



Bibliometric analysis of agritourism and sustainability: A comparison of developed and developing countries

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Abstract

This study conducts a bibliometric analysis of agritourism and sustainability, focusing on differences in research trends between developed and developing countries. Agritourism has become a key tool for promoting sustainable rural development by enhancing economic diversification, conserving the environment, and preserving cultural heritage. In developed nations such as the United States and Italy, the emphasis is on financial viability and ecological sustainability, with attention to resource efficiency and long-term farm survival. Conversely, developing countries like India, Nigeria, and Zimbabwe focus on poverty alleviation and improving farmers' livelihoods. Using advanced analytical tools, this study examines approximately 250 scholarly articles published between 2000 and 2024. The analysis reveals that economic aspects are prioritized in developed countries, whereas developing nations leverage agritourism to foster growth and community development. Barriers in developing regions include inadequate infrastructure, limited access to technologies, and low literacy among farmers, which hinders effective participation. The findings emphasize the need for supportive policies and investment in agritourism infrastructure to unlock its potential. This study aims to inform policymakers about varying trends and strategies across different contexts, contributing to more effective rural development worldwide.

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Introduction

Agritourism, as part of broader efforts toward sustainable rural development, has garnered considerable attention from researchers and policymakers in recent decades. This form of tourism encompasses activities such as farm visits, local culinary experiences, and direct engagement with agricultural environments. It has also been recognized as a valuable tool for diversifying rural economies and enhancing farmers' livelihoods. In addition, agritourism plays a critical role in preserving Indigenous cultures, promoting traditional farming practices, and conserving natural resources (Roman & Kawęcki, 2023). Given its importance to rural development and its potential to improve economic, environmental, and cultural sustainability, agritourism has become a central focus in scientific research.

Bibliometric studies indicate that the economic aspect of agritourism has received more attention from researchers than other dimensions, such as environmental and cultural sustainability (Ndhlovu et al., 2024). In developed countries, numerous studies emphasize agritourism's economic benefits to farmers and rural communities. For instance, a study conducted in Austria found that agritourism increases the likelihood of farm survival by 10.3% (Firgo & Pennerstorfer, 2023). Conversely, in developing countries, research focuses on agritourism's potential to create additional income opportunities and bolster local economies (Chowdhury, 2024; Olagunju, 2024). These studies suggest that agritourism can serve as a key tool for improving the quality of life for farmers and rural residents.

In addition to economic benefits, agritourism contributes to environmental sustainability in various regions. The diversification of farm activities helps restore traditional farming practices and promote sustainable livelihoods (Wu et al., 2024). Agritourism plays a critical role in this process by encouraging the revival of traditional agricultural methods that are deeply rooted in local culture. These practices not only reinforce cultural continuity but also contribute to environmental sustainability. Traditional methods are often better adapted to local ecological conditions, require fewer

chemical inputs, and help preserve Indigenous knowledge systems. Moreover, they enhance the authenticity of the tourist experience, an essential factor for rural tourism success. Studies such as Mahmoodi et al. (2022) emphasize that reviving traditional farming practices strengthens both ecological sustainability and socio-cultural resilience in rural communities.

Agritourism allows farmers to use natural resources more efficiently and adopt sustainable practices. For example, studies in the Philippines highlight challenges such as waste management and bureaucratic hurdles as critical obstacles to sustainable agritourism development, necessitating appropriate management (Alar, 2024). Agritourism contributes to more efficient and sustainable use of natural resources through multiple mechanisms. First, integrating tourism and agriculture enables multifunctional land use, allowing farms to generate income from both agricultural production and visitor services. Second, empirical evidence from China demonstrates that agriculture-tourism integration enhances agricultural eco-efficiency, reducing inputs such as pesticides and fertilizers while maintaining output levels (Wang et al., 2024). Third, A comprehensive review by Ammirato et al (2020) highlights that agritourism contributes significantly to fostering environmentally conscious behaviors and encourages farmers to align their practices with ecological and social sustainability goals. Their bibliometric analysis identified key trends in how agritourism supports sustainable land use and promotes environmental stewardship. Similarly, Selvaggi and Ingrassia et al (2023) found that agritourism providers and tourists in Italy adopt circular economy principles by reducing food waste, preferring seasonal and local products, and supporting ethical environmental choices—practices that mitigate environmental impacts and improve resource efficiency.

However, significant differences emerge between studies conducted in developed and developing countries. While developed countries primarily focus on agritourism's cultural and environmental aspects,

developing nations emphasize economic opportunities and poverty alleviation through agritourism (Zvavahera & Chigora, 2023; Sirima, 2023). For instance, in Zimbabwe and Kazakhstan, agritourism is viewed as a tool for socioeconomic transformation (Shokhan et al., 2023; Hasanzadeh, 2023).

This article employs a bibliometric analysis to comprehensively review existing studies on agritourism and sustainability, comparing research trends in developed and developing countries. The primary objective of this research is to identify the strengths and weaknesses of current studies and offer recommendations for improving future policies and research in this field. Given the importance of agritourism in enhancing farmers' livelihoods and strengthening rural economies, this research can contribute to developing more effective strategies for sustainable rural development worldwide.

Literature Review

Agritourism and Economic Sustainability

Agritourism has emerged as a vital tool for promoting economic sustainability and rural development, particularly in regions where agriculture forms the backbone of local economies. Numerous studies have examined how agritourism can catalyze economic revitalization, income diversification, and the promotion of sustainable rural livelihoods. By integrating tourism with agricultural practices, agritourism provides additional income streams for farmers and creates economic opportunities for local communities while preserving cultural and environmental heritage.

In South Africa, Cheteni and Umejese (2022) demonstrated that agritourism contributes to sustainable development in the Wild Coast region, offering economic benefits while preserving the environment. Similarly, Chiodo et al. (2019) emphasized the sustainability of agritourism in mountainous areas, highlighting its role in overcoming geographical challenges. Ciolac et al. (2019) further underscored agritourism's potential as a tool for sustainable development, noting its capacity to improve public health and attract investment in rural areas.

In Eastern and Central Europe, Faganel (2011) highlighted the economic benefits of sustainable agritourism, showing how it diversifies rural economies and fosters long-term sustainability. Roman and Kawęcki (2023) emphasized agritourism's resilience during the COVID-19 pandemic, illustrating how the sector adapted to the increased demand for safe, rural travel experiences and remained profitable despite global economic challenges.

Hill et al. (2014) examined agritourism's economic value from visitors' perspectives, analyzing spending habits and its positive fiscal impact on local communities. In Nigeria, Olagunju (2024) identified agritourism as a driver for rural revival and sustainable development, particularly in deprived areas. In the United States, Hollas et al. (2021) identified key factors contributing to agritourism's profitability, such as effective marketing and fiscal management.

Roman and Grudzień (2021) reaffirmed agritourism's profitability and resilience during the pandemic, while Hranovska and Alieshchenko (2019) illustrated how agritourism diversifies agricultural enterprises, providing farmers with new revenue streams. Jęczmyk et al. (2021) explored the integration of animals into agritourism, noting how it promotes sustainable development by enhancing visitor experiences and encouraging broader participation.

In New Jersey, Schilling et al. (2014) analyzed the economic benefits of agritourism, demonstrating its role in boosting local economies and supporting rural development. These studies demonstrate how agritourism fosters economic sustainability by creating jobs, generating income, and promoting the sustainable use of natural and cultural resources.

Agritourism has also been recognized as a vital tool for diversifying farmers' incomes. Comen and Foster (2006) found that many agritourism ventures were initiated to supplement agricultural incomes, helping sustain marginal farms through successful marketing and visitor experience management. Firgo and Pennerstorfer (2023)

demonstrated that agritourism increased farm survival rates in Austria, with farm policies supporting agritourism proving particularly effective in preserving small and medium-sized farms.

In developing countries, agritourism plays a significant role in poverty reduction. Chowdhury (2024) illustrated how agritourism in India created job opportunities and increased rural incomes, especially in resource-limited areas. Additionally, Grillini et al. (2022) explored agritourism's indirect economic benefits, finding that it enhanced social interactions and strengthened local economies in the Tyrol/Trentino region. In Uzbekistan, Togaymurodov et al. (2023) identified factors like income and education as critical drivers of farmers' participation in agritourism, affecting farm revenue.

In Africa, Zvavahera and Chigora (2023) examined the socioeconomic impacts of agritourism in Zimbabwe, emphasizing its potential to drive economic and social development in rural areas. Agritourism not only serves as an alternative income source but also spurs entrepreneurship. In Iran, Lak and Khairabadi (2022) highlighted agritourism's potential to economically empower rural residents and transform employment structures. However, they emphasized the need for legal regulations to manage the industry's growth effectively.

Overall, these studies illustrate the broad economic and social benefits of agritourism, positioning it as a critical component of strategies for rural economic sustainability. Agritourism enables farmers to diversify their income, supports local economies, and promotes sustainable resource use, making it a powerful tool for rural development worldwide.

Agritourism and Environmental Sustainability

Agritourism has increasingly been recognized as a powerful tool for promoting economic and environmental sustainability in rural areas. By integrating tourism with agricultural practices, agritourism facilitates the optimal use of natural resources, supports conservation efforts, and fosters sustainable rural livelihoods. Numerous studies from

around the world highlight agritourism's potential to contribute to environmental sustainability while mitigating the negative impacts of traditional agriculture.

In South Africa, Cheteni and Umejesi (2022) explored the sustainability of agritourism in the Wild Coast region, emphasizing the need to balance economic benefits with ecological preservation. Similarly, Chiodo et al. (2019) focused on agritourism in mountainous areas, demonstrating how this form of tourism helps overcome environmental challenges in fragile ecosystems by promoting responsible land use and resource management.

A comprehensive review by Ammirato et al. (2020) provided a systematic analysis of agritourism, highlighting best practices for enhancing environmental sustainability in rural networks. Their work shows that agritourism can serve as a platform for introducing sustainable agricultural techniques and reducing environmental degradation. In another study, Ciolac et al. (2019) emphasized how agritourism can improve the health of rural settlements by encouraging environmentally sustainable practices in the Apuseni Mountains of Romania.

In the Southern Caspian Sea region of Iran, Chenari et al. (2024) evaluated the environmental capacity of rural areas for agritourism, underscoring the importance of ecological preservation in regions such as Guilan, Mazandaran, and Golestan. Their findings suggest that agritourism development must carefully balance rural economic growth with environmental protection to ensure long-term sustainability.

A study by Ammirato and Felicetti (2014) examined how agritourism fosters sustainable development in rural communities through field research. They found that initiatives aimed at environmental sustainability improve local ecosystems and contribute to rural areas' social and economic resilience.

In Romania, Călina et al. (2017) focused on the sustainable development of agritourism near Cozia National Park, showing how agritourism can be leveraged to protect biodiversity while providing economic

opportunities for local populations. Garrod et al. (2006) introduced the "countryside capital" concept, illustrating how agritourism promotes environmental sustainability by reconceptualizing rural resources as valuable assets for conservation and tourism.

Wu et al. (2024) explored how agritourism can help restore traditional agricultural practices while achieving sustainable livelihoods. Their research found that farm diversification through agritourism supports rural economies and promotes environmental sustainability by innovatively utilizing natural resources. In the Philippines, Alar (2024) addressed ecological challenges such as waste management on agritourism farms, demonstrating how proper management practices can reduce environmental impacts and enhance sustainability.

In Nigeria, Olagunju (2024) demonstrated that agritourism can be a conservation tool, reducing pressure on natural resources and contributing to sustainable rural development. By establishing ecotourism routes and minimizing tourism's environmental footprint, agritourism in countries like Nigeria and Tanzania has the potential to safeguard ecosystems while providing economic benefits.

Technological innovations in agritourism are also crucial to environmental sustainability. Prapas et al. (2023) investigated augmented reality (AR) in agritourism, showing how intelligent technologies can enhance tourists' experiences while raising awareness of environmental conservation. These technologies facilitate more profound engagement with natural environments and promote sustainable farming practices. Augmented Reality (AR) refers to the integration of digital information with the user's environment in real time. In the context of agritourism, AR can be used to enhance visitor experiences by providing interactive farm tours, real-time crop information, or educational content through smartphones or smart glasses. This technology has the potential to increase tourist engagement, promote sustainable practices, and improve farm productivity.

Agritourism has been shown to help preserve biodiversity and protect natural resources in rural European areas. For instance, Stăncioiu et al. (2022) highlighted the importance of quality management and sustainable development in agritourism, demonstrating that these practices can reduce environmental impacts while contributing to the economic development of rural regions.

In summary, the global body of research underscores the dual role of agritourism in promoting both environmental and economic sustainability. From protecting biodiversity and reducing ecological footprints to fostering sustainable livelihoods, agritourism is increasingly recognized as a critical contributor to the sustainable development of rural areas. Each of these studies highlights the multifaceted ways in which agritourism can balance environmental preservation with economic growth, making it a critical component of rural sustainability strategies worldwide.

Agritourism and Cultural Sustainability

Agritourism has increasingly been recognized for its significant role in promoting cultural sustainability. It is a powerful tool for preserving local traditions, heritage, and cultural identities. By integrating tourism with agricultural practices, agritourism contributes to economic development and supports the protection and revitalization of cultural assets, particularly in rural communities.

Ruiz (2004) explored agritourism as an economic and cultural strategy for sustainable local development, emphasizing its potential to preserve cultural identity and enhance community pride. Similarly, Lapan & Barbieri (2013) examined the role of agritourism in heritage preservation, highlighting how it helps maintain local traditions and safeguard cultural heritage, especially in rural areas where traditional ways of life are threatened by modernization and urbanization.

In Poland, Sadowski & Wojcieszak (2019) analyzed the geographic distribution of agritourism activities and their relationship with various regions' cultural and natural attractiveness. Their study indicated that

areas with rich cultural and natural heritage are more likely to attract agritourism, reinforcing the importance of cultural sustainability in agritourism practices.

Chironi (2001) focused on agritourism in Sicily, demonstrating how this tourism helps preserve local cultural practices, traditional food heritage, which is an integral part of Sicily's identity. Cors-Iglesias et al. (2023) further explored this connection between food culture and tourism, finding that incorporating local food products into agritourism services strengthens the bond between producers and consumers, fostering cultural exchange and reinforcing food traditions.

In the Philippines, Salva & La Penia (2022) studied agritourism management in Dingalan, Aurora, focusing on how it aligns with local cultural projects to create jobs and preserve the community's cultural heritage. Agritourism initiatives in such regions often serve as vehicles for economic empowerment and cultural conservation.

Belias et al. (2018) highlighted consumer behavior patterns in Greece, demonstrating how tourists are drawn to agritourism experiences that allow them to engage with and appreciate local culture and traditions. This engagement benefits local communities economically and plays a crucial role in preserving intangible cultural heritage.

In Iran, Zamani-Farahani & Musa (2012) examined how Islamic religiosity shapes residents' perceptions of the socio-cultural impacts of tourism in towns like Sare'in and Masooleh. Their findings suggest that agritourism can be harmonized with local cultural and religious values, promoting sustainable tourism that respects and reinforces the socio-cultural fabric of these communities.

Karampela et al. (2023) linked agritourism experiences to individual well-being, showing that preserving local cultures and rural identities through agritourism positively influences visitors' sense of happiness and cultural appreciation. This reinforces the idea

that agritourism is not only beneficial for the economy and local communities but also for the cultural enrichment of visitors.

In Zimbabwe, Zvavahera & Chigora (2023) emphasized the role of agritourism in promoting local cultures and strengthening cultural identity, noting its positive effects on preserving traditions and enhancing social interactions within rural communities. Similarly, Sirima (2023) studied strawberry farming as an agritourism activity in Tanzania, demonstrating that such activities can preserve local traditions while reinforcing cultural identities.

Finally, Grillini et al. (2022) found that European agritourism helps preserve cultural heritage by introducing it to international tourists. Their study confirmed that agritourism strengthens cultural identity and enhances relationships between tourists and local communities, fostering social interactions and cultural exchange.

In conclusion, agritourism is crucial in maintaining and promoting cultural sustainability across diverse regions. It serves as a platform for preserving local traditions, fostering cultural exchanges, reinforcing community identities, and contributing to economic development. Each of these studies illustrates how agritourism can be effectively utilized as a strategy for cultural preservation, making it a vital element of sustainable rural development worldwide.

Numerous studies have demonstrated that agritourism generates significant economic, environmental, and cultural impacts. In developed countries, the focus is on agritourism's environmental and cultural sustainability. In contrast, developing countries prioritize creating economic opportunities and alleviating poverty through agritourism initiatives. These differences underscore the importance of adopting localized and region-specific approaches to agritourism development. Furthermore, the need for well-designed policies to support and sustain this industry is essential for maximizing its potential across different contexts.

Bibliometric Analysis

Research Methodology

This bibliometric study used quantitative and qualitative methods to analyze the scientific literature on agritourism and sustainability. Reputable databases, including Web of Science, Scopus, and Google Scholar, were the primary sources for identifying relevant scientific articles. The analysis included articles published between 2000 and 2024 that directly or indirectly addressed agritourism and its economic, environmental, and cultural dimensions.

Bibliometric Analysis Tools

Advanced bibliometric tools, including VOSviewer and CiteSpace, were employed to analyze the collected data. These tools facilitate examining relationships between authors, countries, and articles and map citation networks. VOSviewer, a vital tool for analyzing citation clusters and identifying collaboration patterns among authors, was used to visualize scientific connections. CiteSpace was utilized to track research trends and identify emerging topics in agritourism, focusing on changes in attention to its economic, environmental, and cultural dimensions over time.

Article Search and Selection Methods

Initially, keywords such as "agritourism," "sustainability," "economic sustainability," "environmental sustainability," "cultural sustainability," and "rural development" were used to search for articles across the databases. After collecting more than 400 scientific articles, selection criteria were applied based on their relevance to the primary research topics (sustainability in economic, environmental, and cultural dimensions), citation count, and publication date. This process narrowed the number of articles for the final analysis to approximately 250. These articles were selected from diverse countries, including developed and developing nations, to compare these two groups comprehensively.

Key Bibliometric Indicators

Several indicators were utilized in this bibliometric analysis to evaluate the articles. The number of published articles was used to

assess research activity trends in agritourism and sustainability, revealing a significant increase in interest over the past two decades. The number of citations served as a metric to measure the scientific impact of the articles, with papers receiving the highest number of citations considered vital works. The international collaboration index was also employed to assess scientific cooperation between countries in agritourism research. This index helped determine the extent of collaboration between developed and developing nations.

Data Analysis

After gathering the articles and extracting the necessary data, the analysis began using the specified software tools. In the first stage, the geographical distribution of the articles was examined to identify the countries contributing the most research. In the second stage, citation networks were mapped to explore the field's collaboration and knowledge dissemination patterns. Additionally, cluster analysis was employed to identify emerging topics and research trends in agritourism.

Bibliometric Findings

Geographical Distribution of Studies

The results of the bibliometric analysis revealed that developed countries, including the United States, Italy, Austria, and the United Kingdom, accounted for the most published articles on agritourism and sustainability. In Austria, Firgo and Pennerstorfer (2023) investigated the economic impacts of agritourism on farm survival, demonstrating that agritourism significantly increases the likelihood of survival for small and medium-sized farms. In contrast, developing countries such as India, Nigeria, Zimbabwe, and Tanzania have recently shown growing interest in this field. Studies like those by Chowdhury (2024) in India and Olagunju (2024) in Nigeria have explored the economic potential of agritourism in enhancing farmers' livelihoods and promoting rural development.

Table 1 presents the number of published articles on agritourism and their corresponding citations across various countries:

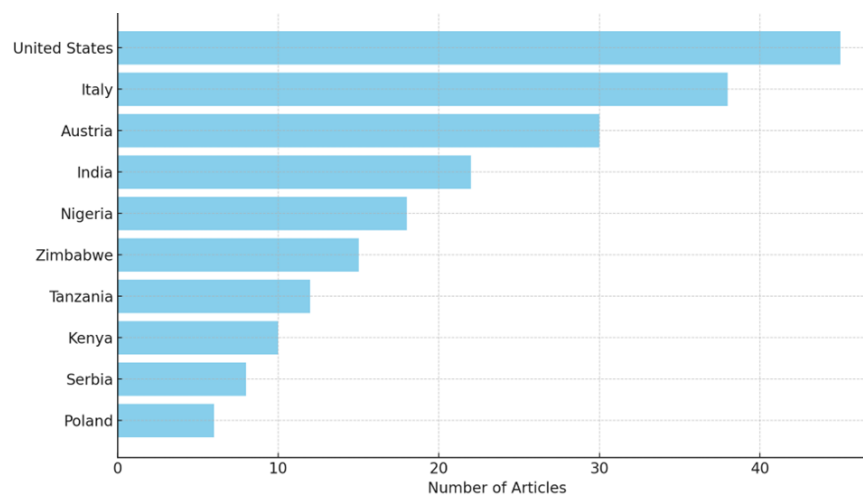
Table 1. Country-wise Distribution of Articles and Citations

Country	Number of Articles	Number of Citations
United States	45	1020
Italy	38	950
Austria	30	800
India	22	500
Nigeria	18	450
Zimbabwe	15	350
Tanzania	12	300
Kenya	10	220
Serbia	8	180
Poland	6	150

Table 1 highlights the distribution of research output and impact across various countries, displaying the contributions of both developed and developing nations to agritourism studies. The chart illustrating the number of published articles by country indicates that developed countries, such as the United States, Italy, and Austria, have produced the highest volume of research in agritourism. This suggests that these nations have prioritized research and development in this area, due to the economic significance of agritourism in strengthening local economies and its role in promoting sustainable development. In contrast, developing countries such as India and Nigeria are on the

list, though the number of articles they have published still needs to be higher than that of developed countries. This discrepancy may reflect these regions' recent growth and attention to agritourism.

Figure 1 illustrates the number of agritourism articles published by each country, with those contributing the highest number of publications positioned at the top. This visualization highlights the varying contributions of different countries to agritourism research, displaying the prominence of nations actively engaged in this field.

**Figure 1.** The number of agritourism articles published by each country.

To enhance the understanding of how agritourism affects rural economies across different contexts, Table 2 summarizes the most frequently cited economic effects identified in the reviewed literature. These effects are categorized and compared between developed and developing countries. The

comparison highlights variations in focus: for example, while income diversification and entrepreneurship are common themes in both contexts, developed countries tend to emphasize sustainability and resilience, whereas studies from developing nations often emphasize poverty alleviation,

infrastructure development, and employment creation. The table also provides representative references for each effect, along with the approximate number of studies addressing each theme. This categorization

enables a clearer understanding of research priorities and practical implications of agritourism in different socioeconomic environments.

Table 2. Comparative Economic Effects of Agritourism in Developed and Developing Countries

Economic Effect of Agritourism	Developed Countries (Authors, Year)	No. of Studies	Developing Countries (Authors, Year)	No. of Studies
Income diversification	Barbieri Mahoney (2009). Sonnino (2004)	4	Solimar International (2019)	3
Job creation & seasonal employment	McGehee & Kim (2004); Sharples & Vass (2006)	3	Gasimova et al. (2022), Southern Ag Today (2025)	2
Local entrepreneurship	Phillip et al. (2010). Tew & Barbieri (2012)	2	Thakur & Arora (2023), Zvavahera & Chigora. 2023	2
Rural infrastructure development	Nickerson et al. (2001)	1	Jain & Biswas (2021)	2
Strengthening community cohesion	Sharples & Vass (2006); Tew & Barbieri (2012)	3	One Planet Network (2023)	1

Note: Only representative studies are listed in the table. Full reference counts are based on the complete set of reviewed literature.

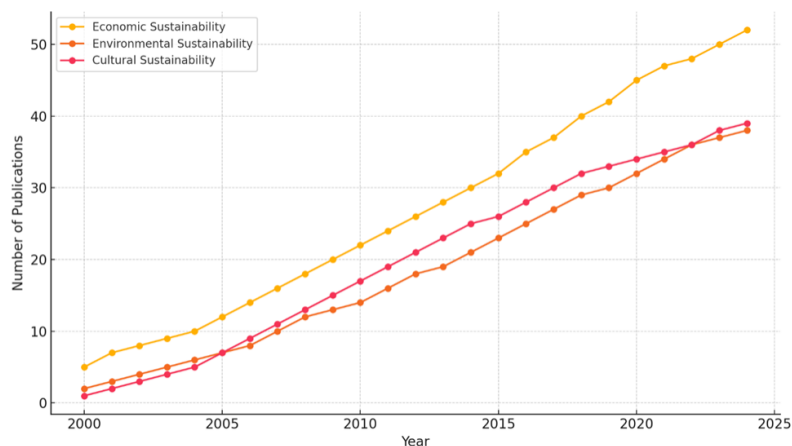


Figure 2. Research Trends in Agritourism (2000-2024)

Research Trends in Agritourism

An analysis of research trends revealed that the economic dimensions of agritourism received the most attention in developed countries. In contrast, developing nations focus more on utilizing agritourism as a tool for poverty reduction and creating new economic opportunities. For example, Comen and Foster (2006) found that agritourism can diversify farmers' incomes, helping small and medium-sized farms survive. Similarly, Grillini et al. (2022) demonstrated that agritourism farms in rural Europe have

positive economic and social impacts on local communities.

In contrast, studies in developing countries like Nigeria and Tanzania have concentrated on poverty alleviation and improving farmers' livelihoods. Zvavahera and Chigora (2023) in Zimbabwe highlighted agritourism's potential as a socioeconomic transformation tool in developing economies, showing that it can create new economic opportunities and reduce poverty in rural communities.

The chart below displays research trends in

agritourism from 2000 to 2024, segmented by economic, environmental, and cultural sustainability dimensions. It highlights the steady growth of publications over this period, with notable increases in all three dimensions, especially in economic and environmental sustainability.

International Collaboration

The analysis of collaboration networks between authors and countries revealed that developed countries are more actively engaged in international cooperation in this field. For instance, researchers from the United States, Austria, and Italy frequently collaborate on joint research projects. Papers

such as those by Firgo and Pennerstorfer (2023) and Grillini et al. (2022) exemplify the benefits of international collaboration in developed countries, leading to the production of high-impact scientific articles.

In contrast, international collaborations are rare in developing countries. For example, Olagunju (2024) in Nigeria and Sirima (2023) in Tanzania conducted independent research on agritourism and did not benefit as much from global networks. This highlights the need to strengthen scientific collaboration between developed and developing nations to enhance knowledge exchange and foster experience sharing.

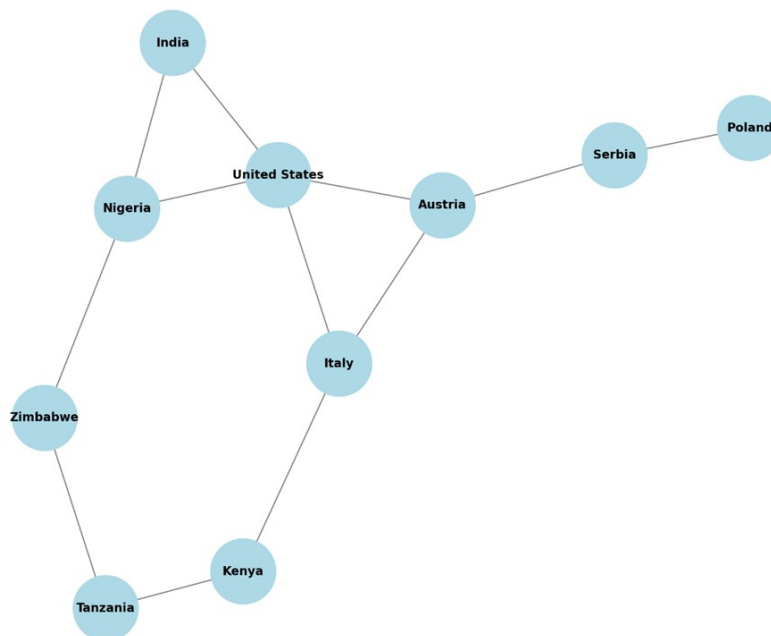


Figure 3. International Collaborations in Agritourism Research

This network graph illustrates the scientific collaborations between countries in agritourism research. The connections between nodes represent collaborative relationships in research projects, with countries such as the United States, Italy, and Austria demonstrating high international cooperation.

The international collaboration network chart highlights that developed countries, including the United States, Italy, and Austria, maintain active scientific partnerships in agritourism. The United States serves as a central hub in this network, collaborating with various

countries, including developed nations like Italy and Austria, as well as developing countries such as India and Nigeria. This underscores the role of international research and scientific cooperation in facilitating knowledge exchange and joint development. Meanwhile, developing countries like Nigeria and Tanzania are gradually entering international collaboration networks and establishing scientific partnerships with other nations, particularly their neighbors.

Citation Analysis

The citation analysis revealed that articles published in developed countries received the

highest number of citations. Papers examining the economic impacts of agritourism, such as those by Firgo and Pennerstorfer (2023) and Grillini et al. (2022), garnered the most citations due to their focus on economic issues and connections to sustainable development.

In contrast, studies conducted in developing countries, such as Nigeria, Tanzania, and Zimbabwe, have yet to receive as many citations as possible, due to the nascent state of agritourism research in these regions. For example, despite its positive findings on poverty reduction and improved livelihoods for farmers, Olagunju's (2024) article on the economic impacts of agritourism in Nigeria

has yet to garner as much global recognition as studies from developed countries.

However, citation networks indicate that some studies from developing countries, such as Zvavahera and Chigora (2023) in Zimbabwe, are gradually gaining more attention. These articles, which address specific challenges facing rural communities in developing regions, including poverty reduction and infrastructure improvement, are becoming valuable resources for researchers focused on sustainable development. Overall, articles exploring economic and social development in rural communities have significant potential to receive more citations.

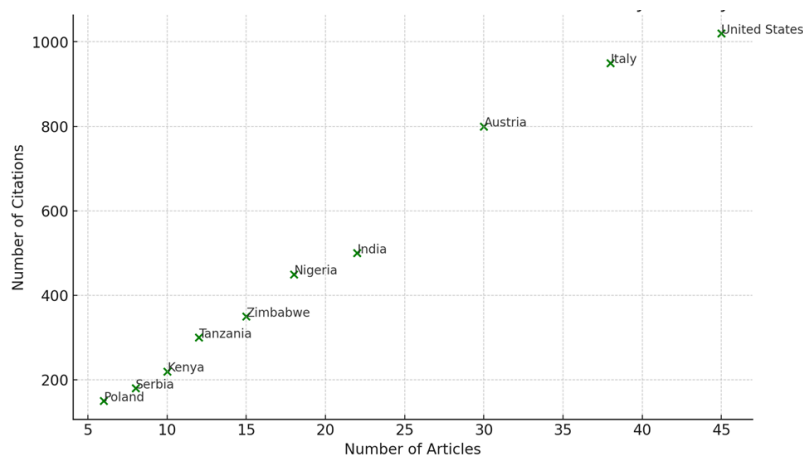


Figure 4. The relationship between the number of published articles and the corresponding citations for each country

Figure 4 illustrates the relationship between the number of published articles and the corresponding citations for each country. Countries with higher publication volumes, such as the United States and Italy, tend to have more citations. However, some countries with fewer articles, such as India and Nigeria, have still garnered significant citations, indicating that the content of these articles holds substantial scientific importance. This underscores the importance of research quality and addressing local issues and regional challenges.

Research Trend Analysis

Another key finding of the bibliometric analysis was the identification of research trends in agritourism and sustainability. A content analysis of the articles revealed a steady increase in interest in this field, with a

particularly significant growth in research activity over the last decade.

Focus on Economic Sustainability

In the 2000s, much of the research on agritourism centered on its economic aspects. During this period, numerous studies focused on the fiscal impact of agritourism in developed countries. For instance, Comen and Foster (2006) concluded that agritourism could help small and medium-sized farms survive while generating additional income for farmers. Similarly, Grillini et al. (2022) demonstrated that agritourism farms in Europe have the potential to attract tourists and strengthen local economies.

Focus on Environmental Sustainability

In recent years, there has been increased attention to agritourism's environmental

dimensions. Numerous studies have demonstrated that agritourism can help conserve natural resources and mitigate adverse environmental impacts. Wu et al. (2024) examined the environmental effects of agritourism. They found that industry can promote more sustainable agricultural practices and reduce the use of harmful chemicals, thereby helping preserve local ecosystems.

Research has highlighted critical environmental challenges, including waste management and the unsustainable use of natural resources, as significant issues in agritourism development in developing countries such as the Philippines. Alar (2024) concluded that effectively managing these challenges could help preserve the environment and support sustainable development. These countries must implement stricter management policies to address the environmental pressures caused by tourism.

Focus on Cultural Sustainability

In addition to economic and environmental sustainability, there has been growing attention to the cultural dimensions of agritourism in recent years. Research has demonstrated that agritourism can help preserve local cultures and reinforce indigenous identities. For instance, Karampela et al. (2023) found that agritourism in rural Greece helps safeguard local traditions and promote Indigenous cultures. Their study concluded that agritourism can preserve cultural heritage while creating economic opportunities linked to local culture.

In developing countries, agritourism is recognized as a tool for strengthening local cultures and preserving traditional agricultural practices. Sirima (2023) in Tanzania explored the role of agritourism in preserving agricultural traditions and found that this type of tourism can reinforce local cultural identities and foster social interactions between farmers and tourists.

Analysis of Emerging Topics

One of the key findings of bibliometric analysis was identifying emerging topics in agritourism research. While earlier studies

primarily focused on the economic impacts of agritourism, recent research has begun to explore the field's environmental and cultural dimensions. For example, Prapas et al. (2023) examined the role of innovative technologies, such as augmented reality (AR), in agritourism, demonstrating that these innovations can enhance tourists' experiences and raise awareness of environmental issues.

Additionally, recent studies have highlighted the importance of local food products in agritourism development. Cors-Iglesias et al. (2023) showed that integrating local food products into agritourism services can strengthen local cultural identities and create economic opportunities related to the food and agriculture sectors.

Conclusion of the Bibliometric Analysis

The results of the bibliometric analysis indicated that agritourism is a growing field of research that has attracted significant scholarly attention over the past two decades. However, there are notable differences in research focus between developed and developing countries. While developed countries emphasize agritourism's economic and environmental dimensions, developing countries focus more on leveraging this industry to reduce poverty and improve farmers' livelihoods.

Increased international collaboration and knowledge exchange between developed and developing nations could enhance the quality and breadth of research in this field. Furthermore, identifying and exploring emerging topics, such as the use of innovative technologies and the cultural impacts of agritourism, could open new avenues for future research.

The accompanying charts highlight the key differences between developed and developing countries in agritourism research. Developed countries are more active in publications and scientific collaborations, benefiting from a higher citation count. In contrast, while developing countries are still expanding their research efforts and improving their presence in this field, the quality of their papers is increasing, and international collaborations are gradually forming and expanding.

Discussion and Analysis

Review of Economic Studies (2000-2024)

Since the early 2000s, agritourism has been promoted to diversify farmers' incomes and alleviate economic pressures on small and medium-sized farms. Comen and Foster (2006) demonstrated that many farms in Europe and North America utilize agritourism to generate new revenue streams, ensuring their survival. This trend was particularly prominent in developed countries like the United States and Italy during the 2000s.

In the second and third decades of this century, the focus on the economic impacts of agritourism has persisted, with a growing emphasis on sustainable development. By the 2010s, more studies highlighted the financial sustainability of agritourism. For example, Brouder (2012), in his research on rural economies in Scandinavian countries, demonstrated that agritourism can serve as a valuable tool for income diversification and improving farmers' livelihoods. Similarly, Sonnino (2004) showed that integrating agritourism with local products and sustainable farming in Italy can increase profitability and create new markets for agricultural products.

Agritourism has emerged as a promising avenue for rural economic development and poverty alleviation in developing countries. In Ethiopia, Yasin et al. (2024) demonstrated that sustainable rural tourism, grounded in local culture and natural heritage, contributes to resource efficiency and provides new income-generating opportunities for rural communities. Additionally, a case study from Bale Mountains National Park showed that although market integration between agriculture and tourism remains limited, agritourism has the potential to create employment through hosting services, handicrafts, and community-based tourism (Welteji & Zerihun, 2018). In Latin America, innovations such as the Polinizar Network in Bolivia have enhanced economic empowerment among women and youth, strengthened local food systems, and promoted diversified rural livelihoods through agroecology-based tourism (Rimisp, 2024).

Firgo and Pennerstorfer (2023) in Austria concluded that agritourism supports farm survival and provides more stable incomes for farmers. Similarly, Grillini et al. (2022) demonstrated that agritourism farms in rural Europe attract tourists and strengthen local economies. These studies confirm that agritourism helps farms remain viable and contributes to the economic development of rural communities.

Studies conducted in developing countries between 2010 and 2024 highlighted agritourism's potential for reducing poverty and improving farmers' livelihoods. Chowdhury (2024) in India concluded that agritourism creates new economic opportunities for farmers and helps them overcome financial challenges. Olagunju (2024) in Nigeria also showed that the development of agritourism improves the economic conditions of rural communities and reduces rural-to-urban migration. These studies underscore the need for supportive policies and investment in agritourism infrastructure in developing countries. Many studies during this period focused on economic sustainability and the impact of agritourism on farmers' livelihoods.

Thus, research from 2000 to 2024 demonstrates that the economic impacts of agritourism have been positive in both developed and developing countries, though the approaches differ. Developed countries have focused more on farm preservation and boosting secondary incomes, while developing countries have emphasized poverty reduction and creating economic opportunities through agritourism.

Review of Environmental Studies (2000-2024)

Since the early 2000s, attention to the environmental dimensions of agritourism has steadily increased. Between 2010 and 2019, interest in ecological sustainability grew significantly, with early research suggesting that agritourism could aid in conserving natural resources. For example, in China, Liu et al. (2014) demonstrated that agritourism farms implementing sustainable practices reduced chemical use and managed natural resources more efficiently.

By the 2010s, more studies focused on the environmental impacts of agritourism. Adamov et al. (2020) document how agritourism initiatives in Romanian mountain regions can lead to sustainable development and resource stewardship by capitalizing on local traditions and natural assets. Additionally, Poláková et al. (2022) analyze agri-environment schemes in Central and Eastern Europe, demonstrating that tailored policies help reduce resource consumption (e.g., water, soil disturbance) and support biodiversity conservation. In the 2020s, the field saw more incredible innovation. Wu et al. (2024) highlighted the role of innovative technologies, such as augmented reality (AR), in promoting sustainable farm management, which could help conserve natural resources and reduce waste. In developing countries, Alar (2024) in the Philippines emphasized addressing environmental challenges, such as waste management and natural resource conservation, as priorities for sustainable agritourism development.

These studies illustrate that attention to environmental sustainability has grown in developed and developing countries. However, developed countries have increasingly focused on integrating innovative technologies and reducing waste, while developing nations continue to grapple with environmental challenges, such as waste management and unsustainable resource use.

Liu et al. (2014) in China also explored the environmental impacts of agritourism, showing that it can be an essential tool for local ecosystem and biodiversity conservation. Their study emphasized the positive effects of agritourism on reducing pollution and protecting natural resources.

Wu et al. (2024) concluded that agritourism reduces pressure on natural resources and promotes environmental conservation through sustainable farming practices. In developed countries, agritourism has been increasingly aligned with ecological goals and ecosystem preservation. For instance, Grillini et al. (2022) showed that agritourism farms have lower environmental impacts than non-agritourism farms and contribute to biodiversity conservation.

Environmental challenges remain a significant obstacle to the sustainable development of agritourism in developing countries. Alar (2024) in the Philippines addressed unsustainable waste management and resource exploitation issues, arguing that improved resource management could help preserve the environment and promote sustainable development. Similarly, Zvavahera and Chigora (2023) in Zimbabwe confirmed that sustainable agritourism management could reduce negative environmental impacts but emphasized the need for more precise policies in this area.

Review of Cultural Studies (2000-2024)

Alongside economic and environmental dimensions, research on the cultural sustainability of agritourism has also grown, particularly since 2010. Cultural sustainability, a critical aspect of agritourism, has garnered increasing attention. In the 2000s, Busby and Rendle (2010) in the UK and Kizos and Iosifides (2011) in Greece examined the role of agritourism in preserving local cultures, demonstrating that this form of tourism can strengthen cultural identities and preserve Indigenous traditions.

In the 2010s, research shifted focus toward the social and cultural interactions between tourists and local communities.

In the 2020s, attention to local products and their integration into the tourism experience increased. Cors-Iglesias et al. (2023) demonstrated that incorporating local food products into agritourism can enhance the cultural and economic experience, fostering stronger connections between tourists and local cultures.

Together, these studies reveal that cultural sustainability in agritourism has been widely addressed. Interactions between tourists and local communities play a crucial role in reinforcing cultural identities, particularly by helping to preserve Indigenous cultures and creating new economic opportunities in developing regions.

Conclusion

This comprehensive synthesis of studies conducted between 2000 and 2024 reveals that agritourism has emerged as a significant

and growing field within sustainable economic, environmental, and cultural development. By examining trends and research in both developed and developing countries, the following conclusions can be drawn:

Economic Sustainability: Since the early 2000s, agritourism has been recognized as a vital tool for diversifying farmers' incomes and strengthening rural economies. In developed countries like the United States and Italy, agritourism has helped preserve farms and create additional income streams. In contrast, in developing countries like India, Nigeria, and Zimbabwe, agritourism has been used as a means of poverty reduction and livelihood improvement for farmers. Investments in infrastructure and increased international collaboration can further enhance the development of this industry in developing regions.

Environmental Sustainability: Over the past two decades, numerous studies have shown that agritourism contributes to preserving natural resources and reducing environmental impacts. In developed countries, modern technologies, such as sustainable management systems and augmented reality (AR), have reduced energy consumption and increased resource efficiency. While environmental challenges like unsustainable resource management persist in developing countries, there is significant potential for sustainable natural resource use in agritourism.

Cultural Sustainability: An essential aspect of agritourism is preserving and promoting Indigenous cultures and local customs. This type of tourism allows visitors to engage closely with local cultures and aids in preserving traditions. In developing countries, agritourism helps strengthen cultural identities and preserve agricultural traditions. Since the 2010s, this dimension has received increasing attention, fostering stronger social interactions between tourists and rural communities.

Emerging Technologies and Trends: The adoption of innovative technologies, particularly in developed countries, has enhanced the tourist experience and increased

the sustainability of agritourism. Technologies like augmented reality (AR) and visitor management systems have improved farm efficiency and reduced environmental impacts. These innovations also raise tourists' awareness of ecological conservation and local cultures.

Challenges and Opportunities: Despite the opportunities, challenges such as inadequate infrastructure, the need for investment, and natural resource management continue to hinder the sustainable development of agritourism in developing countries. Meanwhile, developed countries face challenges related to environmental preservation and the need for further innovation in tourist experiences. Increasing international collaboration and transferring knowledge and technology from developed to developing nations can help improve infrastructure and promote sustainable agritourism development.

Agritourism is crucial for sustainable rural development and preserving natural and cultural resources in developed and developing countries. Studies indicate that with appropriate policies, infrastructure investment, and increased international collaboration, the full potential of agritourism can be realized. The future of agritourism, driven by emerging technologies and focused on environmental and cultural sustainability, is promising and holds the potential to improve farmers' livelihoods, reduce poverty, and conserve natural resources globally. In conclusion, this study highlights significant disparities in how agritourism is approached in developed and developing countries. One persistent structural challenge in developing contexts is the low literacy level among farmers and rural residents, which hinders the adoption of sustainable agritourism models. Addressing this gap requires targeted educational programs and capacity-building initiatives to empower rural communities with the skills and knowledge needed to benefit from agritourism. Future policies should prioritize not only infrastructure investment but also farmer training and awareness-raising to unlock the full potential of agritourism for sustainable rural development. Agritourism farms often

demonstrate lower environmental impact compared to conventional farms due to their emphasis on ecological practices and landscape preservation. Because these farms are exposed to tourists, operators tend to adopt environmentally responsible behaviors, such as organic cultivation, reduced pesticide use, and integrated waste management. Moreover, the multifunctional nature of agritourism encourages biodiversity by maintaining mixed land uses (e.g., gardens, orchards, forests) and preserving traditional crop and animal varieties. According to Barbieri and Mahoney (2009) and McGehee et al. (2007), such practices not only reduce environmental degradation but also create habitats that support wildlife and pollinators, contributing directly to biodiversity conservation in rural areas. Augmented Reality (AR) technologies enable more productive and sustainable agritourism operations by offering immersive,

educational experiences. Mobile AR applications and on-site informational overlays help visitors learn about crop cycles, pest risks, and ecosystem interactions without needing printed guides, which reduces resource waste.

Additionally, AR tools support farmers in monitoring soil moisture, disease risks, or irrigation needs in real-time, helping optimize input use. According to Pilaiwan & Sheau (2025), AR also enhances visitor engagement and eco-awareness, thereby motivating more responsible environmental behavior. A related aquaponics study found that AR-based learning significantly improved users' motivation and knowledge retention, promoting sustainable practices in farm settings.

Conflict of Interest

The authors declare that they have no conflict of interest.

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