

## A SYSTEMATIC LITERATURE REVIEW OF AGRI TOURISM AND SUSTAINABILITY

Prof. Dhanashri S. Havale, Assistant Professor,  
Research Scholar, Dr. D. Y. Patil Vidyapeeth,  
Global Business School and Research Centre Pune, Maharashtra, India,  
dhanashri.havale@dpu.edu.in

Prof. Sphurti S. Birajdar, Assistant Professor,  
Research Scholar, Dr. D. Y. Patil Vidyapeeth,  
Global Business School and Research Centre Pune, Maharashtra, India,  
sphurti.birajdar@dpu.edu.in

Dr. Chetan Chaudhari Professor,  
Director, Dr. D.Y. Patil Vidyapeeth,  
Global Business School and Research Centre Pune, Maharashtra, India,  
chetan.chaudhari@dpu.edu.in

### ABSTRACT

Agritourism has emerged as an area of interest for research. In recent times attempts are seen to link agritourism with sustainability. Agritourism can promote socioeconomic advancement while reducing adverse environmental effects. The goal of this study is to present a thorough overview of the numerous angles from which the research literature approaches the subject of agritourism as a strategy for promoting sustainable development in rural regions. We have highlighted the connection between agritourism and sustainability in our systematic assessments of scientific literature in order to accomplish this goal.

We have examined the articles based on their significant contributions to highlight key areas where the body of knowledge on agritourism and sustainability has expanded.

**Keywords:** Agritourism, Sustainability, Systematic Literature Review, Social Development

### Introduction

A multitude of community (social), monetary (economic), and conservational (environmental) events have significantly changed the planet's dimensions since the 2<sup>nd</sup> half of the 20<sup>th</sup> era, causing phenomena including climate change, pollution, and biodiversity loss (Robert, 2005). Indiscriminate use of natural resources, high social costs, widespread pollution, etc. are some repercussions of sustainable economic growth that have produced a consensus that fundamental adjustments are required since development tactics are no longer viable (Ammirato, 2013). The Triple Bottom Line (TBL), often known as the three sustainability pillars of community (social), monetary (economic), and conservational (environmental) sustainability, is the cornerstone of such programmes (Sonnino, 2004). The 2030 Agenda for Sustainable Development, which includes 17 Sustainable Development Goals (SDGs) and places a strong emphasis on a comprehensive strategy for achieving sustainable development for all, was adopted by the United Nations General Assembly in September 2015, building on the guiding principle of "no one is left behind" (United Nations, 2020).

Rural towns have faced numerous difficulties as a result of the ongoing industrial revolution, including decreased material costs, growing input costs, environmental pressures, and international trade. Farmers are compelled to leave their farms in order to find alternative jobs elsewhere, which has caused economic and population changes in metropolitan regions and negatively impacts the rural economy on all fronts (McGehee, 2007; Yang, 2012; Ammirato and Felicetti, 2013).

Farmers and other organizations have started to incorporate such evolutionary patterns into regional communication platforms using different business models in order to better utilize them. These models aim to ensure competition benefits, enhance farm income sources, resume active participation in the agrion method, and create new buyer marketplace areas (Tregear, 2011). By reducing the number of mediators in the supply network for food, these networks seek to reduce the separation of producers and consumers on a social and physical level. This could have a positive effect on rural areas' sustainable development in terms of the 3 pillars of sustainability (community, monetary and conservational) in agricultural systems (Sonnino, 2014).

In this study, we examine the agritourism business model, in which farms that engage in tourism-related activities serve as a point of contact between the rural network's participants—nonprofit groups, small businesses, and community managers—and tourists looking to take in the area's natural beauty. In this regard, agritourism stands in for a genuine rural tourism type because it enables guests to have an actual and

Participating in agrion activities will provide students true rural experience on a working farm (such as harvesting, feeding, and maintenance), interacting with animals and the natural world, and eating food that has been grown or prepared on the farm (Phillip, 2010).

Today, academics from a variety of viewpoints concur that agritourism can be a beneficial instrument for balancing the requirements of rural and urban tourists, offering genuine chances for economic and social development while reducing detrimental environmental and other social and cultural repercussions (Barbieri, 2019). In order to assist sustainable development in rural regions, this book analyses the topic of agritourism in light of the scientific literature in an effort to present a comprehensive view of diversity. We have highlighted the connection between agritourism and sustainability in our systematic assessments of scientific literature in order to accomplish this goal. For framework advice, this paper refers to works like Ammirato (2020).

Today, academics representing a variety of perspectives agree that agrotourism can be a useful implement for balancing the needs of countryside and urban travelers, providing actual opportunities for commercial and societal development while minimizing negative environmental and other social and cultural repercussions (Barbieri, 2019). We have highlighted the relationship between agritourism and sustainability in our systematic reviews of the scientific literature. This paper quotes from studies like Ammirato regarding framework recommendations (2020).

## Conceptual background

### 2.1 The agritourist farms

In order to maintain their business goals, smallholder farmers have been forced to look at the possibilities of complementing economic strategies due to significant changes in both the tourism and agricultural industries as well as increased competitive pressures. Farmers in particular are always watching for "new ways" to conduct business in direction to boost their competitiveness in the global market, create their own sources of revenue, extend farm operations, "use" agricultural products in creative and novel ways, and create niche markets for new clients (Ammirato, 2010). Activities related to agritourism are increasingly viewed as a way to promote rural economies and diversify agricultural entrepreneurs (Canovi and Lyon, 2019). In actuality, the concept of "productive" agriculture has been reorganized into increasingly intricate economic models as a result of EU agricultural regulations. Agritourism should be viewed as a sustainable strategy, as Sonnino noted, because it promotes the preservation of a rural area that is well-known for its social and economic development in its stated goals (Sonnino, 2004).

### 2.2 Sustainability

Since the Brundtland report (World Commission on Environment and Development, 1987) introduced an idea of sustainability, the three-line pillar has been successfully used as an outline to thoroughly examine the effect of various business activities across the environmental, social and economic spheres (Barbieri, 2013). We can briefly mention these measurements as effects of sustainability because there aren't many frameworks in the scientific literature for calculating the size of such an influence on all possible measurements. These models add an environmental and social viewpoint to the classic accounting frameworks' idea of the economic context (i.e., profit) in terms of the nature of the operation. The 3P concept, "People, Planet, Profit," stands for social fairness, environmental protection, and economic measures, respectively (Elkington, 2013). Sustainability on a small or large scale affects the impact's size (Seuring, 2003).

### Objectives of the study:

1. To study and understand the concept of agritourism and sustainability in depth with the help of existing research.
2. To identify the research gap associated with agritourism from the available scholarly articles.

### Methodology

In order to give an inclusive summary of the relevant literature on the contribution of agricultural tourism to supporting ecological development in rural parts of the country, we undertook a systematic literature review of agritourism and sustainability. Our research approach was divided into three phases: paper selection, paper analysis and categorization, and subject description. These phases were organized according to the principles and procedure of Systematic Literature Review as proposed by Denyer and Tranfield (2009). Discussion papers, novels, and book chapters were not taken into consideration.

For our search, we have used the scientific database Scopus. Scopus can handle complex queries and offers a comprehensive view of how research affects society as a whole on our index site. The terms "agritourism" and

"sustainable" were transformed into search strings. For the final review, about 30 papers were considered. The selection of papers is depicted in the graph below:

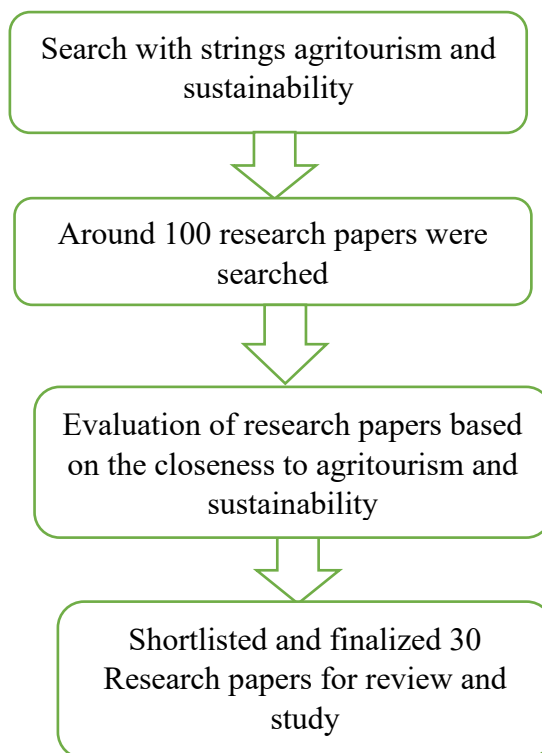


Figure 1: Process of selection of papers for review

### Results of the review

The reviews are presented under five distinct topics.

#### Topic 1: Farm Product Distribution / New Tourism Market Development

Agritourism gives a big opportunity for minor and medium-sized farms, which are occasionally unable to compete with large farms for substantial production and to negotiate with the bargaining authority of various trading channels (Lupi, 2017). Agritourism may be used to distribute farm products further, creating new market opportunities (Valdivia and Barbieri, 2014).

#### Topic 2: Investment in infrastructure

A region's population rises as a result of economic activity diversity, which also improves infrastructure and opens doors for the creation of new jobs in rural areas (Zoto, 2013). Direct agritourism development not only has recurrent effects on the overall economic system but also has positive indirect effects on the entire local economic structure in terms of public investment and foreign investment, encouraging the growth of sustainable infrastructure and bolstering local infrastructure (Contini, 2009).

#### Topic 3: Conservation of Natural Resources

It is generally recognized that agricultural activities play a significant role in the development and rehabilitation of rural communities (Sgroi, 2014). A unique natural setting with a range of habitations and classes whose survival depends on the extension of agricultural activities, modern Europe has become known for its agriculture over the centuries. Agricultural tourism offers a significant growth perspective in rural areas with a high degree of localization, where the land is a key component of local competition. As a result of the limited presence of monoculture agriculture, which results in a distinctive mosaic of landscapes, agritourism farms are able to sell a wide variety of products directly to customers. Mastronardi (2015) says that through promoting sustainable practices, the existence of agritourism farms improves biodiversity and natural resources in agricultural systems, forests, and protected areas. Numerous studies have discovered that agritourism is crucial for preventing soil erosion and hydrogeological disasters (Sayadi, 2009; Alves-Pinto, 2017). As a result, agrotourism is a sustainable form of tourism that can preserve and enhance rural communities and biodiversity.

#### **Topic 4: Consumption of Raw Material and Natural Resources / Waste Reduction**

Agritourist's importance in promoting the wise use of natural resources is highlighted by a few studies. Agritourism is a link between rearranging the use and waste of non-renewable energy sources, according to Giurea (2018). As a framework for sustainable tourism, the re-use, rehabilitation, redevelopment, reproduction, and strengthening of resources should be taken into consideration. Researchers Carlsen (2001) and Choo and Jamal (2009) discovered that farmers have a significant propensity to implement more ecologically friendly practices, such as water conservation techniques, building materials recycling programmes, and visitor education on conservation-related topics.

#### **Topic 5: Restoring Roots, Beliefs, and Cultures**

Agritourism is a crucial component of rural communities' efforts to preserve their cultural heritage (Contini, 2009). It is generally acknowledged that agritourism plays a significant role in environmental development in rural areas where tourists place a high value on natural and cultural resources (Shen, 2009; Ciolac, 2019). Agritourism was seen as a type of rural tourism that emphasized rural settings as the most alluring. It is possible to showcase the agricultural region, rural area, and cultural history as an open museum showcasing regional culture as practiced by regional residents.

#### **Research Gap:**

Most of the research scholars have made research in finding the means for the development of agritourism and sustainability not only in rural areas but also has covered urban and semi-urban areas still researchers needs to focus more on identifying the factors that may lead to ultimate development of agritourism in metropolitan or two and three tier cities.

Majority of the research has emphasized on the infrastructural development of the agritourism centers where there is a great need of studying the sustainability factors for development of agritourism.

Mainly the region of Pune in Maharashtra has a history of vast research in agritourism and sustainability so there is need to create awareness about the same in Maharashtra and other states in order to increase the scope of research in this field which ultimately will lead to great research work in and around the country.

#### **Conclusion**

We have given a thorough review of the various angles from which academics approach the related subjects of sustainability and agritourism in this paper. In order to identify the subjects and themes linked to agrotourism as a means of promoting the sustainable development of rural communities, we undertook a systematic assessment of the literature. In our in-depth analysis of the results of literature reviews, we also highlighted the benefits and drawbacks of contemporary literature on the significance of a wider body of knowledge that can effectively explain the larger picture of agritourism as a progressive rural development strategy. Our study shows that the scientific literature generally views agritourism favorably.

The aims of the UN's Agenda 2030 for Ecological Progress are consistent with this vision. Agritourism can result in gender equality, job creation, agricultural partnerships and sectors that supply local services, poverty reduction through tourism, and the growth of essential infrastructure like roads, ports, and airports. We have discovered that academics place a strong emphasis on the necessity of building agricultural, agricultural, and rural tourism industries in order to sustainably revitalize rural areas.

A recent analysis from Fortune Business Insights (2020) predicts that the global tourist business will soon experience some spectacular expansion. The analysis projects that the market will grow from its current value of USD 69.24 billion to USD 117.37 billion by 2027, representing a CAGR of 7.42% over the projected period. When compared to the rest of the tourism sector, agritourism is still a niche market. According to evidence from applied studies, there are a number of constraints and obstacles to the growth of agritourism, such as the division of tourism promotion activities between participating farmers and destination management organizations (Joyner, 2018), the absence of a business vision among farmers (Palmi, 2020), and a lack of funding (Joyner, 2018). (Campbell and Kubickova, 2020). It is outside the purview of this study to analyze the factors that discourage agritourism exploitation in favor of rural progress. In order to support the sustainable development of rural regions, we intended to provide an overview of how the literature tackles the subject of agritourism. In any event, it is significant to thoroughly understand the potential advantages of agricultural tourism operations in rural regions and the obstacles that stand in the way of their growth.

This study is subject to several restrictions. Methodological decisions made on paper addressed pertinent sources in prior texts, including paper selection for future study. However, these restrictions may result in the opening of interesting positions.

### References

- Ammirato, S., Felicetti, A. M., Raso, C., Pansera, B. A., & Violi, A. (2020). "Agritourism and sustainability: What we can learn from a systematic literature review." *Sustainability*, 12(22), 9575.
- Barbieri, C. (2013). "Assessing the sustainability of agritourism in the US: A comparison between agritourism and other farm entrepreneurial ventures." *J. Sustain. Tour.* 21, 252–270.
- Barbieri, C. (2019). "Agritourism research: A perspective article." *Tour. Rev.* 75, 149–152.
- Campbell J.; Kubickova, M. (2020). "Agritourism microbusinesses within a developing country economy: A resource-based view." *J. Destin. Mark. Manag.* 17, 100460.
- Canovi, M.; Lyon, A. (2019). "Family- Centred Motivations for Agritourism Diversification: The Case of the Langhe Region, Italy." *Tour. Plan. Dev.* 16, 1–20.
- Ciolac, R.; Adamov, T.; Iancu, T.; Popescu, G.; Lile, R.; Rujescu, C.; Marin, C. (2019). "Agritourism-A Sustainable development factor for improving the 'health' of rural settlements. Case study Apuseni mountains area." *Sustainability*, 11, 1467.
- Lee, S.; Geum, Y.; Lee, H.; Park, Y. (2012). "Dynamic and multidimensional measurement of product-service system (PSS) sustainability: A triple bottom line (TBL)-based system dynamics approach." *J. Clean. Prod.*, 32, 173–182.
- Lupi, C.; Giaccio, V.; Mastronardi, L.; Giannelli, A.; Scardera, A. (2017). "Exploring the features of agritourism and its contribution to rural development in Italy." *Land Use Policy*, 64, 383–390.
- Palmi, P.; Lezzi, G.E.; Lezzi, G. (2020). "How Authenticity and Tradition Shift into Sustainability and Innovation: Evidence from Italian Agritourism." *Int. J. Environ. Res. Public Health*, 17, 5389.
- Valdivia, C.; Barbieri, C. (2014). "Agritourism as a sustainable adaptation strategy to climate change in the Andean Altiplano." *Tour. Manag. Perspect.* 11, 18–25.
- Yang, L. (2012). "Impacts and Challenges in Agritourism Development in Yunnan, China." *Tour. Plan. Dev.* 9, 369–381.
- Zoto, S.; Qirici, E.; Polena, E. (2013). "Agrotourism-A Sustainable Development for Rural Area of Korca." *Eur. Acad. Res.* 1, 209–213.