THE IMPACT SOCIO-ECONOMIC AND GEOPOLITICAL CHANGES ON RURAL TOURISM FLOW

***Laura Pole, Baiba Rivza, Sandija Zeverte-Rivza**
Latvia University of Life Sciences and Technology, Latvia
*Corresponding author's email: laura.pole@gmail.com

Abstract
Tourism is one of the most important economic sectors in the world. According to the Ministry of Economics of the Republic of Latvia, the tourism sector is very important for the Latvian economy. The industry's share has recovered after the pandemic, reaching 2.1% in 2023. In 2023, around 30,000 people worked in the industry. There are inequalities in the tourism sector in the regions of Latvia compared to the Riga region. The limited or completely stopped flow of tourism during Covid pandemics in the regions, has had long-term consequences for the tourism industry. It is very important, as tourism provides thousands of jobs and business opportunities for SMEs businesses who specialised in crafts and trades in the regions. Rural tourism can promote community development by providing economic opportunities, cultural preservation and environmental protection in rural regions. This article investigates the changes in rural tourism flows and the challenges faced by the tourism sector due to socio-economic and geopolitical events. The aim of the research is to analyse the changes in the tourism flows and challenges the tourism sector has faced due to socio-economic and geo-political factors. The methodology involved statistical data analysis and survey with tourists to understand tourist perception on Latvia as safe tourism destination. Research identifies political, economic and social factors that helps with further improvements aimed at enhancing Latvia's image due to geopolitical situation and can help in making policy decisions for the development of tourism in rural areas.
Keywords: rural areas, tourism industry, geopolitical risks, tourist flow.

Introduction

Tourism has been identified as a key driver of economic recovery and growth. A recent International Monetary Fund report outlines the positive impact of the sector's rapid recovery on certain economies worldwide. The global economy is forecast to grow by around 2.9% in 2024, according to the World Economic Outlook report, exceeding previous forecasts but still below the 3.5% growth rate recorded in 2022, citing the ongoing impact of the pandemic and the war in Ukraine, as well as the tourism crisis. Latest World Tourism Barometer indicates that a total of 1.4 billion international tourists travelled in 2024, representing an almost complete recovery from pre-pandemic levels (99%) (World Tourism Organization, 2025). Tourism has become one of the most important socio-economic phenomenon of modern times. It is among the largest economic sectors, providing income and jobs, and is a significant generator of foreign exchange at the national level (Melece & Rucins, 2012), stimulating a range of other related sectors through its multiplier effect. Tourism functions as a multifaceted economic activity, cutting across different sectors, including economic, social, cultural, and environmental dimensions. Tourism enables export, creates workplaces and additional income for regional development by influencing job creation, business growth, and infrastructure development. Even before current geopolitical situation, in 2020, due to Covid-19 virus the global tourism industry shrank by 72% increasing unemployment, bankrupting small companies, which was most evident in regions (Pole & Grizane, 2021).

Theoretical Findings

Rural Tourism: A Driver of Socio-Economic Development

Rural tourism remains a vital tool for socio-economic regeneration, offering authentic experiences that attract modern travellers. Integrated within local economies, cultures, and social structures, its development is shaped by various factors, including tourist motivations and market shifts rather than just economic or physical conditions (Streimikiene & Bilan, 2019). Tourism enhances rural vitality by generating employment, fostering business cooperation, and increasing regional attractiveness. Studies confirm its economic benefits, yet the evolving landscape necessitates continuous assessment of challenges and opportunities (Zaleckiene & Turcinskaite, 2019).

Rural Tourism and Its Economic, Social, and Environmental Impact

Tourism plays a crucial role in regional economies, with economic impact analyses highlighting its influence on public planning, marketing, and development decisions (Tokhirovich, 2021). Rural tourism combines the economic, social and environmental components of rural areas. It is closely linked to people, space and products and has unique effects on the environment and on economic growth. The development of tourism in villages can promote rapid economic growth, create more jobs and improve the quality of residents' life (Yang et al., 2021). The World Tourism Organization (WTO) (2013) emphasizes measuring tourism's socio-economic effects, including employment, infrastructure, and sustainability. In 2013, the United Nations agency of WTO developed the Guidelines for Socio-economic Measurement and Analysis of Regional Tourism. It integrates economic, social, and environmental factors, driving growth, job creation, and quality of life improvements (Yang et al., 2021). Activities range from eco-tourism to agritourism, offering both supplementary and primary income sources (Berzina & Lauberte, 2019). Rural regions in many countries continue to suffer from significant outmigration,

unemployment, and social isolation. The lack of social innovations is one of the primary factors which hinders population regeneration and promotes long term depopulation. Furthermore, wars, conflicts, terrorism, and violations expand the scope of geopolitical risk which adversely affects tourism for many countries encouraging tourist to travel less which results in reduced tourism in those countries (Papagianni et al., 2023).

Geopolitical impact on tourism

The latest global crises affecting political, economic, and community life worldwide – including those impacting tourism - are the ongoing SARS-related COVID-19 pandemic and the war waged by Russia against its sovereign neighbouring state, Ukraine. Even before Russian Ukrainian war, such political events like the US-led invasions of Iraq and Afghanistan fuelled conflicts in Western Asia, were impacting tourism. Besides that, natural disasters such as the tsunami in 2004 and the Eyjafjallajokull eruption in 2010 had immense impact on travel. Researchers have shown continuous interest in studying the effects of geopolitical risks since the 9-11 attacks, which influenced the global economy and many industries, particularly the tourism industry and travel demand worldwide (Gozgor et al., 2021). Geopolitical uncertainties, such as wars and terrorist threats, create economic instability and can exert notable effect on tourism arrivals, tourism imports, number of overnight stays and other indicators of tourism development and overall development (Akadiri et al., 2020). The WTO (2018) ranks tourism as the third-largest global industry but highlights its susceptibility to political and economic turmoil. Political shifts, regional integration, and transnational corporations are reshaping the global tourism framework (Webster & Ivanov, 2015). Events like elections and economic uncertainty influence tourism flows, yet the full impact of geopolitical risks remains understudied. Tourism inherently interacts with global politics, yet its geopolitical implications require deeper analysis. Topics like border security, military occupation, and nation-building have been explored, but everyday geopolitical encounters in tourism remain underexamined (Akadiri et al., 2020).

Rural Tourism in Latvia

Tourism contributes approximately €1 billion (4.3%) to Latvia's GDP. In 2019, the sector employed 77.000 people (9% of the workforce). The industry's share has a good recovery after the pandemic, reaching 2.1% in 2023. Sadly, many people working in tourism had to leave the industry during the Covid pandemic and retrain in other sectors. Around 30,000 people worked in the industry of all employed people in 2023 which is half of pre-pandemic level (LDDK, 2024). The number of visitors to Latvian tourism establishments has fluctuated significantly over the years. In 2019, Latvia had 2.85 million tourists. The number decreased by more than 70% during the COVID-19 pandemic. In the year 2023, the number of tourists in Riga for the first time since 2019 exceeded one million - the capital city was visited by 1.2 million guests. (Riga Investment and Tourism Agency, 2024). In comparison with Riga, in 2024, 2.7 million foreign and local guests were served in Latvian tourist accommodations, representing a 10.9% increase compared to 2023, according to data from the Central Statistical Bureau. Data shows that 50% of tourists mostly spend time in Riga not in regions. Before 2022, around 30% of Latvia's tourists came from Russia, Belarus, and Ukraine. Since the war, Latvia has shifted its focus to Western markets, increasing visitor numbers from Lithuania and Estonia. U.S. tourist arrivals increased by 45% in 2024 (CSB, 2024). The largest number of foreign visitors came from Lithuania, Estonia, Finland, the United Kingdom and other countries. This correlates with the survey results showing the influx of tourists from neighbouring countries. In 2024, foreign tourists were most often found in Riga – 71.5%, in Jurmala - 8.4%, Liepaja, Sigulda region and in Ventspils. Tourism development at the regional level has several meanings and, in addition to economic activity, it also helps to diversify business in rural areas, ensure a certain lifestyle of business, organize public infrastructure, improve the living environment for local communities, strengthen the identity of the place and, through quality hospitality services, indirectly promote the development of business in other sectors or the attractiveness of the place to live (Ministry of Economics of Latvia, 2024). Cultural events and heritage play a crucial role in attracting international visitors and businesses to Latvian regions. To implement regular management of a tourist destination, data is needed that regularly shows the development of tourism and related sectors. This is necessary both for monitoring development, as well as for the effectiveness of implemented activities and for predicting future actions.

Rural Tourism and Socio-Economic challenges

In recent years, Latvia's tourism sector in the regions of Kurzeme, Latgale, Riga, Vidzeme, and Zemgale encountered several challenges. Underuse of social capital has been recognized in Zemgale as an obstacle to the development of regions. Erosion of development policy effectiveness, public disconnection from democratic institutions, low participation of NGOs, emigration, and limited resources in local governments have created inequalities between territories. According to studies, local deputies' education levels correlate with higher social potential and socially active inclusion. It is recommended to enhance funding for NGOs to strengthen community initiatives and support long-term development (Jankova et al., 2017). Summer tourism in the Kurzeme region has contributed to a seasonal distribution of visitors throughout the year. In 2024, the Kurzeme Planning Region organized 2 informative seminars on the off-

season tourism, during which participants brainstormed ways to attract visitors outside of summer while ensuring that the tourism product remains sustainable and appealing (Ivanova, 2015). The development of Kurzeme has been characterized by a heterogeneity and difference in social and economic development of the municipalities that have inevitably affected tourism. In Latgale, the adoption of digital marketing strategies for tourism promotion has been limited. A study revealed that only 20% of tourism information providers actively engage with social media, often prioritizing traditional printed materials over digital content like videos. Moreover, regional tourism websites such as Visitlatgale.com and Latgale.travel lack comprehensive digital marketing features. Creating communication plans, leveraging EU opportunities for funding, and training the tourism information providers in digital marketing are the measures that are necessary to be put in place to advance the region's online presence (Karvele & Znotina, 2019). Pronounced problems have been observed for a long time in the Latgale region, where the unemployment rate remains almost twice as high as the national average and almost three times higher than in the Riga region (Economic Development Report of Latvia, 2024). A nationwide issue affecting regions like Vidzeme is the shortage of labor resources in the tourism industry. This problem is exacerbated by emigration and the migration of the workforce to the capital, Riga. Consequently, some tourism enterprises have considered recruiting workers from abroad, including countries like Ukraine, Belarus. Additionally, there is a significant portion of workers lacking experience in their employed sectors, highlighting the need for targeted personnel training and development programs (Lukjanova, 2019). In Vidzeme, challenges related to public services and infrastructure have impacted tourism. Issues such as inadequate intra-regional public transportation, insufficient mobility services, and poor road infrastructure have been identified. These limitations affect both residents and tourists, underscoring the necessity for improved transport services and infrastructure to enhance accessibility and regional attractiveness.

Materials and Methods

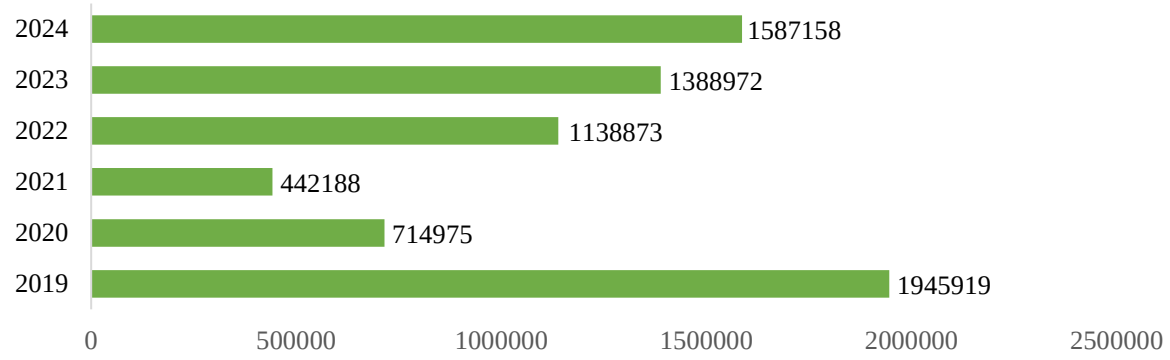
The research aim was to analyse the changes in the tourism flows and challenges the tourism sector has faced due to socio-economic and geo-political factors. The methodology of research involved statistical data analysis to understand differences in tourism flow in regions, and a survey of tourists to understand tourist perception of Latvia as a safe tourism destination.

Statistical analysis

The necessary statistical data on number of tourists visiting Latvia were acquired through statistical outlooks, databases and annual overviews by the Central Bureau of Statistics of Latvia (CSB). The study conducted a statistical data analysis to assess changes in tourist flows in Latvia and its regions within the framework of geopolitical events in recent years.

Figure 1

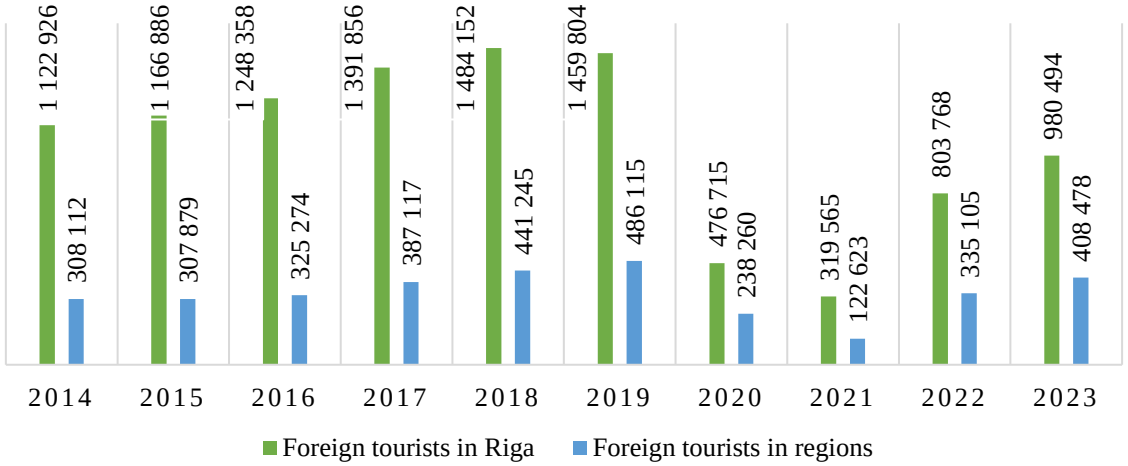
Foreign guests in hotels and other tourist accommodation in Latvia (thousands)



Source: author's construction based on the CSB data.

Tourism statistics all over the world must be divided in two parts – before and after Covid-19 pandemics. Figure 1 indicates that, compared to 2019, the tourism flow is recovering at an average speed. However, it is complicated to determine whether its slower growth is because of the geopolitical situation or still a consequence of Covid-19. Statistical analysis clearly shows large difference between tourist flow in the capital city and regions outside it, Figure 2. Before Covid the difference was three times bigger than it is now. In recent years, after the geopolitical conflicts started in the neighbourhood, the situation has levelled off, and the difference in tourist flow in Riga is now twice as big, not three times as big, as that of other regions. Despite the geopolitical situation, regional statistics have returned to their previous level compared to the pre-Covid period, which means that neither the consequences of Covid nor the current geopolitical situation have affected the overall tourism flow in the regions.

Figure 2
Differences in the number of foreign tourists in Riga and the regions (thousands)

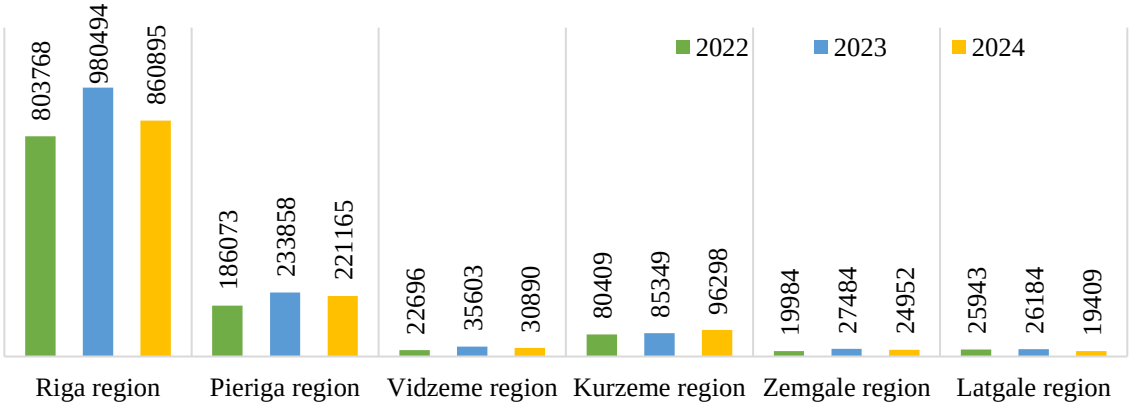


Source: author's construction based on CSB data.

The Riga region has unquestionably the most tourists, as seen by Figure 3, which shows a notable growth from 803.768 in 2022 to 980.494 in 2023. Over the last three years, the number of visitors visiting the Vidzeme Region has steadily increased. The decline in 2024 can be brought on by competition from other areas or outside variables that impact traveller demand.

The number of visitors to the Kurzeme Region has been rising gradually, which may indicate an increasing attractiveness of the region. The number of visitors to the Zemgale Region increased from 19.984 in 2022 to 27.484 in 2023, before declining slightly to 24.952 in 2024.

Figure 3
Foreign tourists by regions (thousands)



Source: author's construction based on CSB data.

Unlike Kurzeme, Latgale shows an increasing trend increasing from 25.943 in 2022 to 26.184 in 2023 and then dropping further to 19.409 in 2024. The Riga region remains the top tourist destination, reaffirming its prominence as a major travel centre. The number of tourists in Kurzeme is steadily increasing, indicating possibilities for tourism development. Pieriga, Vidzeme, Zemgale, and Latgale show diverse patterns, with Latgale indicating the most decrease.

Survey results

In research, a sample refers to a subset of the population that is selected for study purposes. In this research foreign tourists or potential tourists were selected as a sample for the pilot survey.

The pilot survey consists of three parts. The first part started with finding out the demographic information about tourists, specifically their country of residence, have they ever visited Latvia, for what purposes and how many times. The second part was developed to understand tourism perception of Latvia as a safe or unsafe tourism destination even if they haven't been in Latvia. The purpose of the third part was to show tourist experience while travelling to Latvia. The second and third part of the survey were compiled according to the Likert scale in a five -point system from '5-very safe' to '1-not safe'; '1-very poor' to '5-excellent'. The survey contained several questions for evaluation: whether any safety concerns influence a tourist decision to visit Latvia due to the geopolitical situation,

how safe they feel during the visit and whether there was enough information about safety during the visit.
The questionnaire was distributed in two ways. First, it was prepared electronically and filled online for those who haven't been in Latvia. Other method was a field survey by approaching tourists face to face during their travel, mainly Riga, to understand how safe they feel being here as tourists.

Results and Discussion

The survey was conducted during the period 1.03.2025 – 16.03.2025, during which 109 responses were collected. Responses correlate with data from Central Statistical Bureau showing that Latvia indeed has increasing visitor numbers from neighbourhood countries like Lithuania, Estonia and Northern countries, like Sweden, Finland and Norway.

Table 1

The profile of respondents

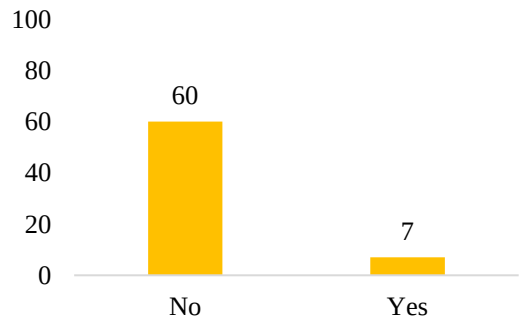
Category	Profile
Gender	female – 59.6%; male – 40.4%
Age	18-25 – 33.9%; 26-35 – 22%; 36-45 – 21.1%; 46-45 – 13.8%; 55-65 – 6.4%; 66 or above – 2.8%
Country of residence	**Lithuania**: 19.27%; **Estonia**: 12.84%; **Sweden**: 8.26%; **Finland**: 7.34%; **Norway**: 6.42%; Canada: 5.50%; Bangladesh: 4.59%; India: 4.59%; Belgium: 3.67%; Spain: 3.67%; Bulgaria: 3.67%; Poland: 2.75%; Australia: 1.83%; France: 1.83%; Pakistan: 1.83%; Russia, USA, Ukraine: 1.83% each; Azerbaijan, Kazakhstan, Botswana, Qatar, Philippines, Turkiye, Uzbekistan: 0.92% each

Source: author's calculations based on survey results.

Results show that 28.4% (31) of respondents have not been in Latvia, but 71.6% (78) have visited Latvia before. More often tourists stay less than 3 days (47.7%), 1 week stayed 19.3% and just 9.2% stayed more than a week. The primary purpose of visiting Latvia was leisure (58.7%) and business (19.3%), also visiting friends, scientific purposes and shopping (Table 1). Despite the theoretical analysis that shows – the geopolitical situation has impact on tourism, survey results in case of Latvia show otherwise. The tourist perception mostly has not been influenced by Russian- Ukrainian war, as 91.7% of respondents answered that the recent geopolitical situation has not influenced the perception of Latvia as a travel destination. The author received only 67 answers regarding safety concerns but results also show that tourists feel safe travelling to Latvia, and they don't have any safety concerns, Figure 4. Some received answers were that Latvia is specifically safe for students to study, and that Latvians do not like to speak Russian, so tourists from post-soviet countries are not welcome.

Figure 4

Safety concerns about Latvia as a travel destination

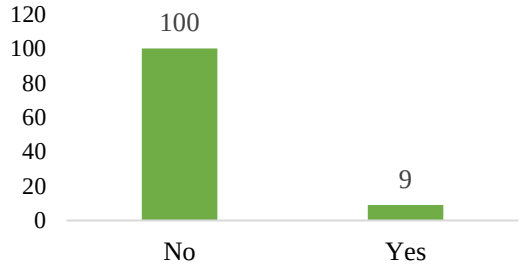


Source: author's calculations based on survey results.

Despite geopolitical concerns, most travellers feel safe in Latvia, and geopolitical events haven't changed the tourist perception of Latvia as a travel destination, as 100 respondents indicated no negative impact on their perception, Figure 5. However, external perceptions (without visiting) are slightly more cautious. According to the survey data, tourists see Latvia as a safe destination for a traveller.

Figure 5

Influence of geopolitical events on tourist perception on Latvia as a travel destination

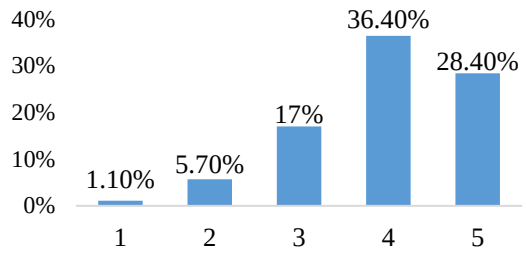


Source: author's calculations based on survey results.

Using Likert scale in a five-point system from '5-very safe' to '1-not safe', 76% (83 responses) see Latvia as a safe or very safe destination. Only 2.7% of respondents think that it is unsafe. Similar answers were received from tourists who have been in Latvia during the ongoing political situation, 86.6% rate their visit as safe or very safe in public spaces. Only 2.2% rated the country as unsafe.
Figure 6 shows friendliness and helpfulness of local authorities in ensuring tourist safety. The analysis shows that most of tourist experience was positive, but some improvements can be done, as 23.8% of tourist experience was bad to medium bad. Regarding the analysis of security concerns related to Latvia's

geographical location (e.g., proximity to Russia), 78% of respondents expressed no concerns, while 22% indicated that they did have some concerns. Despite the results showing Latvia as a safe tourism destination from the view of tourists, information about safety measures for a tourist visiting Latvia is limited. Results show that 46.1% of respondents rate availability of information on 3 of Likert scale showing not enough information in public spaces and media about safety.

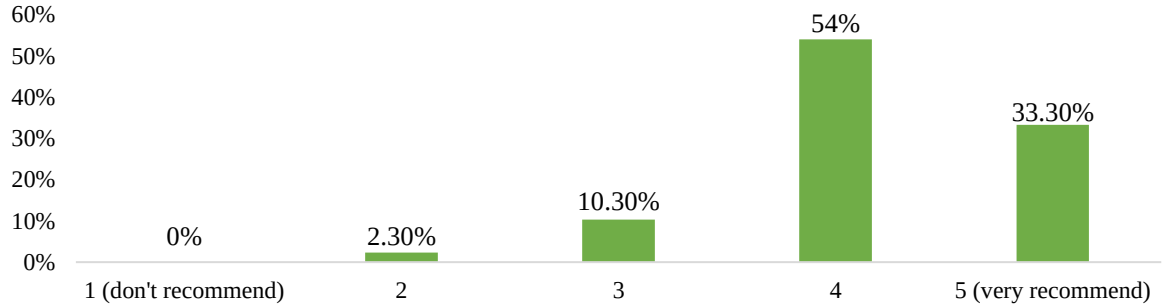
Figure 6
Analysis of helpfulness of local authorities



Source: author's calculations based on survey results.

Overall, based on tourist experience during travel, 87% of respondents would likely recommend Latvia as a safe travel destination, with only 10.3% (9 responses) being not sure about recommending Latvia, Figure 7.
Suggestions for safety improvements for Latvia's tourism sector were related not only to the geopolitical situation but also to the improvement of the tourist experience. Tourists suggested several ideas for safety and overall experience improvement: establishing a train connection between the airport and city; creating an app or other medium to provide tourists with updates on current events in Latvia, with content available not only in English but also visually for those who don't speak English well; ensuring English-speaking staff are available at police stations and hospitals in case of emergency; increasing police presence at tourist attractions; providing more information on statistics of other religions in Latvia that may concern tourists; informing tourists about current political situation, including guidelines for actions in the case of a real threat; improving traffic management and road conditions.

Figure 7
Analysis of tourist recommendation on Latvia as safe tourism destination for others



Source: author's calculations based on survey results.

Conclusions

1. The findings indicate that while tourism is recovering at a moderate pace compared to pre-COVID levels, it remains unclear whether slow growth is due to lingering pandemic effects or geopolitical instability.
2. The findings highlight regional disparities in tourism development, influenced by infrastructure, labour shortages, digital marketing gaps, and policy effectiveness. A significant shift in tourism distribution is observed, with the gap between Riga and regional tourism flows narrowing.
3. Despite geopolitical tensions, regional tourism has rebounded to pre-pandemic levels, suggesting resilience in the sector.
4. Riga remains the primary tourist centre, showing notable growth in 2023 before a decline in 2024. Kurzeme demonstrates a steady growth, indicating increasing attractiveness. Vidzeme and Zemgale show fluctuations, while Latgale faces the sharpest decline, possibly due to economic or competitive factors. Despite these challenges, tourism in Latvia is stabilizing, addressing labour migration, digital transformation, and regional infrastructure will be the key to enhancing tourism resilience and long-term growth.
5. To preserve the rural world and its economic, social, and cultural significance, rural tourism should be developed and promoted. An increase in public information, enhanced police presence addressing safety concerns related to the political situation, and digital tools can enhance Latvia's tourism appeal. Tourism can help sustain the viability and stability of rural communities, as young people leave for urban regions, abandoning family homes.
6. The study also finds that even a theoretical analysis shows that globally geopolitical risks negatively affect tourism. In case of Latvia findings of survey indicate that, tourists largely perceive Latvia as a safe destination. The majority (91.7%) reported that the Russia-Ukraine war did not affect their travel decisions, and 76% of respondents rated Latvia as 'safe' or 'very safe'.

7. Visitor numbers from neighbouring countries, such as Lithuania, Estonia, and the Nordic nations, are increasing. Most tourists visit Latvia for leisure (58.7%) or business (19.3%), with nearly half staying for up to three days. While tourists generally feel safe, some areas for improvement include better public information on safety, English-speaking assistance at key locations, improved transport connectivity, and infrastructure upgrades.
8. Overall, Latvia remains a stable and attractive travel destination, with 87% of visitors likely to recommend it. Enhancing safety communication and infrastructure could further strengthen its tourism sector.

Acknowledgements
This research was supported by the project 'Strengthening the Institutional Capacity of LBTU for Excellence in Studies and Research' No. 5.2.1.1.i.0/2/24/I/CFLA/002, grant 'Increasing Sustainability and Competitiveness Through Green and Digital Innovations in the Rural SMEs', funded by the Recovery and Resilience Facility.

References

Akadiri, S. S., Eluwole, K. K., Akadiri, A. D., & Avci, T. (2020). Does causality between geopolitical risk, tourism and economic growth matter? Evidence from Turkey. *Journal of Hospitality and Tourism Management*, *43*(June), 273-277. https://doi.org/10.1016/j.jhtm.2019.09.002

Berzina, I. & Lauberte, I. (2019). Tactical model for constructing a prototype of automized assessment of tourism economic impact. *Research for Rural Development*, 2, 232-239. https://doi.org/10.22616/rrd.25.2019.074

Gozgor, G., Keung Lau, M., & Lin, Z. (2021). The Impact of Geopolitical Risks on Tourism Supply in Developing Economies: The Moderating Role of Social Globalization. *Journal of Travel and research*, *61*(4), 872-886. https://doi.org/10.1177/00472875211004760

Ivanova, S. (2015). Sustainable social and economic development of regions – case study of counties municipalities in Kurzeme planning region. *Journal of Management*, *2*(27), 59-64. https://www.ceeol.com/search/article-detail?id=408712

Jankova, L., Grizane, T., & Jurgelane, I. (2017). Impact of the factors of the social capital of Zemgale region on the development. *Research for Rural Development*, 2, 256-261. https://doi.org/10.22616/rrd.23.2017.076

Karvele, L. & Znotina, D. (2019). Evaluation of digital marketing use in the promotion of Latgale region tourism. *Environment Technology*, 2, 195-199. https://doi.org/10.17770/etr2019vol2.4055

Lukjanova, J. (2019). Problems and trends of regional tourism development in Latvia. *Economics ecology socium*, *3*(1), 1-11. https://doi.org/10.31520/2616-7107/2019.3.1-1

Melece, L. & Rucins, M. (2012). Development of Tourism in Latvia: issues and potentialities. *Journal of Social Sciences*, *1*(4), 1-18. https://doi.org/10.17770/lner2012vol1.4.1833

Ministry of Economics of the Republic of Latvia. (2024). *Economic Development Report of Latvia*. Ministry of Economics of the Republic of Latvia. https://www.em.gov.lv/lv/media/20526/download?attachment

Official statistics portal. (2024, July 15). *Central Statistical Bureau data on tourist arrival.* https://stat.gov.lv/lv/statistikas-temas/noz/turisms/preses-relizes/20904-latvijas-viesnicu-un-citu-turisma-mitnu-darbibas

Papagianni, E., Evgenidis, A., & Megalooikonomou, V. (2023). Tourism Demand in the Face of Geopolitical Risk: Insights From a Cross-Country Analysis. *Journal of Travel Research***,** *63*(8), 2094-2119. https://doi.org/10.1177/00472875231206539

Pole, L. & Grizane, T. (2021). Tourism tax model for development of regions. *Research for Rural Development*, *36*(1), 239-246. https://doi.org/10.22616/rrd.27.2021.034

Riga Investment and Tourism Agency. (2024). *The number of tourists in Riga sees a stable rise*. https://www.liveriga.com/en/13185-number-of-tourists-in-riga-sees-stable-recovery-reaching-1-2-million-in-2023/

Streimikiene, D. & Bilan, Y. (2015). Review of Rural Tourism Development Theories. *Transformations in Business & Economics*, *14*(35), 21-34. https://www.transformations.knf.vu.lt/35/ge35.pdf

Tokhirovich, T. K. (2021). The Role and Importance of Tourism in the Economy of Small Regions. *International Journal of Culture and Modernity*, 9, 62-66. https://doi.org/10.51699/ijcm.v9i.79

Webster, C. & Ivanov, S. (2015). Geopolitical drivers of future tourist flows. *Journal of Tourism Futures*, *1*(1), 58-68. https://doi.org/10.1108/JTF-12-2014-0022

World Tourism Organization. (2025, January 20). *International tourism recovers pre-pandemic levels in 2024*. UN tourism page. https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024#:~:text=According%20to%20the%20latest%20World,%25)%20of%20pre%2Dpandemic%20levels

Yang, J., Yang, R., Chen, M. H., Su, C. H., Zhi, Y., & Xi, J. (2021). Effects of rural revitalization on rural tourism. *Journal of Hospitality and Tourism Management*, *47*(June), 35-45. https://doi.org/10.1016/j.jhtm.2021.02.008

Zaleckiene, J. & Turcinskaite, L. (2019). Development of educational tourism in Lithuania rural areas. *Research for rural development*, 2, 169-174. https://doi.org/10.22616/rrd.25.2019.065