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FROM EXPERIENCE DESIGN TO RURAL TOURISM: EMPOWERMENT AND KNOWLEDGE WITH COLOMBIAN COFFEE GROWERS

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ABSTRACT

In the field of creative and cultural industries, the gastronomy sector is one of the most attractive to consumers, especially when combined with tourism and cultural experiences. In this context, coffee has historically been one of Colombia's most emblematic economic sectors. Beyond its economic significance, the coffee sector becomes particularly appealing when it integrates elements such as rural tourism, coffee routes, and local cultural traditions. This study aimed to understand the motivations and training needs of coffee-growing families, identifying opportunities for younger generations to remain in their territories through processes of education, entrepreneurship, and experiential tourism. A qualitative methodology with a phenomenological interpretive approach was adopted. A total of 78 semi-structured surveys were conducted with coffee growers in Antioquia, and based on the findings, five participatory workshops were held in the municipality of Betania, focusing on the social appropriation of knowledge and the design of tourism experiences. One of these workshops, practical in nature and lasting four hours, focused on basic accounting training, including content on costs, cash flow, budgeting, and innovation applied to tourism entrepreneurship. A total of 15 coffee growers participated in this training session. As a result, 13 of them strengthened their skills in designing tourism and cultural products related to coffee, thereby contributing to local identity, territorial sustainability, and encouraging youth retention in rural areas.

KEYWORDS: Coffee Growing, Tourism, Entertainment, Personal Finance, Creative and Cultural Industries, Entrepreneurship.

1. INTRODUCTION

The 18- to 25-year-old generation, children of coffee-growing families in Antioquia, is eager to move to larger cities, attracted by new educational opportunities and access to emerging technologies. This situation raises underlying concerns about the continuity of the coffee legacy and the sustainability of rural areas. In this context, the research project aims to determine the factors influencing this youth migration in the municipality and explore viable alternatives for their continued residence, particularly through opportunities related to virtual education, entrepreneurship, and the strengthening of the creative and cultural industries.

One of the most promising alternatives for youth development in coffee-growing regions is rural and cultural tourism, particularly experiential coffee tourism, which allows young people to connect with their roots and generate income from the symbolic and cultural value of their surroundings. Various studies have shown that tourism can become a strategy to revitalize rural areas, improve quality of life, and promote sustainable development (World Tourism Organization [UNWTO], 2021). In Colombia, initiatives such as coffee routes have positioned the product not only as an internationally recognized beverage, but also as a life experience that integrates gastronomy, cultural landscape, and community participation (González & Ramírez, 2020).

While migratory motivations have been widely documented in rural Colombia, it is also essential to consider the policy frameworks and previous interventions that have shaped the development trajectory of Betania (Antioquia). Government-led initiatives such as the Territorially Focused Development Programs (PDETs) launched in the aftermath of the Peace Agreement have aimed to address structural inequalities through productive inclusion, basic infrastructure, and organizational strengthening in conflict-affected areas. In parallel, international cooperation and non-governmental organizations have supported community reintegration, economic transition, and community-based tourism as sustainable alternatives for local populations. Including this policy background helps to better understand how migratory dynamics in Betania intersect with institutional and community-led efforts to reconfigure the territory through resilience and local agency.

Tourism also offers fertile ground for youth innovation in services such as guiding, themed accommodations, digital content production, and the creation of local brands with a coffee identity, which

can be combined with online training processes and the use of digital platforms. In this way, youth roots can be strengthened when they are allowed to project themselves as active players in the economic and cultural development of their communities.

2. THEORETICAL FRAMEWORK

Emotions in people are a fundamental bridge to value the things that come their way, becoming experiences to remember, "[t]he experiences occur as a result of finding, experiencing, and living things. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values as such" (Schmitt, 1999b, p. 13). Therefore, it is stated that "emotions impact social interactions, attention, perception, and memory of human beings" (Strack, Martin & Stepper, 1988, p. 1). These are increasingly important to take into account when applying them to the world of innovation, entrepreneurship, and also tourism, because the emotions taken as a reference become a focal point for a new initiative, especially if it is oriented toward the design of meaningful experiences. This allows for a direct connection with the public through interaction, generating more authentic and memorable bonds.

In addition, the theme of behavior from a creative perspective understands that "a user's emotional behavior is the result of three different factors: the emotions evoked by the product during the interaction, the user's mood, and the feelings pre-associated by the user with the product" (Hassan & Martín, 2005). Tourism brands, products, and services must not only compete on quality and price, but also seek to connect with people emotionally. In this sense, experiential tourism has gained special relevance, particularly among young people aged 18 to 25, who seek authentic experiences that combine pleasure, learning, and connection with their surroundings.

According to Forero & Ospina (2013), experience design requires diverse skills and methodologies to achieve a more comprehensive view. Observing and identifying consumer behaviors becomes a crucial qualitative element for understanding both functional and cognitive and emotional experiences. This approach is essential for innovation in ventures related to tourism, gastronomy, and culture. Experience design, therefore, becomes an essential tool for initiatives in areas with high tourism potential, such as Betania, Antioquia.

Economic indicators, experts, and the general public agree on the boom in food businesses, which are strengthened when they incorporate tourism

components. Thus, experiential marketing finds fertile ground in gastronomic tourism, combining pleasure, culture, and emotions. "Emotional involvement and the creation of experiences are important tools for achieving both customer satisfaction and loyalty" (Cabrera, 2019, p. 165). This logic is strongly reflected in ecotourism and cultural tourism, where emotions play a central role in memorable visits and in the consolidation of sustainable destinations.

Tourism companies have adopted strategies focused on customer experience management, where emotions, feelings, and passions are emphasized in the consumer's relationship with the destination or territorial brand (Cantone & Risitano, 2012, p. 15). Hence, "consumers become much more loyal when the experience provided is outstanding, their trust increases, and the company becomes an aspirational benchmark for its service" (Pastrana & Sedán, 2020, p. 36). In experiential tourism, especially gastronomic tourism, it is highlighted that "gastronomic travel is an attractive practice that allows one to participate in the provision of the service, learn about new food cultures, and experience a sensory experience capable of generating pleasant memories and improving people's well-being" (Di Clemente, 2017, p. 5).

The concept of experience design refers to the strategic process of crafting meaningful and memorable interactions that actively engage individuals across emotional, cognitive, and sensory dimensions (Pine & Gilmore, 1999a; Tussyadiah, 2014). Within tourism, experience design integrates narrative, aesthetics, and interactivity to co-create value with tourists, often drawing on local culture and environment as raw material. In rural or community-based tourism, this design becomes a tool not only for enhancing visitor satisfaction but also for promoting cultural transmission and sustainable development (Agapito, 2020).

The term appropriation, in this context, implies a process through which local communities internalize, reinterpret, and take ownership of tourism practices, knowledge, or technologies, aligning them with their own values, needs, and identity (Büscher & Fletcher, 2017). This differs from mere adoption or external imposition, as appropriation involves agency and empowerment. Entrepreneurship, meanwhile, refers to the capacity of individuals or collectives to identify opportunities, mobilize resources, and generate value through innovation often leading to new business models or community ventures in the tourism sector (Shane & Venkataraman, 2000). When these concepts intersect

particularly in the design of experiences by local entrepreneurs who appropriate cultural assets tourism becomes a transformative practice with socio-economic and symbolic impacts.

2.1. Decisive Motivations

Nowadays, emotions are fundamental in decision-making; experiential learning makes new acquired knowledge valuable and memorable. Related to the above, Schmitt (2010) states that, "[t]he experiences occur as a result of finding, experiencing, and living things. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values as such." (p.13) Being consistent with the above, it is worth highlighting that people are guided by creating their ways of thinking according to the experience or memory they have with a moment, which is why emotions involve personal motivations at different moments of what has been lived.

With the above, it is important to be clear about the meaning of emotion; for its understanding and according to the Royal Spanish Academy (RAE), an emotion is: "[an] intense and fleeting alteration of mood, pleasant or painful, which is accompanied by a certain somatic commotion" (p. 85). That is, a manifestation of moods, whether good or bad, but, to reach these alterations, it is necessary to intervene with agents, such as moments of the day or impactful events for the person. Therefore, it is also highlighted that "emotions impact social interactions, attention, perception, and memory of human beings" (Strack, Martin & Stepper, 1988, p. 17). These are increasingly important to consider when applying it to the advertising world, as they are references and become a focal point for a campaign in the design of experiences, given that they are reasons to connect directly with the public. Now, delving into this concept, it can be noted that none of the previous definitions describes the exact area in which it is necessary to positively interpret the use of experiential marketing. **For this reason, and to clarify the meaning:** Emotion is understood as the feeling experienced in response to information received through the sensory organs, a product of experience; sensation is the result of perception or the way the brain organizes information received, also through the sensory organs, that is, the brain's recognition of objects recorded in memory. (Trujillo, 2017, p. 3). Now, perception can be understood as the way in which the sensations or stimuli received by the brain are interpreted to form an impression of the environment surrounding the person, "Perception is biocultural because, on the one hand, it depends on

the physical stimuli and sensations involved and, on the other hand, on the selection and organization of said stimuli and sensations." (Vargas, 1994, p.57) Indeed, perceptions depend on stimuli, which are based in addition to the person's emotions, on a network that is integrated to create ways of seeing of the individual, as stated by Vélez-Ochoa (2020) "sensations and perceptions vary depending on the environment, the individual's attention and their mood. Such stimuli begin to link inspiring functions in consumers..." (p. 200). This is why the management of incentives is subject to factors: cultural, personal, social, physical, emotional, among others. In this way, it is realized that the senses and sensations are essential for brands, since they are conventions that can be established in the mind of the consumer, creating greater ties, because they become links that connect the heart with memorable moments. Ensuring then, the senses "provoke positive sensations and playful experiences that achieve the emotional bond with the products, which means higher levels of consumption and an increase in loyalty." (Vélez-Ochoa, 2020, p. 210) Consequently, after the sensory link that the user expects, it is necessary to know the other motivations they have to give the complete connection.

Experiential tourism has emerged as a strategy centered on the emotional, sensory, and participatory engagement of the visitor, going beyond passive observation or simple consumption. This form of tourism focuses on the creation of memorable experiences in which tourists actively engage with specific cultural, social, or natural contexts (Pine & Gilmore, 1999; Campos *et al.*, 2018). From this perspective, the tourist becomes a co-creator of meaning alongside local communities rather than a mere spectator. Experiences range from ancestral rituals to artisanal workshops and are characterized by their authenticity and potential to create lasting emotional connections (Tung & Ritchie, 2011).

In contrast, gastronomic tourism refers to tourism motivated by the desire to explore food and drink as central elements of the travel experience. Although it may be part of an experiential journey, gastronomic tourism is distinguished by its emphasis on culinary culture, including activities such as visiting local markets, participating in cooking classes, or following wine routes and traditional cafés (Ellis *et al.*, 2018; Kivela & Crofts, 2006). While it can incorporate experiential components, its primary focus lies in food heritage as both a cultural expression and an economic resource. Thus, whereas experiential tourism encompasses a broader range of emotional and sensory engagements, gastronomic

tourism specifically centers on food as a vehicle for cultural connection.

On the other hand, motivations are what ultimately lead the consumer to the purchase decision, so it is important to know which ones are present or already established. According to the Royal Spanish Academy (RAE), a motivation is: "The set of internal or external factors that partly determine a person's actions." The above may become a somewhat ambiguous explanation; it can be understood as the agent that allows a person to follow certain actions, since they do them out of their own pleasure. In addition, it integrates everything mentioned: feelings, experiences, emotions, among others, that determine a person's own experience. This is why "learning to use the senses provides effective integration into the functioning of brands, the environment, and the target audience" (Vélez-Ochoa, 2020, p. 197).

Within the motivations, there are two types that refer to the impacts at the time of purchasing products, these are according to Ruiz & Sanz (2006)

1. Utilitarian motivations: These refer to purchasing efficiency, as consumers highly value saving time when purchasing certain products. There are also subtypes of utilitarian motivations, **such as**
 - Convenience and time savings: referring to location, time spent in the establishment, among others.
 - Variety and breadth of assortment: based on easily finding the product that the person needs and that fits their needs.
 - Access to products not available on the local market: refers to immediate and affordable access to products.
 - Price Reduction: Consumers who are guided by economic factors will be motivated to purchase products at more affordable prices.
2. Hedonic motivations: This motivation is defined as the way in which the consumer is stimulated by positive emotions, fun, and interaction. (p. 196-p. 200)

Indeed, motivations are essential for the purchasing decision, as demonstrated by the fact that they are factors that determine the path a person wants to take. This is also reflected in the user's needs. It is essential to meet all customer expectations, which is why brands are constantly changing, seeking new alternatives to attract attention, and capturing their target audience to explore new paths of creation and innovation.

Thus, as Vélez-Ochoa (2020) states

The senses are indispensable inputs for

generating new marketing categories. With their broad experiential development, communication becomes interactive, in which consumers express positive feelings, bringing them closer to brands. Thanks to the sensory system, we can recognize reality, express feelings, and reflect in different environments. (p. 198)

Engaging the senses, engaging emotions, and participating in sensory experiences can elevate brands' consumer understanding, creating impactful and diverse ways to connect. This is the right way to motivate users daily and strengthen the bonds that are fundamental to brand growth.

3. METHODOLOGY

Data collection focused on coffee-growing families in several municipalities in Antioquia, prioritizing three workshops on social appropriation of knowledge in the municipality of Betania. The main objective was to understand their interests and motivations related to the coffee sector. To this end, a qualitative descriptive research methodology was applied, with an interpretive phenomenological approach, which allowed for a deeper understanding of the participants' experiences, perceptions, and experiences (Kim, S., Ritchie, B., & McCormick, B.,

2017).

The dataset collected includes 78 semi-structured surveys administered to coffee growers in the region. Based on the results obtained, especially those related to the training update component, the research team designed a four-hour practical workshop focused on key topics such as entrepreneurship, basic accounting, trademark registration, innovation, and advertising. Fifteen coffee growers participated in this workshop, selected based on criteria of interest, availability, and level of commitment to regional development.

This methodological approach is articulated with the foundations presented in the theoretical framework, which highlights the tourism, cultural, and gastronomic potential of coffee-growing municipalities. Betania, in particular, represents a territory with ample development opportunities due to its strategic location in the foothills of the Citará Mountains. This geographical location, combined with its human warmth and cultural richness, makes it an ideal setting for promoting experiential tourism, ecotourism, and identity-based gastronomy initiatives. Table 1 provides a list of demographic characteristics and basic employment information of survey participants.

Table 1: Demographic Characteristics of Respondents.

Interviewee	Pseudonym	Age group	Sector Economic	Gender	Family Status	Years dedicated to coffee growing
1	Juan	26-34	Coffee	Male	Single	20
2	Camilo	19-25	Coffee	Male	Single	Lifetime
3	Diana	45-54	Coffee	Female	Couple	25
4	Diego	45-54	Coffee	Male	Couple	Lifetime
5	Daniel	45-54	Coffee	Male	Couple	10
6	José	45-54	Coffee	Male	Couple	15
7	Wilmar	26-34	Coffee	Male	Single	Lifetime
8	Alejandra	55-64	Coffee	Female	Couple	45
9	Pablo	45-54	Coffee	Male	Couple	50
10	Jairo	45-54	Coffee	Male	Couple	He doesn't know
11	Daniel	55-64	Coffee	Male	Couple	10
12	Sebastian	26-34	Coffee	Male	Single	15
13	Pablo	35-44	Coffee	Male	Couple	20
14	Monica	55-64	Coffee	Women	Couple	30
15	Alex	35-44	Coffee	Male	Couple	Lifetime
16	Ester	45-54	Coffee	Women	Couple	30
17	Camilo	35-44	Coffee	Male	Couple	17
18	Carlos	35-44	Coffee	Male	Couple	20
19	David	35-44	Coffee	Male	Couple	23
20	Peter	35-44	Coffee	Male	Couple	17

Source: Prepared by the Authors.

We ensured the reliability of our findings through member checking. We sent a copy of the manuscript to our interviewees and asked for their feedback. Furthermore, the interviewees confirmed their satisfaction with the anonymity.

This study adhered to ethical research standards

in accordance with qualitative inquiry best practices. All participants provided informed consent prior to data collection, and they were informed of their right to withdraw at any time without consequence. To ensure confidentiality, personal identifiers were removed and pseudonyms were used throughout the

analysis and presentation of findings. Additionally, member checking was conducted to enhance the credibility of interpretations and to respect participants' agency in the research process.

3.1. Methodological Limitations

Although the findings provide a rich and contextualized understanding of appropriation processes and experience design in rural tourism, this study presents certain limitations that should be acknowledged. First, due to its qualitative approach and localized focus, the results are not generalizable to other regions or contexts without considering their specific cultural and socioeconomic characteristics. Second, participation in the workshops was voluntary, introducing a potential self-selection bias, as participants were likely individuals already interested or motivated by the topic, which may have influenced the perspectives collected. Recognizing these limitations does not undermine the study's validity, but rather guides a more critical interpretation of the results and their applicability to other settings.

3.2. Analysis of Results

A common theme among those interviewed regarding the generational change among young people from coffee-growing families is the problem of the continuity of the coffee-growing tradition by their coffee-growing children. Most of those surveyed confirm that their children want to seek new job opportunities other than coffee, in the city or other commercial activities that are more profitable. This is due to the low selling price of coffee and the opportunities for access to higher education in the Municipality.

"Coffee farming isn't profitable; it's harvested once a year, and the selling price isn't optimal for profitability. We young people don't have opportunities in the municipality. We have to move to the city to pursue university studies, and maintaining ourselves in a place that's not our own is expensive, with university tuition, rent, and food costs. That's why we're looking for other alternatives to get ahead. We need support from the municipal administration."

In this regard, those interviewed also emphasized that several young coffee growers are emerging as leaders who are starting businesses to market and innovate coffee-based products, thus demonstrating the new opportunities available in the municipality, which is a tourist and business attraction.

"Peace of mind and being your own boss, with the ventures emerging among young coffee growers

selling their own brand of coffee and offering product experiences."

The interviewees highlighted the positive benefits of coffee farming for families in the municipality, such as the financial benefits and the creation of a culture of entrepreneurship with their own farms. However, they also highlighted the various negative problems that arise in the sector, such as the planting process and the costs of supplies required, such as the price of coffee beans.

"With the pandemic, we realized that our farm is our greatest asset, as we can enjoy fresh food and clean air."

"The best experience is being my own boss and not depending on others, just my coffee company."

"My 30-year-old son, a driver since he was 18, left his job and now manages a coffee and tourism farm (he's happy in his new role)."

"My dad and mom raised us and together they educated 13 children."

"Undertakings, possibilities, opportunities, desires and goals."

On the other hand, some responses to the negative aspects of the activity were:

"Price vulnerability, labor shortages, and climate change."

"There are times when the harvest has not been damaged and the inputs are very expensive and the winter."

"Low prices, no government aid, no credit terms"

"Low prices, the bankruptcy of the Cooperative, winter, and a lack of labor."

Regarding the idea of pursuing a business idea and starting a business, 67% of respondents said they are thinking about starting a coffee-based business, and 33% have not considered starting a business other than coffee farming. Those who have the idea to start a business are born out of a need for additional income and to innovate the product they grow.

Education is fundamental to coffee businesses because it provides entrepreneurs with the necessary tools to manage and optimize their operations. Through training, coffee farmers can learn advanced farming techniques, efficient processing methods, and effective marketing strategies. Furthermore, a solid education in this sector fosters innovation, improves product quality, and promotes sustainable practices. With proper preparation, coffee farmers can better adapt to market fluctuations and face climatic and economic challenges, thus ensuring the long-term viability and growth of their businesses.

Regarding the topics that Betania coffee growers consider they need training in, **they are the**

following I. Coffee shop and farm management focus and II. Education with a focus on administration and entrepreneurship.

Participants express interest in topics such as Property management, accounting and negotiation, business administration, financial training, entrepreneurship, economics, advanced leadership and economics, brand building and advertising.

Each of the continuing education topics is essential for the coffee production sector, both for cultivation and for entrepreneurs and for financial literacy. They were asked under what modality they would like to receive training, and of the 78 respondents, 40 responded in person, 9 responded online, and 22 responded in a mixed format. Seven respondents did not answer the question. This can be determined as a need that can be addressed by public and private universities in the Municipality of Betania, through the State, Business, and University alliance.

Following the surveys, five workshops were held on the following topics: accounting, experience design (innovation), entrepreneurship, social media management, and photography for coffee growers.

The first three workshops brought together 13 coffee-growing families divided into three groups, and they were given practical information so they could immediately implement the projects. The other two workshops were held with the support of Social Communication students and two expert workshop facilitators in photography who taught them: image composition, lighting, framing, etc., using the coffee growers' cell phones.

Rural and experiential tourism has emerged as one of the most relevant alternatives for generational renewal in coffee-growing families. Several of those interviewed stated that young people are finding tourism a possibility for sustainable development, combining coffee-growing traditions with tourism services such as farm tours, tastings, rural lodging, hiking, and nature photography. This diversification not only generates additional income but also preserves the cultural identity of coffee, creates local employment, and strengthens local roots. Testimonials such as "My 30-year-old son, a driver since he was 18, left his job and now manages a coffee and tourism farm, living happily in his new role" demonstrate how tourism has transformed the economic and social dynamics in rural areas. In this way, tourism is not only presented as a viable option to address the low profitability of the coffee harvest, but also as a strategy to attract new generations, stimulate youth entrepreneurship, and revalue the countryside as a space for innovation, sustainability,

and quality of life.



Figure 1: Five Workshops on Social Appropriation of Knowledge in Betania. Workshop 1: Basic Accounting.



Figure 2: Five Workshops on Social Appropriation of Knowledge in Betania. Workshop 2: Experience Design.



Figure 3: Five Workshops on Social Appropriation of Knowledge in Betania. Workshop 3: Entrepreneurship.



Figure 4: Five Workshops on Social Appropriation of Knowledge in Betania. Workshop 4: Social Networks.



Figure 5: Five Workshops on Social Appropriation of Knowledge in Betania. Workshop 5: Photography and Cultural Interpretation.

4. CONCLUSION

Coffee is one of the emblematic products of Colombian culture. Its quality and aroma are recognized in international markets. One of the coffee-producing regions is the southwestern region of Antioquia, where the municipality of Betania is located. This area is located three hours from Medellín and next to the Citará Mountains, which provides favorable climatic and soil conditions for coffee cultivation. Many families that have grown coffee for two or three generations are facing a phenomenon that jeopardizes the future of this sector; young people no longer wish to continue this family legacy. The new generations are seeking new life options and moving to larger cities; they don't see themselves doing the same work as their parents and grandparents in the near future. The lack of roads in good condition to transport coffee from farms, the increasing use of psychoactive substances among young people, the physical demands of field work, and the use of the internet and social media as a means of entertainment are driving the younger

generations to seek alternative life plans.

Now, it's important to clarify that coffee growers' motivations for new knowledge and their exploration of different tools are fundamental to optimizing their businesses. Entrepreneurs are attentive to technologies, processes, and approaches that aren't as traditional as those of their predecessors. Therefore, it's important to recognize that new learnings consolidate businesses with a sustainable impact in a market where the differentiator is changing.

The coffee entrepreneurship community needs training in strategic topics for brand consolidation. Knowledge of entrepreneurship and accounting, where recording, measuring, and analyzing provides objective information on economics and sound decision-making. Likewise, photography, experience design, and social media, which provide visibility by creating better recall, allow for the entry of new consumers who value emotional stimuli with a different kind of enjoyment. Academic training is needed to reinforce the understanding of responsible consumers.

Currently, the public is attracted to products with sensory incentives; that is, history, sustainable practices, and social value. Likewise, consumers who are knowledgeable about brand experiences generate greater appreciation for them, as it is a strategy that demonstrates personal interest, where they openly seek ways to transform and impact. The public expects entrepreneurial coffee brands to explore possibilities that draw them closer and stimulate their consumption. Therefore, in addition to aroma, color, acidity, intensity, and flavor – characteristics of good coffee – well-studied strategies grounded in communication, aesthetics, and marketing are necessary. These practices motivate the search for loyal consumers who fulfill their preferences and express themselves in a relatable way. A brand that connects strategically fosters a bond that prevails.

Finally, the study confirms that leveraging knowledge and empowering entrepreneur's influences consumption. These practices encourage brands to connect in a circular economy to foster and nurture the needs of their target audiences. Therefore, analyzing and researching the interests and opinions of different sectors is essential to explore different advertising and communication techniques that allow brands to reach out with differentiating formats in a competitive market.

The findings of this study offer valuable insights for policy makers, educators, and rural cooperatives aiming to strengthen sustainable tourism and community development. For policy makers, the

results highlight the need to design inclusive policies that recognize local knowledge and support experiential tourism as a tool for cultural preservation and economic empowerment. Educators and training institutions can leverage these findings to develop curricula that foster entrepreneurial skills, cultural sensitivity, and participatory design methods among rural youth and tourism practitioners. Finally, rural cooperatives may apply the study's insights to enhance their organizational strategies, promote collective identity, and co-create meaningful tourist experiences that reflect their values and traditions. These practical implications reinforce the importance of collaborative approaches in advancing rural development through tourism.

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