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Research on Generation Z's Willingness to Work in Rural Homestays

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Abstract: Rural homestays can drive rural economic growth and contribute to rural revitalization. In the digital age, the operation of rural homestays cannot do without digital elements. Generation Z is relatively easy to learn digital knowledge, which in turn improves the operational efficiency of rural homestays. This paper studies the employment intentions of Generation Z in rural homestays and proposes research suggestions based on the relevant current situation. First, increase the number of rural homestay operation projects to diversify income sources; second, rural homestays can provide more job opportunities to attract different types of Generation Z talents; third, improve rural supporting facilities to meet the living needs of Generation Z; fourth, establish township youth associations to gather youth power; fifth, develop detailed promotion plans for Generation Z to attract more Generation Z to work in rural homestays; sixth, improve the employment benefits of Generation Z in rural homestays to retain the talent who build rural homestays; seventh, strengthen communication with family members to gain support for working in rural homestays; and eighth, increase publicity for rural homestay employment to encourage more Generation Z youth to aspire to work in rural homestays.

Keywords: Rural Homestay; Generation Z; Employment Intention

1 INTRODUCTION

Rural homestays are a crucial component of the rural tourism economy, boosting local employment and income. Their development has consistently garnered public attention, and various policies have been introduced in recent years to support their development. In the digital age, rural homestay operations are increasingly incorporating digital elements into their daily operations, such as room inquiries and reservations on third-party online platforms, room status adjustments, and revenue analysis. Generation Z is more attuned to digital technology and relatively easy to learn. This is also an era of continuous innovation, and rural homestays need to evolve to stay relevant in the fiercely competitive market. Generation Z, with their more expansive thinking, possesses more innovative ideas and can bring innovative elements to rural homestays. Their development relies on the power of Generation Z. Generation Z's participation in rural homestays can contribute to their operations and rural revitalization, making them indispensable talent. This article examines Generation Z's willingness to work in rural homestays, and through a review and analysis of relevant literature, hopes to provide theoretical and practical support for the sustainable development of rural homestays.

2 LITERATURE REVIEW

2.1 RESEARCH ON RURAL HOMESTAYS

The definition of rural homestays varies across numerous publications. The definition of a rural homestay in the "Specification of service quality for rural homestay inn" issued and implemented on September 29, 2020 refers to a small accommodation located in a rural area, using village (residence) residents' own residences, village collective houses or other facilities, where the host of the homestay participates in the reception, making it convenient for guests to experience the local beautiful environment, characteristic culture and production lifestyle. Rural tourism is driving the development of rural homestays. Furthermore, rural tourism, with rural homestays as a key component, can actively promote rural economic growth and cultural revitalization (Yin Ping et al., 2024). As people's pursuit of a more sophisticated accommodation experience continues to rise, higher standards are being placed on both the hardware and software of rural homestays. Each homestay has its own target group and potential customers, requiring them to precisely identify their target audience. homestays with different pricing should focus on different service areas to enhance the value of the visitor experience and enhance their own operational efficiency (Nian Bohan et al., 2025). The value of tourists' experiences not only promotes word-of-mouth recommendations for rural homestays but also plays a mediating role in host-guest interaction and word-of-mouth recommendations (Cheng Qiange and Guo Ling,

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2025). Based on a strong market reputation, referrals from acquaintances will bring increasing business to rural homestays. To enhance the immersive experience for tourists, homestay owners should share their space with them (Luo Qiang et al., 2025). This can include sharing the kitchen with tourists, enjoying local home-cooked meals together, and allowing tourists to participate in and truly experience local daily life and customs. At the same time, tourists' needs can be met through negotiation and collaboration with homestay operators (Su Xing, 2024). Understanding tourists' needs is a starting point for developing personalized services and enhancing the emotional value of stays. Existing literature indicates that current research on rural homestays by industry scholars focuses primarily on the value of tourists' experiences. These studies provide valuable insights for rural homestay operators, effectively improving their operational capabilities.

2.2 GENERATION Z RESEARCH

Western academics differ somewhat on the birth year of Generation Z , but the consensus definition is that they are born after 1990. The most popular definition in China is between 1995 and 2009. Generation Z grew up with the internet and is more proficient in its use. Digitalization can be considered its most prominent characteristic (Xie Yang and Wang Xiying, 2022), and they are more familiar with the use of digital information. This group of digital youth not only maintains local roots but also connects with the world through digital technology , making them a key force in promoting cultural exchange (Ma Mei et al., 2025). For example, videos shot by Generation Z can be quickly disseminated globally using short video accounts. By incorporating Chinese culture into these short videos, the world can gain a faster and better understanding of Chinese culture. Furthermore, Generation Z was born and raised in an era of material abundance, leading to a diversification of consumption patterns. This is particularly evident in the current trends that are deeply appreciated and consumed by Generation Z. For example, guochao consumption has become a way for Generation Z to express their love for Chinese culture and their individuality (Wang Yan and Fan Hesheng, 2024). Many Generation Z youth enjoy wearing guochao clothing in their daily lives, viewing it as a source of pride and sharing it with those around them. Many Generation Z individuals can be seen at major tourist destinations, such as checking in at scenic spots wearing guochao clothing and sharing photos or videos on social media platforms like WeChat Moments, QQ, Xiaohongshu, and Douyin. Generation Z is also gradually becoming mainstream in cultural tourism consumption, driving the diversification of nighttime cultural tourism venues (Tang Tian et al., 2024). In the nighttime market, we see more young people spending, a large portion of whom are Generation Z. The development of various economic sectors cannot be separated from Generation Z consumption. Therefore, we should use various methods to guide Generation Z consumption, foster positive and healthy consumption concepts and scientific and rational value perceptions, and promote the healthy and orderly development of Generation Z's emotional consumption (Ma Chao, 2025). Currently, research on Generation Z mainly focuses on economic consumption. Research on consumption of this target group can provide a clearer understanding of the consumption characteristics of Generation Z, and can also effectively increase market economic vitality and contribute to economic growth in various regions.

2.3 EMPLOYMENT INTENTION RESEARCH

Current university students constitute a significant portion of the Generation Z population. Places offering higher salaries are often more attractive to university graduates (Li Hongfeng and Cao Ying, 2025) , demonstrating that salary and benefits are of great importance to young university graduates. Besides salary, what other factors influence the employment decisions of university graduates or Generation Z? Some research suggests that employment decisions are the product of the interaction between personal characteristics, family capital, the policy environment, and the urban-rural opportunity structure (Fang Xiaoya and Qi Jie, 2025). At the same time, some research also indicates that employment intentions are not a one-time process. For example, one study suggests that the formation of undergraduate employment intentions is not a simple process but a complex one, influenced by multiple factors such as career prospects, job rewards, professional knowledge, and policy subsidies (Ma Tianci, 2025). Choosing a specific industry or career upon graduation often leaves university graduates feeling uncertain. It is difficult for them to independently make a career choice, and their understanding of social cognition and career prospects is relatively limited (Zhao Wei, 2025). This requires the combined efforts of schools, families, businesses, and society to assist university graduates or Generation Z in their career choices. Some scholars have also conducted research on college students' willingness to work at the grassroots level. This research suggests that students who have lived in cities since childhood may be less familiar with rural environments and, compared to students who grew up in rural areas, have a lower emotional connection to rural areas, leading to a lower willingness to work in rural areas (Gao Yapeng et al., 2025). Other studies have also offered suggestions for improving college students' willingness to work at the grassroots level, such as developing targeted strategies that consider multiple factors, including individual comprehensive abilities, social support systems, and family social capital, to enhance their willingness to work at the grassroots level (Kan Shujin and Li Ying, 2025). In summary, current research on young college students' willingness to work primarily focuses on influencing factors, which can be helpful for relevant departments in formulating and implementing policies.

2.4 RESEARCH ON GENERATION Z EMPLOYMENT

In recent years, discussions on youth employment have intensified, with society paying close attention to young people's employment, especially for recent university graduates. To help young people find employment, various sectors and regions have introduced relevant support policies for youth employment. The current employment characteristics of young people show a greater emphasis on high-quality employment (Guo Ran et al., 2022), and this is also true for Generation Z. Furthermore, in the digital age, Generation Z employees have demonstrated greater autonomy (Jian Xiaoxu, 2024). For example, they can leverage

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the internet to work independently, open online stores, and start livestreaming. However, delaying retirement can lead to a youth employment crowding-out effect (Wang Cong, 2016). To address these issues, boosting the economy can better increase employment opportunities for young people (Zou Tieding and Yin Weice, 2023). At the same time, grassroots employment has also attracted considerable attention. The value of grassroots employment for Generation Z college students needs to be emphasized, so that they can have a correct perspective on grassroots employment (Xiong Yanqing et al., 2024). Grassroots employment needs Generation Z, and their knowledge and thinking should be leveraged to support the development of grassroots industries. Current research on Generation Z or youth employment mainly focuses on the analysis of employment characteristics and influencing factors. This type of research and analysis will help us gain an overall understanding of the employment preferences of Generation Z and the things to pay attention to when guiding Generation Z in employment.

In summary, many scholars have conducted research on Generation Z, with most focusing on their consumption and employment characteristics. Rural industries are diverse, and Generation Z can pursue long-term employment in a variety of rural positions. However, research on Generation Z's employment in rural homestays is relatively limited. This article examines Generation Z's willingness to work in rural homestays, analyzes current challenges facing them, and offers recommendations, hoping to contribute to the sustainable development of the rural homestay industry.

3 The Reality Of Employment For Generation Z In Rural Homestays

To enhance the research's persuasiveness, this article conducted multiple in-depth interviews with a Generation Z employee, A, who previously worked at a chain of rural homestays. He previously served as a junior manager at a rural homestay. Since entering the homestay industry, he has trained at two urban homestays before moving to a rural homestay to lead a full-time manager. A graduated with a bachelor's degree in hotel management, he subsequently worked at a chain of urban budget hotels. He later resigned from that chain to work at a chain of rural homestays. However, he ultimately resigned from the rural homestay and is currently searching for a more suitable position. His experience is highly representative of this research, and the interviewee, A, is highly typical of the Generation Z employees.

3.1 Some Rural Homestays Are Not Operating Well, And It Is Difficult To Balance Income And Expenses

In this fast-paced world, many urban workers yearn for quiet escapes during holidays, and rural tourism offers a promising option. With the growing popularity of rural tourism, the number of rural homestays is also increasing, intensifying market competition. However, many rural homestays currently only experience high occupancy rates during holidays, with very low or even zero occupancy rates on weekdays. This results in high investment costs and slow returns. At the same time, to maximize profit margins, rural homestays are cutting costs across various expenses, such as controlling labor costs and reducing job openings. Respondent A from Generation Z stated, "There are actually many similar homestay projects where owners, after a while, discover that they aren't making as much money as they thought, and sometimes even can't even cover their employees' salaries."

3.2 With The Continuous Growth Of The Market Economy, The Range Of Career Options Has Become Wider

With the continuous development of my country's economy and internet technology, a wide variety of new professions and occupations have emerged, giving Generation Z a wider range of options, whether starting a business or finding employment. Compared to rural areas, career options in cities are more diverse, providing Generation Z with more choices and development opportunities. Furthermore, cities often have many large enterprises, which allows Generation Z to broaden their horizons and gain access to more industry resources, such as advanced technology and connections. Consequently, more Generation Z prefer to work in cities.

3.3 Rural Facilities And Equipment Are Limited Compared To Urban Ones

Due to factors such as economic levels, public services in rural areas are less comprehensive than in cities. Transportation is less convenient in rural areas, and many villages lack regular public transportation. Long distances often require rural buses or private cars. Medical care is less comprehensive than in cities. Recreational facilities suitable for Generation Z in rural areas are limited and fail to meet their entertainment needs. After work, urban life offers greater variety. Generation Z member A commented, "Life here isn't very convenient. Our homestay is in the mountains, with no convenience stores or medical services. It takes half an hour to drive down the mountain, and another half an hour to take public transportation to the town below. There are no cell towers in the mountains, so phone reception is poor, and the Wi-Fi connection often goes offline. Lightning storms can trip the circuits, significantly impacting our work. When equipment breaks, we can't find repair personnel promptly. Our order cancellation and customer complaint rates are high due to these issues." Some Generation Zs may find the slow pace of rural life tedious, but there are also those who love it.

3.4 Generation Z Living And Working In Cities Finds It Easier To Satisfy Their Social Needs

Young people will have more topics to talk about and more common interests and hobbies. Due to the current demographic characteristics of rural areas, middle-aged and elderly people account for a larger proportion. Generation Z working in rural homestays may find it difficult to find friends of the same age as

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themselves, and in the long run, Generation Z may feel lonely. In cities, you see more young people on a daily basis, and there are many colleagues of the same age around you. After work, you can make appointments to have dinner and chat in a restaurant, go to KTV to sing, or go to the gym to exercise together. In cities, Generation Z can quickly find or join their own social circles after work, and cities are easier to meet the social needs of Generation Z. As Generation Z A said, "When there are no guests and nothing to do, I become a store keeper. At first, there is a sense of freedom from social interaction, but later I begin to desire to communicate with young people."

3.5 The Number Of Jobs In Rural Homestays Is Limited, And There Is Little Room For Career Development

Working in a rural homestay can be somewhat restrictive in career development, which is why Generation Z is reluctant to work there. This is especially true when it comes to career advancement, which isn't as clear-cut as in larger companies. For example, in luxury hotels, the job ranks often range from junior associate to foreman, supervisor, manager, director, and general manager. In contrast, in a rural homestay, the ranks may only be junior associate and store manager, resulting in a more streamlined organizational structure. This can lead to career uncertainty for Generation Z. Furthermore, luxury hotels offer more systematic training, with corresponding courses for different employee levels, facilitating career choices and development. Generation Z member A explained in an interview, "Our operations department primarily consists of store manager positions, ranging from junior to mid-level and senior. These positions are assessed based on length of service and experience, and managers of different levels can lead to different store sizes. Currently, the group has a high demand for junior store managers, especially for smaller rural homestays. Therefore, the group limits store manager promotions. Many of our store managers leave due to a perceived lack of future prospects."

3.6 The Welfare Benefits Of Rural Homestays Are Relatively Low

Wages in the service industry are generally low, and some rural homestays are relatively small. From a labor cost perspective, they may not offer the same benefits as internationally affiliated hotels. Furthermore, some rural homestays don't have a two-day-off-five-day-rest system; instead, they typically work one day off six. During busy periods, especially during peak holiday travel season, employees can work twelve consecutive hours a day, increasing fatigue and making Generation Z feel the disparity between their labor and benefits, making them more likely to consider leaving their jobs. When asked about their benefits, Generation Z member A said, "Our base salary isn't high, and there's no commission. After deducting five social insurances and one housing fund, our income is around 4,000 RMB. Many guests assume store managers in remote areas like ours can earn around 8,000 RMB, but that's about it. Furthermore, our contracts are with outsourcing companies, so we don't feel secure."

3.7 Families ' Concerns About Generation Z Working In Rural Areas

Z 's career choices are influenced by family factors. Many seek family advice when seeking employment. Many families are directly involved in their career decisions, drawing on their own experience and industry trends to provide career advice. At the same time, some parents allow their children to make their own career choices based on their interests. For example, if a Generation Z chooses to work in a rural homestay because they love rural life and nature, parents will fully support it. However , some parents may feel that rural living conditions are difficult or worry about the career prospects of working in a rural homestay, and therefore may not support Generation Z's decision to work in a rural homestay.

3.8 Rural Homestay Employment Promotion Efforts Are Weak

When graduates of hospitality schools seek jobs, they often work for luxury or large hotel chains. Most students are familiar with international brand hotels, while rural homestays rarely appear at job fairs. This contributes to many Gen Zers' lack of understanding of rural homestays. Many rural homestay employees find their jobs through direct referrals from acquaintances. Rural homestays need to further strengthen their external recruitment efforts to allow Gen Zers who enjoy and are suited to working in rural homestays to shine. While rural homestay working conditions may not offer the advantages of large urban companies in some aspects, they do have their own unique characteristics, such as proximity to nature and distance from the hustle and bustle. Working in a rural homestay presents a challenge for Gen Zers, requiring them to master the entire homestay operation process, which is also beneficial for their development. Gen Z member A said in an interview, "I came across a rural homestay project through online recruitment channels. Before that, I had no idea the homestay brand had become a chain, or even that it was a subsidiary of a large group. I regularly monitor job postings in the accommodation industry, but the percentage of homestays advertised or open wasn't very high. Now that recruitment channels are more developed, you can see job postings in the homestay industry on recruitment apps, but they are generally for large-scale homestay projects, mostly in cities."

4 Research Recommendations

4.1 Increase Rural Homestay Operation Projects To Expand Income Sources

Some rural homestays have relatively simple operations, such as only providing bed and breakfast, which will result in relatively low total income. It is recommended that rural homestays can appropriately increase their operating projects, such as adding lunch and dinner, and self-service barbecue projects, or they can bring local agricultural products or special products such as intangible cultural heritage to the homestay for display and sale. In order to save project costs, rural homestays can also look for

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business partners, such as cooperating with picking gardens and local farmhouses. At the same time, they can also look for cooperation with travel agencies and various companies, and give travel agencies and companies preferential team agreement prices. For homestays with conditions, they can also focus on conference income and introduce various conference projects. In addition, since the locations of some rural homestays are a bit remote and may be difficult for tourists to know, and many tourists now prefer to use OTA platforms to book rooms, rural homestays need to focus on using their own advantages to do relevant publicity on OTA platforms, especially the shooting of relevant photos should be beautiful, increase traffic and thus attract more tourists to book homestays.

4.2 Rural Homestays Can Provide More Job Opportunities And Attract Different Types Of Generation Z Talents

Small rural homestays often only have housekeepers and room attendants. The only position available to Gen Z is housekeeping, with room attendants tending to be local villagers. The number of positions available to Gen Z in rural homestays is limited. Currently, many chains rural homestays offer a wide variety of positions, such as operations, marketing, human resources, finance, and engineering. Employers often prefer experienced individuals for these positions, but many Gen Zs who have just entered the workforce have limited work experience and don't meet rural homestay recruitment requirements. It's recommended that rural homestays open more positions for Gen Z, allowing them to retain a more youthful vibe.

4.3 Improve Rural Supporting Facilities To Meet The Living Needs Of Generation Z

In recent years, rural amenities have significantly improved, making them more livable. Villages with guesthouses or tourist attractions should consider incorporating facilities and amenities that appeal to young people. Many villages currently have fitness facilities like basketball courts and ping-pong tables. To cater to the needs of Generation Z, villages with the necessary facilities could include libraries, food courts, pool tables, and gyms. Rural guesthouses can also provide Generation Z with amenities such as bicycles. In their spare time, Generation Zers can enjoy cycling along rural roads, either alone or with guests, enjoying the natural scenery and fresh air. This not only strengthens communication with guests but also meets Generation Z's rural lifestyle needs. Generation Z member A said, "When I don't have guests or company tasks, it's my downtime. We all work irregular hours. If I have a few long days off, I'll travel to nearby areas. We all save up our vacation time and find a less busy time to go out and have fun." Therefore, if conditions permit, employees can use company-provided transportation to relax and unwind in their spare time.

4.4 Establishing Township Youth Associations To Gather Youth Power

Youth groups can be formed to bring together young people from surrounding villages. While a village may have relatively few permanent residents, youth groups can be formed within townships. This allows for interaction between young people and allows these groups to contribute ideas for rural development. This can also attract Gen Z members who were born and raised in other areas to join these groups. They are more familiar with their hometowns and have stronger attachments to them. This can guide suitable Gen Z members to return to their hometowns for employment or entrepreneurship, contributing to the development of rural homestays and tourism, and ensuring that more young people live in these areas.

4.5 Develop Detailed Promotion Plans For Generation Z To Attract More Generation Z To Work In Rural Homestays

To retain the talent they need, many companies offer management trainee programs with clear career paths and detailed promotion pathways, ranging from one to three years, to attract applicants and provide them with a sense of security. At many campus job fairs, you can see many companies offering management trainee programs, such as some international hotel groups. Rural homestays can also offer management trainee programs for Generation Z, attracting and nurturing talent for rural homestay development, making them feel valued and providing them with a clear career path. More importantly, systematic training tailored to Generation Z is crucial. Unlike luxury hotels, where positions are clearly defined, many homestays require a comprehensive understanding of homestay operations, including online booking, room status adjustments on OTA platforms, room hygiene checks, room sales, coffee and tea brewing, purchasing daily necessities, and even basic cooking skills. These practical skills require systematic training to help Generation Z more effectively navigate the rural homestay business, potentially leading to faster career advancement. Generation Z member A said in an interview: "I think I chose a rural homestay more because I wanted to give it a try, because the homestay industry is a relatively new model in the accommodation industry. Unlike the traditional accommodation industry, their operating models are more diversified and non-standardized. The lack of a stable source of customers means that you need to constantly find new ways of operating. This is undoubtedly a challenge for a professional manager, and it can improve your own abilities. I feel that my life skills have been greatly improved during this period, because I need to meet the various needs of the guests. You need to know a little bit of various skills such as grinding coffee, cooking, changing light bulbs, making beds, etc. On the other hand, for the operation of the OTA platform, homestays rely more on the OTA platform, and the basic business comes from the major platforms, so more actions have to revolve around platform operations, and this skill of mine has also been greatly improved. I feel that during this period, I have changed from a single-skilled person to a multi-skilled person, who is better able to face different guests and has more opportunities to communicate with guests."

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4.6 Improve The Employment Benefits Of Generation Z In Rural Homestays And Retain Talents For Building Rural Homestays

Benefits have always been a priority for job seekers. Due to operational costs, salaries for entry-level positions in rural homestays are often relatively low. However, other benefits could be improved. Beyond providing food and accommodation, product commissions and year-end bonuses could also be increased, thereby boosting the overall income of Gen Z employees. Furthermore, benefits for the families of Gen Z employees could be enhanced, such as providing three to five free family stays per year. This allows families to personally participate in and experience the daily operations of rural homestays, fostering a deeper understanding of Gen Z work. Local authorities could also support Gen Z employment in rural homestays, such as by offering talent subsidies, to attract Gen Z employees.

4.7 Strengthen Communication With Family Members To Gain Their Support For Working In Rural Homestays

Today, China's countryside is picturesque, filled with picturesque scenery, idyllic landscapes, and pristine nature. Living conditions have already undergone a qualitative leap. The areas surrounding rural homestays often offer stunning scenery, creating relaxing retreats and attracting numerous tourists. For Generation Zers interested in working in rural homestays but facing family disapproval, they can strengthen communication with their families, explaining the homestays in detail and the reasons for choosing one. If necessary, they can take their families to inspect the homestays and surrounding areas, giving them a practical understanding of the employment environment and ultimately gaining their understanding and support. For example, Generation Z member A said, "My family was initially very concerned when they learned I was going to a rural homestay. They were primarily concerned about the lack of medical resources nearby and the potential for immediate medical care. However, after persistent communication, they finally agreed to work in a rural homestay."

4.8 Increase Publicity For Rural Homestay Employment To Encourage More Generation Z Youth To Aspire To Work In Rural Homestays

Rural homestays can strengthen collaboration with universities and businesses, especially with local universities. They can increase on-campus promotional events to showcase the beauty of rural homestays to university students, allowing them to gain greater understanding and familiarity with their operations. This will further stimulate Generation Z's interest in working in rural homestays. Furthermore, they can offer internships to university students and encourage graduating students to find ways to continue working in rural homestays, contributing to their sustainable development. Rural homestays, situated in beautiful locations with clean air, should increase investment in short videos and create accounts to share their experiences, allowing more Generation Z to experience the realities of rural homestays. This is shown in Table 1.

Table 1 The Employment Situation Of Generation Z In Rural Homestays And Research Suggestions

Reality	Research Recommendations
Some rural homestays are not operating well, and it is difficult to balance income and expenses.	Increase rural homestay operation projects to expand income sources
With the continuous growth of the market economy, the range of career options has become wider	Rural homestays can provide more job opportunities and attract different types of Generation Z talents
Rural facilities and equipment are limited compared to urban ones	Improve rural supporting facilities to meet the living needs of Generation Z
Generation Z living and working in cities finds it easier to satisfy their social needs	Establishing township youth associations to gather youth power
The number of jobs in rural homestays is limited, and there is little room for career development	Develop detailed promotion plans for Generation Z to attract more Generation Z to work in rural homestays
The welfare benefits of rural homestays are relatively low	Improve the employment benefits of Generation Z in rural homestays and retain talents for building rural homestays
Families ' concerns about Generation Z working in rural areas	Strengthen communication with family members to gain their support for working in rural homestays
Rural homestay employment promotion efforts are weak	Increase publicity for rural homestay employment to encourage more Generation Z youth to aspire to work in rural homestays

5 Conclusion

This article has many deficiencies and areas for improvement. First, the number of interviewers in this article is small and the limitations are prominent. Although this interviewer is representative but not universal, it is difficult to infer the views of Generation Z. The number of interviewers should be increased to make the article more universal and persuasive; Second, while this article explores Generation Z's willingness to work in rural homestays, it does not delve into the impact of factors such as gender, age, education level, and upbringing on this demographic. These factors can lead to different outcomes for Generation Z's preference for rural homestay employment. Third, this article could be further explored using empirical research to support the research's findings with data.

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