Creating a Context for Iran's Cultural Future Thinking Through a Systematic Review of Agricultural Tourism

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Abstract:

Agrotourism or agricultural tourism is a constructive interaction between tourists and rural people during which people's lives, art, cultural heritage and most importantly their agriculture are introduced to tourists and will create real opportunities for economic, social and cultural development. And at the same time, it also reduces the adverse effects on the environment. Agrotourism, as a subset of rural tourism, is one of the most suitable fields for sustainable development in villages. The attraction of this type of tourism is mostly due to the cultural dimensions that the villagers give to it.

The purpose of this article is to provide a comprehensive perspective of the different perspectives under which the scientific literature deals with the topic of agritourism as a means to support the sustainable development of rural areas. To achieve this goal, a systematic review of scientific literature has been conducted to point out the links between agricultural tourism and sustainability. The articles were analyzed through a text mining solution to identify the main themes around which the scientific literature on agritourism and sustainability has grown. Subjects are categorized into themes using cumulative hierarchical clustering method. Also, VOS viewer software analyzed the bibliographic data of 459 research publications obtained from the Scopus database in the period of 1980-2023.

Key words: agricultural tourism (agrotourism), cultural heritage, social and economic development, sustainable development, systematic review.

Introduction:

Since the second half of the last century, a series of social, economic and environmental changes have significantly changed the balance of biological communities and caused events such as climate change, pollution and biodiversity loss. The growing gap between rich and poor countries and the crisis of resources in the energy, production and agriculture sectors have become more and more over the years and necessitate a new concept of development that meets

the needs of the present without compromising the ability of future generations to meet their needs, fulfill

A close look at the agricultural tourism research literature shows that there is a divergence between researchers at the conceptual level [1]. In a few cases, agricultural tourism and agriculture-tourism have been used synonymously as farm tourism and rural tourism[2][3]. A concept of agricultural tourism is classified by researchers in different categories of introduction of agricultural tourism products. These researchers have used the amount of participation of tourists in agriculture-related activities during the production and consumption of tourism services as a basis for classifying agricultural products [4][5][6].

Although the field of agritourism research is becoming more diverse, it is still unclear about the potential economic and social benefits of agritourism [7]. Researchers advocate that the economic and non-economic programs to be addressed by agritourism are not clear due to the limited integration of research work[8][9][10]. Future agritourism research needs to identify themes that researchers can contribute to. Gender issues, issues of migration from the village to the city, unemployment, use of technology and preservation of heritage [11]. It is also observed that we do not have any bibliometric analysis and systematic structured network of agricultural tourism literature in the body of agricultural tourism literature [12]. The review of agricultural tourism literature also shows that although in recent years, the volume of research literature and the number of researchers working in the field of agricultural tourism research are continuously growing [13], it is still relatively small compared to the scope of other researches. [14][12] There is little research on the role of agritourism [15][16] The lack of consensus in terms of the consequences of agritourism calls for a systematic review of the agritourism research literature [17].

Against this background, the article tries to provide a systematic review of the agritourism literature. This article uses bibliometric analysis tools to identify established and emerging research clusters for typology analysis. Such an analysis made it possible to identify key research topics, mutual relationships and cooperation patterns in the field of agricultural tourism[18]. Systematic mapping of the agricultural tourism research field in this article graphically shows the evolution of research publications during the period and identifies current research interests. Identifying issues, challenges and potential areas of agritourism will help agritourism marketers, destination managers, policy makers and other key stakeholders to design strategies to develop and strengthen the status of all partners involved in the agritourism value chain.

Subject literature:

The concept of agricultural tourism

It can be seen that in developed countries, the conceptual work in the field of agricultural tourism started in the early 1980s, but in South Asian countries, which mainly have an

agricultural economy, such a concept has not been studied much [19][20][15]. [21][22][23][24][25] There is no consensus about the abstraction, scope and theorizing of agricultural tourism [26]. This lack of common ground has limited the creation of effective policies to support agricultural tourism[27][4]. The review of conceptual research work on the typology of agricultural tourism shows that different types of agricultural tourism have been conceptualized by researchers based on the specific characteristics of agricultural tourism [6].

Depending on the epistemological framework used, different authors have defined agritourism from different, though related, perspectives. Some researchers conceptualized agricultural tourism as any activity that is created in the working farm to attract visitors [4]. While other researchers considered agritourism as a special type of rural tourism activity where the host house should be integrated into an agricultural land occupied by the owner. In such a process, visitors are allowed to participate in agriculture or complementary activities of the company on the property[28].

Agricultural tourism has also been conceptualized by researchers as a rural enterprise that includes both a working farm environment and a commercial tourism component [29]. A few researchers consider agricultural tourism products as tourism products that are directly related to the agricultural environment, agricultural products, or agricultural accommodations [30]. [31] has defined agritourism as activities related to hospitality that are carried out by agricultural entrepreneurs and their family members, where these activities remain related and complementary to agricultural activities, as mentioned in [6], Broadbiat's review of research shows that researchers conduct agricultural tourism activities as tourism activities in non-urban areas by people whose main job is in the primary or secondary sector of the economy [32]. Agricultural tourism is also considered as small-scale, family or cooperative tourism activities that are developed in rural areas by people who work in agriculture [33] and provide tourism opportunities in working fields [34]. These different conceptualizations of the field of agricultural tourism show that agricultural tourism is broadly defined as a combination of agricultural resources, activities and traditions with entertainment and educational purposes, which serves as a tourism product and ultimately increases the income of farmers. gives, it is conceptualized. Such a different theorization of agricultural tourism by researchers makes the systematic review of agricultural tourism texts significantly necessary and also conceptually challenging. The authors have argued that mass tourism and modern resort-based tourism do not contribute to the development of the local community, hence the need for agritourism [35]. It is said that agritourism minimizes the negative effects of tourism and has the dual purpose of promoting The well-being of rural communities that are struggling financially and contributing to the development of sustainable tourism[36][37] Now that tourists want to spend less time on their travels, agritourism has now become the major form of tourism, where most tourists They are from neighboring cities and spend one or two days on vacation[38][39].

The economic contribution of agricultural tourism

Researchers have observed that farmers are increasingly using agritourism to increase and diversify their family income [7]. This strategy of increasing income is more common among farmers facing agricultural crises and rural problems [40]. [24]. Income-increasing strategies such as agro-tourism are prominent among small farmers who mainly live in peri-urban areas and are under severe pressure from advanced urbanization[41][42]. The benefits for supplier farmers from agritourism are now well established in international contexts [43]. They found that, among other factors, following personal values and income growth are the most important factors for farmers to engage in agritourism. Agritourism also contributes to agricultural sustainability, which is currently a significant concern across national borders [44]. The development of agritourism reflects the willingness of farmers to educate and motivate young tourists about agriculture [45]. Agritourism has been very successful in several western countries such as England, France and the United States of America. Western farmers also earn additional income by observing cross-marketing (e.g. branding and advertising) and selling agricultural products from tourists. Researchers have found that one in three farms in the UK are involved in agritourism activities. This ratio is even higher in countries like France and Italy [46].

Researchers found that educational benefits, cross-marketing benefits, and strengthening the epistemology of agritourism are some of the future benefits of agritourism that have yet to be measured [11]. The location of agritourism is a very important factor for its success [47]. Researchers have identified the need to expand the epistemological and methodological development of agritourism research [48]. Agritourism, in general, has a positive effect on the economy, but few researchers have also reported adverse effects of agritourism. They found that agro-tourism may be due to disruption of eco-processes Logically, the influence of tourists will lead to a decrease in agricultural production. Reduction of agricultural labor force and seasonality of farm income are other negative consequences of agricultural tourism activities [49][50].

research method:

To analyze research works related to agricultural tourism, systematic literature review (SLR) methods have been performed [51]. The SLR method is a structured method for scanning knowledge sources and designing a mental map to perform a structured analysis of literature, its descriptions and bibliography construction. Another advantage of the SLR method is that it allows the process and impact of a systematic review to be distinguished from other traditional or conventional literature review methods [52]. This method is a five-step method that includes the evaluation of data collection, searching and locating information sources, developing a conceptual framework, and gathering research and summarizing. The method is grounded for the perspective of this research (Figure 1). This methodology is necessary to identify the most influential studies, determine thematic areas of research, and provide insight for current

research interests and directions for future research in the field of agritourism research. It is presented in the bibliometric study section of the article [53]. The VOS viewer software, developed by Eck Van and Waltman [54], was used to create a bibliographic overview with the help of both citation and occurrence analyses, bibliographic pairs and maps [55][56].

In this study, quantitative research efficiency measurement techniques have been used to quantify and analyze the output of research conducted in the fields of agricultural tourism, farm tourism and rural tourism. Note that these are different nomenclature given by authors for the same concept [3]. The same set of parameters ie. Authors, journals, citation patterns have been used to study the structure of different research topics used by different researchers [57][58][18][59][60][61]. The parameters can be specified in advance in the selection menu of the VOS viewer software. The flow and structure of the steps involved in the research-based SLR method are given in Figure 1.

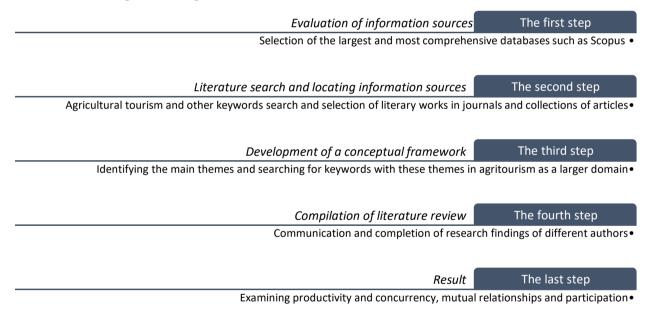


Figure 1: Steps involved in the SLR method [51]

data analysis:

The research data for the study included variables such as keywords, authors, journals, citations, country, collaboration between authors, year of publication, number of research articles published in the year and research topic. The data related to these variables were extracted from the Scopus database, because these databases manage most of the research literature created in the field of agritourism and tourism [62].

This database includes scientific journals, books and conference proceedings, and is an online bibliographic and citation indexing service maintained and published by the Elsevier Scientific Information Institute. Scopus is the largest abstract and citation database of reviewed literature,

including Published by Taylor, Emerald, Interscience and Francis, Springer, Informs and Elsevier. This study is based on the agritourism research work available in these databases.

Screening of the existing research literature shows that in the field of agricultural tourism research, a total of 995 authors have contributed 459 research publications to the literature collection. Among these 459 research publications, single-authored papers accounted for about 10%, while the remaining 90% were multi-authored papers, indicating the popularity of the collaborative nature of research among authors in the field of agritourism.

To review a research work, we created a protocol to document the analysis method and criteria for entering the research publication. In this review research, Scopus databases were used to search for research articles, review articles, and proceedings articles containing at least one of the terms: agritourism, farm tourism, or rural tourism.

To identify the main research themes in the body of literature, a comprehensive framework that reinforces the demand and supply dynamics of agritourism organizations was more effective by researchers [63]. It helps to choose one organization over others [64].

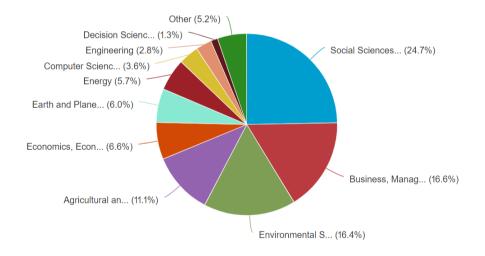


Figure 2: Identification and representation of main topics based on Scopus data

Discussion about the topic:

A word cloud is a visual representation of textual data where the size of a particular word can visualize the frequency and importance assigned to it by researchers. The larger the size of a word in the word cloud, the more times that word is used in the set.



Figure 3: Word-cloud analysis of agricultural tourism research literature

In the word cloud analysis above, "tourism" appears larger than "farm tourism" and "rural tourism" because "tourism" is a common word in these phrases, so the program used to draw the word cloud "tourism" several times " takes into account

The result of the word cloud analysis shows that among the farm-related tourism terms, "agricultural tourism" is the most used term by researchers. Descriptive keyword analysis was performed for binary words such as "sustainable development" and "rural development" considering these words as one word. The 10 most frequent keywords were identified based on their frequency of occurrence in the literature (Table 1). Word cloud analysis shows that keywords related to agricultural tourism can be arranged in order of frequency of use as follows. Agricultural tourism, rural tourism, agricultural tourism, farm tourism, tourism, rural development, sustainable development, rural areas, agriculture and entrepreneurship. Text analysis shows that "rural tourism", "agricultural tourism" and "farm tourism" are more popular than the word "tourism".

Table 1: Top ten keywords

Number of	key words
articles	
178	Agricultural tourism
81	Rural tourism
54	Tourism-agriculture
45	Farm tourism
31	Tourism
28	Rural development
18	Sustainable development of regions
14	rural
13	agriculture
13	Entrepreneurship

The review of agricultural tourism literature shows that agricultural tourism has covered a large number of related research topics, and researchers have had a wide and different view of the concept of agricultural tourism. The conceptual analysis of research work on agricultural tourism shows that 54% of the total Research works consider the research area as agricultural tourism, while 39% identify it as rural tourism and the remaining 7% label it as farm tourism.

For this study, the existing knowledge literature on agritourism was differentiated and divided into different clusters for a structured literature review. This structured literature review analysis shows that the agritourism literature can be primarily grouped into nine main research themes. The themes identified are: policy implications/strategic changes, pricing, motivations/determinants for participation in agritourism, diversification strategies, challenges and opportunities, use of information and communication technology, sustainable development, typology and gender roles.

The findings of the research indicate that identifying the factors that create tourists' understanding of the agricultural tourism destination is one of the necessary research topics that have been investigated by researchers [65]. Identifying the critical elements to create perception has been another critical research topic that researchers have worked on. Traditional and authentic food, culture, external environmental factors and authenticity appeared as the most basic elements of creating perception [63]. On the demand side, identifying the determinants that influence the probability of choosing one type of enterprise over another for agritourism has been another critical research topic that has attracted the attention of researchers[66]. Researchers also found that evaluating the impact of agritourism activities has been an important research topic that has been investigated by agritourism researchers. Researchers observed that demographic characteristics, except for gender, have a statistically significant effect on farmers' income diversification decisions [67]. Among other characteristics, education has the most positive effect on farmers' decision to diversify income sources [68].

A review of studies shows that the most focus of agricultural tourism researchers has been on policy research in the field of agricultural tourism [26][69][44]. The preference for policy-related research topics can be attributed to the preference of important journals analyzing policies related to agritourism and its external effects such as farmers' distress, migration-related policies, and increased environmental concerns. It is observed that these policies have a reducing effect on farmers who pursue agritourism and similar practices [70]. The motivation to increase farmers' income from agricultural tourism was raised as the second most important research issue. Like any other commercial activity, agritourism also requires initial investment to build skills, organize resources, and carry out promotion, but most farmers in developing countries are vulnerable and financially weak [71], hence capital for them. Investing in a new income-generating activity such as agro-tourism becomes challenging. As a natural consequence, researchers observed that in agritourism, insufficient capital is a serious issue [72]. Research related to agritourism pricing policies and the use of agritourism as an

income diversification technique have emerged as the next most important research topics[73][74][75]. The review of agricultural tourism research literature shows that the use of technology, its typology and gender diversity in the field of agricultural tourism have not been studied much by researchers.

Studying the relationship between agricultural tourism and heritage conservation has been another important research. Researchers observed that farmers fail to fully understand the potential of agritourism and heritage conservation [76]. A review of agritourism literature shows that agricultural land, farmers, and agritourism characteristics are significantly related to the motivation to preserve heritage. Researchers conclude that the quality of interactions between agritourism operators can be an important factor for business survival [77]. Studying the type of tourists who prefer agritourism over other conventional forms of tourism and what brings them there has been another popular research topic [78]. It has been observed that inconsistency in branding reduces the effectiveness of marketing and hinders the cooperation of stakeholders in agricultural tourism [79]. Analyzing the need and priority of agricultural tourism has also been one of the common research topics among researchers. A range of agricultural tourists' needs have been investigated in several studies [29][13][80][81]. The comparative analysis of emerging economies with economies of developed markets shows that the preferences of agricultural tourists in Indo-Bazar are somewhat comparable [82]. Enjoying the sounds of nature [83].

Researchers observed that the growth potential of agritourism is very high, but due to the gap of knowledge and innovation, we are not able to realize it [84]. As a natural result, the analysis of the innovation gap in the field of agricultural tourism attracted the attention of a number of researchers. Researchers identified "portfolio gap", "change motivation gap", "policy sectorization gap", "resource interpretation gap" and "knowledge gap" as innovation gaps in agritourism [84]. Optimum location of operational scale and efficient allocation of agricultural and non-agricultural resources have also attracted the attention of researchers. The findings of the studies show that in the agriculture and recreation tourism sector, technical factors are more critical compared to other sectors [85]. The motivation of agricultural tourism has been another common research topic studied. Studies related to the characteristics of farmers who adopt agricultural tourism show that young and risk-taking farmers with reliable farm succession and less productive soils are more inclined to diversify farm income through agricultural tourism[86]. Their proximity to urban areas has a positive effect on these farmers. These farmers active in the field of agricultural tourism prefer specialization in high value products and effective use of extension consulting services. [87][86][88] Analysis of the pricing strategies adopted in the agritourism sector shows that the pricing model adopted by the agritourism producer is based on three factors, viz. Internal feature, external feature and site reputation [75]. The researchers also found that the success of agritourism depends positively on the quantity and quality of human resources available in farm families and the size of farms[89].

Determinants of international demand for rural tourism have been identified in several research studies. These studies examined differences in subsidies, policy interventions, and marketing campaigns adopted by agritourism entrepreneurs across countries [90]. Many researchers focused on the advantages and disadvantages, opportunities and challenges of agricultural tourism[91][92][93][94][95][96]. Finally, gender issues have been investigated in a small number of agricultural tourism studies. These studies investigated how women use farm tourism as a tool for empowerment. The findings of these studies show that in any agricultural society, the continuation of patriarchal ideology can complicate the process of empowering women [97][98][99]. To understand the evolution of the literature, trends, and other related issues, this study will categorically categorize various agritourism research topics using the parameters of year of publication, method used, key journals, sample years, distribution at the country level, sub-areas of study. classified

Agricultural tourism is a relatively new field of research. Extensive knowledge output in the form of research publications appeared in the early 1990s [100]. The analysis of the publishing process of agricultural tourism research literature shows that the field of agricultural tourism is still in its period of rapid growth and expansion. Figure 4 [53] emphasizes that the number of research articles published in quality journals in a subject can be used as a representative for Measuring the development of the research topic and identifying the authors, countries and institutions that can be considered as leaders in the research field. Agricultural tourism research literature shows a geometric growth pattern. The findings of the study showed that the field of agricultural tourism research literature shows a healthy annual growth rate of 17%. The analysis of the publication trend also shows that a total of 214 journals published 459 Articles and collections of articles have contributed to the expansion of agritourism research literature in a large number of journals. Agricultural tourism is a multidimensional issue. As a result, it attracts the attention of researchers from different research fields such as tourism, agriculture, politics, etc.

Analysis of the authors' description shows that most of the agritourism research works are collaborative in which more than one author is involved in the implementation of the research work. It can be seen that only one tenth of the total documents are single authored. A total of 995 authors in the collection of research works in agricultural tourism, farm tourism and tourism of these, 896 people are authors of multi-author documents. The predominance of collaborative research makes the research in this field rich in terms of content, coverage and quality of publications. Even though the number of researchers working in agricultural tourism research was small (995 in total). Research quality indicators (Thomson Reuters and ABDC quality rating lists) have been used for the qualitative classification of journals. Due to the relatively new and special nature of agricultural tourism as a research field, a minimum number of researchers (995 in total) are involved in this research field.

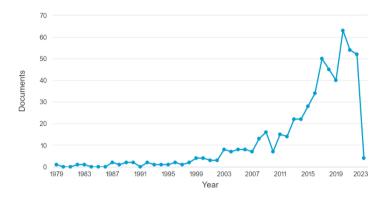


Figure 4: Publication process in the field of agricultural tourism extracted from Scopus data

In the study, the analysis dominance function was used to calculate the author's superiority rating as suggested by Kumar [101]. The dominance analysis of the bibliometric function shows that [14][102] have a dominance coefficient of 1, because in all research articles they appear as the first author (Figure 5). Co-authorship (Figure 9) and citation network (Figure 11) suggest that most top contributors also have more co-authors in their network and receive the highest citations.

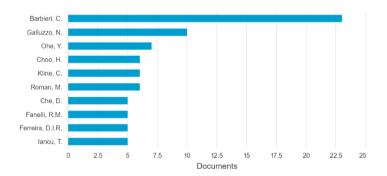


Figure No. 5: The author's mastery of the discussed topic extracted from Scopus data

The analysis of the literature shows that the United States of America, the United Kingdom and Norway are among the countries that contribute the most to the agritourism literature, because the largest number of research articles originate from these countries. There is a positive externality from the early realization of agritourism potential, which leads to increased opportunities for agritourism consultancy demand from industry and the availability of research funds. These may be the factors responsible for the dominance of these countries in the field of agricultural tourism research. The analysis also shows that although the United States and the United Kingdom seem to have a clear dominance, among them the research conducted in the United Kingdom is greater, as it received a higher number of citations per article (Figure 6).

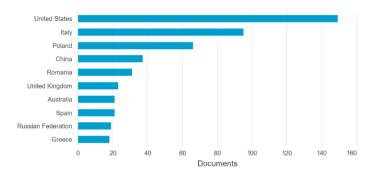


Figure 6: Total citations in each country extracted from scopus data

The analysis also shows that the boldness of the line connecting the two bubbles drives cross-country cooperation. A visual inspection of Figure 7 shows more cooperation in countries such as the United States of America-Australia, the United Kingdom-Thailand, etc. The countries that contributed the most also have the highest single-country and multi-country publications. It can also be seen that there are significant cross-links and cooperation between countries in agritourism research in general.

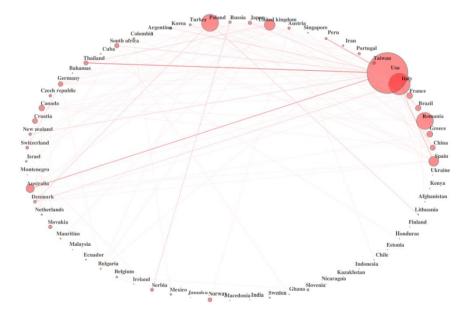


Figure 7: Linear representation of the most productive countries

The analysis of the data of agricultural tourism research publications shows that the publication of agricultural tourism research is concentrated in only a few high-ranked research journals. This study shows that the top ten journals together have published 27% of the total available agritourism literature. Research articles constitute the majority of research publications, while

conference proceedings and review articles in agritourism account for only 4% of the total. constitute the published research literature. The frequent publication of agricultural tourism research articles in prestigious international journals such as "Tourism Management" shows that the research conducted in the field of agricultural tourism is of high quality, novelty and relevance. Journal quality using parameters such as journal impact factor and the Australian Business Council's quality ranking of journals Internationally recognized journals are included in the list of journals that publish the most agritourism research.

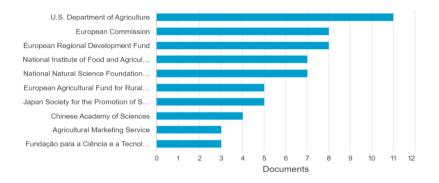


Figure No. 8: The top publications in the field of agricultural tourism extracted from Scopus data

In this study, co-citation network analysis has been used to study the frequency of cases that are cited in two or more sources in the third article that has a similar timeline. The size of the node bubble represents the amount of research work on agritourism published by that author. The relative distance in the map indicates the frequency with which the third common article cited these two authors (or journals), so two close authors (or publications) are cited together more often. Two different colors (here, red and blue) mean the presence of two clusters. For example [6][103]. They are often mentioned together. [9][104] are often cited together.

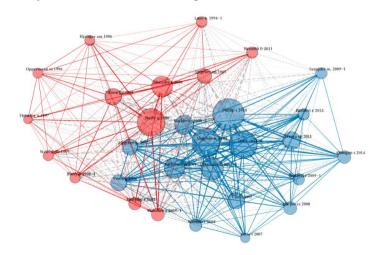


Figure 9: Viewing the common citation network in the VOS viewer software

The co-occurrence analysis of keywords used in the agritourism literature shows how often these words are used together as keywords and shows how often they occur in the literature at the same time. The larger size of the bubble is the repetition of that keyword in the literature. Figure 10 shows the result of the coincidence of keywords. A close look at the simultaneity map shows that agricultural tourism, rural tourism, tourism, diversity, management, rural areas, typology, Michigan, England, authenticity, ecotourism are some of the keywords of agricultural tourism literature that are used more. The distance between these two terms indicates the extent of their common use in a journal article. It can be seen that close terms are regularly used compared to two words that are relatively far away in the map. The findings of the study also show that the terms biodiversity and agroecology are placed together, indicating that they are used more often in research articles. On the other hand, biodiversity and service quality are located at a relatively greater distance in the map, which indicates that these words appear less frequently in a research paper. The appearance of the word "Michigan" and "England" suggests the abundance of agricultural tourism research sites.

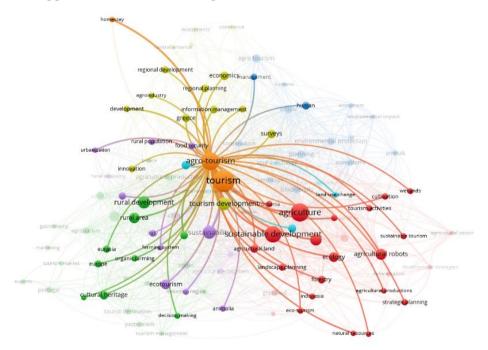
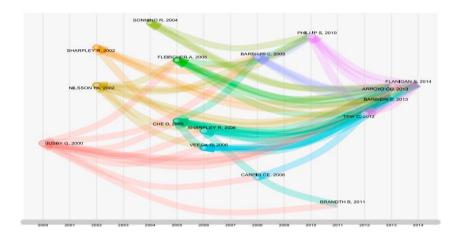


Figure 10: Coincidence of keywords with "agricultural tourism" in VOS viewer software

In order to analyze the amount of collaborative research in the field of agricultural tourism, co-authorship network analysis has been done. The co-authorship network map (Figure 11) shows how many times two or more authors have conducted joint research in agritourism. Authors who are together have authored more joint research articles than authors who are relatively far apart.



On the map, authors linked by similarly colored lines have written in a joint multi-authored paper. Co-authorship analysis shows that in the field of agritourism, S Flanigan, CG Arroyo and C Barbieri seem to have worked together the most. Time view analysis of research articles shows the spatial pattern of publication of agricultural tourism research in relevant journals. A close look at the time view map of agricultural tourism research (Figure 12) shows that the color range of published journals is in a continuum from blue (2010) Until Yellow (2018). Journals that have published agritourism articles in the middle of the year are coded in green bars. It can be seen that around 2010, more agricultural tourism research articles have been published in journals, which are indicated by yellow nodes. Journal of Agriculture and Research and Rural Sociology. While in the following years, more agritourism research works were published in journals such as Sustainability, which is shown in the timeline map with a blue node.

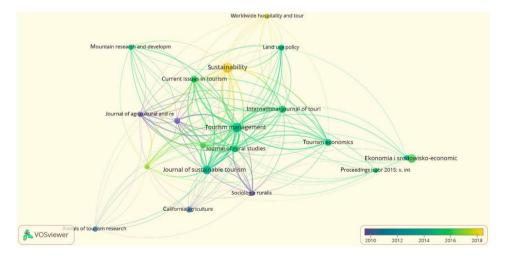


Figure 12: View of the timeline of the bibliographic link with sources in the VOS viewer software

Conclusion:

In this article, an attempt has been made to provide a structured review of agricultural tourism literature. The review of agricultural tourism literature shows that although in the last few years, the volume of research literature and the number of researchers working in the field of agricultural tourism research are continuously growing and diversifying, but compared to other management research fields, it is relatively small. Is. The publication trend shows a geometric increase in the progress of research in this field. This paper developed a five-step protocol for a systematic literature review of agritourism (and related concepts such as agritourism, farm tourism, and rural tourism) [2] Yango et al., 2010 [3] based on [51] systematic literature review methodology. We presented a systematic bibliometric and structured network analysis of the body of agritourism literature to address the gap in the availability of such research that analytically and objectively identifies prominent research clusters in the field of agritourism.

Most of the research work in agritourism originates from the United States of America, England and the Netherlands. While there are not many researches from Asian and African countries that still have an agricultural economy. The United States of America seems to have the highest number of citations, the highest number of single-country and multi-country publications. Research works originating from the United States are collaborative and the most cited. The UK appears to be the most influential country as it received the highest number of citations per article. Examining the research performance of top researchers shows that Barbieri is the most cited author in the field of agricultural tourism, but due to his low score in collaboration and co-authoring, he has a low mastery score. Highly referenced journals are registered, showing the prospect of publication in journals of similar repute. The publication timeline shows that the period 2000-2004 was a golden era for agritourism research, as research citations of agricultural research increased significantly during this period. One of the reasons for the decrease in publication may be due to the reported increase in research rigor after 2005 [18].

Important keywords were identified that show the relative frequency of their use and hence most of the research areas under the subject of agricultural tourism. Potential knowledge boundaries and research gaps related to agritourism are identified through an iterative cycle of defining search keywords. Significant research contributions are highlighted and collected.

This study highlights the conceptual divergence in the typology of agritourism and other related concepts. The authors report clear growth potential in services such as agritourism [84]. It also shows that topics such as the use of information and communication technology in agricultural tourism and the involvement of gender issues have been studied very little. Such ideas need the attention of researchers and practitioners and need further investigation.

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