



THE ECONOMIC IMPACT OF AGRITOURISM ON RURAL DEVELOPMENT

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Abstract:

Agritourism is increasingly gaining traction, fostering a dynamic linkage between agriculture, tourism, localized systems, and rural entrepreneurship. Particularly in developing economies, where rural communities frequently contend with income volatility, deficient infrastructure, youth out-migration, and constrained market access, agritourism is recognized as a vital mechanism for complementary development. It achieves this by diversifying agricultural revenue, generating substantial employment and reinforcing local identity. This study delivers a systematic literature review examining the economic impacts of agritourism and its role in broader rural development, focusing explicitly on developing nations and emerging rural destinations. Synthesizing research from prominent databases, including Scopus and Google Scholar, this review spans the 2012–2025 period and employs a structured coding protocol to classify existing literature by region and methodology. The findings demonstrate that agritourism drives income diversification, employment generation, and entrepreneurship within both agricultural holdings and small-to-medium-sized enterprises (SMEs). Additionally, it facilitates the direct marketing of agriproducts and enhances the retention of tourism expenditure within local economies. However, the realization of these multiplier benefits hinges on the robustness of agriculture-tourism linkages, localized sourcing, infrastructure quality, community engagement, and institutional governance capacity. Conversely, prominent barriers were identified, including seasonality, workforce skill deficits, a paucity of digital visibility, restricted access to public and private financing, fragmented policy coordination, and the

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inequitable distribution of socio-economic benefits. To address these gaps, this research contributes a policy-oriented framework alongside a forward-looking research agenda that advocates for rigorous impact assessments, longitudinal analyses, and cross-regional comparative studies.

Keywords: agritourism, rural development, developing countries, economic impact, farm diversification, sustainable development

1. Introduction

Agritourism is one of these strategies, as it is crucial for linking agricultural activities with tourism experiences, such as farm stays, organized visits to agricultural facilities, tastings, participation in the harvest, direct sales of local products, on-farm educational activities, handicraft production, and cultural events (Barbieri & Mahoney, 2009; Tew & Barbieri, 2012; Barbieri, 2013; Pelegrín Entenza *et al.*, 2022). Notably, unlike forms of tourism that operate as isolated enclaves and generate limited local spillover effects, agritourism can be dynamically integrated into the local productive structure (Tiraieyari & Hamzah, 2012; Bhatta & Ohe, 2020).

Furthermore, it has the potential to transform agricultural holdings into multifunctional enterprises and to turn local products, landscapes, traditions, and knowledge into value-creating assets (Leonte *et al.*, 2016). International literature and government studies worldwide indicate that agritourism can improve farm incomes, create new jobs, strengthen agriculture-tourism linkages, and support rural identity (Tew & Barbieri, 2012; Barbieri, 2013; Bhatta & Ohe, 2020; Adamov *et al.*, 2020). In this light, agritourism often contributes to poverty reduction, rural entrepreneurship, women's participation, youth employment, and territorial and economic resilience (Drăgoi *et al.*, 2017; Asonitou & Kottara, 2019). Furthermore, weak transport networks and inadequate destination coordination can limit the multiplier effects that boost tourism spending (Lak & Khairabadi, 2022; Dsouza *et al.*, 2024; Grillini *et al.*, 2022).

On the other hand, recent reviews and bibliometric studies indicate that agritourism and sustainability are emerging fields of research; however, they also reveal an uneven distribution of available data and show that cases from developing countries are synthesized less systematically than those from Europe and North America (Bhatta & Ohe, 2020; Ndhlovu & Dube, 2024; Yasin & Bacsı, 2025). This situation creates a need for new scientific research to address existing gaps.

The aim of this study is to identify, through a systematic literature review, the economic impact of agritourism and the levels of rural development, particularly in developing economies.

The article addresses three research questions:

RQ1: What are the primary direct economic impacts of agritourism on rural communities in developing nations?

RQ2: How do the indirect and multiplier effects of agritourism influence broader regional economies?

RQ3: What are the critical challenges to effective implementation and the key success factors for agritourism initiatives in developing countries?

The contribution of this research is pivotal, as it examines aspects related to income, employment, business creation, and impacts on value chains. At the same time, it identifies the broader economic benefits arising from indirect and induced multiplier effects, while focusing on the obstacles and enabling conditions that explain why agritourism succeeds in specific rural settings. Finally, the literature review provides an analysis of regional distribution, publication periods, methodological designs, and thematic coding frequencies.

Overall, the findings of this study provide valuable insights for researchers, policymakers, and practitioners seeking an evidence-based understanding of agritourism as a holistic development tool.

2. Materials and Methods

The study adopts the PRISMA 2020 review structure, providing a transparent reporting framework for identifying, screening, and evaluating previously published research (Page *et al.*, 2021). The review was designed to address the three research questions formulated in the introduction, focusing on developing economies and emerging rural destinations.

Table 1: Review protocol

Element	Specification
Review type	PRISMA-informed systematic literature review and statistical evidence mapping
Main databases	Scopus and Google Scholar, supplemented by selected policy sources and seminal references
Period covered	2012-2025 for the main search; seminal pre-2012 references retained when theoretically essential
Core concepts	Agritourism, agricultural tourism, rural tourism, farm diversification, rural development, economic impact, livelihoods, employment, multiplier effects
Geographical focus	Developing countries, emerging economies, and comparative cases relevant to policy transfer
Synthesis method	Narrative synthesis, thematic coding, frequency mapping and policy framework development
Quality lens	Relevance to research questions, economic outcome clarity, methodological transparency, and policy usefulness

The search strategy combined terms related to agritourism and rural development with those concerning economic impact. Key search queries included the following: (agritourism or “agricultural tourism”) and (“rural development” or “rural economy” or “local economic development”), (“farm diversification” or “rural tourism”) and (“economic impact” or “economic benefits” or livelihoods) and (“poverty reduction” or “employment creation”) and (“developing countries” or “Global South” or “emerging economies”). Boolean operators were adapted to the syntax of each database.

The search targeted peer-reviewed journal articles, systematic reviews, scoping reviews, and bibliometric analyses, as well as highly relevant institutional reports from organizations such as UN Tourism, the FAO, the OECD, and the World Bank.

The screening process initially involved an assessment of titles and abstracts, followed by an eligibility check of the full texts. The comprehensive search yielded 480 initial records: 200 from Scopus and 280 from Google Scholar. After removing 75 duplicates, 405 records were screened. Title and abstract screening resulted in the exclusion of 295 records, leaving 110 items for full-text assessment. Of these, 60 records were excluded after the full-text review due to unsuitable geographic focus, limited economic relevance, insufficient methodological transparency, or the absence of peer review. Consequently, the final synthesis included 50 records.

Table 2: Inclusion and exclusion criteria

Criterion type	Included	Excluded
Publication type	Peer-reviewed journal articles; systematic/scoping/bibliometric reviews; authoritative policy reports	Opinion pieces, blogs, non-academic summaries and inaccessible materials without sufficient bibliographic detail
Topic	Agritourism, agricultural tourism, farm diversification, agriculture-tourism linkages and rural tourism with economic outcomes	Tourism studies with no agricultural linkage or no rural development relevance
Economic outcomes	Income, employment, entrepreneurship, infrastructure, value chains, local multiplier effects, poverty alleviation	Purely cultural, environmental or marketing studies without economic evidence
Geography	Developing economies, emerging rural destinations, and transferable comparator studies	Studies exclusively focused on mature destinations with no theoretical or methodological relevance
Period	2012-2025 for main search; seminal sources retained for theory	Outdated sources with no methodological or theoretical relevance

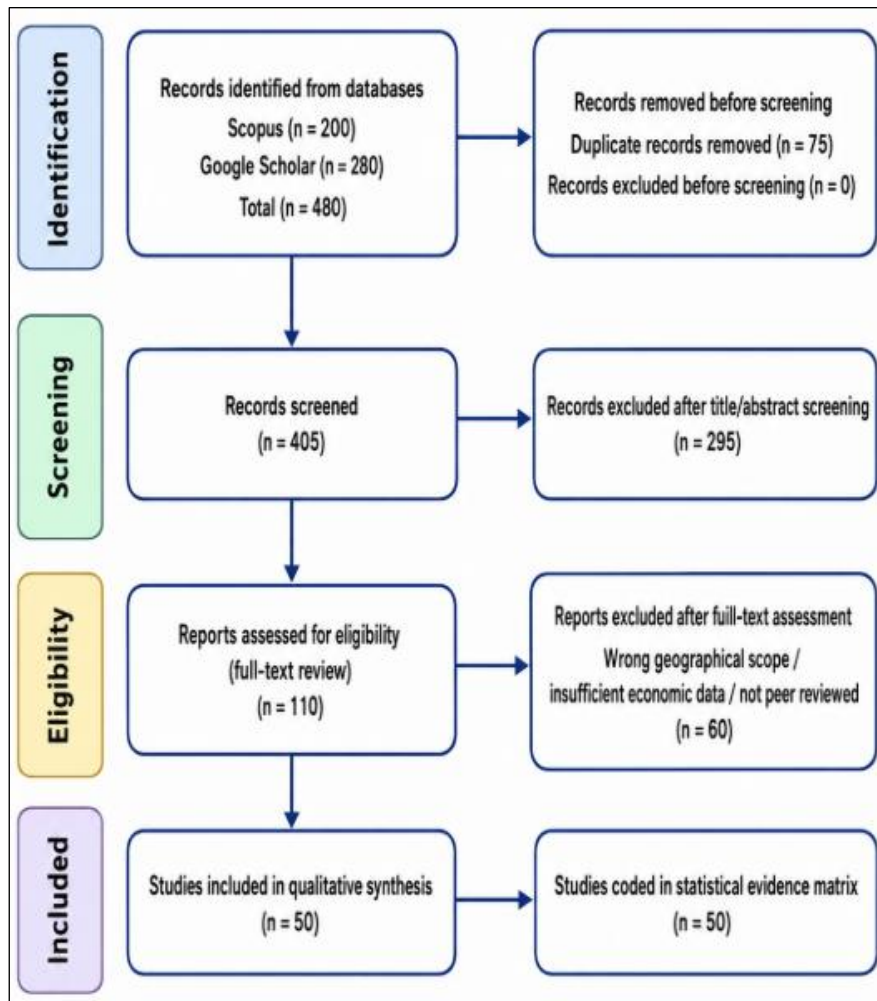


Figure 1: PRISMA 2020 flow diagram for study selection

3. Results

3.1 PRISMA protocol

The implementation of the PRISMA protocol resulted in the inclusion of 50 records in the final synthesis. The high exclusion rate following the title and abstract screening phase highlights the widespread use of the term "rural tourism" in the literature. Furthermore, several publications addressed rural tourism or sustainability but failed to examine agriculture-based experiences or economic outcomes. During the full-text evaluation stage, papers were primarily removed due to insufficient economic data or a geographical focus outside the scope of this review.

Table 3: PRISMA search and selection statistics

Stage	Number of records	Percentage of previous stage (%)	Decision
Records identified	480	100.0%	Initial search
Duplicates removed	75	15.6% of identified	Removed before screening
Records screened	405	84.4% of identified	Title and abstract screening
Records excluded at screening	295	72.8% of screened	Not relevant to criteria
Full-text reports assessed	110	27.2% of screened	Eligibility assessment
Full-text reports excluded	60	54.5% of full-text assessed	Wrong scope, insufficient economic data or methodological weakness
Studies included	50	45.5% of full-text assessed	Included in qualitative synthesis and evidence coding

3.2 Descriptive statistics

In terms of descriptive trends, a growing policy interest has emerged concerning rural resilience, post-pandemic tourism recovery, local food systems, and the transition toward sustainability. Recent bibliometric studies also confirm that agritourism and rural development have become increasingly prominent fields of research (Phillipson *et al.*, 2020; Ndhlovu & Dube, 2024; Yasin & Bacsı, 2025).

Geographically, the literature focuses predominantly on data gathered from Asia and Africa, with significant contributions from Iran, Thailand, Vietnam, India, China, Indonesia, Kenya, Tanzania, Senegal, Zimbabwe, and Angola (Kessy *et al.*, 2018; Kipkorir *et al.*, 2022). In contrast, European case studies are utilized primarily for methodological comparison, policy transfer, and the analysis of support programs.

Table 4: Distribution of included records by publication period

Publication period	Number of records	Share of sample
2004-2011	4	8.0%
2012-2015	5	10.0%
2016-2019	8	16.0%
2020-2022	17	34.0%
2023-2026	16	32.0%

Table 5: Distribution of included records by region

Region	Number of records	Share of sample (%)
Asia	14	28.0%
Africa	10	20.0%
Europe	8	16.0%
Latin America & Caribbean	2	4.0%
Global / Mixed	16	32.0%

Table 6: Methodological profile of included records

Methodological category	Number of records	Share of sample (%)
Quantitative/econometric	7	14.0%
Qualitative/case/policy	20	40.0%
Review/bibliometric/scoping	7	14.0%
Mixed methods	4	8.0%
Conceptual/modelling	12	24.0%

3.3 Direct economic benefits

The study identified income diversification as the primary direct benefit of agritourism, which enables rural households to combine agricultural production with hospitality services, organized experiences, and direct sales. This approach reduces vulnerability to fluctuations in single-crop or commodity markets. Data from Iran, China, Malaysia (Jaunis *et al.*, 2022), India, and other developing contexts indicate that rural households often view agritourism as a mechanism to stabilize income and improve market access (Lak & Khairabadi, 2022; Jin *et al.*, 2022; Tiraieyari & Hamzah, 2012).

A second direct benefit is job creation, as agritourism provides employment for those involved in accommodation, food preparation, guided tours, transportation, handicraft production, farm maintenance, marketing, and event organization. In rural communities with limited non-agricultural employment opportunities, these activities can be particularly significant for women, youth, and older residents. Specifically, women residing in rural areas, as opposed to their urban counterparts, gain access to inclusive employment opportunities through the intersection of agritourism and digitalization.

Furthermore, agritourism fosters farm-based entrepreneurship by encouraging farmers to develop new products, improve quality, incorporate local narratives into product presentations, and communicate their value directly to visitors. However, deficiencies in hospitality, language proficiency, digital marketing, and financial accounting remain key constraints.

Table 7: Frequency-coded direct economic benefits

Benefit category	Coded studies mentioning the theme	Interpretation
Income diversification / revenue	15	High recurrence
Market access / value chains	2	Emerging theme
SME and farm-enterprise performance	13	High recurrence
Employment and entrepreneurship	6	Moderate recurrence
Women/youth inclusion	2	Emerging theme

3.4 Indirect and multiplier effects

The indirect and multiplier effects of agritourism are more difficult to measure but are crucial for rural development. The review indicates that these multiplier benefits arise when visitors spend money not only at the farm itself but also on restaurants, transportation, shopping, tour guides, cultural events, and local products (Natsvlishvili *et al.*, 2020). The stronger the local supply chain, the greater the share of visitor spending

that remains within the rural economy. If farms purchase imported supplies, or if external entities control visitor flows, leakages diminish the development impact.

Agriculture-tourism linkages represent a critical pathway for rural growth. Tchouamou, Njoya and Nikitas (2020) demonstrate that tourism demand in Senegal has structural linkages with agriculture, though their intensity varies by sector. The same applies to agritourism, where benefits for rural development increase when local food, transport, handicrafts, accommodation, and tourism services are integrated into a cohesive value chain. Cluster-based approaches in Indonesia and partnership models in Vietnam offer examples of how policy and coordination can strengthen these multipliers. Infrastructure represents another critical pathway for the multiplier effect.

Agritourism frequently stimulates demand for roads, signage, internet access, healthcare facilities, public spaces, and visitor amenities. Such investments yield mutual benefits for local residents and neighboring enterprises. However, these infrastructure improvements require proper governance and adequate funding. Without state support, small-scale farmers may bear the financial burden of hosting visitors while lacking the capacity to upgrade their operations.

Table 8: Economic impact pathways identified in the review

Impact pathway	Mechanism	Expected development contribution	Main condition
Farm-level direct income	Accommodation, tours, food experiences, product sales	Income diversification and greater household resilience	Visitor demand and business capability
Employment creation	Jobs in hospitality, guiding, food services, crafts and transport	Reduced rural unemployment and youth/women inclusion	Training and inclusive recruitment
Short value chains	Direct sales and farm-to-tourist marketing	Higher margins for farmers and local producers	Product quality and market access
Local procurement	Farms and tourists purchase local supplies and services	Multiplier effects across SMEs	Strong local supplier networks
Infrastructure spillovers	Tourism demand encourages transport, digital and service upgrades	Improved rural accessibility and resident welfare	Public investment and coordination
Territorial branding	Local culture, landscapes and gastronomy become marketable assets	Destination differentiation and repeat visitation	Authenticity and marketing capacity

3.5 Challenges, obstacles, and critical success factors

This research underscores the structural obstacles impeding agritourism development, most notably seasonality. Because visitor demand typically concentrates around harvest periods, holidays, or favorable weather windows, it frequently induces income instability and employment volatility. Conversely, these seasonal effects can be mitigated through the implementation of year-round experiential activities, culinary events, educational programs, festivals, and diversified tourism packages.

The second major barrier is access to finance, as smallholder farmers frequently encounter credit constraints due to a lack of sufficient collateral or established credit histories. Conversely, agritourism initiatives necessitate substantial capital investments in accommodation, sanitary facilities, safety measures, signage, and marketing. Implementing public grants, microfinance mechanisms, blended finance, and cooperative investment models can effectively lower these barriers to entry. In this regard, Sgroi *et al.* (2018) and Grillini *et al.* (2022) underscore the critical role of state interventions and fiscal support programs in fostering a robust competitive advantage.

The third obstacle concerns skills and organizational capacity. Agritourism entrepreneurs must effectively manage visitor relations, safety protocols, digital marketing channels, customer satisfaction, and quality standards. Within developing economies, however, the availability of these specialized skills is frequently limited. For this reason, targeted training programs represent a key policy tool for capacity building. The fourth obstacle stems from fragmented governance, as agritourism converges at the intersection of agriculture, tourism, rural development, transport, food safety, culture, and environmental protection. Consequently, systemic failures in cross-sectoral coordination subject agricultural holdings to ambiguous regulations and inadequate institutional support (Dsouza *et al.*, 2024; Kubickova & Campbell, 2020).

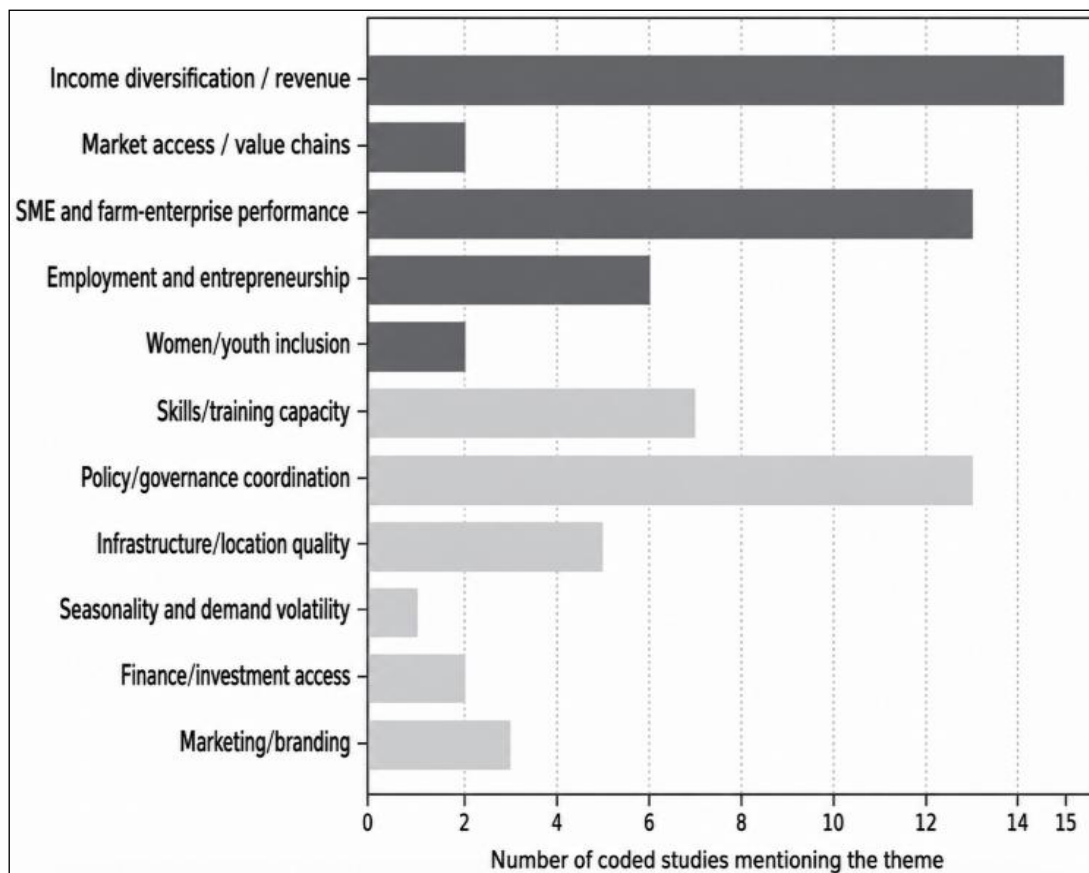


Figure 2: Frequency of economic benefits and implementation challenges across coded records

Table 9: Key challenges and policy responses

Challenge	Economic risk	Policy/managerial response	Representative literature
Seasonality	Unstable employment and income volatility	Develop off-season events, food festivals, learning programmes and diversified packages	Adamov <i>et al.</i> , 2020; Lun <i>et al.</i> , 2016
High start-up cost	Exclusion of small farmers and low-quality facilities	Grants, microcredit, cooperative investment, public-private infrastructure support	Sgroi <i>et al.</i> , 2018; Grillini <i>et al.</i> , 2022
Skills gap	Poor visitor experience and weak repeat demand	Training in hospitality, digital marketing, accounting, safety and storytelling	Malkanathi & Routry, 2011; Tiraieyari & Hamzah, 2012
Weak infrastructure	Low accessibility and high transaction costs	Integrated rural transport, broadband, sanitation and signage investments	Lak & Khairabadi, 2022; UNWTO, 2020
Policy fragmentation	Unclear rules and duplicated responsibilities	Cross-ministerial coordination, local implementation units and one-stop support	Dsouza <i>et al.</i> , 2024; Kubickova & Campbell, 2020
Unequal benefit distribution	Elite capture or leakage from local economy	Community governance, local procurement rules and inclusive participation	Baipai <i>et al.</i> , 2023; Naidoo & Pearce, 2018

4. Discussion

The theory of farm diversification conceptualizes agritourism within a broader transition from single-commodity agriculture toward multifunctional farm enterprises. According to Barbieri and Mahoney (2009), such diversification serves as an attractive adaptation strategy, enabling farm households to concurrently pursue economic and non-economic objectives, including income stability, family employment, and overall quality of life.

Unlike conventional tourism, agritourism is distinct because its core visitor experience is intrinsically rooted in agricultural resources. Visitors experience the rural landscape, agricultural knowledge, local products, and the traditional way of life. This unique context generates avenues for direct on-farm sales, premium pricing options, and more robust producer-consumer relationships. Tew and Barbieri (2012) found that farmers perceive agritourism not only as a profit-generating tool but also as a marketing channel and a means of educating visitors about agriculture. This function is particularly critical for developing economies, where smallholders frequently face limited market access and a heavy reliance on intermediaries.

The mechanism of diversification is particularly critical where smallholders face the systemic vulnerabilities of climate change, price volatility, and global competition. However, transitioning to this model demands a diverse skill set, encompassing hospitality and customer relationship management, visitor safety, storytelling, digital promotion, and basic accounting.

Sustainable rural development combines economic vitality, social equity, cultural continuity, and environmental stewardship (Krishna *et al.*, 2020). Agritourism is

frequently conceptualized as a multi-dimensional tool capable of advancing all four pillars. Specifically, it enhances rural livelihoods by generating income and employment, fosters social cohesion through community participation, safeguards culinary traditions and cultural landscapes, and generates incentives for the conservation of environmental resources.

Recommendations by UNWTO (2020) highlight that tourism serves as an effective tool for rural development only when it is integrated into the local economy in an inclusive manner. Empirical evidence from Iran, Zimbabwe, Thailand, and India further demonstrates that policy support and community participation are crucial prerequisites for generating sustained rural benefits (Tseng *et al.*, 2019; Lak & Khairabadi, 2022; Baipai *et al.*, 2023; Dsouza *et al.*, 2024; Nematpour *et al.*, 2024).

It is critical that agritourism initiatives do not focus merely on arrival volumes, but rather evaluate the extent of local revenue retention and whether women and youth secure employment or entrepreneurial opportunities. Furthermore, enhancing smallholders' capacity to achieve higher profit margins is essential, as it enables them to reinvest in improving their products and services—factors that collectively determine the aggregate economic impact.

The economic impact of agritourism is analytically conceptualized through direct and indirect effects. Direct effects encompass the primary revenue streams generated by agricultural enterprises, such as accommodation, admission fees, organized tours, catering services, and direct-to-consumer product sales (Kottara & Asonitou, 2024; Kottara *et al.*, 2025). Indirect effects arise through the establishment of backward linkages, as farms purchase goods and services from local suppliers, including food processors, transporters, tradespeople, construction operators, and marketing firms (Mathouraparsad & Maurin, 2017; Kazlouski *et al.*, 2020; Kottara, Charamis & Gonidakis, 2025a, 2025b; Kottara, Kavalieraki-Foka & Asonitou, 2026).

The magnitude of these multiplier effects depends critically on the depth of the intersectoral linkages between agriculture and tourism. Tchouamou, Njoya, and Nikitas (2020), utilizing a structural path analysis in Senegal, highlight the importance of examining how tourism demand connects to domestic agriculture and associated sectors. When these linkages are deficient, economic leakage occurs as tourism expenditure is redirected toward imported supplies or external tour operators. Conversely, robust linkages enable tourism to stimulate local food systems, small businesses, and broader service ecosystems.

Consequently, the literature on agritourism increasingly focuses on business clusters, value chains, and territorial networks. Integrated cluster development in Indonesia, public-private partnerships in Vietnam (Wu *et al.*, 2022), and support programs in Italy, the US, and South Africa highlight the economic value of agritourism increasing when farms operate not as isolated entities, but as nodes within broader local systems (Rogerson, 2012; Grillini *et al.*, 2022; Marpaung *et al.*, 2025; Nguyen & Lee, 2025). Despite the research conducted to date, three key gaps remain. Specifically, most scholarly attention on agritourism focuses on mature destinations rather than developing countries. Furthermore, many investigations examine these economic benefits in general

terms, failing to distinguish between direct income at the farm level and indirect regional multiplier effects. Another critical issue concerns the barriers to implementing agritourism; these are often described on a case-by-case basis but are not integrated into a unified policy framework that explains why certain initiatives foster its expansion while others undermine it.

The findings indicate that agritourism can serve as a mechanism for rural development when integrated into local agricultural systems and supported by adequate governance. There is a consensus that agritourism contributes directly to income diversification, job creation, and on-farm entrepreneurship (Barbieri & Mahoney, 2009; Bhatta & Ohe, 2020). In developing economies, these factors are particularly significant because rural households often face volatile markets and limited access to non-agricultural employment.

This research also demonstrates that the economic value of agritourism should not be measured solely by farm profits, as agritourism also functions as a market-creation mechanism. More specifically, it connects farmers with visitors, transforms local products into experiential goods, and enhances the visibility of rural areas. Tew and Barbieri (2012) highlight the promotional value of agritourism, and current research aligns with this view, demonstrating how such marketing outcomes translate into developmental impacts when they strengthen short value chains, local sourcing, culinary tourism, and the destination's territorial identity.

The distinction between direct benefits and multiplier pathways is noteworthy. While direct benefits are visible at the farm or household level, broader rural development depends on linkages with hospitality, transportation, local handicrafts, food processing, and retail sectors. This underscores the importance of structural pathway analysis and value chain approaches in tourism research (Tchouamou, Njoya & Nikitas, 2020). Consequently, where these linkages are strong, visitor spending circulates within the community; conversely, where they are weak, economic leakage limits the developmental potential of the rural area.

However, agritourism does not automatically reduce poverty or generate inclusive growth. Instead, it can perpetuate inequalities if participation is limited to the most financially powerful farmers, if women and young people remain confined to low-paid roles, or if external intermediaries capture the bulk of visitor spending.

Thus, community participation and local ownership are not merely optional social goals but economic prerequisites for retaining value locally. This finding aligns with studies emphasizing stakeholder coordination and community-based planning in diverse contexts, such as Zimbabwe and Honduras (Baipai *et al.*, 2023; Kubickova & Campbell, 2020).

Furthermore, the role of the state emerges as pivotal, given that public authorities influence agritourism through regulatory, financial, and developmental frameworks—including infrastructure, training, certification, and food safety standards.

Studies on support programmes and policy frameworks indicate that fragmented public action undermines implementation (Grillini *et al.*, 2022; Dsouza *et al.*, 2024). Consequently, cross-sectoral coordination among ministries, spanning tourism,

agriculture, rural development, culture, and the environment, is essential, requiring aligned responsibilities and common indicators.

5. Conclusions

This systematic literature review reveals that agritourism serves as a pivotal catalyst for the economic and social empowerment of rural communities, particularly within developing economies. The findings indicate that its most significant direct benefits encompass the diversification of rural household income, the enhanced performance of small-scale agricultural and local enterprises, and the generation of new avenues for employment and entrepreneurship.

Agritourism, therefore, functions not merely as a peripheral tourism activity but as a strategic framework for diversifying the agricultural enterprise, one that reduces dependence on volatile commodity markets and strengthens the resilience of local economies.

Furthermore, the true developmental value of agritourism extends beyond the individual farm level to encompass the broader regional economy. Indirect and multiplier effects become evident as visitor spending permeates local supply networks, food processing, handicrafts, transportation, hospitality services, and other small and medium-sized enterprises.

Therefore, the extent to which agritourism contributes to rural development depends decisively on the strength of the linkages between agriculture, tourism, and local value chains. Where these connections are robust, benefits permeate the community; conversely, where they are weak, economic leakages occur that limit the overall impact. Furthermore, critical inhibiting factors include seasonality, high startup costs, skills shortages, inadequate infrastructure, fragmented governance, and the unequal distribution of benefits.

In conclusion, agritourism can evolve into an effective tool for sustainable rural development only when supported by coordinated public policies, targeted capacity-building initiatives such as financial access, training, and digital promotion, active community participation, and mechanisms ensuring that the value generated remains within the local economy.

6. Limitations and Future Research

One limitation arising from the present research is the conceptual heterogeneity found in the international literature; terms such as agritourism, agricultural tourism, rural tourism, and farm diversification are not always used consistently, often resulting in distinct activities being grouped into the same analytical category. Furthermore, the thematic coding primarily reflects the frequency with which specific economic benefits or obstacles are mentioned in the selected studies, rather than the actual magnitude of their economic impact; consequently, a higher thematic frequency should not automatically imply a stronger causal effect.

Uneven geographical representation also constitutes a limitation, as the literature is heavily concentrated on Asia and Africa, while regions such as Latin America and the Caribbean remain underrepresented, thereby limiting the generalizability of the findings across all developing economies. Future research should develop more robust causal research designs. Promising methodologies include difference-in-differences analyses for communities pre- and post-agritourism implementation, household-level panel surveys, input-output and social accounting matrix models, and spatial econometrics.

Additionally, randomized or quasi-experimental evaluations of training and funding interventions would be highly valuable. Future studies should also examine gender-disaggregated outcomes, youth entrepreneurship, digital platforms, climate change adaptation, and rates of economic leakage.

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Conflict of Interest Statement

The authors confirm that this research was conducted and reported free of any conflict of interest, whether financial or otherwise. No individual or organisation with a commercial interest in the subject of this study provided either author with funding, employment, consultancy fees, shareholdings, honoraria, or payment for expert testimony. The study was undertaken independently, and no institutional, commercial, or personal relationship influenced the analysis, the findings, or the integrity of the manuscript. Any financial support connected with the work is disclosed in full in the acknowledgements. The authors attest that the manuscript is the product of impartial scholarly enquiry, carried out in keeping with recognised standards of academic integrity and research ethics.

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