



Overview of Theoretical Background for Agricultural Tourism Development

Tri Thong Truong

¹Lecturer, Faculty of Tourism and Hospitality Management, Nam Can Tho University, Can Tho City, Vietnam
Corresponding Author: Tri Thong Truong

Date of Submission: 28-12-2024

Date of Acceptance: 08-01-2025

ABSTRACT:

Agri-tourism is a sort of tourism that is being developed in developing countries. This type of tourism has numerous advantages, like providing fresh experiences for tourists and ensuring livelihood and revenue for local people. The theoretical underpinnings of domestic and international studies have not, however, been harmonized. Therefore, the goal of this study is to review agritourism's theoretical foundation. Research using analysis and synthesis methods secondary data on the theory of agri-tourism, and field observations of famous agri-tourism destinations. The article's findings have systematized a defines the fairly general notion but relatively complete of agricultural tourism. Besides, the article also lists three agritourism roles and five agritourism features. Additionally, the study has analyzed the parallels and differences between the two forms of agricultural tourism and rural tourism.

KEYWORDS: Agriculture, Agri-tourism, Background theory, Tourism

I. INTRODUCTION

Tourism has become the largest industry in the world [1], and therefore, exploiting its enormous potential has become a focus of economic development plans in both developed and developing countries, where there is growing recognition of the potential for creating a mutually beneficial relationship between tourism and agriculture [2]. The emergence of agritourism dates back to the early twentieth century in the Americas and Europe [3], with the first developments in the 1920s, as farm visits became more accessible due to the increased use of automobiles and the relatively low cost of rural travel [4]. Next, during the 1960s and 1970s, outdoor recreational activities on farms and in rural areas gradually became popular with tourists such as horse riding and watching animals

in the countryside. By the 1980s and 1990s, interest in bed and breakfast services and farm tours in rural areas increased [5]. Therefore, from 1980 onwards, agricultural tourism gradually became popular and spread to many continents [6]. Since its inception, agricultural tourism has created many benefits, contributing to the sustainable development of agriculture and the tourism industry, so the topic of agricultural tourism has received the attention of many researchers from many different perspectives. Although there are many research documents on many aspects of agricultural tourism at home and abroad; However, the current general theoretical basis of agricultural tourism is still very limited, making it difficult to research, study and organize and manage this type of tourism effectively. At the same time, the concepts of agricultural tourism are still not unified among domestic and foreign researchers; as well as limited documents in classifying types of agricultural tourism; in addition, there is still debate and unclear understanding between agricultural tourism and rural tourism. Therefore, this study aims to synthesize and summarize research works on agricultural tourism and related to agricultural tourism to form a theoretical basis for agricultural tourism through concepts, characteristics, roles, types of agricultural tourism and clarify the similarities and differences between agricultural tourism and rural tourism.

II. RESEARCH METHODS

Secondary data collection and processing methods

Secondary data was collected from books, newspapers, scientific journals in print or electronic form, etc. with content related to agricultural tourism such as agricultural tourism supply chain, agricultural tourism destination management solutions, agricultural tourism development potential, agricultural tourism development status, tourist satisfaction with agricultural tourism,



intention to return to agricultural tourism destinations, etc. with diverse research areas. The works were searched on Google Scholar with the main keywords in Vietnamese ("agricultural tourism", "tourism", "agriculture"), English ("agriculture tourism", "agricultural tourism", "agritourism", "agro-tourism", "agricultural and tourism") and some keywords related to agricultural tourism such as "rural tourism", "garden tourism", "farm tourism", "rural tourism", "farm tourism". From the collected research articles, the group of authors synthesized and analyzed to complete the theoretical basis of agricultural tourism, including the concept of what is agricultural tourism?, what are the approaches to the concept of agricultural tourism?, what are the basic characteristics of agricultural tourism?, what is the role of agricultural tourism? and what are the similarities and differences between agricultural tourism and rural tourism?.

Field observation method

In addition to the overview and reference to domestic and foreign research documents, the authors also conducted field observations to clarify aspects of agricultural tourism such as fieldwork at agricultural tourism destinations in provinces and cities such as Can Tho, An Giang, Dong Thap, Ben Tre, Ninh Thuan, Binh Thuan, Da Lat, Hoi An, Hue, Hanoi, SaPa. The field trips were spread out many times from 2020 to 2023. Through the fieldwork, the research team compared and contrasted with studies and summarized their own theories about agricultural tourism.

III. RESEARCH RESULTS

Definition of agritourism

There are many definitions of agritourism and many types, terms of tourism related to agriculture are considered similar to agricultural tourism [7], however, agritourism is described by different researchers as the integration of tourism and agriculture [8],[9]. In English, there are many terms equivalent to the connotation of agritourism such as "agricultural tourism", "agri-tainment", "farm recreation", "entertainment agriculture",...[10]. In Vietnam, there are many different names for agritourism such as "agricultural tourism", "farm tourism", "garden tourism", "eco-agricultural tourism", "countryside tourism" [11]. Through a review of the sources of documents, the research

In the first direction, agricultural tourism is the combination of tourism and agriculture. In this first conceptual direction, researchers mainly propose the concept according to the combination of

agricultural activities associated with tourism or tourism activities taking place in rural areas, farms and places where agricultural products and agricultural products are produced. For this conceptual direction, we can mention the research works of the Welsh Tourist Board (1986; cited by [12]), [13], [14], [15], [16], [17].

The second direction, concretizes activities in agricultural tourism. In this conceptual direction, researchers, in addition to limiting the space for organizing agricultural tourism activities in rural areas and agricultural production areas, also add activities provided when tourists arrive such as adventure activities (visiting the natural environment, horseback riding, etc.), experiential entertainment (cooking, fruit picking, agricultural processing, etc.), agricultural and environmental education, etc. Barbieri [18] and van Zyl and van der Merwe [19] are two representative works of this conceptual direction.

The third direction, the purpose of agricultural tourism of tourists. Tourists will travel for many different purposes, especially for agricultural tourism, tourists will travel mainly for entertainment or education purposes [20], or to buy agricultural products on the spot, enjoy and educate (cooking classes, flower arranging classes, and farm/agricultural history) (Small Farm Center, 2004; cited by [21]). This conceptual direction will supplement and let us know what the purposes of tourists for this type of agricultural tourism include.

The fourth direction, specifically the resources of agricultural tourism. In addition to specifying the space, activities and purposes of tourists, the resource aspect that constitutes agricultural tourism is also aimed at by many authors and believes that agricultural tourism is developed based on agricultural resources, natural resources and cultural resources [3],[22],[23],[24].

The fourth direction emphasizes interaction, participation and experience in agricultural activities. Agricultural tourism is identified by many researchers as a type characterized by experiences and interactions with farmers harvesting fruits, growing vegetables, raising chickens and visiting organic farms, etc. [25],[26],[27],[28].

The fifth approach is based on the economic benefits of the owners and farm owners where agricultural tourism activities take place. In addition to the above approaches, some concepts and definitions of agricultural tourism mention the benefits of those participating in agricultural tourism businesses such as promoting agricultural products and creating additional income for farming



households, as well as cultural, educational and human benefits (Gannon, 1988; cited by [26]; Jolly, 2000; cited by [29]; [30]; [31]).

The sixth direction, developing in the direction of an inclusive concept. To complete the concept and be more complete than previous studies on agricultural tourism, Lan et al. [6], and Chau and

Bao [32] have proposed a concept of agricultural tourism that covers the above aspects including space (organized in rural areas, agricultural production sites), tourist needs (sightseeing, learning, experiencing) and owner benefits (socio-economic benefits and many other benefits for owners).

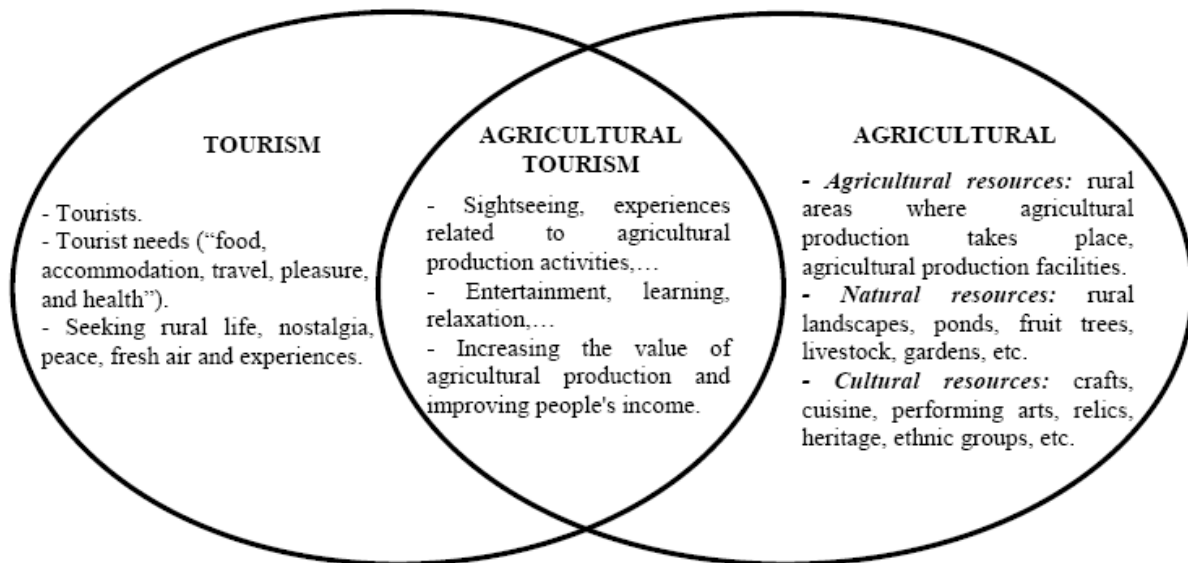


Figure 1. Conceptual model of agritourism
Source: Developed by the authors, 2023

In general, each researcher will have a different approach to agritourism but Arroyo et al. [3] found that a good definition of agritourism should include the words “agricultural landscape/scenery”, “recreation” and “farm”; the terms “education”, “work/experience” and “visitor” are also often considered important defining elements of agritourism. Thus, through the concepts and definitions given by researchers, along with the actual situation, we propose a conceptual model of agricultural tourism (Figure 1) and give a general definition of agricultural tourism as follows: agricultural tourism is understood as tourism activities taking place in rural areas or agricultural production areas, where tourists will participate in experiential activities related to the production of agricultural products for the purpose of entertainment, learning, relaxation, etc., thereby contributing to increasing the value of agricultural products and improving farmers' income.

Characteristics of agricultural tourism

Agricultural tourism activities are organized in places with agricultural production.

Agritourism is a service business activity and must take place on the premises of units with

agricultural production, that is, rural areas or farms [33]. At the same time, through the definitions and concepts of scholars and researchers, we can see that agritourism activities must take place in rural areas with agricultural production [6], [18],[19], [20]. Thereby, the researcher came to a consensus that the space of agricultural tourism is places with agricultural production activities [34], such as farms, fields, gardens, planted forests, ponds, domesticated crops and livestock [23],[24]. In reality, agricultural tourism destinations are all organized in rural areas, where there are many agricultural production activities with the identity of indigenous communities.

Agricultural tourism provides products and services to tourists based mainly on agricultural production.

Agricultural tourism can include farm stays, bed and breakfasts, self-picking/harvesting, agricultural festivals, and farm tours [7]. Agricultural tourism creates tourism products for tourists that are mainly based on agricultural production; therefore, the resources of this type of tourism are everything that serves agricultural activities [23] such as orchards, handicraft products,



food production, livestock farms, etc. Therefore, the exploitation and development of agricultural tourism will take advantage of tourism resources in rural areas, including both natural resources (rivers, land sources, organisms, plants, etc.) and cultural tourism resources (festivals, cuisine, religious buildings, etc.). These rural locations are often far from the city center, isolated from urban areas, so they have wild, idyllic, peaceful landscapes and fresh air. Because they are organized in rural areas, the technical facilities in agricultural tourism activities are often associated with the natural environment, cultural identity and agricultural production activities of the community. Equipment and facilities are often simple and easy to use, so they satisfy tourism needs and easily attract many visitors. Therefore, agricultural tourism often has lower costs than other types of tourism [23].

Bringing new experiences to visitors

Future tourism trends seem to suggest that visitors will be particularly interested not only in being “there”, but also in participating, learning and experiencing “where” they visit [35]. Tourists are attracted to the climate, natural features, landscapes and rural lifestyles [36] just as agritourism attracts urbanites who are nostalgic for their childhood rural experiences [37]. The distinctive feature of the agritourism product is that it brings visitors into contact with the environment (physical and human) of the countryside and allows visitors to participate in the activities, traditions and lifestyles of local people [38]. In fact, agritourism provides opportunities for tourists to directly interact with local communities to experience rural areas, local products, services and landscapes [1]. Therefore, when developing agritourism, it is necessary to ensure the basic principles including (i) the agritourism destination must have something for tourists to visit such as animals, birds, farms, village culture, costumes and festivals, etc. (ii) There must be activities for tourists to participate in such as participating in agricultural activities, riding camels, herding buffaloes, cooking and participating in folk games, etc. (iii) There must be souvenirs for tourists to buy such as rural handicrafts, clothing materials, food, etc. [26]. In short, agricultural tourism products and services are often supplemented with “experiences”, “adventures” and “differences” related to rural and agricultural spaces (rural landscapes, fresh air, tranquility, rural architecture, etc.) [39]. Thereby, agricultural tourism activities help tourists enrich their understanding, knowledge and life experiences from agricultural activities [34].

The labor force in agricultural tourism is mainly farmers and women.

Participants in organizing agricultural tourism can be householders, gardeners, forest owners, farm owners, facility owners, agricultural cooperatives, agricultural business owners, etc. [23],[24]. However, for agricultural tourism in particular and rural tourism in general, the labor force will often have the characteristics of “aging” and will often be taken on by farmers, because according to Mastronardi et al. [40], only farmers can carry out agricultural tourism. In particular, women are the main human resource in agricultural tourism activities because thanks to traditional farming skills, women have the potential to exploit agricultural services to improve the diversity of tourism services and products [41]. Because the human resources working in agricultural tourism are mainly farmers, when switching from agricultural activities to service activities, farmers often lack appropriate skills in tourism services [42] because they do not have experience or prior training in tourism [43], as well as the relatively old age of these farmers and their lack of capital for investment [44] are factors that hinder and limit farmers from participating in tourism-related activities [43].

Agricultural tourism has a large seasonal character.

Despite the obvious employment opportunities, tourism often goes through peak and off-season periods, which creates an annual decline in employment [45], and agritourism is no exception. Saayman[46] has studied and pointed out that the provision of agritourism services and activities is seasonal and often depends on the weather. However, the seasonal characteristics of products and rural tourism, agritourism also depend on the source of agricultural products, agricultural products in agritourism can be divided into two groups: (i) agritourism products that are available continuously all year round such as animals, livestock in rural areas, and (ii) agritourism products that are seasonal such as plants, flowers, etc. [39]. This leads to some countries or regions being able to provide agricultural tourism products and services for a short period of time, but there are also countries and regions that provide agricultural tourism products and services for a longer period of time. However, the agricultural services, products and goods in seasonal agricultural tourism activities are often higher than those provided year-round [39] as well as creating more attraction and appeal to tourists, such as from September to December, which is the time when agricultural tourism



associated with buckwheat flowers in Ha Giang will attract and appeal to tourists.

The role of agricultural tourism

Economic benefits

Elson et al. [47] stated that the two main concerns of farmers are to generate additional income and contribute to the local economy. However, agriculture is always a precarious business [21] and it depends on many factors such as seasonality, market prices, raw material sources, etc. Therefore, for rural areas, farmers are looking for alternative activities to create new economic sources to generate income [6], [19], [21] supplemented through sales and linkages with tourism-based activities [21]. Therefore, many rural areas have begun to link agricultural production and tourism. In rural areas, tourism activities carried out by farmers are considered as a source of economic support and additional income, especially for smallholders to compensate for fluctuations in agricultural prices or insufficient sales of products ([10]). Agritourism is considered as a strategy to contribute to and enhance agricultural development in rural areas [48] because agritourism can enhance the attractiveness and demand of customers for local products, thereby promoting the marketing of regional products and increasing the value of products (Lobo et al., 1999; cited by [29]). In addition, agritourism is considered a form of business diversification that does not necessarily require additional investment in production factors, as it uses existing resources [21], a form of business diversification through the provision of accommodation and food services [49] or entertainment and cultural services [50] to increase income such as production demonstrations, harvest festivals, group tours, self-picking of crops, etc. These services can be adjusted to specific seasons to complement agricultural production [14]. It can be said that many farmers choose to develop agritourism to develop additional sources of income besides their traditional agricultural activities. Therefore, tourism income appears to be a reliable source of income independent of agricultural development [51].

Cultural and social benefits

The decline of the agricultural sector leads to the migration of farming households out of rural areas to other areas to work, causing changes in community demographics [52], affecting the local economy, losing employment opportunities [53]. This leads to negative impacts on the economic and social sustainability of the locality [52]. One of the

solutions to solve the above problem as well as contribute to the sustainable development of the local economy and society is to combine rural agriculture with tourism to develop agricultural tourism. In many empirical studies, it has been shown that agritourism has contributed to many economic benefits, however, it is undeniable that this type of tourism contributes to local culture and society, including (i) creating employment opportunities for family members and local people of all ages [1], [36], [54], [55], [56], [57], [58]; (ii) improving knowledge [59], learning new skills [1] and helping to connect urban and rural cultures [1]; (iii) curbing migration [1]; (iv) improving rural infrastructure [59]; and (v) developing socio-cultural values [1] and strengthening local identity [60].

Environmental benefits

Agritourism is emerging with its impacts on social, economic and environmental domains [40]. Importantly, Barbieri [18] found that farms engaged in agritourism generate a number of environmental benefits such as educating the public about the importance of agriculture and natural resources [61], preserving local landscapes and landscapes [62],[63]. In addition, through the financial resources generated by agritourism, environmental conservation [1] such as soil conservation [62], agricultural land, water resources protection and food security is encouraged. At the same time, agritourism helps biodiversity [64],[65], conservation of ecosystems and natural resources [61],[62], [63] such as forests, streams and wildlife.

Contribute to sustainable tourism development

Torres and Momsen[66] argue that the recent rapid growth of tourism in developing countries has increased interest in the linkage between tourism and local agricultural economies as a means of sustainable development. In addition, the linkage between tourism and local agriculture is related to the reduction of the “carbon footprint” of tourism facilities [67]. That is, tourists to rural areas will mostly use and experience agricultural production activities on a daily basis, with little use of equipment and machinery, and if any, rural products are often more environmentally friendly than urban tourism facilities (such as air conditioning, transportation, etc.). At the same time, farm and rural holidays also help to reduce “tourist congestion” during the main season [51] in urban areas or coastal and island tourism areas. Thus, the expanded linkage between agriculture and tourism can contribute to “the creation of a sustainable tourism character” [68]. Thus, agritourism improves



the sustainability of tourism [2] and a contribution to sustainable tourism development [51].

Types of agricultural tourism

The specific forms of agritourism vary depending in part on farm operations, natural resources, available infrastructure, geography, and supporting policies [4]. According to Pizam and Poleka[69], and Weaver and Fennell [70], farm holiday tourism is a segment of the agritourism sector, but this type only includes the accommodation sector of tourism. Based on the length of stay, McGehee and Kim (2004) divided agritourism into overnight agritourism and day-trip agritourism with farm activities such as festivals and educational events. Meanwhile, Fleischer et al. [71] divided agritourism according to the purpose of on-farm activities, whereby agritourism is divided into agricultural-based leisure activities, agricultural education, hotel services, and rural outdoor recreation.

Based on the criteria of agricultural tourism products and services, Sznajder and Przebórska[72] divided agricultural tourism into 9 groups including: agri-accommodation, agri-catering business/gastronomy, traditional/real/real agricultural tourism (“real agri-tourism”), agri-retail business/direct sale, agri-ethnography, agri-sport, agri-therapy and health-related products, agri-recreation, agri-tainment. In which, real/traditional/practical agricultural tourism includes 5 sub-groups: (i) observing the agricultural production process (plant care, animal husbandry and food processing), which will take place through guided farm tours or self-guided individual tours; (ii) participating in the production process (plant care, animal husbandry and food processing) such as helping to milk cows, make hay, take care of vegetables, harvest fruits, etc.; (iii) performing or performing animals (milking cows, shearing sheep, shearing angora rabbits, riding cowboy horses, etc.); (iv) walking, visiting farms according to signs; (v) direct contact with domestic animals or zoos [72].

However, according to the author, if considering tourism resources, agricultural tourism can be divided into the following forms: community-based agricultural tourism (developed based on the strength of local communities and community resources), garden agricultural tourism (developed based on garden ecosystems such as fruit trees, rivers, art, garden cuisine, etc.), high-tech agricultural tourism (based on modern agricultural production methods and processes, technology, agricultural products/animals originating from abroad), green agricultural tourism (based on

exploiting production methods and processes, raising animals in an organic direction, VietGAP, GlobalGap, etc.), craft village agricultural tourism (based on developing from traditional craft villages, visiting and experiencing the production process of products such as pottery, textiles, food, etc.), culinary agricultural tourism (exploited based on dishes and specialties processed from local products, visitors will enjoy or experience food processing), festival and agricultural event tourism (exploited based on traditional and modern agricultural festivals such as fruit festivals, traditional cake festivals, culinary festivals, etc.), cultural tourism - agricultural heritage (based on exploiting and guiding tourists to visit tangible and intangible cultural heritage values in the locality such as architectural works, craft villages, cuisine, etc.), agricultural tourism associated with OCOP products (One Commune One Product - Each commune has one product, based on exploiting local OCOP products, helping to bring the characteristic product of each region).

Similarities and differences between agritourism and rural tourism

The inconsistency in definitions leads to a complex and confusing picture between these two types of tourism [43]. Pulina et al. [73] analyzed that, in the European legal framework, rural tourism and agritourism are considered synonymous; also rural tourism and agritourism are terms that are often used interchangeably [74] because they both take place in rural areas where agricultural production takes place; at the same time, the products and services of agritourism and rural tourism both have “experiences”, “adventures” and “incomparables”, related to rural and agricultural spaces [39].

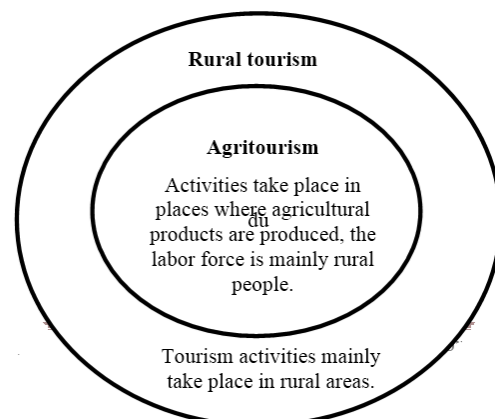


Figure 2. Conceptual model of agritourism by Gouissou et al. [79]

Source: Gouissou et al. [79]



However, many authors argue that rural tourism and agricultural tourism are not the same [7], [75], agricultural tourism is a part or a segment of rural tourism [17],[34], [75]. In other words, rural tourism and agricultural tourism coexist with each other, agricultural tourism as part of the overall concept of rural tourism related to agricultural activities or non-agricultural diversification [76]. Gopal et al. [26] stated that rural tourism includes agricultural tourism, cultural heritage tourism and ecotourism; According to Quan [77], rural tourism includes community tourism, ecotourism and agricultural tourism (another name for agricultural tourism or agricultural farm tourism); through this, we can also see that agricultural tourism is a sub-genre of rural tourism. At the same time, Canh[24] pointed out the fundamental difference between agricultural tourism and rural tourism: agricultural tourism is associated with agricultural production activities; while rural tourism is associated with the space and social life of rural areas. Or Sharpley and Roberts [78] also stated that agricultural tourism is considered to be closely linked to agricultural production activities while rural tourism is closely linked to the location of tourism activities in the countryside and the experiences are increasingly diverse, from rural landscapes, landscapes of areas related to cultural values, rural community activities at tourist destinations (quoted by [34]). These explanations are consistent with the model of Gouissou et al. [79]. To clarify the difference, one can look at the conceptual model of agricultural tourism in Figure 2. However, according to author Canh[24], there is no clear boundary between these two types of tourism, there is an interweaving of agricultural tourism and rural tourism; however, it can be understood that agricultural tourism is a type of tourism, while rural tourism includes many types of tourism such as agricultural tourism, craft village tourism, cultural tourism, etc.

IV. CONCLUSION

Agricultural tourism is one of the trends of countries around the world as well as in localities in Vietnam because it brings many benefits to people and localities in terms of economy, culture-society, and environment. Although this type of tourism is of interest to many researchers and scientists and documents on agricultural tourism are not a gap, the research works are mainly empirical or qualitative studies to evaluate the model, potential, and current status of agricultural tourism development in a specific locality or evaluate the demand for agricultural tourism. Therefore, each study will have a different approach and provide different

theoretical bases for agricultural tourism, typically through research... there have been nearly 30 different concepts and definitions of agricultural tourism. Therefore, this study aims to synthesize concepts, evaluate the advantages and disadvantages of the concepts, thereby providing a relatively general concept, at the same time providing five characteristics and three roles of agricultural tourism, as well as analyzing the similarities and differences between two types of rural tourism and agricultural tourism. With this theoretical framework, on the one hand, it is a source of reference documents to help scientists, researchers and students/trainees with the same research direction on agricultural tourism; on the other hand, it helps local authorities, state management agencies on tourism, people doing tourism business, and tourism service businesses to have a more complete awareness of agricultural tourism in order to have appropriate attention, cooperation, investment and development.

REFERENCES

- [1]. Tiraieyari, N., & Hamzah, A. (2012). Agri-tourism: Potential opportunities for farmers and local communities in Malaysia. *African journal of agricultural research*, 6(31), 4357-4361.
- [2]. Torres, R., & Momsen, J. (2011). *Tourism and agriculture: new geographies of consumption, production and rural restructuring*. Routledge.
- [3]. Arroyo, C. G., Barbieri, C., & Rich, S. R. (2013). Defining agritourism: A comparative study of stakeholders' perceptions in Missouri and North Carolina. *Tourism Management*, 37, 39-47.
- [4]. Boys, K. A., DuBreuil White, K., & Groover, G. (2017). Fostering rural and agricultural tourism: exploring the potential of geocaching. *Journal of Sustainable Tourism*, 25(10), 1474-1493.
- [5]. Hatch, D. (2008). *A new business enterprise: Agritourism (Publication AC-5)*. Louisiana State University Agricultural Center. Community Rural Development.
- [6]. Lan, N. T. P., Anh, N. T. V., & Tuyen, T. (2021). Agricultural tourism development in the Mekong Delta – Insight from agriculture and local community. *Sociological sciences Journal*, 9(277), 30-44.
- [7]. McGehee, N. G., & Kim, K. (2004). Motivation for agri-tourism entrepreneurship. *Journal of travel research*, 43(2), 161-170.



- [8]. Weaver, D. B. (2004). Tourism and the elusive paradigm of sustainable development. *A companion to tourism*, 510-524.
- [9]. Moraru, R. A., Ungureanu, G., Bodescu, D., & Donosă, D. (2016). Motivations and challenges for entrepreneurs in agritourism. *Agron Ser Sci Res/Lucrari Stiintifice Ser Agron*, 59(1), 267-73.
- [10]. Schilling, B. J., Attavanich, W., & Jin, Y. (2014). Does agritourism enhance farm profitability?. *Journal of Agricultural and Resource Economics*, 69-87.
- [11]. Dung, P. T. M. (2023). Content, nature and role of rural agricultural tourism. In *Proceedings of the Scientific Conference Building criteria for evaluating the development of agricultural and rural tourism towards green and sustainable growth in Hanoi city* (pp.4-12). Hanoi Department of Tourism.
- [12]. Fawcett, S. L. (1996). Quality in the agri-tourism product. *Progress in Tourism and Hospitality Research*, 2(1), 79-86.
- [13]. Sonnino, R. (2004). For a 'piece of bread'? Interpreting sustainable development through agritourism in Southern Tuscany. *Sociologia Ruralis*, 44(3), 285-300.
- [14]. Blacka, A. E., Couture, P., Coale Jr, C. W., Dooley, J. E., Hankins, A. G., Lastovica, A. M., ... & Uysal, M. (2009). *Agri-tourism. Virginia Tech Invent the Future*.
- [15]. Petroman, I., Petroman, C., Marin, D., Buzatu, C., Dumitrescu, A., Coman, Ș., ... & Avramescu, D. (2012). Solutions for destination management on agri-tourism farm. *Management*, 8(11), 456-459.
- [16]. Rong-Da Liang, A. (2017). Considering the role of agritourism co-creation from a service-dominant logic perspective. *Tourism Management*, 61, 354-367.
- [17]. 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.
- [18]. Barbieri, C. (2013). Assessing the sustainability of agritourism in the US: A comparison between agritourism and other farm entrepreneurial ventures. *Journal of Sustainable Tourism*, 21(2), 252-270.
- [19]. van Zyl, C. C., & van der Merwe, P. (2021). The motives of South African farmers for offering agri-tourism. *Open Agriculture*, 6(1), 537-548.
- [20]. Canovi, M., & Lyon, A. (2020). Family-centred motivations for agritourism diversification: the case of the Langhe Region, Italy. *Tourism Planning & Development*, 17(6), 591-610.
- [21]. Veeck, G., Che, D., & Veeck, A. (2006). America's changing farmscape: A study of agricultural tourism in Michigan. *The professional geographer*, 58(3), 235-248.
- [22]. Mau, N. D. (2016). Potential for developing the high-tech agricultural tourism in Central Highlands – Vietnam. *Journal of African and Middle East Studies*, 2(126), 49-54.
- [23]. Thi, N. Q., Tuyen, H. V., Linh, N. T., Viet, D. H., & Anh, T. T. M. (2020). Potential of Agri-Tourism in Vo Nhai District, Thai Nguyen Province. *TNU Journal of Science and Technology*, 225(03), 133-142.
- [24]. Canh, D. N. (2020). Agricultural tourism development in Can Tho City. In *Proceedings of the Scientific Conference Developing agricultural tourism in the Mekong Delta in the regional linkage relationship towards sustainable development in the period 2020 – 2030* (pp.20-33). Ho Chi Minh City National University.
- [25]. Marques, H. (2006). Searching for complementarities between agriculture and tourism—the demarcated wine-producing regions of northern Portugal. *Tourism economics*, 12(1), 147-155.
- [26]. Gopal, R., Varma, S., & Gopinathan, R. (2008). *Rural Tourism Development: Constraints and Possibilities with a special reference to Agri Tourism: A Case Study on Agri Tourism Destination Malegoan Village, Taluka Baramati, District Pune, Maharashtra*. In *Conference on Tourism in India – Challenges Ahead* (pp.512-523), India..
- [27]. Bwana, M. A., Olima, W. H., Andika, D., Agong, S. G., & Hayombe, P. (2015). Agritourism: Potential socio-economic impacts in Kisumu County. *Journal of humanities and social science*, 20(3), 78-88.
- [28]. Truong, P. N., Kien, N. H., Khanh, N. T. Q., Chi, V. L., & Toan, V. T. (2022). Solutions for development of agritourism in Cao Bang Province associated with the Non Nuoc Cao Bang UNESCO Global Geopark. *Journal of Science, Technology, Agriculture and Rural Development*, 1, 118-126.
- [29]. Karabati, S., Dogan, E., Pinar, M., & Celik, L. M. (2009). Socio-economic effects of agri-



- tourism on local communities in Turkey: The case of Aglasun. *International Journal of Hospitality & Tourism Administration*, 10(2), 129-142.
- [30]. Hoan, N. C., & Khanh, H. T. V. (2019). Analyzing the agricultural tourism value chain for Tan Trieu Pomelo Village at Vinh Cuu district, Dong Nai Province. *Vietnam Trade and Industry Review*, 11, 196-201.
- [31]. Bao, H. T., & Chau, H. N. M. (2021). Role of stakeholders in development agritourism in Con Chim, Tra Vinh. *Thu Dau Mot University Journal of Science*, 4(53), 77-88.
- [32]. Chau, H. N. M., & Bao, H. T. (2021). Current status of agricultural tourism development in Con Chim - Tra Vinh. *Science and Technology Development Journal -Social Sciences and Humanities*, 5(4), 1315-1322.
- [33]. Hien, D. P. (2023). A research on the agritourism models of several countries and Vietnam – Recommendations to Hanoi Tourism. *Journal of Scientific Research and Development*, 2(2), 49-58.
- [34]. Hoang, P. T. (2023). Criteria for developing sustainable agricultural and rural tourism. In *Proceedings of the Scientific Conference "Building criteria for evaluating the development of agricultural and rural tourism towards green and sustainable growth in Hanoi (pp.104-112)*, Hanoi.
- [35]. Pearce, P. L. (1990). Farm tourism in New Zealand: A social situation analysis. *Annals of tourism research*, 17(3), 337-352.
- [36]. Lee, M. H. (2008). Tourism and sustainable livelihoods: The case of Taiwan. *Third World Quarterly*, 29(5), 961-978.
- [37]. Nilsson, P. Å. (2002). Staying on farms: An ideological background. *Annals of tourism research*, 29(1), 7-24.
- [38]. McIntosh, R.W., Goeldner, C.R., & Ritchie, J.B. (1995). *Tourism: Principles, Practices, Philosophies* (7th ed.). John Wiley and Sons.
- [39]. Testa, R., Galati, A., Schifani, G., Di Trapani, A. M., & Migliore, G. (2019). Culinary tourism experiences in agri-tourism destinations and sustainable consumption understanding Italian tourists' Motivations. *Sustainability*, 11(17), 4588.
- [40]. Mastronardi L., Giaccio V., Giannelli A., & Scardera A. (2015). Is agri-tourism eco-friendly? A comparison between agritourisms and other farms in Italy using farm accountancy data network dataset. *SpringerPlus*, 4(1), 1-12.
- [41]. Uduji, J. I., & Okolo-Obasi, E. N. (2019). Youth empowerment in non-timber forest products (NTFPs) of sub-Saharan Africa: The role of corporate social responsibility in Niger Delta, Nigeria. *Journal of Enterprising Communities: People and Places in the Global Economy*, 14(5), 729-752.
- [42]. Busby, G., & Rendle, S. (2000). The transition from tourism on farms to farm tourism. *Tourism management*, 21(6), 635-642.
- [43]. Koutsouris, A., Gidarakou, I., Grava, F., & Michailidis, A. (2014). The phantom of (agri) tourism and agriculture symbiosis? A Greek case study. *Tourism Management Perspectives*, 12, 94-103.
- [44]. Koutsouris, A. (2008). The battlefield for (sustainable) rural development: The case of Lake Plastiras, Central Greece. *Sociologia Ruralis*, 48(3), 240-256.
- [45]. Marsden, T., & Sonnino, R. (2008). Rural development and the regional state: Denying multifunctional agriculture in the UK. *Journal of Rural Studies*, 24(4), 422-431.
- [46]. Saayman, M. (2009). *Hospitality, leisure and tourism management*. Potchefstroom, Institute for Tourism and Leisure Studies, Potchefstroom.
- [47]. Elson, M. J., Steenberg, C., & Wilkinson, J. (1995). *Planning for rural diversification: A good practice guide*. Report prepared for the Department of the Environment by Oxford Brookes School of Planning.
- [48]. Malkanthi, S. H., & Routry, J. K. (2011). Potential for agritourism development: Evedance from Sri Lanka. *The Journal of Agricultural Sciences*, 6(1), 45-58.
- [49]. Giaccio, V., Giannelli, A., & Mastronardi, L. (2018). Explaining determinants of agri-tourism income: Evidence from Italy. *Tourism Review*, 73(2), 216-229.
- [50]. Haghiri, M., & Okech, R. N. (2011). The role of the agritourism management in developing the economy of rural regions. *Tourism & Management Studies*, 99-105.
- [51]. Embacher, H. (1994). Marketing for Agri-tourism in Austria: Strategy and realisation in a highly developed tourist destination. *Journal of Sustainable Tourism*, 2(1-2), 61-76.
- [52]. Tonts, M. and Black, A. (2003). Narrogin, Western Australia. In *Community Sustainability in Rural Australian Communities: A Question of Capital* (pp.



- 107-134).Centre for Rural Social Research, New South Wales.
- [53]. Tonts, M. (2005). Government policy and rural sustainability. In *Sustainability and change in rural Australia* (pp. 194-211). UNSW Press, Sydney.
- [54]. Garrod, B., Wornell, R., & Youell, R. (2006). Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of rural studies*, 22(1), 117-128.
- [55]. McGehee, N. G., Kim, K. and Jennings, G. R. (2007), Gender and motivation for agritourism entrepreneurship. *Tourism Management*, 28(1), 280-289.
- [56]. Contini, C., Scarpellini, P., & Polidori, R. (2009). Agri-tourism and rural development: the Low-Valdelsa case, Italy. *Tourism Review*, 64(4), 27-36.
- [57]. Mao, N., Grunfeld, H., DeLacy, T., & Chandler, D. (2014). Agriculture and tourism linkage constraints in the Siem Reap-Angkor region of Cambodia. *Tourism Geographies*, 16(4), 669-686.
- [58]. Wu, T. C. (2018). Agriculture tourism and the transformation of rural countryside. *Tourism Geographies*, 20(2), 354-357.
- [59]. Williams, P., Paridaen, M., Dossa, K., & Dumai, M. (2001). *Agritourism Market and Product Development, Status Report*. Ministry of Agriculture, Food & Fisheries.
- [60]. Che, D. (2008). Agritourism and its potential contributions to the agricultural economy. *CAB Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resources*, 2(63), 1-7.
- [61]. Barbieri, C., & Valdivia, C. (2010). Recreation and agroforestry: examining new dimensions of multifunctionality in family farms. *Journal of Rural Studies*, 26(4), 465-473.
- [62]. Che, D., Veeck, A., & Veeck, G. (2005). Sustaining production and strengthening the agritourism product: Linkages among Michigan agritourism destinations. *Agriculture and Human values*, 22, 225-234.
- [63]. Sotomayor, S. (2011). Visit motivations and perceived benefits of farms, private forests and state/national parks in Missouri (Unpublished master's thesis). University of Missouri-Columbia.
- [64]. DasGupta, R., Hashimoto, S., & Gundimeda, H. (2019). Biodiversity/ecosystem services scenario exercises from the Asia-Pacific: typology, archetypes and implications for sustainable development goals (SDGs). *Sustainability Science*, 14, 241-257.
- [65]. Yap, X. S., & Truffer, B. (2019). Shaping selection environments for industrial catch-up and sustainability transitions: A systemic perspective on endogenizing windows of opportunity. *Research Policy*, 48(4), 1030-1047.
- [66]. Torres, R., & Momsen, J. H. (2004). Challenges and potential for linking tourism and agriculture to achieve pro-poor tourism objectives. *Progress in Development Studies*, 4(4), 294-318.
- [67]. Gössling, S., Garrod, B., Aall, C., Hille, J., & Peeters, P. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint'. *Tourism Management*, 32(3), 534-543.
- [68]. Berno, T. (2011). Sustainability on a plate: Linking agriculture and food in the Fiji Islands tourism industry. In *Tourism and agriculture* (pp. 87-103). Routledge, London.
- [69]. Pizam, A., & Pokela, J. (1980). The vacation farm: a new form of tourism destination. In Shafer, E. L., Hawkins, D. E., & Rovelstad, J. M. (Ed.), *Tourism marketing and management issues* (pp. 203-216). Department of Human Kinetics and Leisure Studies, George Washington University.
- [70]. Weaver, D. B., & Fennell, D. A. (1997). The vacation farm sector in Saskatchewan: A profile of operations. *Tourism management*, 18(6), 357-365.
- [71]. Fleischer, A., Tchetchik, A., Bar-Nahum, Z., & Talev, E. (2018). Is agriculture important to agritourism? The agritourism attraction market in Israel. *European Review of Agricultural Economics*, 45(2), 273-296.
- [72]. Sznajder, M., & Przezbórska, L. (2004). Identification of rural and agri-tourism products and services. *Journal of Agribusiness and Rural Development*, 3(359), 165-177.
- [73]. Pulina, M., Dettori, D. G., & Paba, A. (2006). Life cycle of agrotouristic firms in Sardinia. *Tourism Management*, 27(5), 1006-1016.
- [74]. Hegarty, C., & Przezborska, L. (2005). Rural and agri-tourism as a tool for reorganising rural areas in old and new member states - a comparison study of Ireland and Poland. *International Journal of Tourism Research*, 7(2), 63-77.



- [75]. Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for success in rural tourism development. *Journal of Travel research*, 40(2), 132-138.
- [76]. Roberts, L., & Hall, D, 2001. *Rural Tourism and Recreation: Principles to Practice*. CABI Publishing.
- [77]. Quan, N. (2021). Identifying types of rural tourism.
<https://vietnamtourism.gov.vn/post/37368>.
- [78]. Sharpley, R., & Roberts, L. (2004). Rural tourism—10 years on. *International Journal of tourism research*, 6(3), 119-124.
- [79]. Gouissou, A., Kzios T. & Spilanis I. (2001). Is agri-tourism 'agro' or 'tourism'? Evidence from agrotourist holdings in Lesvos, Greece. *International Journal of Tourism and Hospitality Research*, 12, 6-22.