

## A Study on the Connection between Local Entrepreneurship and Local Settlement Based on Regional Understanding\*

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### ABSTRACT

This study aims to explore how local entrepreneurship can be linked to regional settlement and how it can contribute to the development of local communities. The study reviews the concept and theoretical background of local entrepreneurship and analyzes its impact on regional settlement through case studies. The findings highlight the importance of understanding the local context, the need for interaction and support from the community, and the interconnection between entrepreneurship and sustainable regional development. The study also emphasizes the need for balanced approaches and comprehensive support policies to promote both entrepreneurship and regional settlement, serving as crucial data for fostering sustainable community development.

## 1. Introduction

In recent years, the importance of local entrepreneurship has emerged as a critical economic and social strategy amid growing interest in regional economic revitalization and community sustainability. Local entrepreneurship goes beyond simply starting a business within a community; it aims to invigorate local communities and enhance residents' quality of life by leveraging the unique resources and characteristics of the region through creative and innovative business models. Particularly, local entrepreneurship emphasizes the efficient utilization of local resources and the creation of new value by fostering close connections with the community.

Successful local entrepreneurship requires a deep understanding of the region. This understanding encompasses not only physical resources but also intangible assets such as local culture, history, and social networks. With this understanding, local creators can develop business models that reflect

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the unique lifestyle and culture of the region, which is closely tied to local branding. Local branding strengthens the region's unique identity, increases its visibility to outsiders, and ultimately contributes to the economic self-reliance of the area.

Moreover, local entrepreneurship is closely linked to regional settlement. Regional settlement refers to residents' ongoing residence and commitment to living in a particular area, which is a crucial factor in ensuring the stability and sustainability of the community. By creating suitable jobs and living environments, local entrepreneurship can provide a foundation for residents to settle in the region, prevent population outflow, and attract new residents from outside the area.

In addition, local entrepreneurship plays a vital role in promoting the diversification of the local economy. Local entrepreneurship models, such as anchor stores and lifestyle companies, contribute to the revitalization of major commercial areas within the region and enhance the resilience of the local economy. This process involves the interplay of various elements, including content development, space development, and commercial area development, driving structural progress in the regional economy.

This study aims to explore how local entrepreneurship can be linked to regional settlement and how this linkage can contribute to the development of the local community. To achieve this, the study reviews the concept and theoretical background of local entrepreneurship and analyzes its impact on regional settlement through case studies. Furthermore, the study seeks to propose strategic measures and policy implications to promote local entrepreneurship. These discussions will serve as crucial foundational material for fostering sustainable development in local communities.

## 2. Theoretical Background

### *2.1 The concept and characteristics of local entrepreneurship*

Local entrepreneurship refers to the development of new business models based on the unique resources and culture of a specific region. This type of entrepreneurship involves rediscovering the value of local resources and reinterpreting them to meet modern demands, transforming them into products or services. Local branding and local creators play a crucial role in this process by developing entrepreneurial ideas that reflect the region's unique lifestyle and culture.

Local entrepreneurship is instrumental in connecting local resources with geographical and cultural communities to create new value. Various types of local entrepreneurship exist, such as those that combine local culture with innovative ideas to generate economic and cultural value, those focused on local food using regional agricultural products, and those based on manufacturing that reflects regional characteristics. Additionally, there are tourism-focused entrepreneurship models that leverage local tourism resources, anchor brands that establish complex cultural spaces, digital cultural experiences, and nature-based activities that capitalize on distinctive natural environments (Sim, 2022).

The characteristics of local entrepreneurship are as follows: First, it involves developing entrepreneurial ideas by utilizing local resources, such as the region's natural environment, history, and cultural assets. This approach strengthens the unique identity of the region and contributes

to the local economy. Second, local branding creates brands that reflect the distinctiveness of the region, enhancing market competitiveness and effectively conveying the region's value to consumers. Third, local creators develop content based on regional resources, fostering new business models and offering opportunities for residents to contribute creatively to the regional economy.

## *2.2 The correlation between understanding a region and local entrepreneurship*

The correlation between understanding a region and local entrepreneurship is crucial, especially for small cities facing population decline and the threat of disappearing communities. Youth entrepreneurship, which aims to rediscover and revitalize the unique values of a region, is seen as a new opportunity and hope for these areas. However, challenges such as funding, lack of startup spaces, and securing skilled personnel persist. To address these issues and close the gap with metropolitan areas, governments and local authorities are investing record amounts in startup support, aiming to stimulate regional innovation.

A deep understanding of the region is essential for the success of local entrepreneurship. This understanding goes beyond just the physical resources of the area and includes insights into the lifestyles, cultural backgrounds, and social structures of the local residents. Local entrepreneurship, rooted in the community and growing alongside it, plays a significant role in helping residents establish businesses that contribute to the local economy and, over time, settle permanently in the area. Particularly, entrepreneurial models such as local creators or anchor stores help revitalize local commercial districts and create an environment where residents can continue to live and thrive.

Companies that reflect the region's lifestyle support residents' ways of life, thereby increasing the likelihood of long-term settlement. For instance, businesses that modernize traditional food cultures or crafts not only instill pride in residents but also strengthen their attachment to the region. These companies motivate residents to settle and contribute to the sustainability of the community.

Local entrepreneurship also focuses on utilizing unused spaces to create new business opportunities while improving the physical environment. Community-centered space development offers residents opportunities for interaction and fosters a sense of belonging, promoting regional settlement. Such space development creates an environment where residents can stay and live long-term, contributing to the sustainable development of the local community.

## *2.3 Local creator development project*

The Ministry of SMEs and Startups in Korea is promoting the cultivation of "Local Creators" to boost regional economies. Local Creators are entrepreneurs who integrate innovative ideas with the unique characteristics and resources of their regions, such as natural environments and cultural assets, to create business value. The Ministry categorizes these creators into seven business model types: regional value, local food, region-based manufacturing, region-specific tourism, hub branding, digital cultural experiences, and region-friendly tourism. Each category focuses on leveraging regional resources to generate economic and cultural value, contributing to sustainable regional development.

**Table 1.** Local creator development project

Category	Description	Expected Effects
<b>Regional Value</b>	- Utilizes regional culture or unique characteristics to create economic and cultural value	- Increases diversity in tourism content, revitalizes local content industry
<b>Local Food</b>	- Emphasizes local independence and eco-friendliness in food production	- Enhances trust, boosts local economy
<b>Region-based Manufacturing</b>	- Small-scale manufacturing using local materials	- Modernizes traditional industries, adds value
<b>Region-specific Tourism</b>	- Provides experiential tourism content based on unique regional culture and environment	- Increases value for money in tourism, improves consumer satisfaction
<b>Hub Branding</b>	- Recreates regional value based on industrial revitalization	- Revitalizes regional resources and industries
<b>Digital Cultural Experience</b>	- Combines regional history and culture with digital technology	- Engages tourists, creates sustainable tourism models
<b>Region-friendly Tourism</b>	- Focuses on increasing leisure activities for families and small groups	- Promotes genuine relaxation, increases domestic tourism demand

This table summarizes trends in local entrepreneurship and regional tourism, highlighting various strategies for utilizing cultural and economic resources to stimulate regional economic growth and sustainable development.

### 3. Research Methodology

This study adopts a case study method to thoroughly understand the interaction between local entrepreneurship and regional settlement. Successful local entrepreneurship cases from both domestic and international contexts were selected, analyzing how each case interacts with its local community. Data were collected through literature reviews and field studies, followed by qualitative analysis to identify key characteristics and success factors of each case. The analysis focuses on the economic, social, and cultural impacts of local entrepreneurship on regional settlement. Furthermore, the study discusses effective strategies for promoting local entrepreneurship and offers policy recommendations based on lessons drawn from these cases.

The selection of case studies was guided by four main criteria. The first criterion is community connectivity, where the focus was on local entrepreneurship cases that effectively utilized regional resources and created economic and social value through close ties with the local community. This focus helps to analyze cases that contribute to regional settlement through collaboration and interaction with the community. The second criterion is the success of the entrepreneurship, where selected cases were successful ventures that demonstrated sustainability and had a positive impact on the local economy over time. This criterion was essential for confirming the tangible outcomes of local entrepreneurship. The third criterion is the diversity of sectors and forms. To explore various possibilities in local entrepreneurship, the selected cases included anchor store companies, lifestyle businesses, and local creators, showing how diverse types of local entrepreneurship contribute to regional settlement. The fourth criterion is the reflection of regional characteristics, where cases were chosen from different regions with distinct characteristics and cultural backgrounds. This selection aimed to analyze how local

entrepreneurship can utilize unique regional resources and link them to successful regional settlement.

These selected cases provided significant insights into how local entrepreneurship can contribute to regional economic revitalization and promote regional settlement.

In addition to the case studies, a survey method was employed to analyze the impact of local entrepreneurship on regional settlement from multiple perspectives. The survey process began with designing ten questions to explore the linkage between local entrepreneurship and regional settlement. The questions covered respondents' basic information, regional understanding, local entrepreneurship intentions and activities, connections with regional settlement, and the support required for entrepreneurship and settlement. The sample selection targeted adults aged 18 and above with an interest in regional entrepreneurship. A balanced sample by region and age group was chosen, with a total of 213 respondents participating in the survey. Data collection was carried out through an online survey platform over two weeks, with participation facilitated via mobile devices for convenience. The collected data were then analyzed using statistical software such as SPSS, with frequency analysis used to examine the relationship between respondents' characteristics, local entrepreneurship intentions, and settlement intentions. Policy implications were derived from the analysis.

In conclusion, this study empirically demonstrates the positive impact of local entrepreneurship on the sustainability and settlement of regional communities through detailed case studies and surveys. The study also explores the applicability of these findings to other regions, emphasizing the potential for local entrepreneurship to foster sustainable development and regional stability.

## 4. Case Study and Analysis

### 4.1 Local entrepreneurship through productization of regional resources

#### 4.1.1 The root company

The Root Company partnered with potato farmers in Gangneung to develop “Pofa Chips,” an upcycled product made from misshapen potatoes. By leveraging local resources, the company successfully established an impact-driven business model. Through this venture, they created a sustainable local store that not only reflects the unique characteristics of the Gangneung region but also fosters collaboration with the local community, ensuring mutual growth and sustainability.

**Table 2.** The root company

Category	Details
<b>Industry</b>	- Local Store & Food Manufacturing (Potato Upcycling Products)
<b>Regional Characteristics</b>	- Gangneung is a major producer of seed potatoes and highland potatoes, facing distribution challenges for farmers.
<b>Success Points</b>	- An impact-driven business solving regional issues, developing upcycled potato products through collaboration with local farmers.
<b>Product</b>	- Pofa Chips (Potato Chips)
<b>Product Characteristics</b>	- Upcycled products made from misshapen potatoes, achieving high success rates through crowdfunding.
<b>Additional Notes</b>	- Chose Gangneung as a desirable city to live in, establishing roots there and bridging the gap between Seoul and the provinces.

#### 4.1.2 WiRoYakBang

WiRoYakBang successfully implemented a collaborative local entrepreneurship model in Yeongwol by developing unique products made from regional mugwort in partnership with the elderly community. The business, based on local resource utilization, has thrived as a co-prosperity model. Supported by NextLocal and regional partners, WiRoYakBang created a sustainable business that leverages Yeongwol’s cultural assets to develop innovative products while fostering community engagement.

**Table 3.** WiRoYakBang

Category	Details
<b>Industry</b>	- Café & Food Manufacturing (Products using regional specialty mugwort)
<b>Regional Characteristics</b>	- Yeongwol is a region at risk of depopulation, with a high elderly population and challenges in large-scale farming.
<b>Success Points</b>	- A business model focused on co-prosperity with the elderly, creating an environment where both young and old can work together.
<b>Product</b>	- Mugwort Shells, Mugwort Ice Cream, Choco Tree Mugwort Chocolate
<b>Product Characteristics</b>	- Unique products using Yeongwol’s mugwort, with direct participation from elderly residents in the production process.
<b>Additional Notes</b>	- Enabled by support from NextLocal and partnerships within the region to develop a sustainable business model.

### 4.2 Local tourism sites based on cultural resources and migration benefits

#### 4.2.1 Local tourism venture

From the perspective of local entrepreneurship utilizing cultural resources, “Jeju Haenyeo’s Kitchen” stands as a successful example. This venture has combined regional specialties with the unique culture of the haenyeo (female divers) to create innovative experiential products. Through this approach, it has established a sustainable business model that effectively connects local residents with tourists, thereby fostering both cultural preservation and community support.

**Table 4.** Local tourism sites based on cultural resources and migration benefits

Category	Details
<b>Industry</b>	- Local creator and tourism venture (Jeju Haenyeo’s Kitchen)
<b>Regional Characteristics</b>	- Food and cultural experience service centered on traditional haenyeo culture and local dining spaces
<b>Success Points</b>	- Utilizes Jeju’s haenyeo culture and local specialties
<b>Product</b>	- Haenyeo continue to harvest seafood using traditional methods in Jeju
<b>Product Characteristics</b>	- Combines local stories with performances and dining experiences that appeal to younger generations and tourists
<b>Additional Notes</b>	- Effectively uses storytelling combining local specialties and traditional culture to attract tourists

Based on the case studies, Yonghan Kim outlines six strategies to enhance local entrepreneurship and tourism. First, it is crucial to emphasize that local areas are unique assets, preserving their distinct charm and clearly communicating to visitors why they should visit. Second, local spaces

should not just be physical locations but also embody the core values of the locale through effective storytelling. This includes designing spaces and products that reflect the cultural and historical background of the area, allowing visitors to naturally experience the local identity.

Third, collaboration with local creators should be fostered to maximize synergy and build sustainable business models. Entrepreneurs should be supported in harnessing their expertise, combining local resources with the creativity of local innovators to generate new value. Fourth, local products should not merely be commodities but should offer experiences tied to them. By providing programs or events where visitors can directly engage with local culture, an attachment to local products can be formed, encouraging repeat visits.

Fifth, the stories and experiences of local entrepreneurship should be actively shared to spread awareness of the locale’s appeal. Using social media and various online platforms to tell these unique stories can increase interest and attract more visitors to the area. Lastly, local entrepreneurship should aim to address regional issues, going beyond profit-seeking to imbue the business with authenticity, thus promoting sustainable growth. This involves developing business models that solve social and environmental problems in the area, fostering a direction that ensures mutual prosperity between the local community and the business. Such an approach is essential for the long-term development and success of local areas.

#### *4.2.2 Local startup support and regional revitalization projects*

Gyeongsangbuk-do provides various supports to revitalize the local entrepreneurial ecosystem and combat the decline of rural areas through youth entrepreneurship. Programs like the “Urban Youth Rural Dispatch Project” offer substantial benefits to young entrepreneurs, establishing successful local startups and contributing to regional revitalization.

**Table 5.** Local startup support and regional revitalization projects

Category	Details
<b>Industry</b>	- Local startup support and regional revitalization projects
<b>Regional Characteristics</b>	- Regions like Gyeongsangbuk-do, facing population decline and risk of regional extinction, need youth entrepreneurship and settlement to revitalize local communities.
<b>Success Points</b>	- Providing youth with financial support, startup spaces, and mentoring to bridge the gap between metropolitan and regional areas, thereby revitalizing the startup ecosystem.
<b>Product</b>	- Region-specific startup support programs (e.g., Urban Youth Rural Deployment Program)
<b>Product Characteristics</b>	- Supports entrepreneurship and creative activities, offering various benefits to youth who move to Gyeongbuk.
<b>Additional Notes</b>	- Collaboration between central and local governments is crucial to expand startup support and promote innovation-based local startups.

### *4.3 Successful cases as local creators*

#### *4.3.1 Local creators uncovering the value and potential of the region*

The approach focuses on leveraging the potential of local agriculture to revitalize the regional economy. It emphasizes the importance of improving the quality of local agricultural products and

creating high value-added agri-processing business models through collaboration between agriculture and businesses.

**Table 6.** Local creators uncovering the value and potential of the region

Category	Details
<b>Industry</b>	- Agriculture and Agricultural Processing
<b>Regional Characteristics</b>	- This region is primarily agricultural, with processing products based on the characteristics of rural areas and local agricultural produce.
<b>Success Points</b>	- The production of processed goods using local specialties contributes to the revitalization of the regional economy.
<b>Product</b>	- Processed goods utilizing local agricultural products
<b>Product Characteristics</b>	- Products are made from fresh, high-quality local agricultural produce, showcasing the unique characteristics of the region.
<b>Additional Notes</b>	- This business contributes to the revitalization of the local economy and increases farmers' income while building a sustainable business model through cooperation with local residents.

#### 4.3.2 The local entrepreneur support and networking

The Next Local program in Seoul provides young entrepreneurs with opportunities to leverage local resources for their startups. It fosters regional economic growth by supporting various startup products and services and encouraging networking among entrepreneurs. The initiative aims to create jobs for young people and address the challenges of regional decline, making it a vital program for both economic revitalization and sustainable community development.

**Table 7.** The local entrepreneur support and networking

Category	Details
<b>Industry</b>	- Local entrepreneur support and networking
<b>Regional Characteristics</b>	- Aimed at fostering entrepreneurship using regional resources across various municipalities, including Seoul
<b>Success Points</b>	- The Next Local program supports young entrepreneurs and promotes regional economic revitalization. It facilitates networking, experience sharing, virtual markets, and live sales demonstrations, presenting a collaborative model between regions and youth.
<b>Product</b>	- Various products and services from local startups
<b>Product Characteristics</b>	- Unique products and services developed using regional resources
<b>Additional Notes</b>	- The program generates employment and revenue, fostering win-win cooperation among entrepreneurs

### 4.4 Various local entrepreneurship support cases

#### 4.4.1 Support cases for local entrepreneurship initiatives

Local entrepreneurship plays a crucial role in revitalizing regional economies by leveraging local resources and culture. Successful local entrepreneurship requires a thorough analysis of regional characteristics and the development of business models that align with these traits. Additionally, the nurturing of local universities and social innovators is essential.



**Table 8.** Activating the regional economy by utilizing local resources and culture

Category	Details
<b>Industry</b>	- Local Entrepreneurship (Examples: Terarosa Coffee Brand, Surf Beach, Local Travel Agency, AR Storybooks, etc.)
<b>Regional Characteristics</b>	- The potential for entrepreneurship in rural areas facing population decline and job shortages, based on local resources and culture
<b>Success Points</b>	- Revitalizing the local economy by thoroughly analyzing the region's unique characteristics and resources and developing business models that leverage them
<b>Product</b>	- Coffee brands, surf beaches, AR storybooks, etc.
<b>Product Characteristics</b>	- Unique brands and services that reflect the region's resources and culture
<b>Additional Notes</b>	- The role of local universities and the systematic nurturing of social ventures and social innovators is essential

#### *4.4.2 Case study on operating a complex cultural space*

Gwangjiju Co., Ltd. operates the complex cultural space “Auru,” which utilizes the local specialties of Gwangju and Jeonnam. This initiative seeks to overcome the crisis of regional extinction and revitalize the local economy by developing diverse local content. They aim to highlight the taste and charm of the region by combining local resources with cultural characteristics in an innovative business model.

**Table 9.** Gwangjiju Co., Ltd. operates the complex cultural space

Category	Details
<b>Industry</b>	- Operation of a complex cultural space based on local content and food manufacturing
<b>Regional Characteristics</b>	- A region that aims to transform the Gwangju-Jeonnam area's local specialties into a cultural and tourism hub to combat regional extinction
<b>Success Points</b>	- Providing unique dishes and beverages using local specialties and revitalizing the local economy through the operation of complex cultural spaces
<b>Product</b>	- Wando seaweed garlic sprout green pasta, Namdo fruit cocktails, etc.
<b>Product Characteristics</b>	- Dishes and beverages that capture the unique flavors of the region using fresh local ingredients
<b>Additional Notes</b>	- Promoting local brands and enhancing the value of local specialties to overcome the regional extinction crisis

#### *4.5 Comprehensive insights*

A comprehensive analysis of the above case studies demonstrates that the success of local entrepreneurship depends on the innovative use of regional resources and culture, active collaboration with the local community, and the provision of customized support. Specifically:

The creative utilization of local resources is crucial for the success of local entrepreneurship, as it drives regional economic revitalization by developing products and services rooted in local assets.

Coexistence with the local community is essential, as local entrepreneurship seeks not only economic profit but also growth alongside the community, generating social value.

Tailored support, including funding, education, and networking, significantly enhances the likelihood of success in local entrepreneurship.

There is a strong connection between entrepreneurship and regional settlement, as successful entrepreneurship encourages individuals to settle in the area, fostering sustainable regional activation.

Finally, establishing a sustainable development model that addresses social and environmental issues within the region is vital for long-term economic and cultural growth.

These insights emphasize the importance of local entrepreneurship in advancing sustainable regional development.

## 5. Survey-Based analysis of local entrepreneurship intentions

### 5.1 Survey design and methodology

The survey targeted respondents of various age groups interested in local entrepreneurship, with a total of 200 participants. The survey aimed to analyze the relationship between local entrepreneurship and regional settlement intentions. The survey content covered.

**Table 10.** The survey content

Category	Details
<b>Respondent Information</b>	<ul style="list-style-type: none"> <li>- Gender: [Male/Female]</li> <li>- Age: [18-24/25-34/35-44/45-54/55+]</li> <li>- Residence: [Input]</li> <li>- Current Job: [Input]</li> <li>- Local Entrepreneurship Experience: [Yes/No]</li> </ul>
<b>Local Understanding</b>	<ul style="list-style-type: none"> <li>- How well do you know the history and culture of your region?</li> <li>- How well do you utilize the main resources of your region?</li> </ul>
<b>Local Entrepreneurship Intentions and Activities</b>	<ul style="list-style-type: none"> <li>- Are you interested in local entrepreneurship?</li> <li>- What factors do you consider important when considering local entrepreneurship? (Multiple selections allowed)</li> <li>- Are you currently involved in or planning a local business?</li> <li>- If yes, what is the business sector? [Input]</li> <li>- Who are your main target customers? [Input]</li> </ul>
<b>Connection to Regional Settlement</b>	<ul style="list-style-type: none"> <li>- What are the reasons for deciding to start a business in the region? (Multiple selections allowed)</li> <li>- Has starting a business influenced your intention to settle in the region? [Not at all/Somewhat/Moderately/Yes/Very much]</li> <li>- What are the main factors that have influenced your intention to settle in the region? (Multiple selections allowed)</li> </ul>
<b>Support Needs for Entrepreneurship and Settlement</b>	<ul style="list-style-type: none"> <li>- What support is most needed for local entrepreneurship? (Multiple selections allowed)</li> <li>- What additional support do you think is necessary for regional settlement? (Multiple selections allowed)</li> </ul>
<b>Additional Comments</b>	<ul style="list-style-type: none"> <li>- Do you have any additional comments on the connection between local entrepreneurship and regional settlement? [Input]</li> </ul>

### 5.2 Survey analysis results

#### 5.2.1 Analysis of respondent information

Among the survey respondents, 52% were male and 48% were female. The age distribution was as follows: 15% were between 18-24 years old, 41% were between 25-34 years old, 29%

were between 35-44 years old, and 15% were 45 years or older. Regarding local entrepreneurship experience, 17% of respondents indicated that they had experience in starting a business, while 83% had no such experience.

**Table 11.** Analysis of respondent information

Category	Survey Item	Response Rate
<b>Gender</b>	Male	52%
	Female	48%
<b>Age Group</b>	18-24 years	15%
	25-34 years	41%
	35-44 years	29%
	45 years and older	15%
<b>Experience</b>	Experienced	17.6%
	Not Experienced	82.4%

### *5.2.2 Understanding of local resources and their utilization*

The survey revealed that 4.7% of respondents had no knowledge of their local history and culture, while 25.3% had some knowledge. A majority of 44.2% rated their understanding as average, 15.3% as good, and 10.5% as very good. Regarding the utilization of local resources, 9.4% of respondents stated they do not use local resources at all, 35.6% use them to a small extent, 33.5% use them moderately, 16.5% use them well, and 5% use them very well.

**Table 12.** Understanding of local resources and their utilization

Category	Survey Item	Response Rate
<b>Understanding of Local History and Culture</b>	No knowledge	4.7%
	Some knowledge	25.3%
	Average	44.2%
	Good	15.3%
	Very good	10.5%
<b>Utilization of Local Resources</b>	Not utilized	9.4%
	Slightly utilized	35.6%
	Moderately utilized	33.5%
	Well utilized	16.5%
	Very well utilized	5.0%

### *5.2.3 Interest in and activities related to local entrepreneurship*

The survey results indicate that respondents generally show some interest in local history and culture, with 28.5% indicating average interest, 21.9% showing slight interest, and 25.6% being interested. Regarding key factors for considering local entrepreneurship, market demand (69.8%) and local resources (62.1%) were highlighted as the most important, followed by funding availability (55.3%) and community support (53.7%).

**Table 13.** Interest in and activities related to local entrepreneurship

Category	Survey Item	Response Rate
<b>Interest in Local History and Culture</b>	No interest	8.70%
	Slight interest	21.90%
	Average interest	28.50%
	Interested	25.60%
	Very interested	15.30%
<b>Important Factors in Local Entrepreneurship</b>	Local resources	62.10%
	Market demand	69.80%
	Funding availability	55.30%
	Community support	53.70%
	Other	9.40%

#### 5.2.4 Connection between entrepreneurship and regional settlement

Analyzing the willingness to settle in a region after starting a business, 33.4% of respondents indicated a moderate willingness to settle, 25.6% expressed a positive intention, and 13.9% showed a strong intention to settle. The most influential factors were “quality of life” (53.8%), “community support” (45.8%), and “potential for local resource utilization” (34.7%).

**Table 14.** Connection with regional settlement

Category	Survey Item	Response Rate
<b>Willingness to Settle in the Region</b>	Not willing	5.7%
	Slightly willing	21.4%
	Moderately willing	33.4%
	Willing	25.6%
	Very willing	13.9%
<b>Influential Factors for Settlement</b>	Community support	45.8%
	Local resource potential	34.7%
	Quality of life	53.8%
	Family/social relations	26.3%

#### 5.2.5 Support needs for entrepreneurship and settlement

The survey results indicate that respondents consider financial support (71.5%) as the most crucial for entrepreneurship, followed by entrepreneurship education and consulting (46.5%), marketing and promotion (41.4%), and local network building (39.7%). For settlement support, housing support (65.4%), educational and medical facilities (55.7%), transportation infrastructure (57.1%), and cultural and recreational facilities (46.2%) were deemed important.

**Table 15.** Support needs for entrepreneurship and settlement

Category	Survey Item	Response Rate
<b>Support Needs for Entrepreneurship</b>	Financial support	71.5%
	Marketing and promotion	41.4%
	Entrepreneurship education/consulting	46.5%
	Local network building	39.7%
<b>Support Needs for Settlement</b>	Housing support	65.4%
	Educational/medical facilities	55.7%
	Transportation infrastructure	57.1%
	Cultural/recreational facilities	46.2%

### *5.2.6 Implications from the perspective of the connection between local entrepreneurship and regional settlement*

The survey results suggest that interest in and intention for local entrepreneurship are significantly influenced by the potential for utilizing local resources and the quality of life. Regional settlement is closely linked to entrepreneurship, and successful entrepreneurship requires comprehensive support such as financial aid, education, and housing support. Therefore, policies that enhance regional understanding and provide balanced support for entrepreneurship and settlement are crucial. Specifically, understanding local culture and resources significantly contributes to the success of local entrepreneurship and positively impacts the willingness to settle in the region. Successful local entrepreneurship enhances the intention to settle, with community support being a decisive factor. A comprehensive support system, including financial, educational, and infrastructural elements, is essential for successful entrepreneurship and settlement. Sustainable regional development can be achieved by ensuring these elements work in harmony, ultimately promoting the long-term settlement of young entrepreneurs.

## **6. Conclusion and Recommendations**

The government is making significant policy efforts to achieve one of its six major national goals: creating a livable rural era across the country. As part of this initiative, various projects centered on local development are being promoted. These efforts include nurturing promising local businesses into strong local brands and enhancing local branding initiatives to create communities where residents not only live but also desire to stay. Through these endeavors, the government aims to transform local neighborhoods into vibrant and attractive living spaces.

Recently, local entrepreneurship leveraging regional resources has gained attention as a new economic driver. The roles of local branding and local creators are particularly emphasized as entrepreneurship models connected to local communities continue to expand. Such local entrepreneurship is not just about starting a new business; it is closely linked to regional settlement and has the potential to contribute to the sustainable development of local communities. This study explored

how local entrepreneurship, based on regional resources and local branding, is connected to regional settlement. It discussed how local entrepreneurship can strengthen community identity and promote economic independence.

To achieve this, the study comprehensively evaluated the factors contributing to the success of local entrepreneurship and its impact on the willingness to settle in the region through case studies and surveys. The findings highlighted several key points. First, the importance of understanding local resources and culture was emphasized, as this understanding is crucial for the success of local entrepreneurship, increasing the likelihood of entrepreneurial success and positively influencing the intention to settle in the region afterward. Second, the interaction and support from the local community were found to be vital. Successful local entrepreneurship contributes to the willingness to settle in the region, with the community's welcome and support being decisive factors.

Third, the interrelationship between local entrepreneurship and regional settlement was evident. When entrepreneurship succeeds, it also contributes to the sustainable development of the local community. Fourth, the need for policy support was underscored. Policy support should simultaneously promote local entrepreneurship and settlement, particularly through education and comprehensive support policies that enhance understanding of the region. Fifth, a balanced approach for sustainable development is crucial. When all these elements work harmoniously, the local community can achieve sustainable development, and young entrepreneurs can be encouraged to settle in the region. This balance forms a critical foundation for the long-term development of the region and the successful settlement of young entrepreneurs.

Local entrepreneurship can significantly impact the development of local communities and the settlement of residents beyond simple business activities. Local entrepreneurship based on regional resources and local branding can strengthen the unique identity of a region, promote economic independence, and encourage regional settlement. Therefore, a deep understanding of the region, along with close cooperation and support from the local community, is essential for the success of local entrepreneurship. Future research should delve deeper into the specific impact of local entrepreneurship on regional settlement and explore policy support measures to further promote this connection.

To deepen the understanding of local entrepreneurship, it is advisable to conduct a study that explores which generational cohorts are most suited to starting businesses in regional areas. The research could focus on analyzing the entrepreneurial tendencies, resource utilization, and community integration across different age groups, such as Millennials, Gen X, and Baby Boomers. By identifying the strengths and challenges faced by each generation in local entrepreneurship, the study can offer targeted strategies and policy recommendations to enhance entrepreneurial success in regional communities.

## Conflicts Interest

No author has any other conflict of interest to declare.

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