, which slows down the expansion and spread of gwinong in the Republic of Korea (Park, 2024). It is worth noting that this phenomenon also has implications for rural tourism, as it hinders the migration of potential business people (including young ones) in the field of rural tourism.

Another set of obstacles relates to the population ageing and shrinking (Park, 2024). This is due to the general decline in the birth rate in the economy, as well as inter-regional inequality. (Park, 2024).

In the Republic of Korea, government support measures of rural tourism include the following policies (Rhew, 2023):

- Training for village leaders;
- Support for rural festivals;
- Support for horseback riding tourism.

Malaysia

Malaysia is a developing economy, and rural tourism is part of Malaysia's focus in the National Tourism Plan 2020-2030. Malaysia consists of over 17,500 villages divided into 8 categories, including, traditional villages, fishery villages, villages on the water and Orang Asli villages. The emigration of young people to the city makes most of the villages inhabited by the elderly. The situation is the same among the young Indigenous community's representatives who are looking to stay in the city. At the same time, some have also abandoned the old economic tradition of looking for forest and agricultural resources. As a result, the indigenous lifestyle and cultural treasures are no longer inherited.

Rural tourism in Malaysia is an opportunity to address the declining wealth generated by rural communities. One of the rural tourism programs is the **Malaysia Homestay Experience Program**, known as community-based rural tourism. Since the early 1990s, it has been an essential product in all promotional campaigns and state tourism strategies. The program aims to communicate the rural community's daily lifestyles, festivals, customs, and cultures while protecting and preserving its unique identity and heritage for future generations. These programs, administered by the **Ministry of Tourism, Arts and Culture Malaysia**, allow visitors to experience the lifestyle firsthand by living with local families and participating in their daily activities. These programs go beyond benefiting the tourism industry; they foster intercultural dialogue, strengthen regional economies, and advance rural development. The Malaysia Homestay Experience Program has become a tourist attraction for local and foreign tourists. Foreign tourists prefer this program to experience Malaysia's rich diversity of heritage.

One of the barriers Malaysian rural tourism faces is the lack of qualified human resources. Certain skills are usually inherited by some families that need to be demanded and learned, especially younger generation. The skilled younger generation is more interested in migrating to the city despite the much higher cost of living. Therefore, the Ministry is working to encourage youngsters to participate in the Malaysia Homestay Experience Program. To address this issue, the Ministry engages with the homestay associations to promote youth participation in the Malaysia Homestay Experience Program, established a **Refresher and Enriching Module focusing on human capital development for registered entrepreneurs**, collaborates with **INSKEN**¹ to increase knowledge of how to run a homestay business

¹ INSKEN – Institut Keusahawanan Negara (INSKEN) is an agency under the purview of the Ministry of Entrepreneur Development and Cooperatives (KUSKOP) that offers entrepreneurship development initiatives through its training and coaching programmes.

and **SKM**² improvement courses for **INFRA**³ Homestay Operations to help produce independent homestay entrepreneurs who can contribute to rural development.

² SKM – The Malaysian Skills Certificate (SKM) is a formal, domestically recognised certificate issued by the government to individuals who have shown the required capabilities and have been equipped with specific competencies to perform tasks and functions for gainful employment in selected fields.

³ INFRA – Institute for Rural Advancement (INFRA) is the main training institute for village development management under the Ministry of Rural and Regional Development (KKDW) structure.

Mexico

Rural tourism is being developed in Mexico under the **Sectoral Tourism Program (Programa Sectorial De Turismo 2020–2024)** as a part of the National Development Plan (2019–2024) by the Ministry of Tourism (Secretaría de Turismo, SECTUR). According to the Labor Observatory, **the tourism sector employs the highest percentage of young people between 16 and 24 years old (21.3%) while carrying one of the lowest wages among all other economic sectors (MXN5,004 per month).**

The named purpose of the tourism policy is to abolish the concentration of infrastructure and services in mainly beach destinations and encourage the balanced development of underserved regions to eradicate poverty. Rural tourism is viewed as an important driver of social mobility for young people in areas with the highest poverty rates, mainly south and south-eastern regions. There are 624 municipalities of 2,469 where the percentage of young population in a situation of poverty exceeds 80 per cent.

The promotion of young involvement in rural tourism development is not expressed explicitly in strategic documents and particular programs. Nevertheless, it is implied that young people among others will benefit from the new tourism regionalization model. The federal government in coordination with the local governments, private and social sectors ensure complementary actions to allow the integral development of new tourism destinations including ones in rural areas. The federal government focus, according to the Sectoral Tourism Program, is the construction of the most important regional projects such as the Mayan train and Felipe Ángeles International Airport to provide needed infrastructure to boost the tourism activity in underrepresented regions.

The financial support of rural tourism is mainly enterprise-oriented and does not include programs precisely for the young people involvement. There are **two products provided by The Agriculture-Related Trust Funds (FIRA) from Banco de México:**

- **Rural Pride Credit:** provided for companies in rural populations of up to 50,000 inhabitants for the construction, modernization or the purchase of specialized equipment and transport.
- **Food supply credits and guarantees:** provided for the companies in the agri-food sectors supplying restaurants, hotels and the ecotourism industry for the purchase of machinery, specialized equipment and transport or production lines.

For now, the highest involvement of young people is documented in regions, where the economic income motivates them to get involved, such as Yucatan and Quintana Roo. **The key barriers include the low wages, high level of informal employment and the lack of skill preparation.**

The first Master's Degree in rural tourism was introduced in 2019 at Córdoba Campus Postgraduate College.

Papua New Guinea

Papua New Guinea's tourism development is managed by **the PNG Tourism Promotion Authority (PNGTPA) through the implementation of the Tourism Sector Development Plan 2022–2026**, a strategic domestic-level document providing the framework for developing tourism in Papua New Guinea. It covers a five-year plan to reach seven goals setting out a clear path to the future of the sustainable tourism sector in PNG. According to this plan, implementation mechanisms for the domestication of tourism development are created.

The development plan also identifies key participants of the tourism sector who are responsible for particular goal contributions. One of them, the Department of Community, Development and Religion, creates opportunities for partnerships to promote effective participation to get community involvement in tourism. Another one is the **Department of Implementation & Rural Development** provides leadership and coordination for rural development working with tourism sector programs implementation. The National Youth Development Authority (NYDA) is the government entity under the Department of Community Development and Religion that is responsible for authorizing, coordinating, implementing and monitoring all youth development & empowerment activities in PNG.

Neither rural tourism nor agritourism are among the named niche markets of Papua New Guinea tourism sector. However, the plan constitutes **rural-urban migration as one of the problems to be tackled via the sustainable and vibrant tourism industry**. Making the tourism sector “a part of the mainstream economy” may develop rural economies and support local communities. Therefore, even if we can't identify particular rural tourism or agritourism development practices in the Tourism Sector Development Plan, we are still able to see the consequences of tourism development on rural areas addressed in Papua New Guinea strategic documents.

Meanwhile, agritourism is named and coordinated by the **Papua New Guinea Tourism Promotion Authority (PNG TPA)** in partnership with the Department of Agriculture and Livestock, Food and Agriculture Organization UN, and in close consultation with the PNG Regenerative Agri-Tourism Collective. Following on from an agritourism workshop in 2019, involving farmers, tourism operations, academic institutions and government agencies, the PNG TPA is working on developing a National Agritourism Policy.

At the local level, youth participation in rural tourism development can be seen in the **eco-tourism, tour operators, tour guides, and micro, small and micro enterprises spaces**. Youth and community involvement in rural tourism development is impeded by a lack of general economic education and technical skills; this further translates into the lack of financial outcomes for locals compared to foreign tourism agencies. Local communities often own the tourism destinations and accommodation sites but don't have enough marketing skills to retain tourists. For young people with strong family

ties and ties with the community, this situation may show that rural tourism development isn't the best life path for them to thrive. It means that **local community rural tourism agencies must have some government preferential policies** such as sufficient funding and proper education and development planning if local agencies are challenged by "outside enterprises".

The PNG TPA in close consultation with the National Youth Development Authority, the Department of Provincial and Local Level Government Affairs and the National Volunteer Services has initiated work on the **Tourism Ambassador Development Program**. The program aims to address the prevalent law and order issues through tourism policing by engaging youths in both urban and rural areas to protect tourism sites and attractions and ensure traveler safety. Traveler safety and security and protection of tourism sites and attractions are paramount for rural tourism development; therefore, the local communities and resources custodians will be closely involved to develop and implement the Tourism Ambassador Development Program.

Ideally, youth volunteers will be identified through the National Youth Development Authority's youth councils in communities, trained as ambassadors to advocate and create safe travels and placed in respective communities. It is envisioned that young people who undergo this program will be equipped with behavioral change values, technical and business development skills to progress safe and sustainable rural tourism development in their respective communities.

Peru

Peru is a Latin American economy with 7.2 million rural residents (21 per cent of total population). 1,413 individuals are involved in the rural tourism business.

Instead of the term 'rural tourism', the government uses the term 'community tourism.' According to the **technical framework 'Guidelines for the Development of Community Tourism in Peru'** (Ministerial Resolution No. 402-2019- MINCETUR), community tourism is any tourist activity that takes place in a rural setting, in a planned and sustainable manner, through management models with active participation and leadership from local populations, represented by community-based organisations; community Tourism integrates harmoniously with local traditional economic activities to contribute to community development, with culture and the natural environment as key differentiating components of its tourism product.

Community tourism is overseen by the **Ministry of Foreign Trade and Tourism** (MINCETUR). This body promotes competitive, sustainable and differentiated tourism development from communities through authentic tourist experiences that align with market trends and demands. This contributes to the diversification of the domestic tourism offering and the socioeconomic development of the involved communities.

There exist **three levels of government involved in regulation of community tourism** in Peru:

- **Central.** MINCETUR, as the governing body of the tourism sector, leads the management of community tourism through the Community Tourism Strategy. It creates a regulatory framework and public policy to enhance its development. Additionally, MINCETUR promotes the strengthening of governance with all territorial managers.
- **Regional.** Regional governments have the opportunity to generate incentives through competitive funds that promote the increase and improvement of the competitiveness of community tourism through Dircetur/Gercetur. They can lead and manage tourism activities in each region in coordination with MINCETUR, promoting and driving development projects to close gaps that allow sustainable development of tourism.
- **Local.** At the local level, both district and provincial municipalities can strengthen community tourism through public investment projects in the development of infrastructure or tourist facilities. Additionally, they can regulate tourism activity in communities through ordinances that ensure balanced development and growth in harmony with the natural environment and the preservation of cultural heritage.

Regarding the recent development trends in this sector, it is noteworthy that community tourism has shown a sustained **growth of 26 per cent in visitor numbers, with nearly 600,000 people visiting communities**, and an 11 per cent increase in

economic income, reaching approximately more than USD2 million annually from 2010 to 2019, pre-pandemic. Since 2021, a gradual recovery has begun, with expectations to fully recover by 2025.

The creation of the **'National Registry of Community-Based Organisations in Tourism'** has been initiated. Although participation is voluntary, it encourages the formality of community tourism businesses. Registration allows them to access the benefits of the mentioned intervention actions and financial incentives provided by programs and initiatives driven by MINCETUR. Currently, there are 41 registered community-based organisations, each with its set of productive units or tourism businesses and entrepreneurial partners from 13 regions of Peru.

The most prominent community tourism destinations include the following areas:

- Tingana;
- Bosque de las Nuwas;
- Uros;
- Tierra de los Yachaqs;
- El Ñuro;
- Comunidad Nativa de Infierno;
- Chaparrí;
- Raqchi;
- Cocachimba.

MINCETUR, through The Community Tourism Strategy, have identified three levels of development of the businesses that go through processes of change. This positioning allows the government for more informed decision-making, being more efficient in resource investment in each process, enabling ventures to move from one state to another with a focus on sustainability. In this sense, three states have been established for the differentiation of community tourism ventures in Peru:

- State 1: Ventures in configuration;
- State 2: Ventures in growth;
- State 3: Ventures in consolidation.

In terms of the **nexus between community tourism and creative economy** there are some examples:

- Gastronomy. Parque De La Papa located in Cusco has more than a thousand varieties of native potatoes and shares their flavours through a diverse gastronomic offer prepared by the community itself. Chichubamba in Cusco offers tourist experiences such as the development of ceramic art, honey production, homemade chocolate and chicha de jora (local beverage).
- Nature. Tingana is a spectacular and unique community-run, Tingana is recognized as an "amphibious reserve," ideally explored by dugout canoe,

offering a tranquil journey through its narrow creeks and beneath the canopy of overhanging branches.

- Music and dances. Amantani, the island in Lake Titicaca located in Puno, shows mysticism and its ancestral ceremonies.
- Handicraft. Patacancha or the 'Living Incas' located in Cusco are the heirs of an ancient Inca tradition who carry out activities for visitors to learn how to weave with natural materials.

Challenges for community tourism development include the following issues:

- Youth out-migration;
- Low wages in the rural area;
- Poor infrastructure in the rural area;
- Inconvenient labour conditions;
- Lack of government support;
- Lack of banking support;
- Lack of rural tourism university degrees;
- Lack of funding opportunities.

The Philippines

The Philippines is an emerging economy with 60,117,263 citizens (52 per cent of the total population) residing in rural areas (World Bank, n.d.-a, n.d.-b). Since the beginning of the 1990s the process of urban-rural migration has been stagnating with minor waves of counter-urbanisation (from 1990 to 2010) and urbanisation (from 2010 to 2022). The current population is a vast workforce that can potentially sustain rural tourism and related economic sectors.

Although the government of this economy does not utilize the term ‘rural tourism,’ the **Department of Tourism of the Philippines** (hereafter DOT) recognises a related phenomenon — agri-tourism (also known as farm tourism). It is a form of tourism activity conducted in a rural farm area which may include such activities as farming animals, planting, harvesting and processing of farm products. It covers attractions, activities, services and amenities as well as other resources of the area to promote an appreciation of the local culture, heritage and traditions through personal contact with the local people (Leslie, 2020). Due to its inter-sectoral nature, agri-tourism is overseen by several government agencies — DOT, Department of Agriculture (hereafter DOA), Department of Environment and Natural Resources (hereafter DENR).

Policy actors see this activity as a way to potentially smooth urban-rural development disparities and ‘give voice’ to the rural population — to allow local communities to share their daily life, legacy and perspectives. Agri-tourism is thought to spread the pros of rural business and to eliminate prejudice against this type of economic activity.

There is an **agri-tourism accreditation system** in the Philippines (Bureau of Agricultural Research, n.d.). The DOT issues authorised certificates for firms that meet prescribed standards and regulations of the government. It is also considered as a way to enhance competition among rural tourism businesses and accelerate innovation in this field. Also, the government supports farm tourism entrepreneurs through webinars on sustainability (BIMP-EAGA, 2022). This initiative helps both young and elderly citizens to adapt their work to make it less stressful for the natural environment with no loss in service quality.

According to the ‘Guide to the Philippines’ website (n.d.), the most prominent rural tourism destinations include the following sites:

- **The Province of Iloilo and its major attractions** — Garin Farm, Orchard Valley, Ephrathah Farm, Damires Hills Tierra Verde Farm Resort;
- **Puerto Princesa and its surroundings** — the tea farm of Yamamg Bukid as well as eco-village Sheridan;
- **Rizal Province** — medical plants farm Flor’s Garden, Domingo Permafarms and the dragon fruit plantation of Palaya;

- **Cordillera** — La Trinidad strawberry and lettuce farms and Northern Blossom Flower Farm;
- **Davao** — the cacao farm of Malagos Garden and SUL Orchid Farm;
- **Pangasinan Province** — the livestock and nutritious flower producer of Our Farm Republic and the salt generation zone of Pacific Farms;
- **Batangas** — the DOT-certified area of Kaharian Farms and the bee farm of Milea Bee Farm;
- **La Union Province** which aims to gain the leading role of the domestic-wide farm tourism — the organic farm of Rocapor and the viticulture site of Lomboy;
- **Cavite Province** — coffee farm Gourmet and the medical plants producer of Nurture Farmacy;
- **Laguna Province** — Costales Nature Farms, the organic food farm of Holy Carabo and the rural tourism area of Gintong Bukid Eco Farm.

The young Philippines citizens are involved in farm tourism not only through business or employment but also via education. The Central Bicol State University of Agriculture offers degrees in rural tourism (Spire Research and Consulting, 2013) which boosts the development of this economic sector and contributes to the rural tourism workforce renewal.

Russian Federation

Despite the fact that Russia possesses huge agricultural potential, rural tourism in Russia is in its formation stage.

In 2021, the concept of "rural tourism" was introduced into the federal law "On the Basics of Tourist Activity in the Russian Federation". According to this law, rural tourism means visiting rural areas and small towns to become familiar with the traditional way of life, get acquainted with agricultural enterprises and participate in agricultural work. With the adoption of the law on rural tourism, relevant amendments have also been made to the federal law "On the Development of Agriculture". The law refers rural tourism to the activities of agricultural producers, mainly farmers. It provides support for rural tourism within the framework of agricultural development, sustainable development of rural areas. Regulatory framework is being developed.

The main barriers for development of rural tourism in Russia: urbanization and outflow of young population from villages are consequences of socio-economic problems of the rural life awaiting improvement, such as quality of life in village, medical care, transport infrastructure, seasonal unemployment and hard physical labor with insufficient use of modern technologies. A number of federal programs in various economy sectors are aimed at the development of agriculture and integrated rural development, including rural tourism.

Since 2021, the Government of the Russian Federation has been implementing the federal **program "Integrated Rural Development"**, aimed at:

- Creating conditions for providing affordable and comfortable housing for the rural population;
- Development of the labor market (human resources potential) in rural areas;
- Creation and development of infrastructure in rural areas;
- Analytical, normative, methodological support for integrated rural development

Russian Union of Rural Youth in collaboration with Federal Agency for Youth Affairs (Rosmolodezh), the Ministry of Agriculture of the Russian Federation, the Ministry of Science and Higher Education of the Russian Federation, the Ministry of Labor and Social Protection of the Russian Federation have developed a **"Staff for rural areas" program**. The program of training teams of young specialists for the implementation of socially significant projects intends to create space for a full-fledged life, development and success of young people in rural areas, as well as to form a new image of the village.

The main tracks of the program "Staff for rural areas" (2023–2025):

- Rural development workshop
- Village leaders

- Career in village
- Young entrepreneurs of the village
- Points of attraction in rural areas
- Creativity in the countryside
- Sports in the countryside

All projects of the program create conditions for the self-realization of young people through their involvement in the socio-economic development of rural areas and increasing the attractiveness of rural lifestyle.

The state additionally provides ongoing grant support to the development of rural tourism at the federal and regional levels. Due to regular grants, entrepreneurs create tourist infrastructure in rural areas: campsites, glampings, modular hotels, equip ecological trails, purchase machinery and equipment. All this is aimed at improving the quality of service and creating a diverse tourist product. To date, various regions of Russia have accumulated positive experience in organizing rural tourism on the basis of ethnocultural complexes, peasant (farm) farms and personal farmsteads.

Singapore

Singapore stands as the most urbanised economy within the APEC region. The process of urbanisation and economic transition has led to a series of challenges for rural areas in Singapore, including depopulation and limited employment opportunities. In response, the development of rural tourism is perceived as a viable strategy for fostering economic rejuvenation in rural areas. Achieving sustainable development in rural areas requires an integrated approach aimed at fostering community pride and sustaining livelihoods.

The development of rural areas is followed by a 10–15-year Master Plan, overseen by the Urban Redevelopment Authority. The 2019 Master Plan introduced the **Retaining & Enhancing Local Identity program**, which engaged Singaporean students in the restoration of the Ah Ma Drink Stall at Pulau Ubin. Consequently, rural development in Singapore is envisioned as the cultivation of green spaces, rural-area aesthetics, and recreational facilities.

A prominent rural tourism destination in Singapore is the **Kranji area**, located in the northern part of the economy. Well known for its tranquil retreats and rustic allure, Kranji boasts significant potential as a distinctive rural-area getaway close to nature. The activities available in the Kranji area include an authentic experience of nature-based lifestyles, contrasting with the commodified urban environments prevalent elsewhere in Singapore. However, the involvement of youth in the management of Kranji area tourism remains underexplored.

Chinese Taipei

According to the Ministry of Agriculture (2016), rural residents of Chinese Taipei implement numerous unique ideas regarding tourism, farming, nature conservation and rural-area lifestyle promotion. This powerful social capital can be monetised further not in rural tourism but also in other related fields of business.

It is also worth noting that the rural lifestyle is becoming more popular. According to Sui (2014), '[a]n increasing number of people, including young professionals, have turned to farming for a career change. The Chinese Taipei government is driving this trend, due to worries about the island's ability to grow the food it consumes.'

Besides, the government of Chinese Taipei supports from-**urban-to-rural migration** '**offering highly-subsidised courses for beginners**. For about USD150 (GBP96) in tuition fees and another USD100 (GBP64) in room and board, students can live on a government-run training farm for a month and learn about seed germination and planting different kinds of vegetables, as well as irrigation and how to protect the crops from being infested by insects. Thousands of people have taken the classes. Many of them are college or post-graduate degree holders under the age of 45, with the average age becoming younger' (Sui, 2014).

According to the study of Wang and Hao (2023), rural tourism sites in Chinese Taipei should be diverse. For instance, rural tourism areas should offer services related to planting, agriculture, forestry, fishing and livestock breeding. Also, rural tourism is expected to be informative. As Wang and Hao (2023) point, there should be an opportunity to 'guide tourists to deeply experience the growth of wild flowers on the farm.'

Wang and Hao (2023) also find that the biggest concern for young individuals visiting rural areas is the prices for services and amenities consumption. Nevertheless, 'most tourists believe that the leisure farm experience can meet their needs for physical and mental relaxation' (Wang and Hao, 2023).

Thailand

The Tourism Authority of Thailand (hereafter — TAT) is a central government agency responsible for developing tourism activities including rural tourism. In 2020, the TAT organised the first contest for agritourism actors — **Thailand Rural Tourism Award** (TAT Newsroom, 2020). The committee recognised 15 localities in 5 categories: (1) Best Creative Experience Village, (2) Best Agro-tourism Village, (3) Best Homestay, (4) Best Responsible Tourism and (5) Best for Company Outing.

This initiative undoubtedly contributes to the growth and development of economic activity within the rural tourism sector. Thailand Rural Tourism Award accelerated inter-municipal competition for the title that generates stimuli to innovate and diversify services and products. Rural tourism awards and contests can attract competitive and adventurous young individuals. Also, in terms of public image, these initiatives promote agritourism as a 'lively' sphere with an opportunity to raise additional money and gain prestige.

Amazing Thailand Web portal (n.d.) highlights 7 rural tourism areas that offer exceptionally positive experiences for visitors. The list includes the following destinations:

- Chiang Rai
- Wongsanit Ashram
- Ban Mae Klang Luang
- Sampran Riverside
- Ban Khiri Wong
- Bang Chao Cha

Thailand Elite Privilege Visa Web portal (n.d.) references Airbnb and argues that 'more tourists are choosing rural destinations [in Thailand] which are beneficial for the local businesses and the environment.'

The United States

2022 National Travel and Tourism Strategy focuses on federal efforts to support travel and tourism in the United States. It consists of four pillars, each with its own goal. One of them is **'Ensuring Diverse, Inclusive, and Accessible Tourism Experiences'** to extend the benefits of travel and tourism by supporting the development of diverse tourism products, focusing on underserved communities and populations and addressing the financial and workplace needs of travel and tourism businesses with supporting destination communities as they expand their tourism economies. **The Recreational Economy for Rural Communities (RERC) planning assistance program** was established in 2019 to help rural communities leverage the power of the growing outdoor recreational economy. As a result of the programme, young people, as a part of the local rural community, are involved in a series of workshops to identify the community's vision, goals, and actions to boost their outdoor recreation and revitalise main streets.

Another programme developed by the economy was the **Colorado Rural Academy for Tourism (CRAFT)**, which operated from 2014 to 2021. As the Office of Economic Development & International Trade mentioned, CRAFT helped communities integrate tourism into their economic development strategies. Focusing on cultural tourism, culinary, agritourism, outdoor recreation, tourism marketing and visitor management, CRAFT fostered collaboration between diverse stakeholders to build relationships and trust, engage in group discussions about the changes they want to see in their destination, identify short-, medium- and long-term strategies to realise this change and prioritise short term strategies and develop collaborative work plans to implement them. While CRAFT was focused on local governments, destination marketing organisations, chambers of commerce, tourism industry associations and tourism boards, panels and committees, it was also important to outreach to locals and especially young people for the in-person training sessions. Therefore, training sessions held by local representatives are an important part of the youth's involvement in rural tourism. The following structure of the local community involvement in rural tourism development was established in the United States: at the federal level the promotional strategies are introduced, while at the local level governments are responsible for all planning, developing and administering of local tourism activities and the community involvement.

The organisational structure above was also implemented in the State of Washington, where the **Rural Tourism Support (RTS) program** was launched in 2021. It is called a destination development strategy and lets rural communities identify the tourism industry and community needs via collaborative work like asset mapping, stakeholder surveys, visioning exercises, community workshops, training and coaching and providing travel trends, research and data. Upon completion of the program after six to eight months, local stakeholders are eligible to apply for grant funding to support a series of small-scale priority projects. This procedure keeps the motivation of the young people and local community high due to the common understanding that

funding will be provided only upon the completion of the educational part and the selection of the most vital rural tourism projects.

Viet Nam

Viet Nam is a rapidly urbanising economy that experiences rural depopulation in several regions (Luxgroup, 2023). Due to a number of internal factors (e.g., modest supply of education and professional facilities, housing and infrastructure shortage) young citizens of Viet Nam migrate to urban areas.

As People's Army Newspaper (2024) notes, rural tourism can be an effective policy measure to prevent young population decline and attract the youth to villages: '[R]ural tourism will create more jobs for young people and promote their creativity.' Rural tourism professionals are also expected to positively affect enterprises in other economic sectors through the multiplier effect. At the same time, despite a wide range of beneficiaries of development of rural tourism, a cornerstone of attracting the youth is infrastructure development. Once migrating to the rural areas these people should have an opportunity to go back-and-forth between rural and urban areas.

Nguyen (2020) highlights a handful of cases where young individuals from Viet Nam moved from a city to the rural areas. Although this situation is not a macro-trend in the demographics of Viet Nam (see more detailed data on urbanisation in Viet Nam in World Bank, n.d.), the paper of Nguyen (2020) provides some valuable insights. First of all, **rural tourism propaganda through private stories is an effective way to illustrate that there are real individuals who happily switched their lifestyle from an urban busy mode to a rural tranquil one.** Besides, **rural tourism as well as running business in a village can be promoted as a less stressful way to manage a company.** As the paper argues: 'Two years ago An, a graduate of the HCMC University of Finance — Marketing and working in an office, decided to pursue his passion for farming and bought a piece of land in Dak Nong, where he now grows coffee on two hectares and macadamia, jackfruit and banana. "I have not felt stress for a long time," he said gratefully, adding he will continue to live his rural dream.' And finally, **rural tourism can be further promoted as a 'clean'/green/sustainable type of activity due to a less polluted environment in the rural area.** It is particularly crucial for economies like Viet Nam which are populated in an enormously dense way.

Recommendations on the involvement of young people in the development of tourism in rural areas

Firstly, it is advisable to **spread the knowledge of English language among stakeholders of rural tourism**. As Caton (2020) notes, 'English is fundamental for work opportunities' and 'English will be an important form of communication in order to be successful.' Internationally oriented rural tourism will attract new young professionals since they see this field as globally recognised. Also, a high emphasis on English will facilitate employment of foreign young professionals who are not proficient in the official language(s) of an economy. These individuals can be involved in rural tourism as translators, international marketing staff or tour guides for foreign audiences.

Secondly, it is advisable to **promote rural tourism as a green and sustainable activity**. According to Petro (2021), the younger generation is more concerned by environmental issues compared to their predecessors. Branding rural tourism as a climate-neutral business or even an ecologically beneficial enterprise will generate a positive image and attract new potential actors. It is worth noting, that this PR and marketing strategy must be proved by an actual environmentally friendly way of doing tourism business in a rural area to exclude the occasion of greenwashing.

Thirdly, it is advisable to **involve farmers and fellow residents of rural areas in the production and distribution of souvenirs and gift items**. As village populations tend to suffer from unemployment and money shortage, participation in tourism goods businesses provide stable opportunities to raise funds. Young rural professionals can be involved in the tourism sector through creation and sale of 'utilitarian souvenirs,' i.e. general merchandise that in addition to being a memento of the trip, possess some utility for everyday life. This business strategy will boost the interest of tourists in the output of the rural communities and ensure employment for artisans.

Fourthly, it is advisable to **introduce grants for young rural tourism entrepreneurs**. Starting a new business is connected with numerous financial costs. Moreover, city dwellers interested in establishing a rural tourism organisation need additional resources to offset urban wage premium and cover relocation expenses. Funding programmes (whether from the government or NGOs) will facilitate decision-making for hesitant individuals and make running a rural tourism business a more favourable career outcome.

Fifthly, it is advisable to **establish a mentoring programme for young professionals in rural tourism**. Working in this sector demands skills and expertise in numerous fields. Aside from owning the basic business competences (e.g., accounting, corporate law, taxation and marketing), rural tourism professionals ought to be acquainted with the fundamentals of hospitality, biology, geography, history,

agriculture, cookery and handcraft. Mastering this wide range of topics by oneself is a serious challenge that consumes a high amount of time stalling establishments of new companies and demotivates as well demoralises start-up entrepreneurs. A mentoring programme in rural tourism for young professionals will provide the necessary skills on a turnkey basis with no need to explore each issue on one's own at the risk of running into problems. This project will considerably reduce the barriers to entry into the industry and attract new entrepreneurs.

Sixthly, it is advisable to **combine rural and cultural tourism**. Creative industries, traditional festivals and folk events can serve as powerful engines for village leisure development as well as youth involvement. To begin with, cultural activities (e.g., (handi)craft workshops, heritage tours, culinary fairs, indigenous music concerts) taking place in the rural areas can attract not only young rural residents but also the urban youth as the visitors. Events of this kind intersect two target audiences: fans of cultural recreation and proponents of rural tourism. In this way, more young citizens are involved. Besides, these hybrid rural-cultural tourism products demand various professionals to be employed. Organising festivals and related activities in the rural area can increase youth involvement in the rural tourism sector through hiring experts in creative industries or linked fields. Eventually, there can emerge a brand-new niche of specialists on rural leisure with cultural focus, which can enrich and diversify the labour market in the economy.

Seventhly, it is advisable to **invest more funds in infrastructure (first of all, transport infrastructure) development**. Since not all young urban dwellers are ready to relocate to the rural area to work for rural tourism organisations, poor and underdeveloped infrastructure stops numerous individuals from working with rural tourism businesses. A dense network of well-maintained roads will allow individuals to reside in urban areas and commute to work in rural regions. This environment will ensure that some people will combine urban lifestyle with their rural workplace. In other cases, young rural dwellers involved in rural tourism will have a better quality of life if they can reach neighbouring cities effortlessly. It is also worth noting that infrastructure like heating, water supply and sanitation are crucial for one's life. Elimination of urban-rural inequality in terms of facilities provision will make rural areas more preferable for living. Eventually, after the implementation of copious investments in infrastructure development rural tourism firms will gain a bigger pool of potential workers and business partners.

Eighthly, it is advisable to **add rural tourism issues in the higher education system**. As the examination of the APEC member economies shows, rural tourism educational programmes (bachelor's or master's) or even concentration within related university majors are not widely represented in curricula. This situation hinders the development of the rural tourism sectors and prevents wide involvement of the youth. Higher education programmes on rural tourism can consist of the following modules: (1) economics and management; (2) corporate finance, accounting and taxation; (3)

fundamentals of sustainability and green economy; (4) marketing of rural tourism products; (5) fundraising and investments for rural tourism entrepreneurs; (6) law and policy for rural tourism; (7) rural tourism experience design. This innovation will facilitate youth involvement in the sector. Also, the programmes can encourage younger generations to work in this field.

Ninthly, it is advisable to **install a rural tourism internship programme for university students as well as graduates**. This initiative will help young people to gain working experience. On the opposite side, the businesses will (partly) solve the problem of personnel shortage. Also, there will always be new young individuals who can contribute to rural tourism development with their new ideas.

Tenthly, it is advisable to **introduce youth-oriented digital services related to rural tourism**. A single digital Internet platform dedicated to rural tourism should contain the following information: promising tourist locations, taxation of organisations, grants for young entrepreneurs, success stories of other businessmen, a forum for communication and search for business partners. This website will contribute to the popularisation of rural tourism, facilitate the search for information, and help to create a network of entrepreneurs in this field.

Finally, it is advisable to **launch a case competition with monetary prizes devoted to rural tourism business issues**. This event will build bridges between the business and the youth. Rural tourism companies will receive new ideas from participants and gain a pool of potential high-skilled employees. Competition for money prize and potential cooperation with rural tourism firms will attract more young people to the field.

References

Abdulraqueeb Sultan Al-Khaled, A. (2023). Operational Framework for Rural Tourism Destination Management and Marketing Organizations. Business and Management Annual Volume 2023.

About the core human resource development course responsible for the local tourism industry. Japan Tourism Agency (online). URL: <https://www.mlit.go.jp/kankocho/shisaku/jinzai/ikusei-kouza.html> (accessed: 11 February 2024)

Agritourism Roadmap. Queensland Farmers' Federation (online). URL: <https://www.qff.org.au/wp-content/uploads/2020/11/Queensland-Agritourism-Roadmap.pdf> (accessed: 12 February 2024).

Amazing Thailand Webportal (n.d.). 7 agrotourism projects to visit in Thailand. Amazing Thailand Web portal (online). URL: <http://www.responsiblethailand.co.uk/green-tourism/agrotourism-in-thailand/> (accessed: 1 March 2024).

Arimbi, Gendhis (2021). Kredibali: Rangkul Masyarakat Lewat Edukasi Literasi dan Lingkungan. (online). URL: <https://www.idntimes.com/life/inspiration/gendhis-1/kisah-inspiratif-kredibali-c1c2?page=all> (accessed: 26 March 2024).

BIMP-EAGA (2022). Putting the Spotlight on Farm Tourism in the Philippines. BIMP-EAGA (online). URL: <https://bimp-eaga.asia/article/putting-spotlight-farm-tourism-philippines> (accessed: 30 January 2024).

Bureau of Agricultural Research (n.d.). DOT accredits DA-CVRC Agro-Eco Tourism Farm as agri-tourism site. Bureau of Agricultural Research (online). URL: <https://bar.gov.ph/index.php/agfishtech-home/livestock-poultry/215-livestock> (accessed: 30 January 2024).

Caton, A. (2020). Supporting Youth Through Rural Tourism. Chile Nativo (online). URL: <https://chilenativo.travel/supporting-youth-through-rural-tourism/> (accessed: 1 March 2024).

Chin, S. W. L., Hassan, N. H., & Yong, G. Y. (2023). The new ecotourists of the 21st century: Brunei as a case study. Cogent Social Sciences, 9(1).

Chunyan Liu, Xueting Dou, Jiangfeng Li, Liping A. Cai (2020). Analyzing government role in rural tourism development: An empirical investigation from China. Journal of Rural Studies, 79

Colorado Rural Academy For Tourism. Colorado Office of Economic Development & International Trade (online). URL: <https://oedit.colorado.gov/colorado-rural-academy-for-tourism> (accessed: 20 February 2024).

Current status and future prospects of green tourism. Case analysis of the "Ranada Saijuichi Project" in Mizumi Nagasaka Village. Toyama Prefecture (online). URL: <http://hp.brs.nihon-u.ac.jp/~imozuru/img/file937.pdf>

Danielle Robinson (2021). Rural food and wine tourism in Canada's South Okanagan Valley: Transformations for food sovereignty? *Sustainability* 13(4).

Delivering Ag2030. Department of Agriculture, Water and the Environment (online). URL: <https://www.agriculture.gov.au/sites/default/files/documents/delivering-ag2030.pdf> (accessed: 12 February 2024).

Federal tourism growth strategy. Government of Canada (online). URL: <https://ised-isde.canada.ca/site/canadian-tourism-sector/en/canada-365-welcoming-world-every-day-federal-tourism-growth-strategy> (accessed: 24 February 2024).

Felipe (2018). Rural Tourism in Chiloe Island, One of Chile's Hidden Gems. Sumak Sustainable Travel (online). URL: <https://www.sumak-travel.org/rural-tourism-in-chiloe-island-one-of-chiles-hidden-gems/> (accessed: 1 March 2024).

Foxe, K. (2018). Why Brunei Darussalam is getting a reputation as an ecotourism destination. Lonely Planet (online). URL: <https://www.lonelyplanet.com/news/brunei-ecotourism-destination> (accessed: 11 February 2024).

Go exploring in Singapore's secret backyard. CNN Travel (online). URL: <https://edition.cnn.com/travel/article/singapore-kranji-frog-farms/index.html> (accessed: 27 January 2024).

Guide to the Philippines (n.d.). 10 Best Destinations for Farm Tours in the Philippines. Guide to the Philippines (online). URL: <https://guidetothephilippines.ph/articles/ultimate-guides/best-farm-tours-philippines> (accessed: 30 January 2024).

Joan C. Henderson (2009). Agro-tourism in unlikely destinations: a study of Singapore, *Managing Leisure*, 14(4).

K H Kamarudin et al (2020). Challenges for Community Based Rural Tourism Continuity and Resilience in Disaster Prone Area: The Case of Mesilou, Sabah. IOP Conference Series: Earth and Environmental Science (409).

Kieffer, M. (2019). Turismo rural comunitario en México: apuntes para futuras investigaciones. *Dimensiones Turísticas*, 3(5), 43-63.

La inclusión de la juventud rural para la sostenibilidad. Rainforest Alliance (online). URL: <https://www.rainforest-alliance.org/es/en-el-campo/la-inclusion-de-la-juventud-rural-para-la-sostenibilidad/>(accessed: 25 February 2024).

Leslie (2020). Agritourism in the Philippines: Forging New Heights as an Agritourism Destination. KAPWA Travel (online). URL: <https://kapwatravel.com/agritourism-in-the-philippines/#respond> (accessed: 30 January 2024).

Lestari, G. (2016). Partisipasi Pemuda Dalam mengembangkan pariwisata Berbasis Masyarakat Untuk Meningkatkan Ketahanan Sosial budaya wilayah (studi di Desa Wisata Pentingsari, Umbulharjo, Cangkringan, Sleman, D.I. Yogyakarta). Jurnal Ketahanan Nasional, 22(2), 137. <https://doi.org/10.22146/jkn.12552>. URL: <https://jurnal.ugm.ac.id/jkn/article/view/17302/11287>

LLG launches SME, eco-tourism policy. The National (online). URL: <https://www.thenational.com.pg/llg-launches-sme-eco-tourism-policy> (accessed: 18 February 2024).

Luxgroup (2023). Unlocking Vietnam's Rich Village Heritage: Sustainable Tourism Initiatives. Luxgroup (online). URL: <https://luxgroup.vn/unlocking-vietnams-rich-village-heritage-sustainable-tourism-initiatives/> (accessed: 1 March 2024).

Master Plan 2019. Urban Redevelopment Authority (online). URL: <https://www.ura.gov.sg/Corporate/Planning/Master-Plan/Master-Plan-2019/Themes/Rejuvenating-Familiar-Places/Retaining-and-Enhancing-Local-Identity> (accessed: 27 January 2024).

Ministry of Agriculture (2016). Importing Interdisciplinary Young Talents to Rural Villages–New Hopes for Rural Transformation. Ministry of Agriculture (online). URL: <https://eng.moa.gov.tw/ws.php?id=2505337> (accessed: 11 February 2024).

Morobe promotes eco-tourism. The National (online). URL: <https://www.thenational.com.pg/morobe-promotes-eco-tourism/> (accessed: 18 February 2024).

Nguyen, L. (2020). Urban exodus, a new trend among young Vietnamese. VnExpress International (online). URL: <https://e.vnexpress.net/news/life/trend/urban-exodus-a-new-trend-among-young-vietnamese-4175501.html> (accessed: 1 March 2024).

Nikol Lopez Llantuy, Sandy Chen (2023). Crisis and Revitalization of Rural Tourism in the Appalachian Region Amidst The Pandemic: The Perspective of Key Stakeholders. ICHRIE Research Reports 8(2).

Ocupación por sectores económicos Tercer trimestre 2023. Observatorio Laboral (online). URL: https://www.observatoriolaboral.gob.mx/static/estudios-publicaciones/Ocupacion_sectores.html (accessed: 25 February 2024).

Operations related to securing and developing tourism human resources to support the post-corona era. Japan Tourism Agency (online). URL: <https://www.mlit.go.jp/kankocho/shisaku/jinzai/content/001481889.pdf> (accessed: 11 February 2024)

Opinions of the General Office of the Ministry of Agriculture on the creation of "beautiful villages". Ministry of Agriculture (online). URL: http://www.moa.gov.cn/gk/tzgg_1/tz/201302/t20130222_3223999.htm. (accessed: 27 January 2024).

Papua New Guinea Tourism Sector Development Plan 2022–2026. Papua New Guinea Tourism Promotion Authority (online). URL: https://papuanewguinea.travel/wp-content/uploads/2024/02/TSDP-Document-2022-2026-REVISED_compressed.pdf (accessed: 17 February 2024).

Parish Sarah (2020). Agritourism as a Solution to Rural Revitalization?: A Case Study of North Durham Region. University of Guelph.

Park, L. (2024). Why young South Koreans' rural dream meets harsh farming reality. KOREA PRO (online). URL: <https://koreapro.org/2024/01/why-young-south-koreans-rural-dream-meets-harsh-farming-reality/> (accessed: 11 February 2024).

People's Army Newspaper (2024). Exploitation of potential of agricultural and rural tourism promoted. People's Army Newspaper (online). URL: <https://en.qdnd.vn/travel/news/exploitation-of-potential-of-agricultural-and-rural-tourism-promoted-562167> (accessed: 1 March 2024).

Phima Voyages (n.d.-a). Rural and Community-Based Activities in Chile. Phima Voyages (online). URL: <https://www.phimavoyages.com/en/rural-community-based-activities-chile/> (accessed: 1 March 2024).

Phima Voyages (n.d.-a). Sites to Visit in Chile. Phima Voyages (online). URL: <https://www.phimavoyages.com/en/sites-to-visit-in-chile/> (accessed: 1 March 2024).

Pobreza por grupos poblacionales a escala municipal 2010, 2015 y 2020. Coneval (online). URL: https://www.coneval.org.mx/Medicion/Paginas/Pobreza_grupos_poblacionales_municipal_2010_2020.aspx (accessed: 25 February 2024).

Programa de Financiamiento para el Turismo Rural. Gobierno de México (online). URL: <https://www.gob.mx/fira/acciones-y-programas/programa-de-financiamiento-para-el-turismo-rural> (accessed: 25 February 2024).

Prying out the potential of 'hidden' tourism products in the village. BH Online (online). URL: <https://www.bharian.com.my/rencana/lain-lain/2023/07/1130634/cungkil-potensi-produk-pelancongan-tersembunyi-di-desa> (accessed: 21 February 2024).

Recreational Economy for Rural Communities. Environmental Protection Agency (online). URL: <https://www.epa.gov/smartgrowth/recreation-economy-rural-communities> (accessed: 20 February 2024).

Regar, R. F. (2023). "Sugeng Handoko, Penggerak Desa Wisata Nglanggeran Raih Satyalancana Kepariwisata 2023" URL: <https://nasional.tempo.co/read/1760875/sugeng-handoko-penggerak-desa-wisata-nglanggeran-raih-satyalancana-kepariwisataan-2023> (accessed: 26 March 2024).

Rhew, C. (2023). Rural Tourism Policy and Trends in Korea. 2023 The 15th FANEA International Symposium (online). URL: https://www.maff.go.jp/primaff/koho/seminar/2023/attach/pdf/231206_04.pdf (accessed: 11 February 2024).

Rosidin, Imam dan Khairina (2021) Kisah Petani Kopi Muda Banyuwangi Ubah Kebiasaan Turun Temurun, Wajibkan Petik Merah dan Pupuk Organik. URL: <https://regional.kompas.com/read/2021/10/03/074455278/kisah-petani-kopi-muda-banyuwangi-ubah-kebiasaan-turun-temurun-wajibkan> (accessed: 26 March 2024).

Rural opportunity, national prosperity: An Economic Development Strategy for rural Canada. Government of Canada (online). URL: <https://ised-isde.canada.ca/site/rural/en/rural-opportunity-national-prosperity-economic-development-strategy-rural-canada> (accessed: 24 February 2024).

Rural Tourism Support Program. State of Washington Tourism (online). URL: <https://industry.stateofwatourism.com/rural-tourism-support-program/> (accessed: 20 February 2024).

Several Suggestions on Promoting the Construction of the New Socialist Countryside by the CPC Central Committee and the State Council. The State Council (online). URL: http://www.gov.cn/gongbao/content/2006/content_254151.htm. (accessed: 27 January 2024).

Saputra, Y., (2019). "Pengaruh Badan Usaha Milik Desa Ijen Lestari Terhadap Perekonomian Masyarakat Desa Tamansari Kecamatan Licin Kabupaten Banyuwangi" <http://repository.unej.ac.id/handle/123456789/99017> (accessed: 26 March 2024).

Spire Research and Consulting (2013). The rise of agri-tourism in the Philippines. Spire Research and Consulting Pte Ltd.

Statistics Indonesia (2023) Statistik Pemuda Indonesia. URL: <https://www.bps.go.id/id/publication/2023/12/29/18781f394974f2cae5241318/statistic-s-of-indonesian-youth-2023.html> (accessed: 26 March 2024).

Sui, C. (2014). BBC (online). URL: <https://www.bbc.com/news/business-30204720> (accessed: 11 February 2024).

TAT Newsroom (2020). Fifteen Thai villages conferred first Thailand Rural Tourism Awards 2020. TAT Newsroom (online). URL: <https://www.tatnews.org/2020/09/fifteen-thai-villages-conferred-first-thailand-rural-tourism-awards-2020/> (accessed: 1 March 2024).

Thailand Elite Privilege Visa Web portal (n.d.). More Tourists Are Visiting Thailand's Rural Areas. – Airbnb. Thailand Elite Privilege Visa Webportal (online). URL: <https://www.thailandelitevisas.com/news-events-post/more-tourists-visit-rural-areas/> (accessed: 1 March 2024).

Tourism corridor strategy program. Destination Canada (online). URL: <https://www.destinationcanada.com/en/tourism-corridor-strategy-program> (accessed: 24 February 2024).

Tourism Development Toolkit. Townsville Enterprise (online). URL: <https://www.townsvilleenterprise.com.au/tourism/industry-development/tourism-development-toolkit/> (accessed: 12 February 2024).

Trialfhianty, T.I., Suadi. (2017) The role of the community in supporting coral reef restoration in Pemuteran, Bali, Indonesia. J Coast Conserv 21, 873–882. <https://doi.org/10.1007/s11852-017-0553-1> (accessed: 26 March 2024).

UNWTO (2021a). Pica. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/pica/> (accessed: 1 March 2024).

UNWTO (2021b). Puerto Williams. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/puerto-williams/> (accessed: 1 March 2024).

UNWTO (2022). Puqueldón. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/puqueldon/> (accessed: 1 March 2024).

UNWTO (2023a). Caleta Tortel. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/caletatortel/> (accessed: 1 March 2024).

UNWTO (2023b). Barrancas. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/barrancas/> (accessed: 1 March 2024).

UNWTO (2023c). Pisco Elqui. Best Tourism Villages by UN Tourism (online). URL: <https://www.unwto.org/tourism-villages/en/villages/piscoelqui/> (accessed: 1 March 2024).

Wang, C., & Hao, Y. (2023). Humanities and Social Sciences Communications, 10(1), 1-9.

Wasil (2018). Agritourism: It takes a farm to grow a village. The success of the Sumbiling Eco Village has brought other communities back to their roots as a way of earning a living. The Scoop (online). URL: <https://thescoop.co/2018/12/05/agritourism-it-takes-a-farm-to-grow-a-village/> (accessed: 11 February 2024).

Wonderful Indonesia (n.d.). 5 Award-Winning Tourist Villages You Should Visit In Your Lifetime. Wonderful Indonesia (online). URL: <https://www.indonesia.travel/gb/en/trip-ideas/5-award-winning-tourist-villages-you-should-visit-in-your-lifetime> (accessed: 11 February 2024).

World Bank (n.d.-a). Rural population (% of total population). World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL.ZS> (accessed: 30 January 2024).

World Bank (n.d.-a). Rural population (% of total population). World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL.ZS> (accessed: 30 January 2024).

World Bank (n.d.-a). Rural population (% of total population). World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL.ZS> (accessed: 30 January 2024).

World Bank (n.d.-b). Rural population. World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL> (accessed: 30 January 2024).

World Bank (n.d.-b). Rural population. World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL> (accessed: 30 January 2024).

World Bank (n.d.-b). Rural population. World Bank (online). URL: <https://data.worldbank.org/indicator/SP.RUR.TOTL> (accessed: 30 January 2024).

World Bank (n.d.-c). Population ages 0-14 (% of total population). World Bank (online). URL: <https://data.worldbank.org/indicator/SP.POP.0014.TO.ZS> (accessed: 30 January 2024).

World Bank (n.d.). Urban population (% of total population) - Viet Nam. World Bank (online). URL: <https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS?locations=VN> (accessed: 1 March 2024).

Wulansari, Dita S. (2023) Pemberdayaan Masyarakat Melalui Unit Usaha Bumdes Berbasis Ekonomi Kreatif Di Desa Tamansari Kecamatan Licin Kabupaten

Banyuwangi Provinsi Jawa Timur. URL: <http://eprints.ipdn.ac.id/13774/1/30.0791-Dita%20Septiara%20Wulandari-Repository.pdf> (accessed: 26 March 2024).

Yamamoto Tadao (2015). Educational Benefits of Green Tourism School Trips in Japan. *International Journal of Environmental and Rural Development*, 6(1)

Yilin Fan, Yan Sun (2023). Research on the Development of Rural Tourism Human Resources from the Perspective of Rural Revitalization. *Modern Management 现代管理*, 13(9)

Your guide to 'new socialist countryside. *China Daily* (online). URL: http://www.chinadaily.com.cn/english/home/2006-03/08/content_528139.htm (accessed: 27 January 2024)

Appendix A. APEC economies questionnaire

[SECTION ONE. INTRODUCTION]

Q1. Your Economy: ...

Which of the following respondent types do you identify with and wish to respond as?

- Government Respondent (1)
- Business Owner (2)
- Business Manager (not owner) (3)
- Business Employee (not management) (4)
- Non-Governmental Organisation (NGO) (5)
- Academic (6)
- Other (please identify) (7)

Q2. The following definition of rural tourism provided by UNWTO is going to be utilised in the current survey: 'Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide spectrum of products linked to nature activities, agriculture, ways of life and rural cultures, fishing with canes and visiting places of interest. Rural tourism activities take place in non-urban (rural) settings with the following characteristics: (1) low population density, (2) landscapes and land use planning where agriculture and forestry prevail, and (3) social structures and traditional ways of life'. To what extent is this definition utilized in your economy's public documents? If you use another definition, please provide the most suitable definition.

- This definition is utilised in public documents (1)
- Another definition is utilized in public documents (please provide your definition) (2)
- There is no definition of rural tourism being utilized in public documents (please provide any related definition of rural tourism if you utilize any) (3)

[SECTION TWO. DESTINATIONS]

Q3. What rural tourism destinations exist in your economy (e.g., domestic parks, areas of outstanding natural beauty, etc.)?

FOR THE QUESTIONS Q4, Q5 AND Q6 PLEASE PROVIDE CASES USING THE FOLLOWING STRUCTURE:

- Name of the rural tourism area;
- The number of youth that were involved (15-24 years);
- Economic growth rates in rural tourism areas (income, increase in average wage, e.g.);
- Total number of investments;
- Links, photos and any other specific information regarding the case.

Q4. Could you provide up to 10 cases where rural tourism has involved the youth in your economy?

Q5. Could you provide up to 10 cases where rural tourism served as a revitalisation tool for local communities in your economy?

Q6. Could you provide up to 10 cases of domestically recognized (widely known among citizens) rural tourism destinations in your economy?

[SECTION THREE. POLICY (FOR GOVERNMENT RESPONDENTS ONLY)]

Q7. Which legal acts address rural tourism in your economy? (please name them or provide full texts of these acts in English, if available)

Q8. Is rural tourism addressed in official strategic planning documents (e.g., strategies, master plans, etc.) in your economy?

- Yes, there is a specific strategic document(s) on rural tourism (please name it/them)
- Yes, there is a part related to rural tourism in another strategic document(s) (please name it/them)
- No, rural tourism is not addressed in strategic document(s)

IF YOU HAVE ANSWERED YES IN Q6 OR Q7, THEN GO TO Q8 AND Q9, ELSE GO TO Q10

Q9. Do you implement different regulations depending on the rural tourism area type?

- Yes (please specify)
- No

- Other (please specify)

Q10. Which functions do you predominantly address in your economy's rural tourism strategic documents?

- Economic
- Social
- Environmental
- Other (please specify)

Q11. Do you have a specific public body responsible for the development of rural tourism in your economy?

- Yes, there is a specific government agency responsible for rural tourism (please specify) (1)
- Yes, a part of an existing government agency is responsible for rural tourism (please, name it)
- No, there is no government body responsible for rural tourism

Q12. Which government levels are responsible for rural tourism development in your economy? (select all convenient options)

- Economy-wide/Federal
- State/Provincial/Regional
- Local/Municipal
- None

IF YOU HAVE ANSWERED YES IN Q8, THEN GO TO Q9 ELSE GO TO Q10

Q13. How is multilevel rural tourism governance organized in your economy?

Q14. Are there educational programmes on rural tourism in your economy?

- Yes, there are university-level educational programmes in rural tourism (please specify) (1)
- Yes, there are rural tourism concentrations within related university-level educational programmes (please specify) (2)

- No, there are no university-level educational programmes in rural tourism, but there are lower-level programmes (please specify) (3)
- No, there are no university-level educational programmes in rural tourism, not lower-level programmes. (4)

IF YOU HAVE ANSWERED YES (1) IN Q13 THEN GO TO Q14, ELSE GO TO Q15

Q15. Please specify what skills are taught in universities regarding rural tourism students.

- Hard skills (e.g., marketing of rural tourism products, financial modelling for rural tourism)
- Soft skills (e.g., communication, storytelling, presentation craft)
- Digital and IT skills
- Other (please specify)

Q16. Is there a public or private fund (or funds) supporting rural tourism initiatives with repayable or non-repayable grants in your economy?

- Yes (please specify)
- No

Q17. Are there specific government programmes for youth employment and/or relocation to rural tourism areas in your economy?

- Government grants
- Scholarships
- Mentoring
- Other (please specify)
- No programmes

Q18. Are there fiscal tools to compensate for the use of public goods in rural tourism areas by visitors in your economy?

- Taxation
- Fees
- Charges

- Other (please specify)
- No fiscal tools are used

[SECTION FOUR. BUSINESS]

Q19. What licences are required to run a rural tourism business in your economy?

Q20. Is there a government and/or non-government certification/achievement system for rural tourism businesses in your economy?

- Yes (please specify)
- No

Q21. What assistance is available for (young) entrepreneurs aiming to start a business in rural tourism in your economy?

- Mentoring
- Incubators
- Loans
- Subsidies
- Grants
- Tax cuts
- Other (please specify)

Q22. Are there rural tourism associations (or related types of inter-organizational unions) in your economy?

- Yes (please specify)
- No

Q23. Is there a public or private fund (or funds) supporting rural tourism initiatives with repayable or non-repayable grants in your economy?

- Yes (please specify)
- No

Q24. Are there media products on rural tourism in your economy?

- Books
- Brochures
- Journals
- Guides
- Podcasts
- Videos
- Events
- Other (please specify)
- No media products

Q25. Is there a nexus between rural tourism and creative industries in your economy (e.g., art festivals in rural areas)?

- Yes (please specify)
- No

Q26. Which non-government agents in rural tourism do you have in your economy? (e.g, Associations, Unions)

Q27. Do you consider it to be common or uncommon to find young people (15-24 years) working in the following jobs in rural tourism in your economy? Please answer all points. Possible answers: 1 — Common, 2 — Uncommon

- Full-time work
- Part-time work
- Contract work
- Permanent employment (full year)
- Seasonal employment
- Medium or large size enterprises
- Small enterprises
- Family business
- Self-employment

- Volunteering

Q28. To what extent do you agree with the following statement: ‘Youth who are involved in rural tourism are more inclined to stay within the rural tourism field for the long term’?

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Don't know

Q29. Are there any barriers preventing the involvement of youth in rural tourism development?

- Qualification of employees
- The number of jobs
- The level of wages in rural tourism
- The level of infrastructure in rural tourism areas
- Shortage of accommodation in rural tourism areas
- Temporarity of tourism
- Difficult or uncomfortable working conditions
- Lack of career path
- Lack of on-the-job training
- Other (please specify)
- No barriers

Q30. Please name the reasons leading to young people leaving the rural tourism field?

- Qualification of employees
- The number of jobs
- The level of wages in rural tourism
- The level of infrastructure in rural tourism areas

- Shortage of accommodation in rural tourism areas
- Temporarity of tourism
- Difficult or uncomfortable working conditions
- Lack of career path
- Lack of on-the-job training
- Other (please specify)
- No other reasons

Q31. Are there any barriers for entrepreneurs in rural tourism areas?

- Lack of government support
- Lack of banking support
- Taxation
- Legal disparities
- Shortage of human capital
- Lack of access to basic infrastructure
- Other (please specify)
- No barriers

Q32. Which core skill areas are in shortage in rural tourism?

- Hard skills (e.g., marketing of rural tourism products, financial modelling for rural tourism)
- Soft skills (e.g., communication, storytelling, presentation craft)
- Digital and IT skills
- Other (please specify)

[SECTION FIVE. STATISTICS]

Q33. Please provide statistical data on the following parameters from 2010 to 2022:

- Total urban/rural population by region/municipality;

- Percentage of rural population;
- Rural population by sex-age cohorts;
- The number of indigenous peoples in rural areas;
- Number of international rural tourists (or tourists in general);
- Number of domestic rural tourists (or tourists in general);
- Share of rural tourism (or tourism in general) in GDP;
- Number of jobs/workers in tourism (or rural tourism specifically);
- Average wage by urban/rural area;
- The average wage in rural tourism (or in tourism in general);
- Number of small, medium-sized, and large businesses in tourism (or rural tourism specifically);
- Investments in rural tourism (or tourism in general);
- Per capita income in rural areas and rural tourism areas;
- Road density in rural areas;
- Railroad density in rural areas;
- Internet coverage in rural areas;
- Cell network coverage in rural areas;
- Heating coverage in rural areas;
- Sewage coverage in rural areas;
- Electricity coverage in rural areas;
- Water supply coverage in rural areas.

Appendix B. Stakeholder questionnaire

[SECTION ONE. GENERAL QUESTIONS]

Q1. What economy do you represent?

- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru
- The Philippines
- The Russian Federation
- Singapore
- Chinese Taipei
- Thailand
- The United States
- Viet Nam

Q2. What is your position in the organization you represent?

3. What are the primary services and/or products the organization you represent provides?

- Accommodation
- Foodservice
- Transportation
- Tourist agency
- Entertainment
- Association/NGO
- Other (please specify)

Q4. How many employees does the organization you represent have?

- 15 people or less
- From 16 to 50 people
- From 51 to 100 people
- From 101 to 250 people
- 251 people or more

Q5. What percentage of staff in the organisation you represent are employees aged from 15 to 29 years?

- 0%-9%
- 10%-19%
- 20%-29%
- 30%-39%
- 40%-49%
- 50%-59%
- 60%-69%
- 70%-79%

- 80%-89%
- 90%-99%
- 100%

[SECTION TWO. SEASONALITY]

Q6. If the organization you represent is affected by seasonality, does it hire temporary employees during periods of high demand?

- Yes
- No

Q7. FOR THOSE WHO ANSWERED “YES” IN THE QUESTION 6: Please indicate the months of high seasonality.

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Q8. What percentage of temporary employees (those who are hired during the periods of high demand) are aged between 15 to 29 years?

- 0%-9%
- 10%-19%

- 20%-29%
- 30%-39%
- 40%-49%
- 50%-59%
- 60%-69%
- 70%-79%
- 80%-89%
- 90%-99%
- 100%

[SECTION THREE. YOUNG PROFESSIONALS]

Q9. What role do young professionals aged from 15 to 29 years play in the organization you represent?

- Managers (planning, coordination, work control, etc.)
- Service staff (execution of specific tasks within projects or operational activity)
- Analysts (market analysis, sales, reservations, etc.)
- Sales specialists (customer acquisition, deal closure, etc.)
- Technical specialists (IT specialists, engineers, etc.)
- Administrative work (accountants, lawyers, HR specialists, etc.)
- Other (specify)

Q10. What level of education do most of the young professionals aged from 15 to 29 years predominantly have in the organization you represent?

- General (school, high school, etc)
- Secondary (vocational technical institution, college, etc)
- Higher (undergraduate, graduate, professional school (medicine, law, theology, etc), doctoral and postdoctoral, etc)
- Other (specify)

Q11. What type of employment do the organization you represent predominantly offer to young professionals aged from 15 to 29 years in most cases?

- Individual entrepreneurship
- Employment contract
- Other (please specify)

Q12. Does the organization you represent experience a shortage of young professionals aged from 15 to 29 years?

- Yes, there is a significant shortage
- Yes, there is a minor/insignificant shortage
- No

Q13. What tools does the organization you represent use to recruit new young professionals aged from 15 to 29 years?

- Personal acquaintance
- Recommendations from the acquaintances
- Recruitment agencies
- Through educational programs
- Online platforms for employees
- Social media
- Offline commercial
- Online commercial
- Other (please specify)

Q14. What measures does the organization you represent undertake to increase motivation and retain young professionals aged from 15 to 29 years?

- Clear career growth system
- Salary increase
- Payment for training programs
- Health insurance coverage

- Bonus payments
- Other (please specify)

Q15. Rate the list of reasons according to the degree of their influence on the motivation of young professionals aged from 15 to 29 years to enter rural tourism as economic activity (1 - does not influence at all, 2 - slightly influences, 3 - moderately influences, 4 - significantly influences, 5 - extremely strongly influences)

- Salary
- First work experience
- Patriotic feelings to the rural area
- Presence of acquaintances in this field
- High social significance of work results
- Other (please specify)

Q16. Please evaluate the extent to which the following reasons influenced the departure of young professionals aged between 15 and 29 years from the organization you represent. Please use the following scale: 1-Did not influence at all, 2-Slightly influenced, 3-Significantly influenced.

- Distance from home to workplace
- Salary
- Lack of career prospects
- Level of stress in the workplace
- Unstable work schedule
- Inability to influence work results
- Other (please specify)

[SECTION FOUR. EDUCATIONAL INSTITUTIONS]

Q17. Does the organization you represent collaborate with educational institutions for hiring young professionals aged from 15 to 29?

- Yes

- No

Q18. FOR THOSE WHO ANSWERED “YES” IN THE QUESTION 17: In what form does the collaboration take place?

- Career days
- Practices and internships
- Master classes
- Participation in educational programs
- Online courses
- Other (please specify)

Q19. FOR THOSE WHO ANSWERED “YES” IN THE QUESTION 17: What level of educational institutions do you cooperate with?

- General (school, high school, etc)
- Secondary (vocational technical institution, college, etc)
- Higher (undergraduate, graduate, professional school (medicine, law, theology, etc), doctoral and postdoctoral, etc)
- Other (specify)

[SECTION FIVE. CHALLENGES AND OPPORTUNITIES]

Q20. What barriers do you see for the involvement of young specialists aged from 15 to 29 years in the rural tourism? (Please provide a detailed answer)

Q21. Could you share successful cases of involving young professionals aged from 15 to 29 years in rural tourism? (Please provide a detailed answer)

Q22. Do you use government or other support measures for hiring, education or training of young professionals aged from 15 to 29 years?

Q23. What measures should the government agencies, businesses and/or NGOs undertake to establish a favourable environment for involving young professionals aged 15 to 29 years in rural tourism?