

Current Trends of Agritourism and Their Contributions in Economic Stability of Farmers: A Critical Review

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Abstract

Agritourism has emerged as an increasingly important component of rural development, providing farmers with opportunities to diversify their income beyond conventional agricultural activities. This critical review examines current trends in agritourism and evaluates its contribution to the economic stability and livelihood resilience of farmers. The study reviews the growing integration of farm-based tourism, experiential agriculture, rural homestays, farm-to-table experiences, educational visits, cultural activities, and digital marketing into agricultural enterprises. Recent trends indicate increasing consumer interest in authentic rural experiences, sustainable tourism, local food systems, and direct interaction with farming communities. Agritourism can generate supplementary income, create local employment, enhance the value of agricultural products, and reduce farmers' dependence on uncertain agricultural returns. It may also strengthen rural entrepreneurship, promote local handicrafts and food products, and encourage the conservation of agricultural landscapes and cultural heritage. However, the economic benefits are not uniform and depend on factors such as farm size, accessibility, infrastructure, entrepreneurial skills, market demand, seasonality, investment capacity, and institutional support. Challenges including inadequate infrastructure, limited technical knowledge, regulatory constraints, marketing difficulties, and fluctuating tourist demand may restrict its potential. The review highlights the need for supportive policies, capacity building, digital promotion, community participation, and sustainable management practices to strengthen agritourism as a viable supplementary livelihood strategy. Overall, agritourism represents a promising pathway for enhancing farmers' income diversification and economic resilience while contributing to broader rural development.

Keywords: Agritourism, Farmers' Income, Economic Stability, Rural Development, Livelihood Diversification, Sustainable Tourism, Rural Entrepreneurship, Agricultural Tourism.