



A Comparison of Potential Young Rural Tourism Entrepreneurs in Cordoba, Eskisehir, And Treviso in Terms of Digital Skills

Semra Günay¹, Yeliz Mert Kantar², Sema Ekincek³, Merve Özgür Göde⁴, İsmail Yenilmez⁵, Önder Yayla⁶, Şükrü Acıtaş⁷, Jesús Blas Ruiz Leal⁸, Handan Akarsu Scarabello⁹

^{1,3,4}Anadolu University,

^{2,5,7}Eskişehir Technical University

⁶Osmaniye Korkut Ata University,

⁸INDEPCIE, Spain,

⁹Comune di Ponte di Piave, Italy

Abstract

Tourism is extremely important in the economies of Spain, Italy and Turkey. At the same time, these three countries are among the EU countries with similar conditions due to their location in the Mediterranean basin. This similarity also applies to tourism and the conditions affecting tourism. In all three countries, there is youth unemployment as well as the emptying of rural areas due to urbanization. Therefore, rural tourism emerges as an option that can provide an important opening. The increased attractiveness of secluded and rural areas for tourists after the Covid-19 pandemic can be considered as an opportunity for rural tourism entrepreneurship. In the digitalizing world, the use of digital tools for all businesses is becoming widespread. However, for non-global companies, especially for small rural tourism businesses, digital marketing is a more vital competency for survival and globalization. This study aims to determine the competencies of young rural tourism candidates in these three countries to use digital tools. Because within the scope of the project, young people will be offered an accelerated development program on rural tourism entrepreneurship using non-formal education methods. A 3-item questionnaire was administered to young people in Italy, Scotland and Turkey. 185 people from Turkey, 50 from Italy and 44 from Spain responded to the questionnaire in January-April 2023. The evaluation of the data shows that although young people consider themselves competent in using digital tools, they need support in areas such as web page design and social media use. Following this study, it was concluded that young people should be trained in digital marketing and a vision should be created to improve themselves.

Keywords: Rural tourism, Tourism entrepreneurs, young entrepreneurs, Digital skills, Italy, Spain, Türkiye

14th International Conference on Management, Economics and Humanities

21 - 23 July 2023

Copenhagen, Denmark

