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CURRENT AGRITOURISM LITERATURE: WHAT METHODS DID RESEARCHERS PREFER?

Abstract: Agritourism is a common diversification strategy of farms and an important research topic, especially considering sustainable rural development. This study analysed current scientific literature (2019–2023) in the field of agritourism from the perspective of methodology. Publications from five scientific journals which were identified as the most relevant for this field of research, were analysed. Articles with keywords agritourism or agri-tourism in the title were selected and a sample of 53 articles was identified. Articles were grouped into studies focused on secondary data analysis and original studies which were further categorized based on research choices, primary data collection methods and sampling techniques. It was found that 10 articles focused on secondary data analysis, whilst more than 80% of research was original. More than half of original scientific studies opted for quantitative data collection and analysis, followed by qualitative methods (28%), mixed model (9%) and mixed methods (7%). The questionnaire method was identified as the main data collection technique in current agritourism literature. Although, pilot testing was rarely conducted. Current literature on agritourism doesn't seem to be focused on generalising the findings, as non-probability sampling techniques were more frequently selected than probability sampling. Other than questionnaires, in-depth interviews, structured observation, participant observation and semi-structured interviews were used for collecting data. However, the type of interview or observation were not always specified. Approximately 13.2% of publications in the sample researched agritourism from an international context. By reviewing current agritourism literature, our aim was to present its focus from the methodology perspective, thus contributing to a clearer understanding of research directions in the agritourism scientific field.

Key words: agritourism, research choices, data collection, sampling

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Introduction

Agritourism is a common diversification strategy of farms. Due to its role in sustainable rural development it is also an important research topic, which will likely gain further recognition by researchers (Arroyo et al., 2013, Barbieri, 2020, Rauniyar et al., 2020). As frequently pointed out in scientific literature, any discussions on agritourism are faced with the lack of a clear definition about what agritourism entails and which activities it consists of. Commonly cited as the first original typology for defining agritourism was presented by Phillip et al. (2010) and upgraded four years later (Flanigan et al., 2014). Their framework classifies types of agritourism based on three questions: “Is the tourist activity based on a working farm? What is the nature of tourist contact with agricultural activity? Does the tourist experience authentic agricultural activity?” Various authors have contributed to a clearer understanding of agritourism. Arroyo et al. (2013) conducted a study in Missouri and North Carolina, which established that a functional agricultural facility (often referred to as a working farm) is perceived as a setting of agritourism activities, rather than a rural landscape. Streifeneder's (2016) view on agritourism led him to introduce the term “countryside tourism” to differentiate authentic agritourism from other types of rural tourism.

Another framework for defining agritourism was presented by Chase et al. (2018), which includes core activities (those generally accepted as agritourism) and peripheral activities (those that may be controversial in agritourism discussions). There are significant differences between authors' views on agritourism. As an example, volunteer work through WWOOF (World Wide Opportunities on Organic Farms, <https://wwooof.net/>) is categorized as the most authentic agritourism type by Phillip et al. (2010), whilst Streifeneder (2016) excludes it from any touristic activities. All above indicated typologies are included in a recent publication by Lamie et al. (2021). Their work is a collaboration of researchers aimed at discussing different viewpoints on agritourism. There are great efforts put toward reaching a definition of agritourism. For one, a Definition & Standards Committee, part of Global Agritourism Network (GAN, <https://www.globalagritourismnetwork.org/>) conducts monthly meetings discussing views on agritourism of various stakeholders (farmers, educators, government entities and others).

In developing a unified definition of agritourism, authenticity seems to be a key factor in differentiating agritourism types (Lamie et al., 2021). As with any tourism branch, agritourism is changing based on expectations of tourists and service providers. Streifeneder et al. (2023) emphasise that agritourism is evolving into something other than the initial intent for its creation and that enabling tourists to learn about the farm lifestyle and participate in agricultural activities is not always the main focus. Dubois et al. (2017) state that newer trends in agritourism may lead to losing the “inherent features of the product itself” and creating a “muddled image” of agritourism. Barbieri (2020) in her perspective article theorizes the future of agritourism, speculating “farmers move toward stewardship and entertainment developers take over vast farmlands”.

Whilst the debates on agritourism definition are proceeding, there seems to be consensus in the scientific community on agritourism being in line with goals of sustainable development. Often referred to as the Brundtland Report, published by the UN in 1987 (<https://www.un.org/en/academic-impact/sustainability>), defines sustainable development as “development that meets the needs of the present, without compromising the abilities of future generations to meet their own needs”. Agritourism is accepted as part of sustainable tourism

development, which UN WTO (<https://www.unwto.org/sustainable-development>) defines as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Lugonja (2014) states that “sustainable tourism is the key to ensuring that the benefits so apparent from tourism growth are planned, managed and developed in line with the capacity of the environment to absorb the increased pressures that will inevitably arise.” Adding to that, Matyugina et al. (2023) emphasise the importance of adequate sustainable territorial development to enable growth of sustainable tourism.

A recent review article by Ammirato et al. (2020) summarized various benefits of agritourism, such as providing alternative source of income for farmers, maintaining natural and landscape resources, creating job opportunities, educating visitors, empowering women, reviving traditions and folklore. Moreover, sustainable tourism in rural areas plays a key role in “developing under-developed regions by including them in a tourist offer” and “creating possibility for the population to come back into a part of abandoned villages and households and their revitalisation” (Štetić & Šimičević 2008). Therefore, sustainable agritourism development directly creates interesting opportunities for the wider community. In fact, rural communities have an important role in tourism development and “it is necessary to educate and inform them of the opportunities that the tourist activity brings” (Belij et al. 2014).

Therefore, agritourism might be the connecting point between tourist expectations, needs of rural communities and sustainable development. Moreover, Ammirato et al. (2020) state that agritourism activities are in line with newer trends in tourist demand, such as looking for simple pleasures and well-being through rural landscapes, attention to the quality and typicality of products, interest in heritage and connection with the producers. Sonnino (2004) in her research in Southern Tuscany emphasised that agritourism is a sustainable strategy for development of rural areas as “it promotes the conservation of a broadly conceived rural environment through its socioeconomic development”, thus emphasising the three pillars of sustainability (economic, social, and environmental). Palmi and Lezzi (2020) add that “generally the activities of agritourism are completely in line with the principles of sustainability”. Discussions on sustainability are now relevant more than ever. Aspects of sustainability are highlighted by 17 Sustainable Development Goals set by the UN (<https://sdgs.un.org/goals>). Furthermore, sustainable agritourism development is in line with the Biodiversity Strategy 2030 and Farm-to-Fork Strategy, both a core part of the European Green Deal (https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en).

Agritourism is gaining recognition as an important scientific field, exploring a wide range of research topics, such as development potential of agritourism, farmers’ motivations and perceptions of agritourism, tourists’ satisfaction and revisit intentions, women as entrepreneurs, and change in purchase patterns after participation in an agritourism experience. As a scientific field, agritourism can be considered a newer research topic. The lack of a unified definition of agritourism is significantly influencing the directions of agritourism research. Researching agritourism from an international perspective is particularly challenging, although the importance of comparing various agritourism cases and including more countries in agritourism studies has been emphasized in scientific literature (Karampela et al., 2021). Various research methods have been applied in

agritourism studies. Seldom explicitly stated, yet significant whenever discussing methodology, is research philosophy. Even though ones' own tendencies rarely coincide with just one philosophical domain (such as positivism, realism or interpretivism), assumptions that might have been taken for granted should be recognized. Research questions are often addressed from different approaches, comprising of more than one philosophical bent (Saunders et al. 2007).

Advocating the chosen methodology is largely based on transparency, validity, and reliability of the research. Aguinis et al. (2018) define methodological transparency as "the degree of detail and disclosure about the specific steps, decisions, and judgment calls made during a scientific study". Closely connected to transparency is reliability, "the extent to which data collection technique or techniques will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data" (Saunders et al., 2007), as well as reproducibility or the "ability of others to draw similar conclusions to those reached by the original authors regarding a study's results" (Goodman et al., 2016). Saunders et al. (2007) define research validity as "the extent to which data collection method or methods accurately measure what they were intended to measure, and research findings are really about what they profess to be about". In short, when reading the methodology section of a scientific work, no doubt or unanswered questions should arise about how the research was conducted and what means were employed to reach the conclusions.

Research questions and objectives should guide the choices of methods. Granted that in practice, the available time frame along with other resources needed in the process of research are often influential. Some research questions might be answered by applying a single method, such as a quantitative data collection technique and quantitative analysis of the gathered data. Other research objectives require the use of mixed methods, applying both quantitative and qualitative data collection and analysis. Alternatively, a mixed model research choice entails converting quantitative data into qualitative data or vice versa and employing the adequate data analysis. Certain research questions may be answered only by analysing secondary data which was "originally collected for some other purpose" (Saunders et al., 2007). In contrast, original research is based on primary data collection. A popular choice seems to be formulating research questions in a way that data can be collected using questionnaires, considering widely available software enables quick analysis of a large dataset. When discussing questionnaires, the importance of pilot testing is frequently emphasised. Optimally, experts' opinion on the content and structure of the questionnaire should be taken into consideration and after that "pilot testing with a group as similar as possible to the final population in your sample" should be conducted (Saunders et al., 2007). Bell (2010) states, "however pressed for time you are, do your best to give the questionnaire a trial run". Interpretation of "questions understood by the respondent in the way intended by the researcher and the answer given by the respondent understood by the researcher in the way intended by the respondent" (Foddy, 1994) establishes research validity.

The questionnaire method therefore requires the research questions and objectives to be predetermined, whilst collecting data using the interview method enables a researcher to also explore a topic and to some extent formulate the research questions simultaneously with the analysis of the interviews. Qualitative research interviews are commonly divided into semi-structured and in-depth interviews, the difference being in how freely the discussion unfolds, how "unstructured" the interview is. In any case, le fil rouge of the conversa-

tion must be followed. This method is often used when researching behaviours, beliefs, attitudes, opinions, looking for meanings, exploring newer or lesser-known topics. Other than the content, the researcher is interested in the way the interviewee(s) participated, observing also non-verbal communications (Saunders et al., 2007). When the objective of the research requires attaining ample set of qualitative data, participant observation which “enables researchers, as far as is possible, to share the same experiences as the subjects, to understand better why they act in the way they do”, might also be suitable (Bell, 2010). Even though this method comes with many difficulties (e.g. difficult data recording, observer bias, usually time consuming) it enables the collection of rich data and insights of a situation. On the other hand, structured observation uses a systematic approach intended for observing how many times something happened. Depending on research questions and objectives, all data collection techniques can be used as the main method or alongside other methods. This also depends on whether the research aims to generalize the findings (probability sampling) or not (non-probability sampling) (Saunders et al., 2007).

This study analysed current research on agritourism by determining the research choices and data collection methods applied by the researchers, with the aim to define the focus of current agritourism literature from the perspective of methodology.

Materials and Methods

The aim of this study is to present the focus of current scientific literature in the field of agritourism from the methodology perspective. Building on that, five scientific journals were reviewed. The journals were selected based on research by Dimitrovski et al. (2019), which indicates that *Tourism Management*, *Journal of Travel Research*, *Tourism Review* and *Journal of Sustainable Tourism* have the highest degree of concentration of published papers on agritourism. Moreover, according to the applied criterion in their research, *Tourism Management* followed by *Journal of Travel Research* and *Journal of Sustainable Tourism* have “the most significant influence on the development of agritourism knowledge”. Adding to that, Rauniyar et al. (2020) in their literature review found that *Sustainability*, *Tourism Management* and *Journal of Sustainable Tourism* were high on the list of journals that most frequently publish research on the topic of agritourism. Furthermore, a study by Karampela et al. (2021) recognized *Tourism Management*, *Sustainability* and *Journal of Sustainable Tourism* as journals with most published articles on agritourism in the period from 1975 to 2020, using keywords “agro-“, “agri-“ or “rural” in their research.

Consequently, the following journals were reviewed: *Tourism Management*, *Tourism Review*, *Journal of Travel Research*, *Sustainability* and *Journal of Sustainable Tourism*. Articles published in the last five years (2019–2023) with the keywords agritourism or agri-tourism in the title were selected. A sample of 53 articles was identified. Articles were analysed from the perspective of methodology. Articles were grouped into studies focused on secondary data analysis and original studies, which were further categorized based on research choices (quantitative, qualitative, mixed method, mixed model), primary data collection methods (structured observation, participant observation, semi-structured interview, in-depth interview, questionnaire) and sampling techniques (probability, non-probability). The percentage of articles that have tested the questionnaire prior to gathering data was also indicated and the percentage of articles that researched agritourism from an international perspective was identified. A clear understanding of the directions

of research methods in this scientific field will hopefully contribute to differentiating agritourism from other types of rural tourism, provide an overview of the state of the art, as well as potential indications for future research.

Results and discussion

To define the structure of the sample, a list of 53 selected articles is presented in Appendix (Table A1).

In the sample of articles analysed in this study 5.7% were review articles, mainly focused on agritourism literature in light of sustainability (Karampela et al., 2021, Ammirato et al., 2020). Adding to the three literature reviews, seven other articles focused on secondary data analysis. These researched for example visitors' satisfaction with agritourism services based on online reviews (Fanelli & Romagnoli, 2020), or provided a summary of significant characteristics of agritourism development in the State of Michigan (Jin et al., 2021) and presented an overview of agritourism research through the years and author's perspective on future of agritourism development (Barbieri, 2020).

Most of the research in the sample are original scientific articles (81,1%). Figure 1 presents research choices in current agritourism literature, based on primary data collection and analysis. Most often, researchers opted for quantitative methods (56%), followed by qualitative data collection and analysis (12 articles). Mixed model research choice was selected by authors of four articles. Approximately 7% of articles used mixed methods in their research, combining questionnaires and in-depth interviews (Chiodo et al., 2019, Karampela et al., 2019, Stotten et al., 2019).

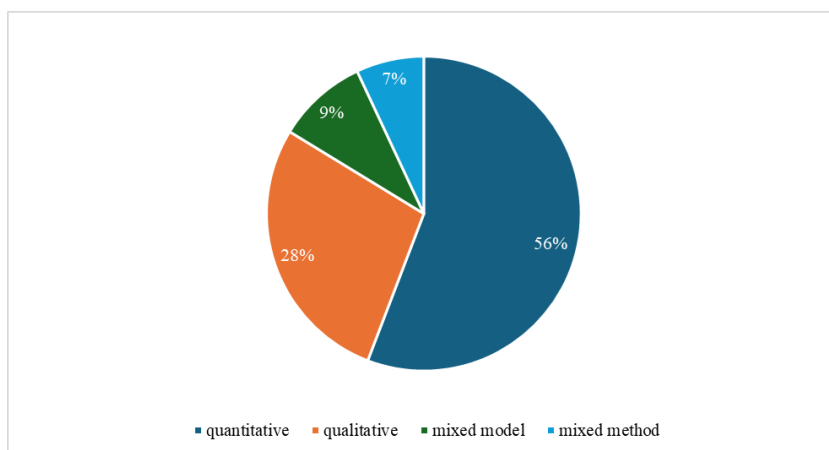


Fig. 1. Research choices in current agritourism literature

As presented in Figure 2, most current agritourism literature chose non-probability sampling techniques, regardless of the research choice. As can be anticipated, articles applying quantitative data collection techniques often (41.7%) aimed at generalizing research findings, whilst qualitative methods were rarely used for such purposes. All researchers that applied mixed methods in their research, used non-probability sampling techniques.

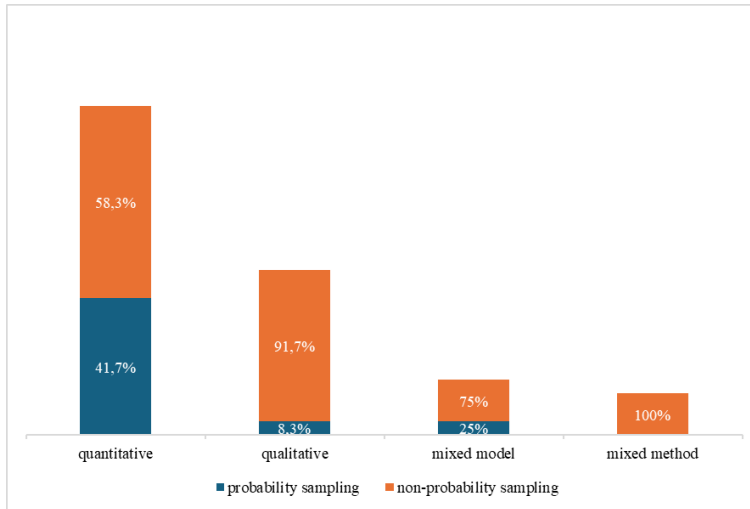


Fig. 2. Sampling techniques in current agritourism literature

Figure 3 presents the distribution of analysed articles based on primary data collection techniques applied in current agritourism literature. We found that three articles within our sample included the observation method (Montefrio & Sin, 2019, Andéhn & L’Espoir De-costa, 2021, Wendt et al., 2021). Structured and participant observation were applied, whilst one article mentioned observation in the methodology section but did not further specify. Approximately 28% of articles in our sample conducted qualitative data collection and analysis, mostly applying the interview method. Frequently, the type of interview that was conducted was not specified or using “semi-structured in-depth interviews” was listed as a method. Only 58.8% of articles that used the interview method specified the interview type. Within those, semi-structured interviews were applied more often than in-depth interviews, the latter were conducted by researchers of four articles. Out of 53 articles, 29 used questionnaires for collecting data. Only 17.2% of these studies mentioned conducting the pilot test prior to gathering data for analysis.

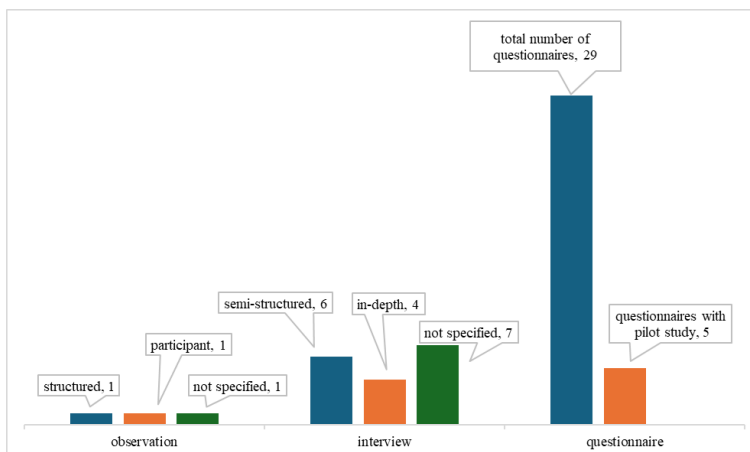


Fig. 3. Primary data collection techniques in current agritourism literature

Conducting a pilot study and emphasising having done so in the description of methodology surely enhances research validity. In other cases research validity is not necessarily compromised, however it is not possible to be sure that the questions and answers were understood in the way that researchers and respondents intended (Foddy, 1994). The methodology section is arguably the most important part of any scientific work. In line with the definition of methodological transparency (Aguinis et al., 2018), great emphasis should be placed on systematic description of applied research methods, starting by providing details on data collection techniques. It is crucial for readers to understand “how sense was made from raw data” (Saunders et al., 2007). After all, the intention of outlining the methodology is (to a certain degree) also establishing reproducibility of scientific research (Goodman et al., 2016).

Karampela, Andreopoulos et al. (2021) in their recent literature review on sustainability in agritourism emphasised the lack of studies including and/or comparing different countries in this research field. They found that only approximately 7% of publications analysed data from more than one country. We found that approximately 13.2% of articles analysed in this study conducted research from an international perspective. Such studies researched for example the influence of national and regional policies and supports for agritourism development (Grillini et al., 2022) or reviewed the situation, opportunities and challenges of agritourism (Mahmoodi, Roman et al., 2022) and explored the role of agritourism in the development of mountainous regions (Chiodo et al., 2019, Ciolac et al., 2020).

Conclusion

Agritourism is a common diversification strategy of farms and an important research topic, especially considering sustainability aspects. As the discussions on defining agritourism are proceeding, the number of scientific publications in the field of agritourism is growing (Rauniyar et al., 2020).

This study focused on agritourism from the perspective of methodology. Current agritourism literature from five scientific journals was analysed. The publications were analysed based on research choices, primary data collection methods and sampling techniques. Emphasis was also on identifying the studies that researched agritourism from an international perspective and studied that have tested the questionnaire prior to gathering data.

The sample was characterized by three review articles, mostly reviewing literature on sustainability in the field of agritourism. Seven other articles analysed secondary data, whilst approximately 80% of research was original. More than half of original scientific studies opted for quantitative data collection and analysis, followed by qualitative methods (28%) and mixed model (9%), whilst 7% of articles applied mixed methods. The questionnaires method is the main data collection technique in current agritourism literature. However, only 5 out of 29 articles that used questionnaires conducted a pilot study. This research step is arguably significant, especially considering research validity. Approximately 40% of research that applied the questionnaire method used probability sampling techniques, aiming at generalising the findings. All studies that combined methods in their research, complemented data from questionnaires with information from in-depth interviews.

Other than questionnaires and in-depth interviews, structured observation, participant observation and semi-structured interviews were used for collecting data. Although, the type of interview or observation were not always specified. Less than 60% of articles that used the interview method specified whether the interview was semi-structured or in-

depth. The description of methodology is arguably the most important section of scientific research. Methods should be accurately defined especially considering, for example, the differences between semi-structured and in-depth interviews. Different to semi-structured interviews, the discussion part of an in-depth interview is likely guided by the thought process of the interviewee and his/her perception of a broad topic or initial idea posed by the researcher (Saunders et al., 2007). It also requires “a great deal of expertise to control and a great deal of time to analyse” (Bell, 2010). Not least, accurate description of methodology adds to research transparency and reproducibility. Building on findings from Karampela, Andreopoulos et al. (2021) about agritourism studies featuring findings from different countries, we found that 7 articles (13.2% of the sample) conducted research in the field of agritourism from an international perspective.

From the research point of view, agritourism is a relatively new topic. Agritourism is changing based on expectations of supply and demand. Latest trends in agritourism (Streifeneder et al., 2023) and newer tourism trends (Ammirato et al., 2020) continue providing ample research opportunities. Our findings suggest that the focus of research in the field of agritourism is currently on quantitative methods. Although, in discussions on agritourism definition qualitative methods could greatly contribute to reaching a unified definition. Research questions on effectiveness of national and regional supports, differences in policies and regulations, and agritourism development are clearly interesting also from the perspective of quantitative research and the international perspective. However, we argue that a significant spectrum of agritourism goes beyond quantitative analysis. Considering the particularities and specifics of any farm, efforts to generalize findings are rarely appropriate. Agritourism is at its base often a very intricate connection between agriculture and tourism that greatly influences the life of farmers, their immediate family, and the community. In that, qualitative methods might be more suitable.

We recognize the limitations of this study due to the applied criterion for selecting agritourism literature. Aiming for research objectivity, we reviewed articles from five scientific journals which were identified as the most influential in the agritourism field by previous scientific studies. We realize other studies from scientific journals not included in our review significantly contribute to the advancements of agritourism research. Furthermore, we focused specifically on articles with keywords agritourism or agri-tourism in the title. Even though advancements have been made to define agritourism and determine its place within rural tourism, Rauniyar et al. (2020) emphasised that there is still confusion between terminology and the term agritourism is sometimes replaced by rural tourism or farm tourism. Including these terms as the selection criteria would inevitably result in a bigger sample. However, our intent was to move away from the confusion and to a small extent contribute to a unified terminology in scientific literature.

Conflicts of Interest: The authors declare no conflict of interest.

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Appendix

Table A1: Structure of the sample of agritourism articles analysed in this study.

Tourism Management	
Author(s)	Title
Kim, Lee et al. (2019)	The effect of agritourism experience on consumers' future food purchase patterns
Tourism Review	
Author(s)	Title
Zhou and Chen (2023)	Agritourism experience value cocreation impact on the brand equity of rural tourism destinations in China
Pehin Dato Musa and Chin (2022)	The role of farm-to-table activities in agritourism towards sustainable development
Liang, Hsiao et al. (2021)	Agritourism: Experience design, activities, and revisit intention
Barbieri (2020)	Agritourism research: A perspective article
Journal of Travel Research	
Author(s)	Title
Brune, Knollenberg et al. (2021)	The Influence of Agritourism Experiences on Consumer Behavior toward Local Food
Andéhn and L'Espoir Decosta (2021)	Authenticity and Product Geography in the Making of the Agritourism Destination
Sustainability	
Author(s)	Title
Togaymurodov, Roman et al. (2023)	Opportunities and Directions of Development of Agritourism: Evidence from Samarkand Region
Torabi, Khavarian-Garmsir et al. (2023)	Unintended Maladaptation: How Agritourism Development Policies in Iran Have Increased Vulnerability to Climate Change
Germanier and Moricciani (2023)	Perceiving and Adapting to Climate Change: Perspectives of Tuscan Wine-Producing Agritourism Owners
Popescu, Iancu et al. (2023)	The Impact of Agritourism Activity on the Rural Environment: Findings from an Authentic Agritourist Area—Bukovina, Romania
Bocheńska-Skalecka, Ostrowska-Dudys et al. (2022)	Parameterization in the Analysis of Changes in the Rural Landscape on the Example of Agritourism Farms in Klodzko District (Poland)
Jin, Wang et al. (2022)	Factors Affecting the Income of Agritourism Operations: Evidence from an Eastern Chinese County
Peroff, Morais et al. (2022)	The Role of Agritourism Microentrepreneurship and Collective Action in Shaping Stewardship of Farmlands
Grillini, Sacchi et al. (2022)	Qualitative Assessment of Agritourism Development Support Schemes in Italy, the USA and South Africa
Mahmoodi, Roman et al. (2022)	Features and Challenges of Agritourism: Evidence from Iran and Poland
Holland, Khanal et al. (2022)	Agritourism as an Alternative On-Farm Enterprise for Small U.S. Farms: Examining Factors Influencing the Agritourism Decisions of Small Farms
Zawadka, Jęczmyk et al. (2022)	Socio-Economic Factors Influencing Agritourism Farm Stays and Their Safety during the COVID-19 Pandemic: Evidence from Poland
Wu, Wang et al. (2022)	Sustainable Agritourism Location Investigation in Vietnam by a Spherical Fuzzy Extension of Integrated Decision-Making Approach
Călina, Călina et al. (2022)	Research on the Use of Aerial Scanning and Gis in the Design of Sustainable Agricultural Production Extension Works in an Agritourist Farm in Romania
(Brune, Knollenberg et al. (2022)	Investigating Predictors of Public- and Private-Sphere Sustainable Behaviors in the Context of Agritourism
Hollas, Chase et al. (2021)	Factors Related to Profitability of Agritourism in the United States: Results from a National Survey of Operators
Khazami and Lakner (2021)	The Mediating Role of the Social Identity on Agritourism Business
Jin, Wu et al. (2021)	Agritourism Development in the USA: The Strategy of the State of Michigan
Wendt, Pashkov et al. (2021)	Political and Historical Determinants of the Differentiation of Entrepreneurial Ecosystems of Agritourism in Poland and Kazakhstan
Rezaei, Kim et al. (2021)	Evaluating the Mental-Health Positive Impacts of Agritourism; A Case Study from South Korea
Khazami and Lakner (2021)	Influence of Social Capital, Social Motivation and Functional Competencies of Entrepreneurs on Agritourism Business: Rural Lodges
Čirić, Tešanović et al. (2021)	Analyses of the Attitudes of Agricultural Holdings on the Development of Agritour-

	ism and the Impacts on the Economy, Society and Environment of Serbia
Karampela, Andreopoulos et al. (2021)	“Agro”, “Agri”, or “Rural”: The Different Viewpoints of Tourism Research Combined with Sustainability and Sustainable Development
Ciolac, Iancu et al. (2021)	Agritourism—A Business Reality of the Moment for Romanian Rural Area’s Sustainability
Halim, Barbieri et al. (2020)	Beyond Economic Earnings: The Holistic Meaning of Success for Women in Agritourism
Roman, Roman et al. (2020)	Innovations in Agritourism: Evidence from a Region in Poland
Wu, Henneberry et al. (2020)	Chinese Demand for Agritourism in Rural America
Fanelli and Romagnoli (2020)	Customer Satisfaction with Farmhouse Facilities and Its Implications for the Promotion of Agritourism Resources in Italian Municipalities
Chen, Lee et al. (2020)	Impacts of Educational Agritourism on Students’ Future Career Intentions: Evidence from Agricultural Exchange Programs
Shen, Chang et al. (2020)	Rural Tourism and Environmental Sustainability—A Study on a Model for Assessing the Developmental Potential of Organic Agritourism
Ammirato, Felicetti et al. (2020)	Agritourism and Sustainability: What We Can Learn from a Systematic Literature Review
Belliggiano, Garcia et al. (2020)	The “Eco-Effectiveness” of Agritourism Dynamics in Italy and Spain: A Tool for Evaluating Regional Sustainability
Ciolac, Iancu et al. (2020)	Agritourism Activity—A “Smart Chance” for Mountain Rural Environment’s Sustainability
Adamov, Ciolac et al. (2020)	Sustainability of Agritourism Activity. Initiatives and Challenges in Romanian Mountain Rural Regions
Dax, Zhang et al. (2019)	Agritourism Initiatives in the Context of Continuous Out-Migration: Comparative Perspectives for the Alps and Chinese Mountain Regions
Sidali, Spitaler et al. (2019)	Agritourism: A Hedonic Approach of Quality Tourism Indicators in South Tyrol
Chiodo, Fantini et al. (2019)	Agritourism in Mountainous Regions—Insights from an International Perspective
Gil Arroyo, Barbieri et al. (2019)	Cultivating Women’s Empowerment through Agritourism: Evidence from Andean Communities
Stotten, Maurer et al. (2019)	Different Forms of Accommodation in Agritourism: The Role of Decoupled Farmer-Based Accommodation in the Ötztal Valley (Austria)
Karampela, Papapanos et al. (2019)	Perceptions of Agritourism and Cooperation: Comparisons between an Island and a Mountain Region in Greece
Ispas, Untaru et al. (2019)	Environmental Management Practices within Agritourism Boarding Houses in Romania: A Qualitative Study Among Managers
Testa, Galati et al. (2019)	Culinary Tourism Experiences in Agri-Tourism Destinations and Sustainable Consumption—Understanding Italian Tourists’ Motivations
Tseng, Chang et al. (2019)	Sustainable Agritourism in Thailand: Modeling Business Performance and Environmental Sustainability under Uncertainty
Ciolac, Adamov et al. (2019)	Agritourism-A Sustainable Development Factor for Improving the ‘Health’ of Rural Settlements. Case Study Apuseni Mountains Area
Journal of Sustainable Tourism	
Author(s)	Title
Savage, Barbieri et al. (2022)	Cultivating success: personal, family and societal attributes affecting women in agritourism
Paniccia and Baiocco (2020)	Interpreting sustainable agritourism through co-evolution of social organizations
Montefrio and Sin (2019)	Elite governance of agritourism in the Philippines