

Tourism and agricultural development a review

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ABSTRACT

Tourism is, on an international level, often seen as a good way to stimulate the conservation of nature and to support the local community of an area. Agritourism is a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner. The travel of people can alter their tastes as a result of learning about new products and/or consumption habits. Consequently, aggregate buying preferences in the tourist source countries, i.e., national demand curves, can change, potentially leading to an increase of imports of products from tourist destination countries. An example would be a certain type or brand of wine that some tourists may like continue to consume back home after their holidays. At the same time, tourists may want to enjoy their favourite home country products while being on holiday in another country. For instance, it could be a favourite beer brand that is exported from source countries of the travellers to their tourist destinations. Total rural employment is constantly falling. These problems orient towards a growing interest in rural agritourism, as one of the ways to the unemployment problem solution.

Keywords: Tourism, agricultural and development.

INTRODUCTION

Simply stated, agritourism could be thought of as the crossroads of tourism and agriculture [1,2,3]. Stated more technically, agritourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors while generating income for the farm, ranch, or business owner [4,5]. Agritourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities [6,7]. Agritourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their

stay. Agritourism also provides communities with the potential to increase their local tax bases and new employment opportunities. Additionally, agritourism provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises [8,9]. While agritourism may create new potential revenue streams, it also presents new legal issues for farmers and landowners [10]. Tourism is, on an international level, often seen as a good way to stimulate the conservation of nature and to support the local community of an area [11]. Rural areas are vital for society because they provide living spaces and natural resources for people despite the fact that now more than half of the world's population live in urban areas [12,13]. Therefore, the conservation and development of the countryside is a matter of general and continuous societal

interest. Western rural area paradigms have changed during the last decades [14,15]. Traditionally, the countryside has been seen from the perspective of economic sectors [16,17,18,19]. Agriculture used to be the most important rural sector with a focus on the production of agricultural commodities both food and non-food (e.g., cotton). Starting with the Rio Earth Summit in 1992, the term “multi-functionality of agriculture” emerged which has subsequently been integrated into the Common Agricultural Policy (CAP)

of the European Union. The multi-functionality concept expresses the idea that agriculture not only produces physical commodities but also supplies non-commodity outputs or services such as landscape beauty, environmental services or social and cultural benefits (e.g., preserving customs and traditions) [20,21]. By providing such services to rural communities, the significance and impacts of farming have surpassed traditional economic functions [22].

IMPACTS OF AGRITOURISM

The travel of people can alter their tastes as a result of learning about new products and/or consumption habits [23,24]. Consequently, aggregate buying preferences in the tourist source countries, i.e., national demand curves, can change, potentially leading to an increase of imports of products from tourist destination countries [25,26]. An example would be a certain type or brand of wine that some tourists may like continue to consume back home after their holidays [27]. At the same time, tourists may want to enjoy their favourite home country products while being on holiday in another country [8]. For instance, it could be a favourite beer brand that is exported from source countries of the travellers to their tourist destinations. Economic studies have quantified the potential trade effects resulting from tourism flows. [28], using a gravity trade model and tourism data from 195 countries, provide strong evidence that, generally, tourism increases both the probability of two countries trading with each other and their trade volumes. More specifically for agricultural products, [3] showed that in the case of German imports of food and drink products from France and Italy, tourism elasticities are between one and two in absolute terms. That is, an increase of German tourists to these countries by one percent results in an increase of imports of certain food and drink products from these countries by one to two percent. Agritourism promises many benefits for the farm and farm operators and even

surrounding local communities. Benefits associated with the adoption of agritourism have been linked to both economic and non-economic (i.e., intrinsic) aspects of the human dimension in the literature, and are readily tied to the accomplishment of the farm operator’s entrepreneurial goals in the sense that the attainment of a goal is considered a benefit . From the economic perspective, farm diversification is believed to create a more stable, and often higher, income for the producer [5]. In times of economic distress, such as a poor harvest or depressed prices, receiving visitors for 14 agritourism activities may provide an avenue for generating alternative or supplemental income for the farm family [11,14] which is especially important as the agricultural context changes and costs associated with production increase [20]. The positive influence of agritourism on the farm family income may also be compounded with the contribution the business makes to the local community, both via sales taxes and local employment [24]. Tourism has been suggested to stimulate the local economy and infrastructure as income from outside the local area is introduced to the micro system of local individuals, the community or hosting region [25]. The emphasis on agritourism as an economic engine for development in rural areas includes benefits resulting from that

development. This includes, for example, employment opportunities with local businesses, especially shops and restaurants, which exist in response to market demand created by visitors [26]. Intrinsic, or non-economic, benefits of agritourism have also been documented for both the participating farms and their local communities in terms of accomplishing individual goals and increasing opportunities within the local area. Other benefits have been identified for the farm family, as well, including maintaining rural lifestyles [12] and encouraging youth to remain in rural areas by creating local employment opportunities [13]. Local communities may also benefit from increased awareness and preservation of local customs, especially as related to food production and preparation aspects of tourism in agricultural settings [14]. The Economic Impacts of Agritourism for the Farm Household Agritourism is suggested as a solution to the economic stress facing many agricultural producers in an era of rapidly increasing land values and food production restrictions [18]. As the agricultural context changes, producers may adapt to the challenge with new strategies, including developing non-agriculture enterprises on the farm (i.e., farm enterprise diversification) or away from full-time agricultural production [20]. For operators not farming full-time, tourism may serve as a substitute for off-farm employment to meet the economic needs of the farm business and household until the agricultural production situation improves [21]. Agritourism appears as a strategy that can bring additional incomes without excessive investments in farm infrastructure, labor or equipment. Farms that diversify into tourism are likely to focus on those activities that utilize their existing resources, rather than requiring additional investment as many producers view the diversification as a method to boost revenues or to cope with the rising

cost of agricultural technologies and inputs [20]. For example, there exists a tendency among operators to offer activities similar to existing farm procedures, suggesting that agritourism activities may not dramatically alter farm production, especially among those with lower levels of investments in terms of land, equipment and labor resources [21]. Closely related activities have the potential to increase farm revenues by taking advantage of the flexibility of individual schedules and experiences on small farms still highly involved in production agriculture [22]. Several studies have measured the economic value of agritourism using farm revenues as an indicator of success [23]. Stable or increasing farm net income and a somewhat reduced dependence on revenue from production agriculture have also been associated with the economic impact of agritourism development [24]. Not surprisingly, many farm operators expect to generate additional revenues for the farm business after developing agritourism activities [25]. The majority of agritourism operations serve as supplemental sources of income while agricultural production remains the primary focus [24]. There is a documented perspective among producers to view agritourism activities as a substitute for income from crop sales during a poor harvest, or to show an interest in tourism during non-production seasons, only to abandon the practices when weather conditions were favorable to crop production [8]. It has also been suggested that diversifying from production agriculture to agritourism and other farm enterprises may serve as a lower-risk coping mechanism for farms that are no longer economically viable when faced with rising costs for agricultural inputs and new technology [9]. However, the benefits of revenue from agritourism activities as an alternative to revenue from other sources may be specific to individual

farms and not all benefits are universal [3]. Family farms are likely to look toward agritourism to provide employment for family members and as a plan for farm succession compared to non-corporate farms [3]. In addition, farms with greater acreage are also likely to seek tax benefits and other financial management

opportunities as an indirect economic benefit of agritourism development [32]. Although many seek the economic benefits of agritourism activities, it seems that the actual increase of revenues is not universal, rather specific to characteristics of the individual farms or the business development [33].

Agritourism and its effects in rural development

Total rural employment is constantly falling. These problems orient towards a growing interest in rural agritourism, as one of the ways to the unemployment problem solution [20]. Taking into account the real and predictable situation in the agricultural labor market, due to the expected modernization of the industry, the enormous importance of small business development in the countryside especially outside the agricultural sector becomes obvious [21]. The problem of rural employment, despite certain advances in its solution, remains acute, especially in consideration of the inaccuracy of information on levels of employment and unemployment [22]. Below are the types of activities that rural residents would engage in if they lost their jobs and with state support, according to the 2018 polls: agricultural

entrepreneurship - 31.2%; rural tourism - 7.9%; trade in agricultural goods - 22.3%; consumer services - 11.7%; folk crafts and crafts - 26.9% of the total number of respondents. As we can see, rural residents mostly do not see "agritourism" as a solution to their problems. Most of them prefer traditional activities. But at the same time, more than 60 percent of respondents are going to work in tourism-related areas (in trade, folk crafts, etc.). On the other hand, the demand for travel to the countryside is based on an important trend - the desire to gain experience and lively impressions. Industrial countries have reached a stage where the driving force for economic growth is no longer the desire of people to consume more goods, but their desire to receive "live impressions" and experience" [11].

The relationship between agro tourism and rural tourism

Agro tourism can be viewed as an integrated system of activities that takes place in rural areas, activities that are in relationships of independence and which have as their final goal of regional rural development. Thus defined, the agro touristic activity can be a tool for measuring the quality of life, the quantification of the standard of living of certain social groups [20]. Rural areas, through traditions and customs preserved from generation to generation, offers the possibility of developing this form of tourism, which is rural tourism. This relationship can be characterized as one close, whose consequences are positive and beneficial, given the interest in this form of tourism. The importance of rural tourism should not be

overestimated, it is and remains a complementary activity, seasonal, but taking it at face value is beneficial to the rural importance, importance that cannot be neglected [25]. Agro tourism characteristics. Agro tourism is a component of tourism in general and rural tourism, in particular, having the following characteristics:

- present a high degree of complexity,
- represent an economic activity to recover surplus of accommodation in peasant household,
- tourist services (accommodation, catering, leisure),
- the owner of the place, in parallel, is taking place activities with agriculture profile (crop production, animal husbandry, etc.),

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- guests are offered the opportunity for recreation, to participate in the activities of the household (fruit picking, fishing, milking the cow, agricultural product working, preparation of food, agricultural products, etc.),
- has a fixed period of time (summer holidays or winter weekends),
- has a different purpose: recreational, traditional art crafts in initiation, studies and documentation,
- often, is a secondary activity, agricultural activity in his own household, remains the main occupation and source of income,
- constitute a means of exploiting the full potential of the countryside with its

Culinary and Agritourism

Family farms have a long tradition of offering a taste of farm life to travelers. From cider pressing and seasonal farm stands to harvest festivals and pumpkin patches, farms offer a range of unique experiences. With the growth in farm-to-table eating, interest in where products come from, and a search for authentic

In conclusion, Agritourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to

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natural, agricultural, economic, tourist, cultural, socio- human,
- contribute to sustainable development of rural area: maintenance of ecological balance, sustainable use of resources, maintenance of natural diversity, cultural, ethnographic, social etc.; promote the development of communications infrastructure, utilities, etc.; contribute to the economic development of rural localities; these monasteries are unpolluted, ecological environment; the tourist has access to natural attractions, free of stress factors, ambience is found by tourist family with a hospitable character; enable a tourist suitable different categories of age and social status: the third age persons, persons with disabilities, families with young children, young, married, etc.

experiences linked to food and culture, the connection between agritourism and culinary tourism is tighter than ever. There is an abundance of opportunity for farms to expand or diversify by offering culinary agritourism experiences to guests and customers.

CONCLUSION

provide a number of financial, educational, and social benefits to tourists, producers, and communities.

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