

Review of the Characteristics Preferred by Clients in Agritourism Scenarios

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Abstract

Agrotourism is a practice that allows the generation of livelihood alternatives in rural areas, reducing hunger and allowing sustainable economic development. In this review, a classification of the characteristics preferred by clients in agrotourism settings has been generated, based on previous research that weighted these characteristics. Clients have been found to value the following in agrotourism settings: a green and clean landscape, the forests, the possibility of buying agricultural products, trying traditional foods, and participating in agricultural activities. These findings offer guidance to those interested in implementing or improving agritourism services.

Keywords

agrotourism, rural tourism, agricultural tourism, agrotourism scenarios, agrotourism preferences

1 Introduction

Currently, there is no single and widely accepted definition of what agritourism is; however, there seems to be an agreement on some of its basic characteristics and inherent benefits. Agritourism is considered as a type of rural tourism (Nilsson, 2002), which can be defined as the combination of tourist activities that include rural life, active or passive involvement of guests in agritourism activities, local culture, and genuine local food (Brandano et al., 2018).

Schilling et al. (2012) define agritourism as the business of establishing farms as tourist destinations for educational and recreational purposes. For their part, Arroyo et al. (2013) state that there is some agreement regarding the fact that agritourism has to do with activities related to work farms and carried out them or in other agricultural environments, for entertainment or educational purposes. Chase et al. (2018), identified a conceptual framework for the analysis of agritourism, within which they defined two levels to classify the activities that are widely accepted as agritourism and those that generate greater controversy: the central and peripheral levels; the difference between these two levels lies in the place where the activity is carried out and in the "relative degree to which it is connected

with the agriculture or agricultural production of the farm and/or the marketing of its products". Likewise, five categories of activities associated with agritourism were defined, the application of which could occur at the central or peripheral levels: direct sales, education, hospitality, outdoor recreation, and entertainment.

Phillip et al. (2010) based on the key characteristics used in the literature to define it, proposed five types of agritourism: 1. that which takes place on inactive farms, 2. in which passive tourist contact is generated in active farm activities, 3. in which indirect tourist contact is generated in active farm activities, 4. in which direct contact is generated with the farm's agricultural activity at the level of demonstrations, and 5. so-called authentic agritourism, which is that in which tourist activities generate direct contact with the farm's agricultural activity but not only at the level of demonstrations but also at the level of direct participation.

An agritourist is someone who visits an agricultural area and participates in agricultural activities or seeks to obtain benefits from the services provided by entrepreneurs and their families, therefore, the type of tourists who normally seek the services of agritourism companies are especially

foreign visitors, who seek to deal with people who have a different lifestyle than their own, and an unknown set of preferences and values. Tourists are attracted to mountain landscapes and their aesthetic aspects (Brandano et al., 2018; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018), as well as natural landscapes with agritourism environments and an attachment to agricultural landscapes (Gao et al., 2014). Agritourism demand is stimulated by an urban desire to experiment with different but traditional ways of life, it could be argued that agritourism is a form of cultural tourism, as tourists react against conventional mass-market tourism (Flanigan et al., 2015). The tourist experience is an individual interpretation, but it depends on the culture (Kenebayeva 2014). For example, some tourists may expect to be close to nature, while others may seek traditional country living within their cultural landscapes.

The definition of a methodology to evaluate agrotourism scenarios allows different actors within the agritourism value chain to understand tourist preferences and, as a consequence, apply tools and strategies conducive to the expansion and growth of the business. This allows generating greater value for the user, contributing to employment, and improving rural economies.

The objective of this research was to generate a classification among the items of the agritourism scenarios, which are highly valued by users who either purchase or, more usually, hire this service. Hence, a bibliographic review was carried out on indicators of tourist preference in agrotourism scenarios, as a consequence of which parameters that make up the evaluation methodology of agrotourism scenarios were established and classified.

This article is divided into four parts. In the first, the theoretical framework associated with agrotourism is developed, following a review of articles consulted in the Scopus and Web of Science databases. The second part presents the methodology that was adopted to carry out the selection of the analysed articles. The third part presents the analysis of the preference indicators for the evaluation of agritourism scenarios. Finally, the conclusions are presented.

2 Theoretical framework

Agritourism research publications began to appear in approximately 1990 and currently, output addressing this topic is growing at a rate of 17% per year. Researchers from various areas such as engineering, marketing, environment, sustainability, agriculture, tourism, among others, published in this area (Rauniyar et al., 2020). Agritourism research is a relatively new area that is often mentioned in conjunction with

the goals proposed by the United Nations to achieve sustainable development by 2030 such as: ending forms of poverty in the world; ending hunger, achieving food security; improving nutrition and promoting sustainable agriculture; managing water and health resources sustainably; sustainable economic growth; promoting peace and inclusive societies for sustainable development (United Nations, 2015).

Agritourism regulation represents a source in the literature that has not yet been comprehensively examined because the authors have focused on perceptions related to the provider, the visitor, and stakeholders. Several studies acknowledge that the applied characteristics of the legally binding regulations issued by public administrations and authorities play a crucial role in avoiding inconsistencies (Streifeneder, 2016). Since the Cork Declaration issued in 1996, European governments have adopted policies aimed at protecting natural resources, biodiversity, and cultural identity. In this sense, rural tourism has been seen as a lever to achieve such policy objectives along with an expected increase in employment and income. The definition of rural tourism in the European Union is rather heterogeneous, and each country issues its intervention policy and legislation. Since 2006, in Italy, agritourism has been regulated by a specific Law (n. 96, February 20, 2006), which defines agritourism as a "complementary activity of accommodation and hospitality carried out by farmers [...] through use of their farm concerning land cultivation activities (Brandano et al., 2018). The Iowa agritourism industry is supported by various departments within the Iowa State University Extension system, including the Value Added Program, as well as by public and private agencies throughout the state (Norby and Retallick, 2012). Therefore, providing learning, opportunities, and consulting channels, which became the key to further development for agritourism business operators (Srikatanyoo and Campiranon 2010).

The agritourism experience and its accessories vary according to the regions, depending on the type of climate, environment, customs, agriculture, livestock production, among others. In some parts of the world, agritourism can focus on the experience of wine and vineyards (Back et al., 2020), pulque (Macfarland et al., 2019), tea gardens (Bhatta 2020), of beekeeping (Gandhy et al., 2019), of cattle, goats or sheep (Uludağ and Erdoğan 2019), among others. Likewise, in regions where the experience is allowed, it can be complemented with activities such as bow hunting (Varmazyari et al., 2018), eagle hunting (Kenebayeva 2014), horseback riding, use of different types of agricultural machinery, among others.

Agritourism is widely recognized as an income diversifier for farms, which allows them to increase their profitability, which is affected by the volatility of agricultural prices (Barbieri et al., 2008; Rilla et al., 2011). This enables farmers to stay on their farms and continue their agricultural business, as it increases their operating income without altering the prevailing agricultural character of their farms (Streifeneder, 2016). In addition, many other authors recognise that agritourism can reinforce the processes of cultural identity built in rural territories or communities (Jansen-Verbeke, 2009; Sun et al., 2011). However, the potential benefits of this type of tourism are not only evident for farmers, but also present for tourists. In effect, agritourism becomes a sustainable business because it gives clients an alternative to gain mental and psychological relaxation through educational and recreational experiences related to the tasks of the farms and the rural area in which they are located (Farsani et al., 2019).

3 Method

To carry out this research, the steps of a systematic review were followed, as mentioned in Mallett et al. (2012). However, the search, selection, and complete review of the articles were not carried out by all the investigators independently, but each one carried out a part of the work in each phase instead. The search and selection of scientific articles were carried out between July 2019 and February 2020, using two keywords: agritourism and agritourism. The search and selection of scientific documents were carried out in three phases according to what was stated in Alyari and Navimipour (2018). The first phase consisted of a selection of documents from two of the most widely used and recognized databases worldwide: Scopus and Web of Science. The selection of documents was carried out by identifying those that included any of the selected keywords within their title, abstract, and/or keywords. The search was limited to scientific articles, session papers, reviews, book chapters, and conference reviews that were published in English from 2000 to 2019. From this first selection, a total of 171 different documents were obtained. The second stage of the process consisted of selecting only the documents which had a title, and/or summary that evidenced compliance with at least one of the following characteristics: 1. Presentation of the quality criteria expected by the tourist in the agritourism scenarios and 2. An approach to the characteristics of the agritourism services offered by the market, which resulted in the

production of a total of 53 documents. Finally, a complete reading of the selected documents was carried out, obtaining a final number of 12 articles, which were selected for the present analysis, because they included quantitative ratings, granted by agritourism, to items associated with the quality of the agritourism scenarios.

Among the selected documents, 53 items were found. Their importance was rated by agritourism clients on four different Likert scales, being in all of them the lowest and highest value, the irrelevant and most relevant, respectively. Using rules of three, all the ratings were taken to a scale of 0 to 100, with 0 being the unimportant assignment and 100 the most important value. The scores were averaged out and the result was multiplied by the fraction of "appearance" that each factor had within the total of the selected documents. In this way, a single indicator was captured, both the average importance assigned by customers as well as that evidenced by the number of articles that mention them. The results are shown in Fig. 1.

4 Results

Fig. 2 shows the author's co-occurrence and fractional count keywords provided by the VOSviewer software against the 12 articles selected for the analysis of consumer preferences in agritourism. The most repeated word is agritourism, followed by other such as rural tourism, benefits, experiences, motivation, biodiversity, agri-tour, agri-experience, emerging market, farm, and demand-supply framework.

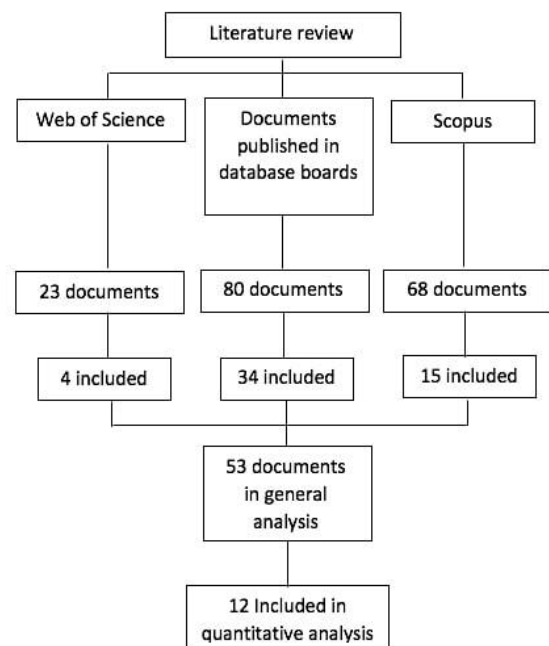


Fig. 1 Methodology, Source: Elaborated by the authors

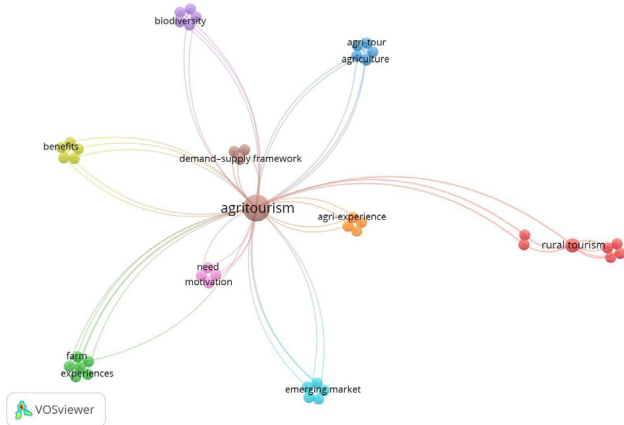


Fig. 2 Keywords, Source: Elaborated by the authors

Fig. 3 shows the years in which the 12 articles selected for the analysis of consumer preferences have been published, which included quantitative ratings, given by agritourism, to items associated with the quality of agritourism scenarios.

There are no clear trends, which in part, is due to the limited number of publications assessing and rating consumer preferences concerning the quality of agritourism scenarios.

Fig. 4 shows the countries where the 12 articles selected for the analysis of consumer preferences have been published, which included quantitative ratings, given by agritourism, to items associated with the quality of agritourism scenarios. The United States, Italy, Iran, and Thailand have two publications in the area. Followed by Belgium, Denmark, Kazakhstan, and the United Kingdom with one publication each.

In Table 1 shows the aspects of most significant value, given by agritourism, to items associated with the quality of agritourism scenarios. These aspects are ordered from the highest to lowest value.

5 Discussion

The results show that the most essential factor for clients in the agritourism sector is the beautiful view generated by a well-managed rural landscape where a green, clean and good environment prevails (Brandano et al., 2018; Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010; Torquati et al., 2017). The green environment is made up of flowers, native plants, forests, wild-life, and all kinds of biodiverse natural features, different from lands dedicated to agriculture (Flanigan et al., 2015; Gao et al., 2014). In the research carried out by Uludağ and Erdoğan (2019), the highest criteria are given to this aspect, followed by cultural and historical values, agricultural use of the land, among others.

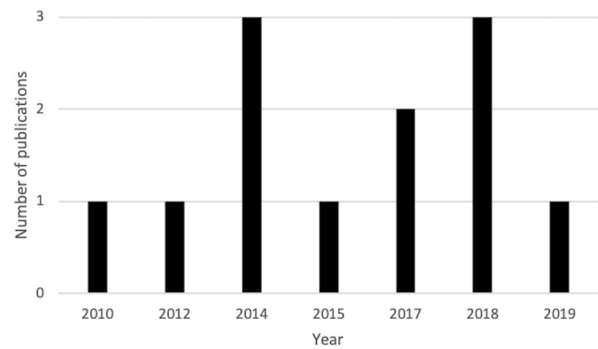


Fig. 3 Number of publications per year 12 articles, Source: Elaborated by the authors

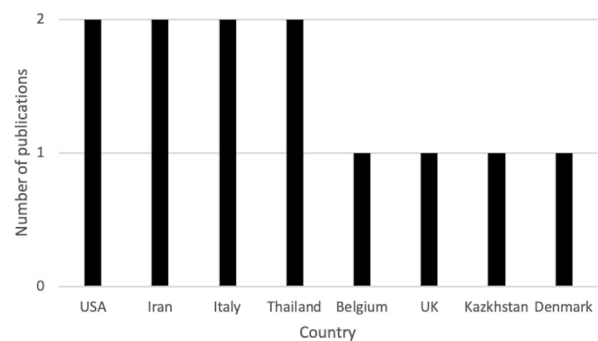


Fig. 4 Number of publications per country 12 articles, Source: Elaborated by the authors

As the second most important factor shown by the results, there is the possibility of buying agricultural goods, whether food or handicrafts (Brandano et al., 2018; Farsani et al., 2019; Kenebayeva 2014; Srikatanyoo and Campiranon 2010). Consumers have a good experience when they consider that they are buying authentic goods from the region, and/or fresh products such as fruits or vegetables (Dubois et al., 2017; Norby and Retallick, 2012). The desire to buy artisanal or agricultural goods represents part of the cultural interaction needs that tourists have in an agricultural experience (Varmazyari et al., 2018).

The third most important factor is related to traditional foods. Tourists value eating healthy and organic food, which allows them to have an authentic and unique experience with local food. Additionally, they appreciate learning to cook and prepare local food and drinks. This characteristic is part of a physiological as well as a cultural interaction need. Aromatic plants are also considered among traditional foods (Brandano et al., 2018; Farsani et al., 2019; Flanigan et al., 2015; Kenebayeva; Maneenetr and Tran, 2014; Varmazyari et al., 2018). In the research carried out by Sidali et al. 2019), the importance that agritourists give to the production of wine, and the experience of tasting it is highlighted getting to know it in the South Tyrol region of Italy.

Table 1 Most valued aspects

Most valued aspects	Position	References
Green and clean environment/landscape/forests	1	Brandano et al., 2018; Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010; Torquati et al., 2017; Flanigan et al., 2015; Gao et al., 2014; Uludağ and Erdoğan, 2019.
Possibility of buying agricultural goods	2	Brandano et al., 2018; Farsani et al., 2019; Kenebayeva 2014; Srikatanyoo and Campiranon 2010; Dubois et al., 2017; Norby and Retallick, 2012; Varmazyari et al., 2018
Traditional foods	3	Brandano et al., 2018; Farsani et al., 2019; Flanigan et al., 2015; Kenebayeva 2014; Maneenetr and Tran, 2014; Varmazyari et al., 2018; Sidali et al., 2019
Participation in agritourism/farm activities	4	Brandano et al., 2018; Farsani et al., 2019; Flanigan et al., 2015; Hjalager et al., 2018; Kenebayeva 2014; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018
Educational opportunities in agriculture	5	Flanigan et al., 2015; Kenebayeva 2014; Maneenetr and Tran, 2014; Norby and Retallick, 2012; Srikatanyoo and Campiranon, 2010; Varmazyari et al., 2018.
Local culture (fairs, festivals, and stories)	6	Brandano et al., 2018; Farsani et al., 2019; Hjalager et al., 2018; Kenebayeva 2014; Varmazyari et al., 2018
Farm animals (domestic production and work)	7	Gao et al., 2014; Dubois et al., 2017; Flanigan et al., 2015; Norby and Retallick, 2012; Varmazyari et al., 2018
Taste of food and drink	8	Kenebayeva 2014; Srikatanyoo and Campiranon, 2010; Flanigan et al., 2015; Varmazyari et al., 2018
Price - quality ratio	9	Brandano et al., 2018; Dubois et al., 2017; Flanigan et al., 2015, Maneenetr and Tran, 2014.
Closeness	10	Dubois et al., 2017; Flanigan et al., 2015; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010
Activities that allow for family participation	11	Brandano et al., 2018; Norby and Retallick, 2012; Srikatanyoo et al., 2010; Varmazyari et al., 2018)
Farm related buildings	12	Flanigan et al., 2015; Gao et al., 2014; Maneenetr and Tran, 2014; Torquati et al., 2017
Biking	13	Hjalager, et al., 2018; Kenebayeva 2014; Torquati et al., 2017; Varmazyari et al., 2018
Trails	14	Gao et al., 2014; Hjalager et al., 2018; Varmazyari et al., 2018
Experienced staff and good service	15	Brandano et al., 2018; Maneenetr and Tran, 2014; Torquati et al., 2017
Pick up products – garden food for consumption	16	Farsani et al., 2019; Kenebayeva 2014; Norby and Retallick, 2012; Varmazyari et al., 2018
Mobility / disabled	17	Brandano et al., 2018; Maneenetr and Tran, 2014; Norby and Retallick, 2012
Farm Equipment and Tools (Relate)	18	Farsani et al., 2019; Gao et al., 2014; Varmazyari et al., 2018
Security	19	Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010)
Natural food	20	Brandano et al., 2018; Varmazyari et al., 2018
Convenience of restrooms and showers	21	Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010)
Pretty scenery	22	Flanigan et al., 2015; Srikatanyoo and Campiranon 2010
Bedroom facilities convenience	23	Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010
Variety of accommodation options	24	Maneenetr and Tran, 2014; Varmazyari et al., 2018
Convenience of communication facilities	25	Maneenetr and Tran, 2014; Srikatanyoo and Campiranon 2010
Children activities	26	Brandano et al., 2018; Varmazyari et al., 2018
To ride a horse	27	Hjalager et al., 2018; Varmazyari et al., 2018
Crafts with agricultural and artisan products	28	Farsani et al., 2019; Varmazyari et al., 2018
Fishing	29	Kenebayeva 2014; Varmazyari et al., 2018
Agricultural landscapes	30	Farsani et al., 2019; Flanigan et al., 2015
Experience in feeding and caring for animals (cattle, goats ...)	31	Farsani et al., 2019; Varmazyari et al., 2018
Take guided tours in the countryside	32	Hjalager et al., 2018; Norby and Retallick, 2012
Access roads in good condition	33	Maneenetr and Tran, 2014
Parking lot	34	Maneenetr and Tran, 2014

Table 1 Most valued aspects (continued)

Most valued aspects	Position	References
Signage inside and outside the farm	35	Maneenetr and Tran, 2014
Hidric resource	36	Gao et al., 2014
Avitourism	37	Varmazyari et al., 2018
Historical elements	38	Gao et al., 2014
Learn about medicinal plants	39	Varmazyari et al., 2018
Diversity of attractions	40	Srikatanyoo and Campiranon 2010
Zoos / corrals / pet stand	41	Gao et al., 2014
Sport hunting	42	Varmazyari et al., 2018
Learn about gardening	43	Varmazyari et al., 2018
Variety of crops	44	Gao et al., 2014
Tourism activities based on Sustainable Economy	45	Maneenetr and Tran, 2014
Presence of protected natural areas	46	Torquati et al., 2017
Intensive one-crop farm (monoculture)	47	Gao et al., 2014
Activities not related to agriculture	48	Srikatanyoo and Campiranon 2010
Accommodation in rural houses	49	Farsani et al., 2019
Absence of urban settlements in the vicinity	50	Torquati et al., 2017
Card payment acceptance	51	Norby and Retallick, 2012
Picnic area	52	Norby and Retallick, 2012
Agricultural museums	53	Farsani et al., 2019

Source: Elaborated by the authors

The most valued fourth factor by tourists is participation in agricultural activities. This allows stimulating people's creativity and is part of the need for maximum agricultural experience. These activities allow tourists to be active by participating in activities of the productive processes that are generated in the farm such as planting, harvesting, producing drinks, producing food, feeding animals, doing manual work, operating machines, storing food, among others (Brandano et al., 2018; Farsani et al., 2019; Flanigan et al., 2015; Hjalager et al., 2018; Kenebayeva 2014; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018).

The most important fifth factor for agritourism are educational opportunities, the possibility to learn about agriculture, about farm animals, about food, production, and storage methods, about building vegetable gardens, corrals, etc. (Flanigan et al., 2015; Kenebayeva 2014; Maneenetr and Tran, 2014; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018).

The sixth most important factor for tourists is the experience of participating in and getting to know the local culture. This is achieved by being part of the tradition, listening to stories and narratives from the villagers, attending festivals, rituals, experiencing rural life, learning about local customs, religion, history, and cultural practices. This

aspect is considered an intangible experience in agritourism (Brandano et al., 2018; Farsani et al., 2019; Hjalager et al., 2018; Kenebayeva 2014; Varmazyari et al., 2018).

The seventh most important factor in the tourist experience, are the interactions that occur with domestic and working animals on farms. Interactions such as feeding them, walking with them, petting them, observing them, and learning about them. In agritourism services there are usually birds, fish, goats, cattle, and sheep, as well as pets such as dogs (Gao et al., 2014; Dubois et al., 2017; Flanigan et al., 2015; Norby and Retallick, 2012; Varmazyari et al., 2018).

The eighth most important factor is the taste of food and drink, since tourists who demand agritourism spaces give priority to tasting and experiencing pleasant flavours in the food consumed (Kenebayeva 2014; Srikatanyoo and Campiranon 2010; Flanigan et al., 2015; Varmazyari et al., 2018).

The ninth most important factor for tourists in agritourism farms is the value relationship between the quality of what they receive and the price they pay. If the perception of value is higher than what was paid, the tourist will get a good impression of the place, but if the perception of value is less than the money paid, then they will get a bad impression of the place (Brandano et al., 2018; Dubois et al., 2017; Flanigan et al., 2015, Maneenetr and Tran, 2014).

The tenth factor most valued by tourists of agrotourism services is the proximity of the places, on the one hand it is important that it is not so close to an urban centre, but it is also important that it does not require so much time to travel, that is, you can leave and return in the same day, for example when doing a family outing (Dubois et al., 2017; Flanigan et al., 2015; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010).

The next factors most valued by tourists from agrotourism services are activities that allow family participation, which may include interaction with animals or farming activities with the family nucleus. The existence of activities specifically for children is also important, since many of the family members are children and sometimes, they cannot do or do not enjoy activities for adults (Brandano et al., 2018; Farsani et al., 2019; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018).

It is also important for tourists to know the buildings related to the farm, such as silos, stables, animal troughs, storage warehouses, milking rooms, among others. Likewise, it is important for them to interact with farm tools and equipment such as tractors, rakes, shovels, picks, among others. (Farsani et al., 2019; Flanigan et al., 2015; Gao et al., 2014; Maneenetr and Tran, 2014; Torquati et al., 2017; Varmazyari et al., 2018).

For tourists who take the agritourism service, cycling and trails are also important, to go through them by bicycle or to go hiking in nature. They also value bird watching, horseback riding, fishing, and sport hunting. However, this last activity is only allowed in some countries. (Gao et al., 2014; Hjalager et al., 2018; Kenebayeva 2014; Torquati et al., 2017; Varmazyari et al., 2018).

Tourists who take agrotourism services value being cared for by personnel who pay good attention and who have experience to carry out their work. Additionally, it is important for tourists to have the option of taking guided tours in the field, especially where there is infrastructure that allows the mobility of disabled people, comfortable access to bathrooms, showers, bedroom facilities, communication technologies, and a variety of accommodation options such as rural houses, tents, glamping, cabins, among others (Brandano et al., 2018; Farsani et al., 2019; Maneenetr and Tran, 2014; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010; Torquati et al., 2017).

Tourists from agrotourism services value being able to collect products directly from the garden for consumption, as they learn about the harvest, the growth of food and eat natural food. Likewise, they value that there is a diversity

of crops and also the possibility to interact with activities based on a sustainable economy, such as crafts with resources from the field (Brandano et al., 2018; Farsani et al., 2019; Gao et al., 2014; Kenebayeva 2014; Norby and Retallick, 2012; Varmazyari et al., 2018).

Tourists value safety, access roads in adequate conditions, signage inside and outside the farm, the possibility of leaving their vehicle in a protected and covered parking lot. Other landscape factors valued by tourists are the existence of water resources, agricultural landscapes, the presence of protected natural areas, the presence of historical elements of the region and agricultural museums (Brandano et al., 2018; Gao et al., 2014; Maneenetr and Tran, 2014; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010; Varmazyari et al., 2018).

Other tourists value aspects such as the existence of a picnic area, the possibility of paying with a credit card, that the farm is intensively dedicated to a monoculture, the possibility of carrying out activities not related to agriculture and learning about gardening, and medicinal plants (Gao et al., 2014; Norby and Retallick, 2012; Srikatanyoo and Campiranon 2010).

The research carried out by Sergeevich et al. (2015), presents a methodology and scale of measurement for areas where there are farms that provide the service of agritourism. This methodology takes into account the availability of beautiful natural and geological sites, availability of cultural and historical attractions and handicraft products typical of the local culture. In addition, the researchers consider the role played by transportation infrastructures such as service proximity and paved roads.

It is important to highlight that preferences may vary according to the age of the tourists. For example, in the research carried out by Toader and Mocuta (2018), the main aspects tourists of different ages take into account for an agritourism destination in Romania are price, good location, and security, among others.

In the research by Van der Merwe et al. (2013), greater importance is given to the bodies of water present in the sites that offer the agritourism service.

In the study carried out by Scaglione and Mendola (2017), the different aspects of the agritourism offer are distributed into functional, emotional, educational, convenience, and social categories, to enable the value perceived by clients of the agritourism services to be evaluated.

In the research we carried out, it was found that there is no analysis of the negative impact generated by the expansion of agritourism. This means that it is important to raise

awareness of this possible risk since the advance of the agricultural frontier is one of the main problems affecting ecosystems, both flora and fauna. For example, placing domestic animals in wild animal habitats or "mascot" wild animals, among others.

Additionally, no distinction has been made between agritourism farms and livestock, agricultural, or horticultural farms. If their type of production is taken into account, there may be characteristics that may be unpleasant for tourists, such as the own smell of the production, among other things. For example, tourists may have issues with onion crops, poultry production, and pig farming, among other possibilities.

One of the ways in which visits to agritourism farms can be promoted is through virtual reality used for the marketing of these spaces. In this way, users could take a virtual tour of the farms and select which one to visit once they have seen the environment offered by each of them.

6 Conclusions

Sowing flowers, native plants, vegetables, and maintaining adequate dynamics with ecosystems is important for farms as they increase the quality of the agritourism service and do not affect the agricultural practices of the site. It is important to make the most of the natural resources of the area, which allow appreciating the of landscapes and natural characteristics of the area, without affecting agricultural practices; consequently, it is also important to provide trails and other spaces that allow further exploration of the place for the tourists.

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The purchase of local goods, whether these be food or handicrafts, is highly valued by tourists and complements the agritourism experience since the visitor can take a souvenir, a gift, or enjoy the experience of consuming local goods with a known origin. Therefore, they are a fundamental factor in the cultural interaction needs of the client.

The possibility of consuming and learning about traditional foods is essential for a good agritourism service, in addition to the possibility of participating in agricultural experiences, where tourists can both appreciate and take part in product supply chain processes.

Agritourism scenarios must have an educational plan, or if possible, an educational centre that teaches tourists in a strategic and organised way. This will help reinforce the experience and improve the service perceived by tourists.

Additionally, the farms that provide agritourism services must allow and bring tourists closer to local customs and festivals, to share stories, tales, and narratives of the region, as well as to have an approach to religion, histories, and local customs. This allows the tourist to have a life experience that enriches their stay.

It is a limitation of this research that each region of the world that offers agritourism has its own characteristics that are afforded by the ecosystem and the area. Therefore, to analyse a specific region, the cultural practices and opportunities offered by the environment in each area must be fixed. Similarly, the preferences of agritourism clients around the world may differ. This research is limited to the qualifications found in scientific articles.

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