

Exploring the Impact of Agritourism Integrated Restaurants on the Culinary Tourism Experience in Goa

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Abstract : This study examines the impact of agritourism on culinary tourism in Goa, emphasizing authenticity and cultural integration. Four variables were analyzed: the frequency of agritourism activities, restaurant involvement, local cultural integration, and authenticity. The results show that while the frequency of activities and restaurant participation have little effect, the integration of local culture and authenticity significantly enhance the culinary experience. Authenticity emerged as the most influential factor, greatly enriching tourists' experiences. The study suggests that to maximize agritourism's impact on culinary tourism, the focus should be on providing authentic, culturally integrated experiences rather than increasing the number of activities. These findings are essential for developing more engaging and meaningful agritourism offerings in Goa.

KEYWORDS : Agritourism , Culinary Tourism , Cultural Integration ,Tourism Experience, Goa

1. Introduction

Goa, a tropical slice of paradise on the western seashore of India, is steeped in history, culture, and delicious food. Over time, the state has grown famous for its picturesque beaches, astounding nightlife, and laid-back lifestyle, which has made it one of the most sought-after tourist destination. But there's more to Goa than meets the eye, especially in the foodie realm. Goa has long been known as a culinary destination because of its food history. Indeed, gastronomic tours, which have recently expanded in popularity among vacationers wanting to sample the nation's cuisine, emphasize authenticity and the source of local foods. This inclination toward culinary tourism has sparked a commotion among foodies in all four directions! Goa is unquestionably one of the best gastronomic destinations around the world. Not just Indian food, but the majority of global cuisine aficionados will appreciate Goan food (Deep & Toubes, 2023).

Nevertheless, the appetites if the modern traveler do not limit to the excellent meal. The era of tourism approached the masses not only with a love towards authenticity but also a political correctives', meaning that postcard imaging is no longer enough to please the eye. Thus, a rapidly spreading new phenomenon of agritourism occurs. Agritourism is a new trend of combining agriculture and tourism, when tourists visit local farms to understand the food production and be able to experience a degree of responsibility for what is on their plate. Goa has rich lands and a fruitful land of agriculture spread around the state (Zhong et al., 2022). The spacious plantations of cashew and spice veils farms catch one's eye. This phrase is relevant to the extent that in recent years, the trend of agritourism became popular in Goan agriculture. This provides unique opportunities to many restaurants in Goa, as the growing trend of tourism revolutionizes the structure of clients' expectations – everyone expects an experience, not just a meal. In their essence, restaurants are keynotes in the culinary tourism lexicon (Ganokratanaa et al., 2021). In other words, they embodied the experience with the authenticity of the local food. However, this role is insufficient, as today restaurants are not just local or even global exporters of local food but cultural identity components. The opportunity threat to them is agritourism – is a unique way to allow the food consumer to see the process of production (Barreto & Mayya, 2023).

This research investigates the interesting relationship between restaurant-based agritourism initiatives and the development of a culinary tourism experience in Goa. Here, we hope to study how restaurants implement these agritourism concepts to

help create exciting gastronomic experiences that are more than just food consumption. Through the combined practices of farm-to-table dining, education and cultural experiences, restaurants can help revolutionize the culinary tourism experience in Goa, and establish a much stronger connection between tourists and the essence of Goan cuisine. Culinary tourism is appealing because it allows visitors to connect with a destination's soul via its unique cuisine. It is about looking at the core of a place, discovering its cooking style and kitchen techniques, and understanding its storied history through its dishes. In Goa, the culinary landscape draws heavily on the fusion of Portuguese and Indian culinary styles, as evidenced by the heavy use of spices, love of fresh seafood, and overall focus on organic food sources unique to the area. Street-side vendors serve aromatic, hot plates of xacuti, and fine-dining establishments craft modern twist on classic Goan recipes, but all share the same energy that remains a testament to Goa's rich history.

Agritourism, at its heart, is about connecting travelers to the farming process underpinning their diets. It allows people to view the trip from seed to plate in practice, fostering a stronger appreciation for the time, skill, and effort that goes into the production of ingredients which grace our plates (Romanenko et al., 2020). With its diverse farming landscape, Goa is uniquely positioned to take full advantage of agritourism. One might find themselves on a guided tour of a lush cashew farm, learning about the intense harvesting process, before witnessing the humble nut, transformed into a creamy delight. Alternatively, a trip to a vibrant seasoning garden resulting in the intoxicating smells of cardamom, cloves, and turmeric hanging in the air, provides an aromatic experience of Goa's diet heritage. These not only teach but also offer guests a sense of place, linking them to the land and the farmers who grow it. Goa's dining establishments, recognizing the potential for such an endeavor, are incorporating more agritourism-related principles in their operations. Dining facilities and other businesses that serve food can tell a story and offer visitors educational experiences .

The first identified gap is in the role of restaurants in agritourism and its impact on culinary tourism experience, an area that has remained underexploited. Agritourism implies farming and tourism coming together for the purpose of presenting farm-to-table dining experience that includes the use of fresh farm ingredients in recipes at various hotel kitchens. This amalgamation will enlarge tourists' understanding of native food, culture, and eco-friendliness (Kubickova & Campbell, 2020). Despite its potential, not much has been written concerning its advantages and challenges. On the other hand, research can help us learn how to involve restaurants effectively in agritourism as well as their economic, social and environmental implications; thus it will also expose some best practices. Thus addressing this gap is important in promoting sustainable tourism agriculture as well as creating memorable food experiences (Susila et al., 2024).

The second identified gap concerns the frequency of agritourism and culinary tourism experiences, an under-researched area. In fact, the frequency of participation in agritourism and culinary tourism activities represents very important information for effective marketing and management. Information about tourist behavior and demands for agritourism raised the possibility of constructing experiences tailored to meet such expectations. In spite of this importance, there is very limited academic exploration. Research may consider trends and patterns of participation to inform local food systems and sustainable tourism stakeholders (Joshi et al., 2020). This gap must be met to maximize the benefits of agritourism and culinary tourism toward the sustainable growth of the tourism sector.

There is also an under-researched gap in the integration of local cultural aspects into tourism culinary experiences, which could enhance the regional traditions expressed during such food-related occasions, traditional foods based on local ingredient utilization as a dimension of culture conservation, and increasing exploration of the area. Cultural elements were found to have potential when combined with culinary tourism, but little has been explored to devise the best possible ways of doing so. Such research might point out some best practices that might engender the optimum tourist experience and steps toward cultural preservation. Information about this gap is therefore important for the development of meaningful and long-term sustainable culinary tourism.

A fourth identified gap is the authenticity of agritourism, which has scant academic exploration. More authentic experiences in agritourism enable tourists to be closer to the culture of the area they visit, its agriculture, and culinary products. That being so, little research has been understood about what defines the authenticity of agritourism and, accordingly, its effect on the general tourist experience. An examination of the perceptions and values that tourists attach to the authenticity of agritourism might probably give practices the impetus for authentic representations of locality and value. This gap needs

to be bridged in style in such a way that it may further enhance the agritourism experiences, foster sustainable tourism, and preserve cultures.

1.2 Objectives:

- To determine if agritourism related activities by restaurants had any effect on overall culinary tourism experience in the state of Goa
- To examine the relationship between frequency of restaurant led agritourism activities enhanced the overall culinary tourism experience in the state of Goa
- To evaluate the effect of integration of local cultural elements into agritourism led restaurants on the overall culinary tourism experience
- To Assess if incorporation of perceived authenticity of agritourism experiences offered by restaurants and the overall satisfaction of culinary tourists.

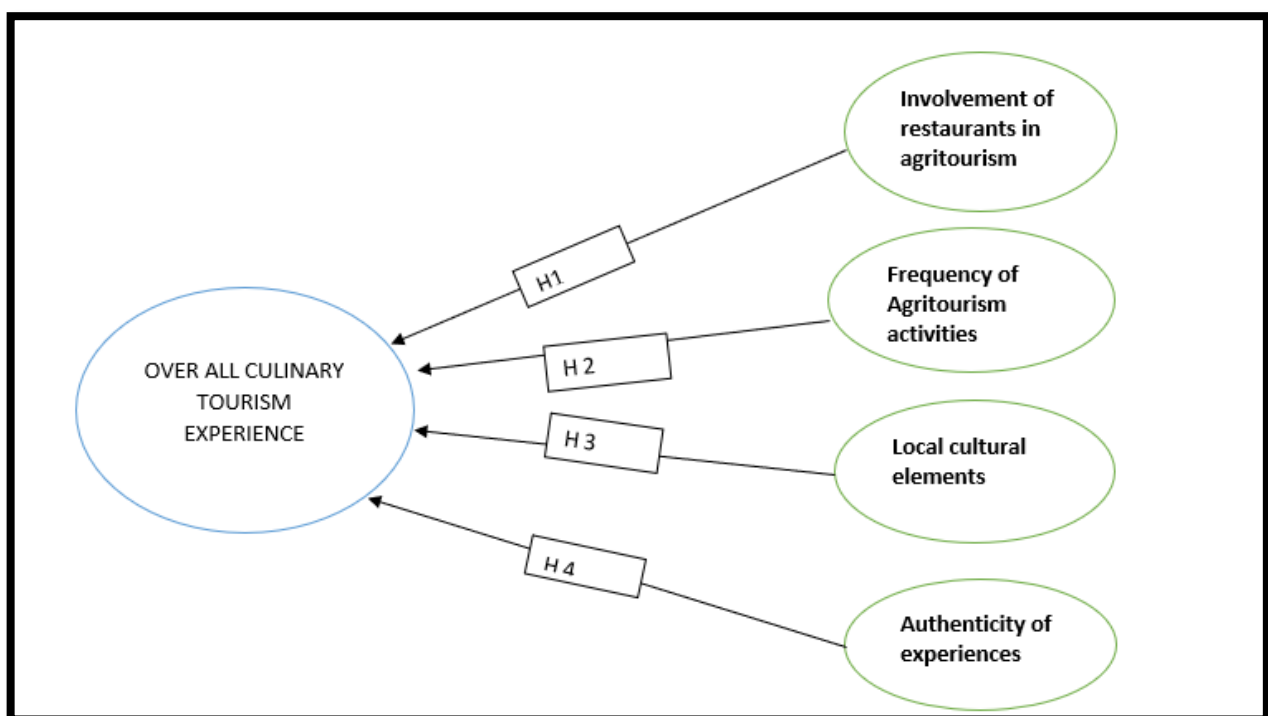


Figure 1.1 Conceptual Framework Model

2. Literature Review

2. 1. Agritourism:

Agritourism experiences range from simple farm tours and hands-on activities like fruit picking or animal feeding to more elaborate offerings such as farm-to-table dining experiences and educational workshops. Agritourism or farm tourism is a blend of agriculture and tourism, providing tourists with a diverse range of experiences (Amirov et al., 2023). Tourists go to working farms for information on production processes of food; take part in its related activities; live like people do in the countryside (Little & Blau, 2020). Farmers benefit from this diversification through income generation apart from traditional agricultural sales as well as promoting sustainable practices such as organic farming and local food systems (Goyal et al., 2023). Some studies show that agritourism can help rural development through job creation, local economy revitalization and cultural preservation (Kinasih & Roessali, 2020). But there are challenges such as reconciling tourism demands against competing agricultural operations, making sure that regulations are followed correctly, and effectively

marketing agritourism services (Roslina et al., 2021). Not only do these activities provide visitors with ways to spend their leisure time, teach them about sustainable agriculture's significance along with emphasizing locally sourced foods using farms that grow it. To gain a deeper understanding of what it takes to cultivate crops for us all on our plates, agritourism links consumers directly with the people who put in hard work associated with farming practices (Jiang, 2022).

H1: There is a positive relationship between restaurants involved in agritourism and the overall culinary tourism experience.

2.2. Frequency of Agritourism:

While the precise frequency of agritourism participation still needs to be discovered, research shows that there is a rising trend driven by diverse factors. Tourists are more often looking for genuine experiences that link them to nature, local communities and food origin. Food production and sustainability issues also play a major role as well as they serve as major drivers of mainly families' visits to farms (Kinasih & Roessali, 2020). Besides, demographic patterns including an aged population which has increased leisurely time as well as rising interests in healthy lifestyles have been contributors to the emergence of agritourism. However, the frequency of participation can be affected by factors like accessibility and regional infrastructure. Research suggests that areas with well-developed transportation networks and clear information channels about agritourism offerings are havens for tourists (Nurlaela et al., 2021). Recent data shows that one of the main reasons behind this trend is increasingly seeking unique, immersive travel experiences. Tourists are increasingly choosing travel destinations that guarantee more than just leisure; they want enriching, memorable experiences (Gunasekara & Silva, 2022). The demand for agritourism is one such demand as it provides a real link between rural life and farming methods. In this case visitors get away from their busy lives into peaceful countryside surroundings where they engage in worthwhile activities such as cooking or harvesting and thus learning agricultural techniques directly from skilled farmers while enjoying meals prepared out of bio-organic produce brought from these farms themselves (Andayani et al., 2022).

H2 There is a positive relationship between the frequency of agritourism activities organized by restaurants and the overall culinary tourism experience.

2.3. Local Culture Elements for Agritourism:

As a significant component of successful agritourism experience Local Culture plays quite a substantial role. If the tourist's experience includes some traditional practices, music, crafts and cuisine among others, this would lead to an enhanced sense of authenticity and deeper connection with local life-style (Wang et al., 2020). Some of these practices include displaying traditional farming methods as well as offering workshops on local arts and crafts or even exposing tourists to regional meals that are made available to all visitors. On top of that by emphasizing on their cultural heritage through festivals, storytelling sessions, and interactions with local artisans strengthen the cultural exchange; hence they provide a sense of place for visitors (Demirezen, 2020). Traditional farming techniques, which have been transmitted from generation to generation, offer travelers an insightful overview concerning agricultural history in addition to its evolution in the area. The experience provided by using conventional tools and techniques like planting heirloom varieties and practicing organic farming sheds light on how sustainable agriculture may be attained (Lestari et al., 2021). Furthermore, this not only educates people but also protects and promotes agricultural heritage. When it comes down to agritourism food becomes its basic element since it represents the cultural identity (Zainal et al., 2022). That is why incorporating locally sourced ingredients aggregating such traditional dishes into all menus presented throughout expeditions to travelers is done deliberately by tour operators (Vukolić et al., 2023).

H3 There is a positive relationship between the integration of local cultural elements within agritourism-integrated restaurants and the overall culinary tourism experience.

2.4. Authenticity of Agritourism and Culinary Tourism Experience:

In both agritourism and culinary tourism, authenticity serves as a crucial differentiator between the two types of tourism (Havale et al., 2022). Tourists seek out experiences that are real, which facilitate their connection to the local culture and offer some insight into how food is made (Rickly, 2022). People usually look for such authenticity since they want to escape from their ordinary lives or just experience something extraordinary, local, and unique in its own way; such an experience would give value addition to their travelling in general (Utama & Trimurti, 2020). Furthermore, the aspect of authenticity found in agritourism can also be manifested by traditional farming methods and biodiversity preservation efforts. According to the research conducted by Lobo & Cárdenas (2011), it is evident that farms advocating for organic farming practices alongside traditional crop varieties attracted more visitors who were seeking eco-friendly and true-to-life experiences (Saroinson, 2020). Additionally, this trend is in line with consumers' preference for sustainability as well as ethical consumption as reported by the World Tourism Organization (UNWTO). On the other hand, commercialization beyond limit or fake event such as preplanned activities may affect an individual's perception on agritourism experiences (Jafaruddin et al., 2020).

H4 The authenticity of agritourism experiences has a positive relationship with the overall culinary tourism experience.

3. Methodology

Research design: This research focuses on analyzing how restaurant-driven agritourism activities influence culinary tourism in Goa, based on The Experience Economy Theory introduced by Pine and Gilmore in 1998. In this theory, the authors state that businesses create memorable experiences for the customer to gain a competitive advantage. Thus, this research will focus on how agritourism activities driven by restaurants enhance the culinary tourism experience. In this regard, the strategy in the research will be to recruit respondents using purposive sampling, targeting domestic and international tourists who have some experience in agritourism

Sampling: In this research, a total of 324 tourists were surveyed to provide information on their experiences and perceptions on the mentioned aspects. The purposeful sampling ensures that the participants had experiences related to activities on agritourism, hence giving rich and meaningful data.

Data Collection and Instrument In collecting data for this study, a quantitative research was used, where a structured questionnaire was utilized to collect data. In the survey there were questions about participants' background characteristics, attitude towards Agritourism-integrated restaurants, and their influence on Culinary Tourism. The questions were answered on a 5-point Likert scale with values ranging where 1 = Strongly Disagree and 5 = Strongly Agree which helped the respondents express the extent of their agreement with the statements concerning the research variables. The self-administered questionnaire was developed from a paper by (Testa et al., 2019)

4. Findings

The article first preludes the main data analysis with a discussion on the pilot test results in the study. The descriptive findings related to the impact of agritourism on culinary tourism in Goa and hypothesis tests have been included in this chapter. Reliability analysis was done to test the internal consistency of variables so that the data used was reliable. This was followed by a multiple regression analysis using the survey data from respondents to determine relationships among the frequency of agritourism activities, restaurant involvement, localization of culture, and authenticity that impact the overall culinary experience.

4.1.1 Reliability Test and Normality

Table 1: Cronbach's Alpha

Variables	Cronbach's Alpha	N of Items	No. of Cases (Valid)
Involvement of restaurants in agritourism	0.972	6	324
Frequency of Agritourism activities	0.961	3	324
Local cultural elements	0.977	3	324
Authenticity of experiences	0.976	4	324

In this study, Cronbach's alpha was employed to estimate the internal consistency and reliability of the measured variables. The results indicated that all variables in the pre-test exceeded the acceptable threshold of 0.7, with values ranging from 0.961 to 0.977. These results suggest a high level of reliability, with the alpha values falling within the range of very good to excellent. To assess the normality of the data, the central limit theorem was applied.

4.1.2 : Descriptive Stats and Analysis

Table 2: Demographic Profile of Respondents

Profiles	Categories	Frequency	Percentage
Gender	Male	193	59.60%
	Female	131	40.40%
Age Group	18-25	15	4.60%
	26-35	35	10.80%
	36-45	132	40.70%
	46-55	116	35.80%
	56 and above	26	8.00%
Nationality	Domestic	176	54.30%
	Foreign	148	45.70%
Travel Experience	Frequent	121	37.30%
	Occasional	177	54.60%
	Rare	26	8.00%
Culinary Interests	High	172	53.10%
	Moderate	130	25.00%
	Low	22	6.80%

Table 2 shows that the total respondents in the study were 324; of these, 59.60 percent were males, while 40.40 percent were females. The distribution of the age of the respondents indicates that 4.60 percent, n=15, aged between 18 and 25 years; 10.80 percent, with n=35, were between 26 and 35; 40.70 percent, belonging to n=132, fell into the 36 to 45-year age group; 35.80 percent aged 46 to 55 years, with n=116; and 8.00 percent aged 56 years or above, with n=26. As for nationality, there were 54.30 percent (n=176) of the respondents that were domestic as opposed to 45.70 percent (n=148)

being foreign nationals. About travel experience, there was 37.30 percent (n=121) that were frequent travelers, 54.60 percent (n=177) being occasional travellers while 8.00 percent with n=26 were rare travelers. The interests of the respondents in culinary combinations were significant; 53.10 percent n=172 showing a great interest in culinary combinations, exhibited 25.00 percent n= 130, with a moderate, Low interest was observed in 6.80 percent, with n=22.

4.1.4 : Correlations

Table 3: Correlation Matrix

	Agritourism	Frequency of Agritourism	Local Culture	Authenticity	Overall Culinary Experience
Agritourism	1				
Frequency of Agritourism	0.933**	1			
Local Culture	0.909**	0.939**	1		
Authenticity	0.934**	0.955**	0.957**	1	
Overall Culinary Experience	0.913**	0.935**	0.941**	0.975**	1

**Correlation is significant at the 0.01 level (2-tailed).

The table illustrates Pearson correlation coefficients for Agrotourism, Frequency of Agrotourism, Local Culture, Authenticity and Overall Culinary Experience. Correlations are significant at the 0.01 level (2-tailed). N = 324 for all variable pairs. Correlations coefficients range from 0.909 through 0.975 indicating strong positive relationships between the variables. In all pairs of variables, there was a highly significant positive correlation, with the highest in 'Authenticity' and 'Overall Culinary Experience' at 0.975.

4.1.5 : Overview of Model Performance and Fit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.951	.950	.243

a. Predictors: (Constant), Authenticity , Agrotourism , Local Culture, Frequency of Agrotourism

The model has an R-squared of 0.951, meaning that 95.1% of the variance in the overall culinary experience is accounted for by the predictors. This makes the adjusted R-squared value 0.950, adjusting for the number of predictors with respect to sample size. The standard error of the estimate is 0.243.

"4.1.6: ANOVA Results and Statistical Significance"

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	365.974	4	91.493	1547.056	.000 ^b
	Residual	18.866	319	.059		
	Total	384.840	323			
a. Dependent Variable: Overall culinary experience						
b. Predictors: (Constant), Authenticity , Agritourism , Local Culture, Frequency of Agritourism						

The F-statistic of 1547.056 and the p-value of .000 indicate that the regression model significantly predicts the overall culinary experience. The predictors (Authenticity, Agrotourism, Local Culture, Frequency of Agrotourism) collectively contribute to this model.

"4.1.7: Regression Coefficients and Their Impact"

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-.075	.032		-2.368	.018	-.138	-.013		
	Agrotourism	.009	.040	.009	.231	.818	-.069	.087	.109	9.176
	Frequency of Agrotourism	.009	.048	.009	.187	.852	-.086	.104	.069	14.395
	Local Culture	.094	.045	.093	2.076	.039	.005	.182	.077	12.950
	Authenticity	.901	.057	.870	15.905	.000	.789	1.012	.051	19.453

The coefficients table expresses the effects of each predictor on the whole culinary experience. Agrotourism had a coefficient of .009, with the effect not at all statistically significant at $p = .818$. Equally, Frequency of Agrotourism had only a small effect of .009, with $p = .852$. In contrast, "Local Culture" has a positive effect of 0.094 and its p-value is statistically significant at $p = 0.039$, which indicates that it plays a meaningful role in the culinary experience. The strongest predictor among them is "Authenticity," with a coefficient of 0.901, together with a very significant p-value of 0.000, which means that the latter has a substantial influence and is very reliable when it comes to the overall experience.

Hypothesis	Beta Value	t-Value	p-Value	Final Result
There is a positive relationship between restaurants involved in agritourism activities and culinary tourism experience.(H1)	0.009	0.231	0.818	Rejected
There is a positive relationship between the frequency of agritourism activities organized by restaurants and overall culinary tourism experience. (H2)	0.009	0.187	0.852	Rejected
There is a positive relationship between the integration of local elements of culture within agritourism-integrated restaurants and overall culinary tourism experience. (H3)	0.093	2.076	0.039	Accepted
The authenticity of agritourism experiences has a positive relationship with overall culinary tourism experience. (H4)	0.87	15.905	0	Accepted

5. Discussion

5.1 Frequency of Agritourism

The findings of the analysis suggest that the subject has a beta value of .009 and a t-value of .104, with an F of 9.852, which might mean that the frequency of agritourism activities organized by restaurants does not vary much and therefore does not have a major effect on the culinary tourism sector. However, because this correlation was not statistically significant, it is possible that differences in the frequency of these activities might not have a substantial impact on how guests perceive the culinary experience. This could mean that there are other factors, apart from the number of agritourism events, that are more relevant in determining the agritourism experience.

5.2 Local Culture Elements for Agritourism:

As for the variable on the assimilation of local cultural aspects in agritourism-integrated restaurants, the estimated beta value is .093 and a t-value of 2.76, which is less than .05, giving it statistically significant results. This result suggests a strong and positive correlation between the integration of culture in the local and the positive experience gained in culinary tourism destinations. This means that restaurants that are able to incorporate local cultural aspects in their dishes offer more value to tourists in terms of the experience they get in identifying with their local cultural practices during the agritourism activities.

5.3 Authenticity of Agritourism

The authenticity of the agritourism experiences has a beta value of .870 and a t-value of 15.905 with a highly significant p-value of .000. Such a positive strong relationship suggests that authenticity plays a very imperative role in shaping the overall culinary tourism experience. Tourists value such authentic experiences so highly, for they could substantially enhance satisfaction and perception of the culinary food offering. It infers that restaurants stressing their authenticity in providing a bonafide agritourism experience tend to gain more interest and become more effective in culinary tourism.

5.4 Agritourism:

The involvement of restaurants in the agritourism activities has a beta value of .009 and a t-value of .231, with a p-value of .818. This would suggest that generally, there is no significant effect of the involvement of restaurants in agritourism on the overall culinary tourism experience. While being involved in agritourism is a positive fact, the data obtained indicates that only participation in agritourism activities does not make a huge difference in the culinary experience. Other factors, such as the quality and genuineness of the experience offered, might be more important in causing an overall impact on tourism.

6. Conclusion

This study contributes to the understanding of the factors that create the culinary experience within agritourism contexts. Although agritourism activity frequency and general restaurant involvement do not contribute much, others do. The assimilation of local cultural aspects in agritourism activities is significantly related to the heightening of the culinary tourism experience, hence indicating a cultural authenticity interaction effect. Moreover, the strongest positive effect is that of the authenticity of the agritourism experiences, which means that tourists value the authentic experience. Therefore, to have better impacts of agritourism on culinary tourism, restaurants should increase the authenticity of their agritourism experiences and put more local cultural elements into agritourism products rather than provide more activity items.

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