

From Farms to Tourism : Two Decades of Agritourism Trends – A Bibliometric Analysis

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Abstract

Purpose : This study investigated agritourism trends, examining how it diversified rural businesses and contributed to rural economies. It identified the determinants driving agritourism and its various typologies by exploring existing literature.

Design/Methodology/Approach : A comprehensive bibliometric analysis was conducted using the biblioshiny tool in RStudio, analyzing 1,104 articles from the Web of Science (WoS) database. The study assessed the most cited papers, key contributing authors, and prominent journals. Additionally, a content analysis was performed to uncover emerging themes and research areas in agritourism.

Findings : The results revealed a growing acceptance of agritourism as a rural economic diversification strategy. The study identified leading authors, institutions, and countries contributing to agritourism research and the evolution of major research themes over time. The analysis underscored the economic, social, and environmental benefits of agritourism while also highlighting the associated challenges.

Practical Implications : The study provided insights for policymakers, rural developers, and agritourism entrepreneurs in designing effective strategies for sustainable rural development. Understanding agritourism's motivations and challenges aided in formulating supportive policies and development frameworks. However, the study was limited by its reliance on bibliometric analysis, which may not have fully captured qualitative aspects of agritourism practices. Additionally, the exclusion of non-English publications and reliance on WoS data may have resulted in potential bias and omission of relevant studies from other databases.

Originality : This study adopted a novel approach by integrating bibliometric and content analysis to examine agritourism. By identifying key research trends and themes, it enhanced the theoretical understanding of agritourism and its economic impact.

Keywords : agritourism, tourism, bibliometric, rural tourism, agriculture, Rstudio

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Agritourism has emerged as a significant approach to rural economic diversification, offering farmers alternative revenue streams while promoting sustainable development (Brandth & Haugen, 2011; Tew & Barbieri, 2012). By integrating agriculture with tourism, agritourism fosters economic, social, and environmental benefits, such as job creation, conservation, and enhanced community engagement (Barbieri, 2013). Even while the idea is becoming more widely accepted, it is still not well defined. Because terms like “farm tourism” and “rural tourism” are frequently used interchangeably, it might be difficult to develop policies and standardize the industry (Arroyo et al., 2013; Phillip et al., 2010).

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The lack of a comprehensive understanding of agritourism poses a significant research challenge and makes it challenging to regulate and implement (Dsouza et al., 2024). There is a dearth of research on how farmers transition from traditional agriculture to agritourism, despite studies suggesting that agritourism enterprises require strong entrepreneurial skills and innovation to thrive. In addition, despite agritourism's well-known economic benefits, difficulties such as poor infrastructure, a lack of legislation, and incorrectly aligned stakeholders limit widespread adoption (Santeramo & Morelli, 2016; Yang, 2012). Previous studies have examined the sustainability impact, customer needs, and financial viability of agritourism (Mishra & Ojha, 2014; Sabari, 2023; Schilling et al., 2012). Yet, there is a research deficit in integrating these findings through content analysis and bibliometrics to identify common themes, theoretical frameworks, and worldwide research patterns. A comprehensive global analysis is lacking despite earlier studies focusing on specific regional contexts (Pérez-Olmos & Aguilar-Rivera, 2021; Rauniyar et al., 2021).

It is essential to comprehend the development, factors, and patterns in agritourism research to formulate policies, conduct scholarly research, and carry out practical applications. A thorough picture of the evolution of agritourism, new research fields, and knowledge gaps is provided by this study's analysis of high-impact publications, research collaboration networks, and theme progressions. This study aims to bridge this gap by conducting a bibliometric and content analysis of agritourism research, mapping its intellectual evolution and key research contributions. The study addresses four primary research questions: (a) Who are the most influential authors in agritourism research? (b) Which universities and countries have made significant contributions? (c) How have citation patterns evolved over time? (d) What are the dominant themes, research gaps, and future directions in agritourism?

The findings contribute to the literature by offering a structured review of existing research, guiding future studies, and providing insights for policymakers, farmers, rural entrepreneurs, and scholars. By identifying research trends and gaps, this study supports the development of strategies for leveraging agritourism as a sustainable rural development tool (Tew & Barbieri, 2012).

Importance of the Study

Agritourism research is in high demand as it aligns with global sustainability goals, rural economic diversification, and changing tourism preferences. As travelers increasingly seek eco-friendly, experiential tourism, agritourism provides farmers with an alternative income stream while preserving cultural and environmental resources (Tew & Barbieri, 2012). Governments and policymakers are recognizing its potential, leading to supportive policies and funding initiatives that further drive research interest (Kamat, 2011; Sabari, 2020; Sabari, 2021; Shekhar et al., 2023).

The academic discipline's publications, citations, and international collaborations have all increased consistently, suggesting its growing importance. Because the sector is evolving owing to emerging trends such as digital transformation and agritourism marketing, technological adaptation is an important field of research. The post-pandemic shift toward rural and outdoor tourist experiences has fuelled agritourism's growth, reinforcing its importance in commercial and scholarly discourses (Singh et al., 2023). This study identifies notable authors, research relationships, and theme advances, paving the way for future research with data. It provides informative information to scholars, decision-makers, and company owners by integrating agritourism, rural development, and visitor experiences.

Theoretical Grounding

This study focuses on rural growth and diversification, which suggests that farmers can use agritourism as a

strategic decision to promote rural sustainability and diversify revenue streams (Barbieri & Mshenga, 2008). Farms can reduce their reliance on conventional crop production and attract tourists through alternative tourism models that combine tourism and agriculture as a sector. Agritourism is also supported by the sustainable tourism development idea (Lane, 1994), which seeks to find a balance between community well-being, environmental preservation, and economic growth while ensuring long-term rural existence (Rani et al., 2010).

Furthermore, agritourism aligns with consumer experience theories, particularly Pine and Gilmore's (1998) paradigm, which stresses the trend toward immersive and participatory travel experiences. The increased demand for hands-on farm activities among tourists reinforces agritourism's commitment to cultural preservation and local economic stimulation. Furthermore, the expansion of agritourism is influenced by government policies, incentives, and rural tourism activities, making it an important component of global rural economic planning, according to the institutional theory (Phillip et al., 2010).

Methods

This study used the Web of Science (WoS) Core Collection database, a Clarivate analytics tool, to extract papers on agritourism within the tourism industry from 2004 to December 2022. WoS is largely regarded as the most reliable and comprehensive source for tracking scientific development and assessment, with the highest citation indexing (Derviş, 2019). It allows for relevant comparisons between study domains, authors, and organizations (Aldieri et al., 2019; Ronda-Pupo et al., 2015). While many databases, including Scopus, EBSCO, ScienceDirect, ProQuest, and PubMed, give access to scholarly literature, WoS remains the preferred option due to its thorough indexing procedure and extensive citation monitoring. Publications from 2023 to 2024 were removed due to inadequate indexing, which could distort the results and omit current research that has not yet been published in indexed journals.

To guarantee specificity to agritourism-related studies, the search strategy was organized using bibliometric analysis approaches and carried out within the title (tt) field. By applying filters based on document type, language, and content relevancy, an iterative method was used to hone the search and exclude irrelevant material. The study considered only articles, proceedings papers, early-access publications, and review articles published in English. Refinement was achieved through manual screening and automated filtering using RStudio's bibliometrix package.

The inclusion criteria in Table 1 comprised publications explicitly discussing agritourism, studies with bibliometric data available in WoS, peer-reviewed articles, and research providing methodological details relevant to bibliometric and content analysis. Studies were excluded if they lacked full-text access, were published in languages other than English, did not explicitly focus on agritourism, or were duplicate records or preprints lacking peer review.

Table 1. Inclusion and Exclusion Criteria for Bibliometric and Content Analysis

Criteria	Inclusion	Exclusion	Justification
Database Selection	Web of Science (WoS) Core Collection	Other databases (e.g., Google Scholar, industry reports)	WoS ensures high-quality, peer-reviewed sources.
Timeframe	2004–2022	Studies published before 2004 or after 2022	Provides a comprehensive overview of agritourism evolution.
Document Types	Research articles, review papers, conference proceedings, early	Editorials, book chapters, white papers, opinion pieces	Focuses on high-impact, peer-reviewed scholarly work.

	access publications		
Language	English	Non-English publications	Ensures consistency and avoids translation bias.
Search Fields	Title, Abstract, Keywords	Full-text search	Target studies explicitly focused on agritourism.
Search Terms & Boolean Operators	("Agritourism" OR "Rural Tourism" OR "Farm Tourism" OR "Agrotourism") AND ("Sustainable Tourism" OR "Rural Development" OR "Farm Diversification")	Studies unrelated to tourism, rural economy, or sustainability	Ensures relevance to agritourism trends.
Peer-Review Status	Peer-reviewed journal articles and conference proceedings	Non-peer-reviewed sources	Ensures research rigor and validity.
Citation Impact	Studies with citations (except recent 2021–2022 papers)	Studies with zero citations (before 2021)	Older studies with zero citations may not contribute significantly.
Relevance to Agritourism	Studies analyzing agritourism trends, policies, economic impact, sustainability, or diversification	General rural tourism studies without a specific agritourism focus	Maintains research specificity.
Data Extraction Tools	Biblioshiny (R-Studio)	Manual data extraction without software support	Ensures replicability and consistency.

This research follows a bibliometric and content analysis approach, systematically analyzing academic literature through citation-based metrics, mapping intellectual structures, and identifying research trends. Data collection involved extracting metadata from the WoS, including author details, journal names, keywords, citations, and affiliations. Bibliometric indicators were assessed using RStudio's bibliometrix package, enabling co-authorship analysis, citation analysis, and keyword co-occurrence analysis. Content analysis complemented the bibliometric study by reviewing selected publications in-depth to identify core themes, research gaps, and methodological trends.

The study's sampling unit comprised individual academic publications indexed in WoS, and the sampling frame consisted of the total number of retrieved records, refined using predefined criteria. The analysis focused on publication trends, influential authors and journals, keyword networks, and citation impact. Spanning from 2004 to December 2022, the study offers a comprehensive evaluation of agritourism research trends over nearly two decades on a global scale. The combined bibliometric and content analysis approach ensures transparency, replicability, and methodological rigor, contributing to a deeper understanding of agritourism research while avoiding redundancy in the methodological description.

Results and Bibliometric Analysis

From 2004 to 2022, the WoS database yielded 524 papers, with an average citation count of 9.519 per document and an average citation rate of 1.393 per document per year. Articles (412) and proceedings papers (88) were the most frequently published document types. According to the data, there were 1,195 authors and 1,536 author appearances in the extracted publications, with a collaborative index of 2.55. A single author wrote a total of 86

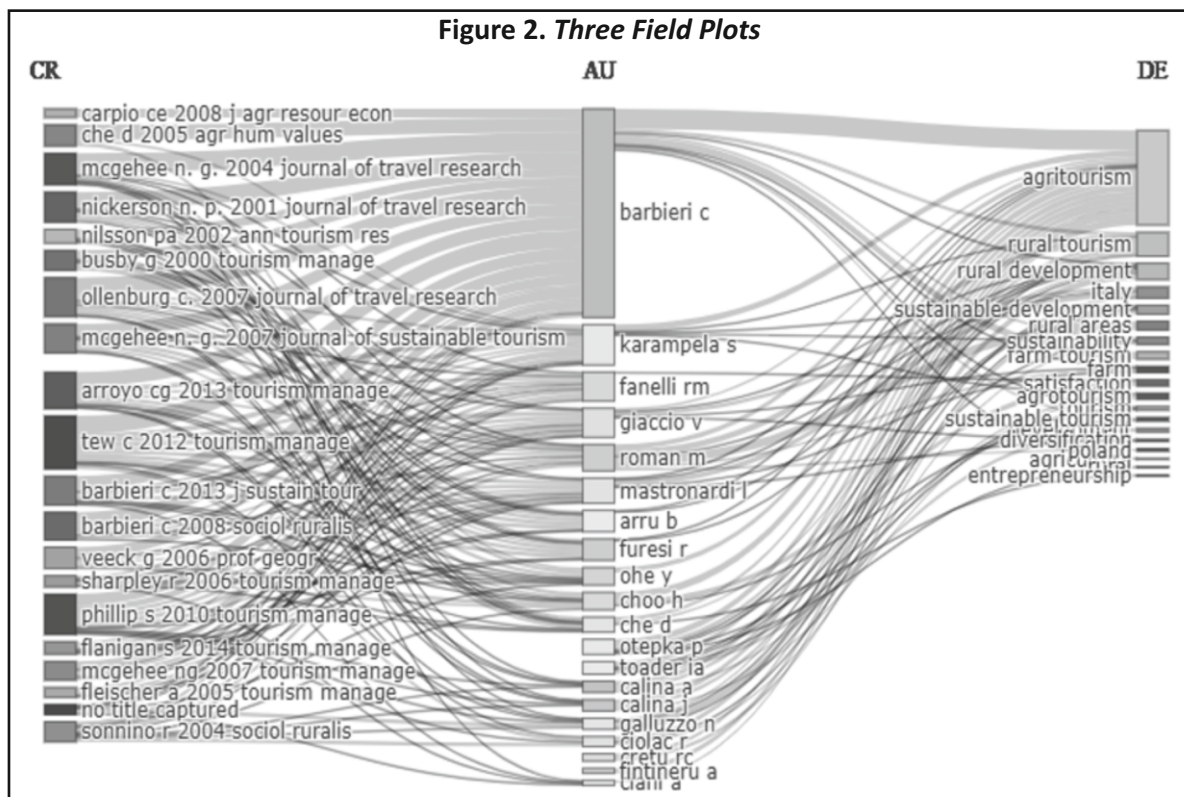
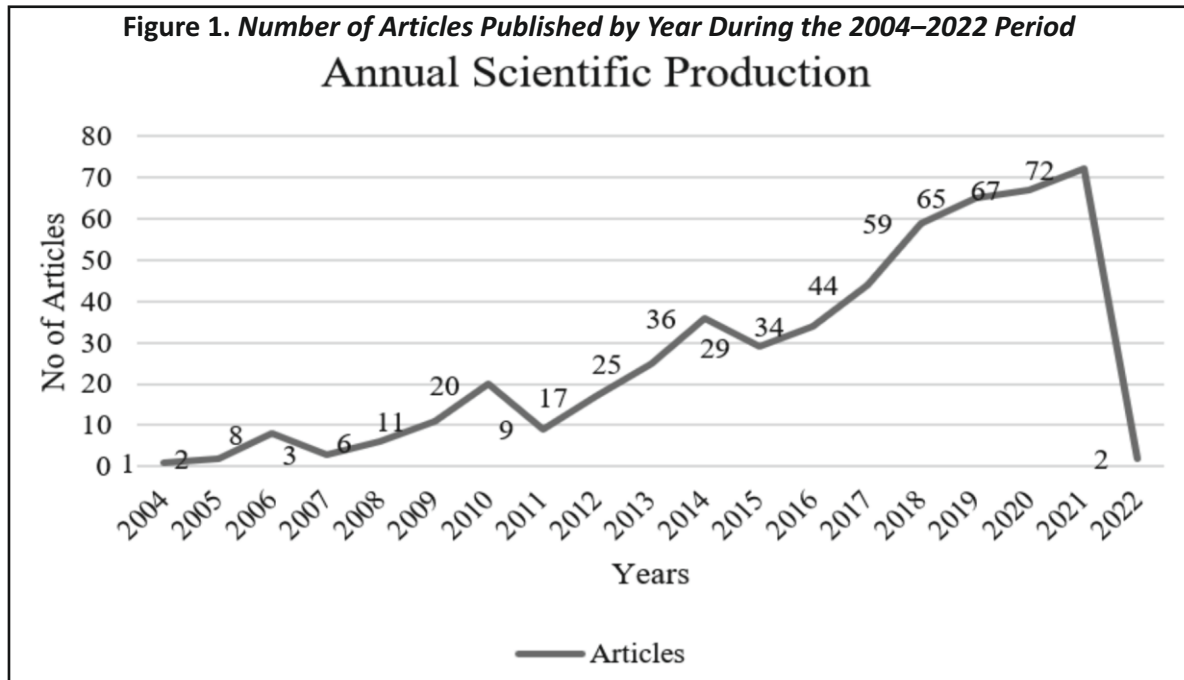
Table 2. Description and Results of Data Collection from the Web of Science Database

Description	Results
Main Information About Data	
Timespan	2004 : 2022
Sources (Journals, Books, etc)	257
Documents	524
Average years from publication	5.37
Average citations per document	9.519
Average citations per year per doc	1.393
References	17,313
Document Types	
Article	412
Article: early access	12
Article: proceedings paper	2
Proceedings paper	88
Review	8
Review; early access	2
Document Contents	
Keywords plus (ID)	683
Author's keywords (DE)	1,577
Authors	
Authors	1,195
Author appearances	1,536
Authors of single-authored documents	77
Authors of multi-authored documents	1,118
Authors' Collaboration	
Single-authored documents	86
Documents per author	0.438
Authors per document	2.28
Co-authors per documents	2.93
Collaboration index	2.55

articles. Table 2 provides a summary of the collected research publications. A steady stream of research articles has been published over the past five years, with 2021 recording the highest number at 72, as shown in Figure 1.

Three Field Plots

As part of this study, a three-field plot (Sankey diagram) was created to illustrate the proportions of research areas across different regions of the world as well as the most recent papers cited by the references, as shown in Figure 2. Sankey plots effectively depict the relationships among the three distinct fields. The three-field plot highlights the number of authors and sources studied, along with the frequency of related keywords. Keywords such as agritourism, its sources, and significant authors are displayed for each item. The analysis indicates that



agritourism is the most frequently studied term, demonstrating its significant impact on society. Additionally, related keywords such as rural tourism, rural development, sustainable development, and farm tourism are also prominent in the research.

Most Relevant Sources

Table 3 depicts the most relevant agritourism-related journals, along with the number of articles published between 2004 and 2022. The six most prominent journals and their corresponding article counts are as follows: *Sustainability* (56), *Scientific Papers—Series Management, Economic Engineering in Agriculture and Rural Development* (28), *Journal of Sustainable Tourism* (11), *Current Issues in Tourism* (10), *Open Agriculture* (10), and *Tourism Management* (10).

Table 3. Most Relevant Sources/Journals

Sources/Journals	Articles
<i>Sustainability</i>	56
<i>Scientific Papers-Series Management Economic Engineering in Agriculture and Rural Development</i>	28
<i>Journal of Sustainable Tourism</i>	11
<i>Current Issues in Tourism</i>	10
<i>Open Agriculture</i>	10
<i>Tourism Management</i>	10
<i>Journal of Rural Studies</i>	8
<i>European Countryside</i>	7
<i>Tourism Recreation Research</i>	7
<i>Journal of Travel Research</i>	6
<i>Tourism Economics</i>	6
<i>International Journal of Tourism Research</i>	5
<i>Journal of Agriculture Food Systems and Community Development</i>	5
<i>Journal of Rural and Community Development</i>	5
<i>Land Use Policy</i>	5
<i>Tourism Planning & Development</i>	5
<i>Worldwide Hospitality and Tourism Themes</i>	5
<i>Agricultural Economics-Zemledelska Ekonomika</i>	4
<i>Agriculture-Basel</i>	4
<i>Agriculture and Human Values</i>	4

Most Globally Cited Sources

Table 4 depicts the full database of the top 20 globally cited agritourism papers extracted from the WoS database between 2004 and 2022. Each of these papers has more than 100 citations. The top five most cited documents, according to the data, are Phillip et al. (2010), *Tourism Management* (194 citations); Tew and Barbieri (2012),

Table 4. Most Globally Cited Documents

Paper	DOI	Total Citations	TC per Year	Normalized TC
Phillip et al. (2010)	https://doi.org/10.1016/j.tourman.2009.08.001	194	14.9231	10.6301
Tew & Barbieri (2012)	https://doi.org/10.1016/j.tourman.2011.02.005	175	15.9091	7.1172
Brandth & Haugen (2011)	https://doi.org/10.1016/j.jrurstud.2010.09.002	146	12.1667	4.6596
Barbieri & Mshenga (2008)	https://doi.org/10.1111/j.1467-9523.2008.00450.x	121	8.0667	3.2124

Arroyo et al. (2013)	https://doi.org/10.1016/j.tourman.2012.12.007	119	11.9	7.4561
Barbieri (2013)	https://doi.org/10.1080/09669582.2012.685174	102	10.2	6.391
Choo & Petrick (2014)	https://doi.org/10.1016/j.tourman.2013.07.011	94	10.4444	5.4144
Che et al. (2005)	https://doi.org/10.1007/s10460-004-8282-0	86	4.7778	1.4333
Veeck et al. (2006)	https://doi.org/10.1111/j.1467-9272.2006.00565.x	81	4.7647	3.7029
Sonnino (2004)	https://doi.org/10.1111/j.1467-9523.2004.00276.x	80	4.2105	1
Carpio et al. (2008)	https://doi.org/10.22004/ag.econ.35445	71	4.7333	1.885
Choo & Jamal (2009)	https://doi.org/10.1080/09669580802713440	71	5.0714	6.4545
Flanigan et al. (2014)	https://doi.org/10.1016/j.tourman.2013.07.004	70	7.7778	4.032
Gao et al. (2013)	https://doi.org/10.1177/0047287513496471	63	7	3.6288
Naidoo & Sharpley (2016)	https://doi.org/10.1016/j.jdmm.2015.11.002	55	7.8571	4.9867
Hjalager et al. (2018)	https://doi.org/10.1080/15022250.2017.1287002	50	10	7.0743
Lupi et al. (2017)	https://doi.org/10.1016/j.landusepol.2017.03.002	48	8	5.2277
Yang (2012)	https://doi.org/10.1080/21568316.2012.726257	43	3.9091	1.7488
Brinkley (2012)	https://doi.org/10.1177/0885412211435172	43	3.9091	1.7488
Santeramo & Morelli (2016)	https://doi.org/10.1080/13683500.2015.1051518	41	5.8571	3.7173

Tourism Management (175 citations); Brandth and Haugen (2011), *Journal of Rural Studies* (146 citations); Barbieri and Mshenga (2008), *Sociologia Ruralis* (121 citations); and Arroyo et al. (2013), *Tourism Management* (119 citations). These highly cited publications are considered the major reference journals in this field.

Most Cited Countries

Table 5 illustrates how different countries contributed to the discipline based on the data, demonstrating that developed countries contributed the most to the literature. The top 20 most productive author countries in agritourism studies were identified through an analysis of author country production outputs from 2004 to 2022. According to the findings, the most frequently cited countries are as follows: The United States received approximately 1,960 citations, with an average of 20 citations per article, followed by Italy with 633 citations (average of 8 citations per article), and the United Kingdom with 528 citations (average of 44 citations per article), indicating a concentration of research in this area.

Table 5. Most Cited Countries

Country	Total Citations	Average Article Citations
United States	1,960	20
Italy	633	8
United Kingdom	528	44
Poland	228	4
Norway	179	60
Romania	164	3
China	155	5
Australia	139	11
Japan	102	10

Thailand	86	12
South Africa	79	9
Greece	76	7
Canada	73	10
Mauritius	64	32
Spain	54	6
France	41	14
Czech Republic	34	4
Serbia	33	5
Israel	32	11
Slovenia	29	15

Top Relevant Authors and Authors' Impacts

With the most papers in the discipline, Barbieri is one of the most prolific authors over time, as shown in Figure 5, and is also the most relevant author, with 19 papers, as depicted in Figure 4. Calina, A. and Calina, J. have written over nine articles on this topic. Roman, M., has published eight papers ; followed by Ohe, Y. with seven papers ; Choo, H. with six ; and so on. These relevant authors have made a significant impact on local sources, as indicated by the *h*-index in Figure 3. *Sustainability* has the greatest impact, with 13 local sources based on the *h*-index. *Tourism Management* follows with 10 local sources, while *Current Issues in Tourism* has seven local sources, followed by other sources.

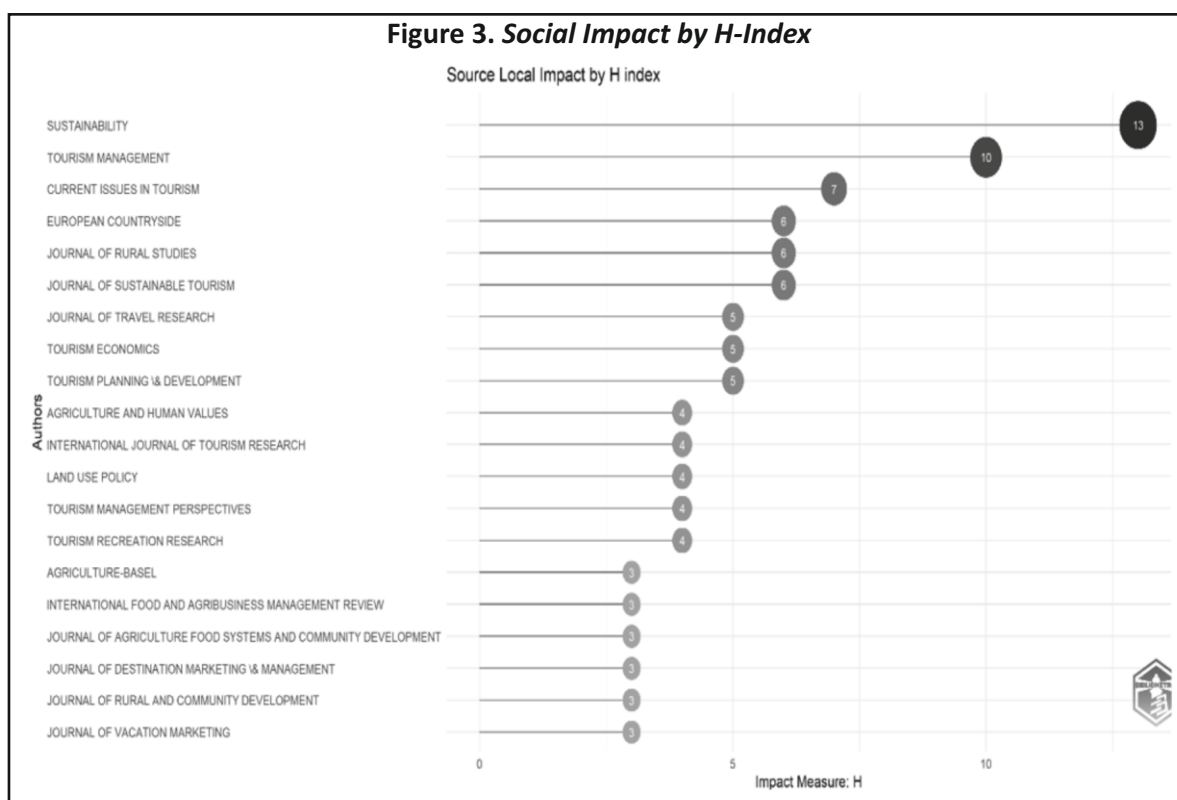


Figure 4. Most Relevant Authors

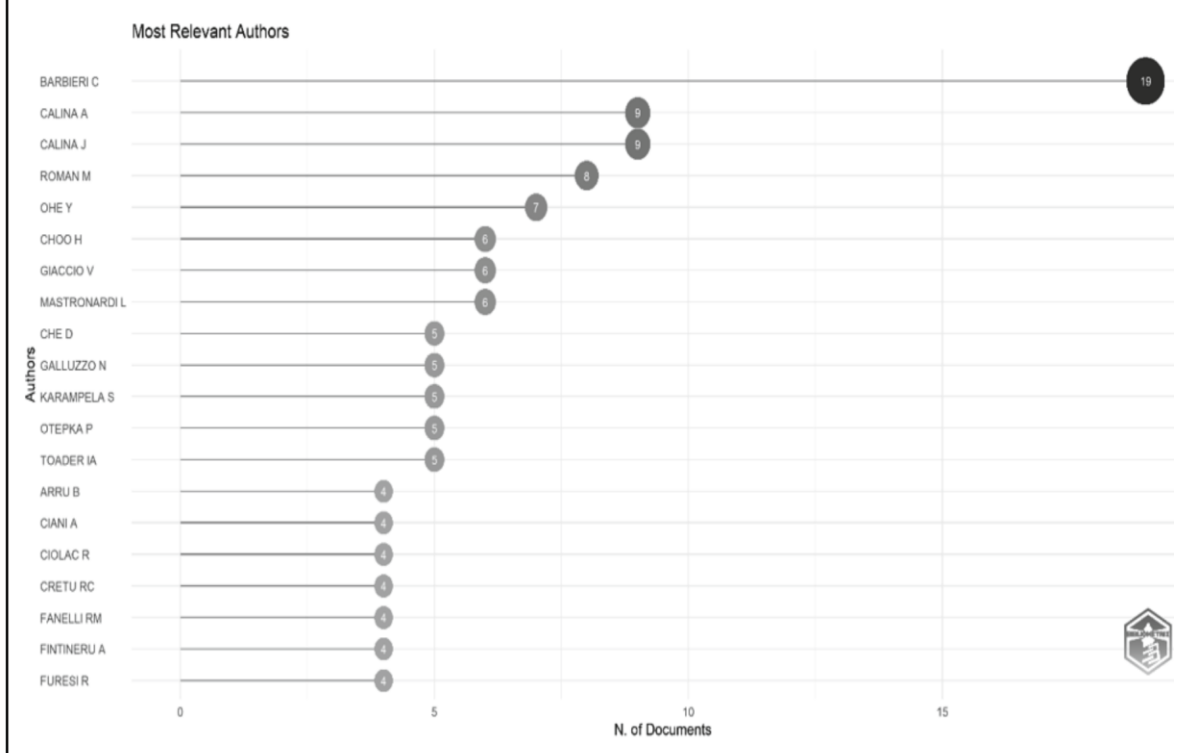
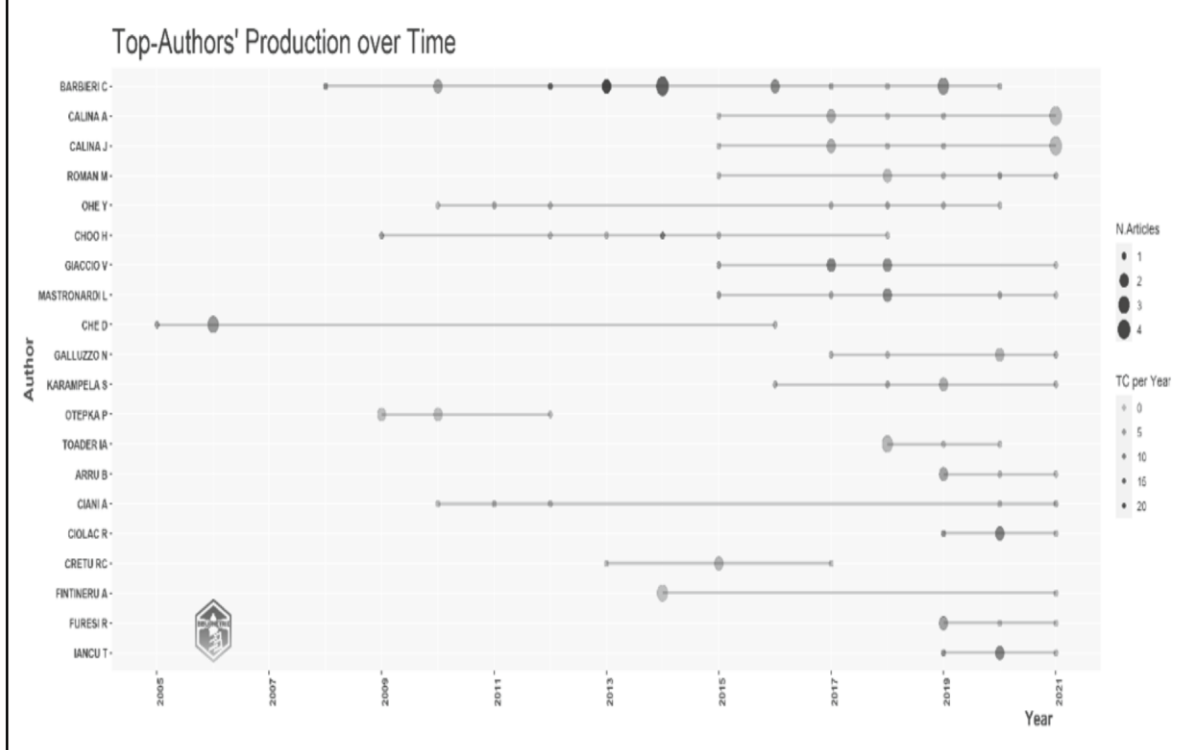


Figure 5. Top Authors' Production Over Time



Keyword Analysis

In a word cloud, a graphic representation of word frequency is displayed, where the most frequently used words are emphasized. According to the analysis of keyword frequency in the articles, “Tourism” appeared 102 times, followed by “Agritourism” (81 times), “rural tourism” (77 times), “diversification” (55 times), “typology” (36 times), “performance” (28 times), “farms” (25 times), “impact” (27 times), “sustainability” (18 times), and “perceptions” (18 times). The size of the words in Figure 6 illustrates their frequency within the analyzed articles. However, the literary significance of the words can be disregarded.

Figure 6. Word Cloud – Visualization of the Words that Appeared Most Frequently in the Papers

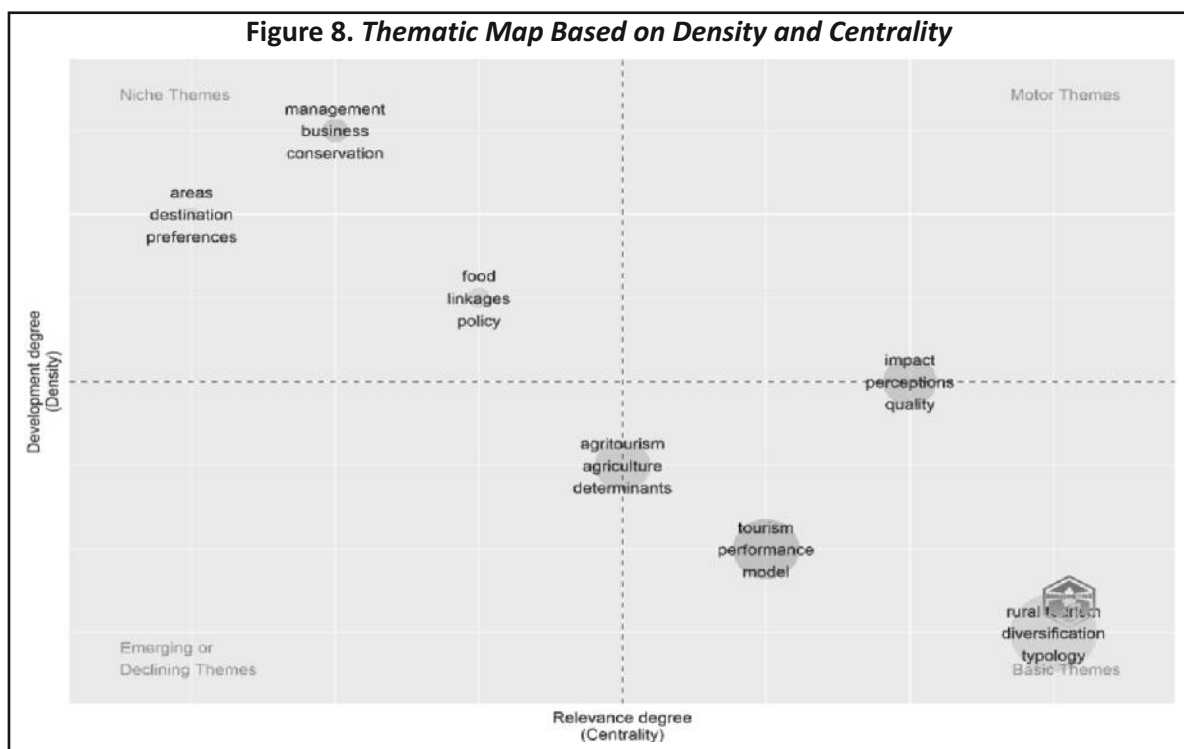
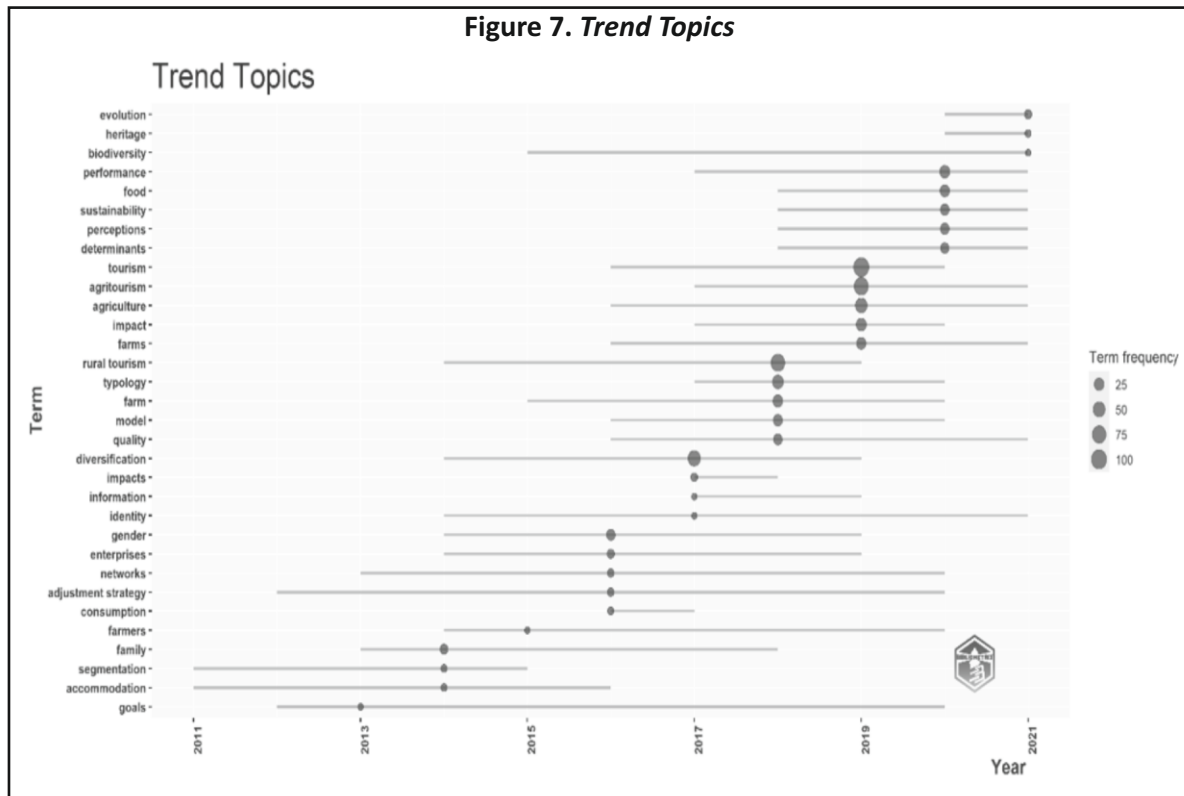


Trend Topics

The two-dimensional scale, as shown in Figure 7, depicts the evolution of the top trending themes, with logarithmic frequency values on the vertical axis representing terms and the published years on the horizontal axis. A study of the themes over the past 11 years has revealed an intriguing pattern. In 2016 and 2017, the most prominent topics were consumption, adjustment strategies, networks, enterprises, and gender. From 2018 to 2020, the primary focus shifted to quality, rural tourism, agriculture, agritourism, sustainability, food, and performance (Sabari, 2022; Shekhar et al., 2023).

Thematic Map

A two-dimensional layout, a thematic map, plots the topological themes. The keyword clusters are identified through co-word analysis, resulting in the themes of the research topic. These themes are divided into four topological regions based on their density and centrality on a two-dimensional graph, with density and centrality as the two variables.



As shown in Figure 8, the concept of “rural tourism” is the core theme, indicating an important yet underdeveloped sector. The results obtained in the upper-left quadrant represent a niche theme, including “management,”

“business,” “conservation,” “area,” “destination,” “preferences,” “food,” “linkages,” and “policy.” This theme has well-developed inbound links but weak external ties, making it of minor significance. The upper-right quadrant represents motor themes.

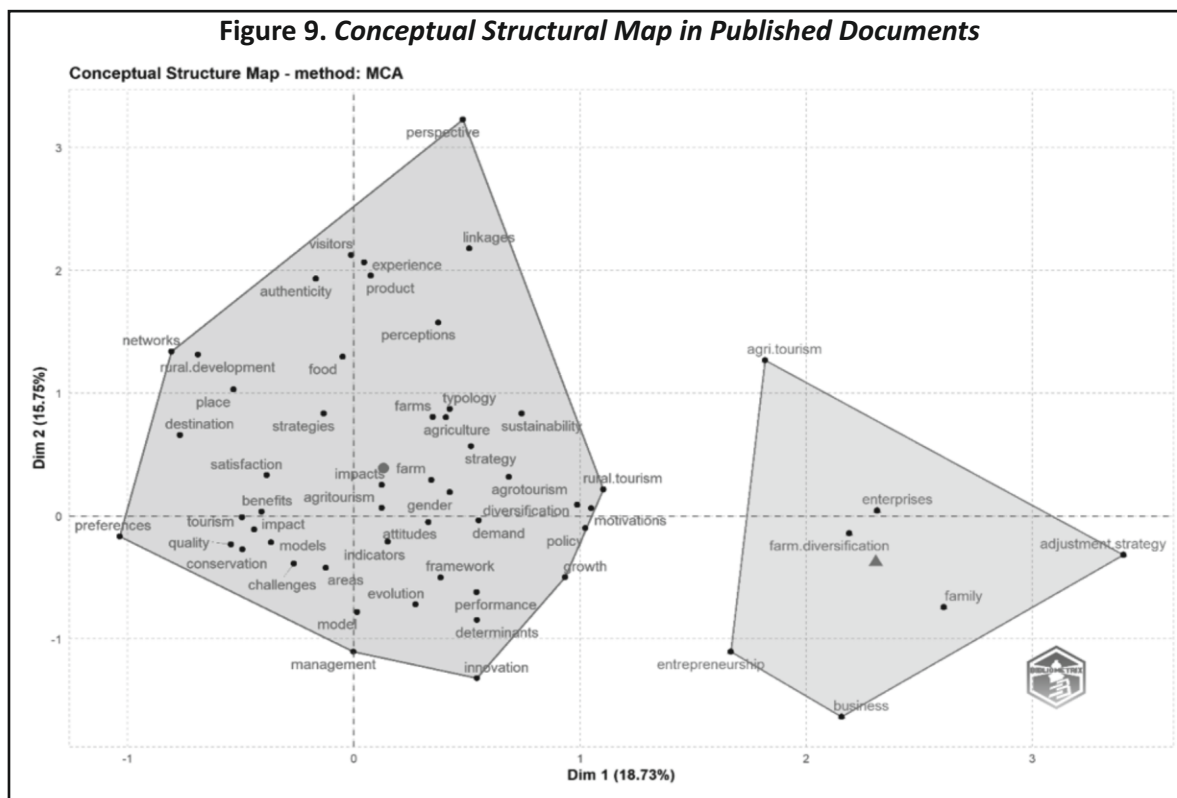
Conceptual Structural Map

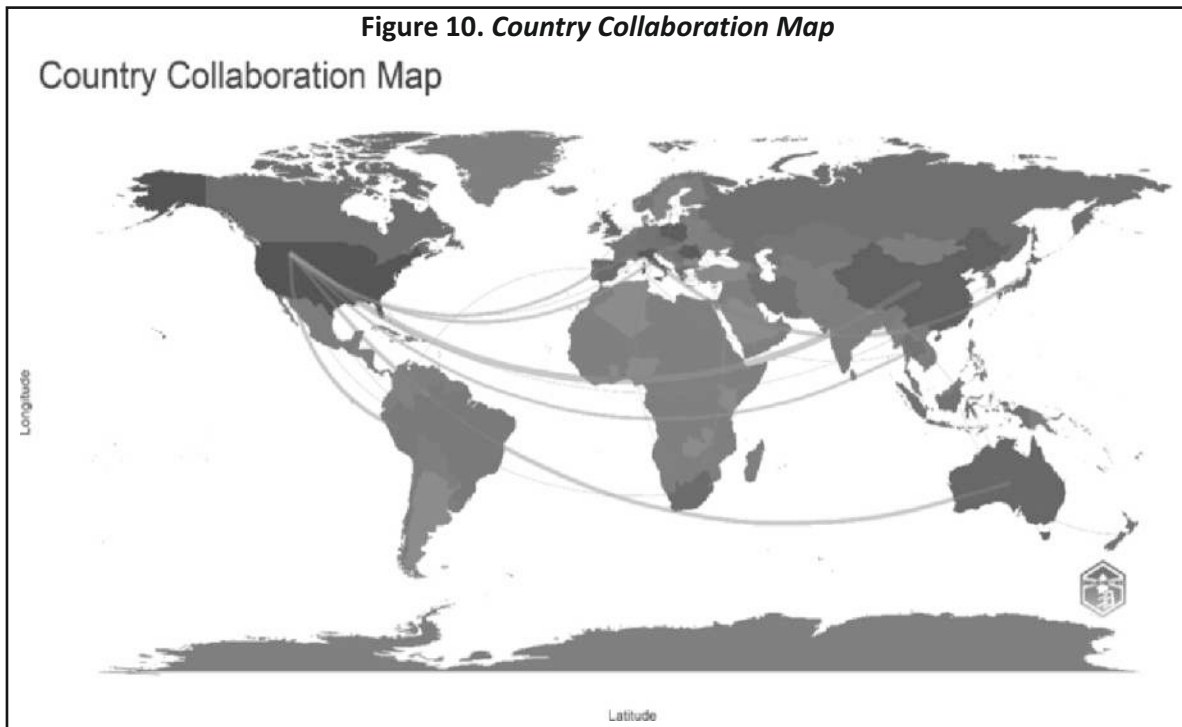
The conceptual structural method attempts to represent the conceptual structure of a framework using words that frequently occur together. Keywords plus, keywords and terms extracted from titles or abstracts can all be substituted for the original terms. Maps produced by theoretical studies include the conceptual structure map, factorial maps of the most influential documents, and factorial maps of the most frequently cited documents.

The data related to agritourism from 2004 to 2022 are divided into two clusters, containing 54 and 7 items, respectively. The left cluster focuses on tourism attributes such as sustainability, diversification, destination, satisfaction, and conservation. The right cluster represents agritourism and farm diversification. Figure 9 illustrates these points in detail.

Social Network Analysis

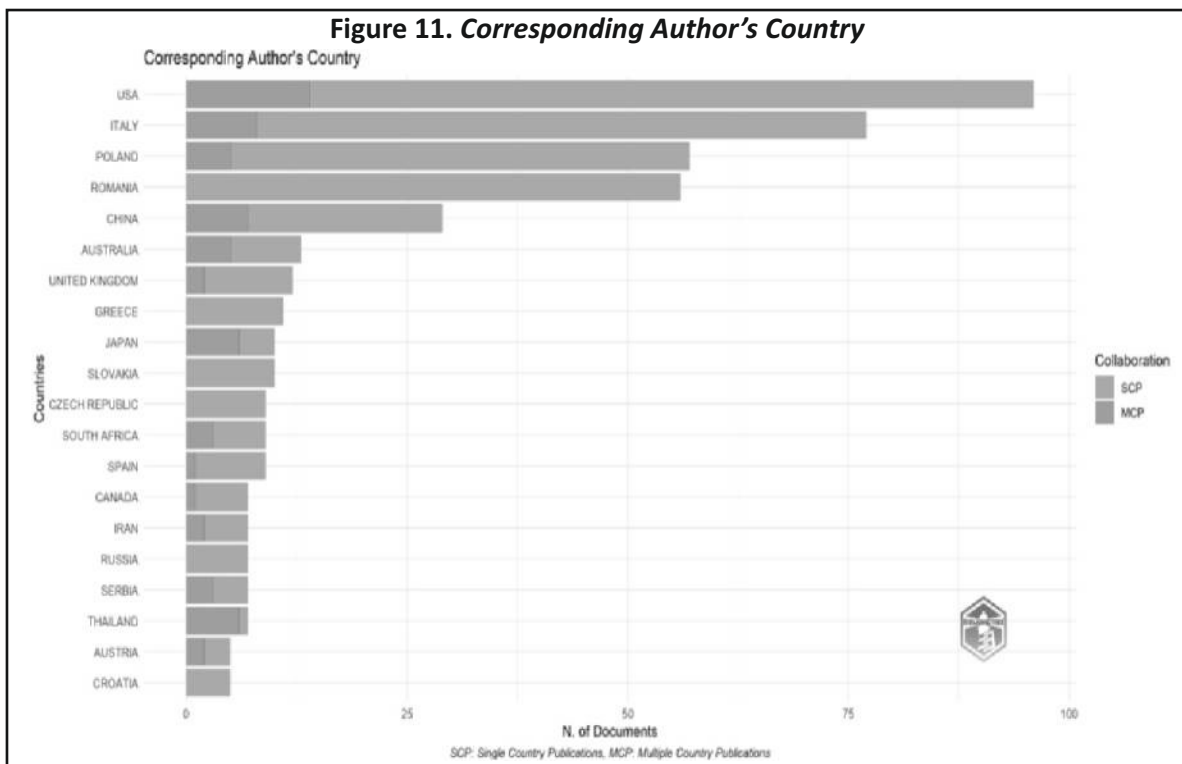
A method known as social network analysis was used to uncover the connections within the study's subject matter. A social network's connections with contributors, such as authors, organizations, and publication platforms, are reflected in its associated node structure, as shown in Figure 10. The movement of networks is represented by the system that links multiple domains. Geographical distribution and coordination were explored using cooperative networks based on key countries. From a broader perspective, most countries in Europe, Australia, and other developing economies rely heavily on US-led academic research.





Corresponding Author's Country

Figure 11 depicts the top 20 documents with frequent citations. According to the findings, the United States has the



Content Analysis of Top 20 Authors' Papers

The content analysis in Table 6 is a method for examining texts to identify concepts, themes, and links, as well as to uncover unknown features of the material, allowing for authentic and reliable inferences to be drawn from the collected information (Krippendorff, 2022).

Table 6. Content Analysis

Authors	Aim of the Study	Critical Considerations
Phillip et al. (2010)	Developed a typology for agritourism by organizing key characteristics from the literature.	Proposed a structured framework to categorize agritourism, providing clarity and defining its scope.
Tew & Barbieri (2012)	Assessed the benefits of agritourism beyond economic factors.	Highlighted agritourism's role in marketing, community engagement, and cultural preservation, not just revenue generation.
Brandth & Haugen (2011)	Examined how farming commercialization impacts farmers' social identities.	Showed how transitioning from farming to tourism redefines farmers' roles and self-perception.
Barbieri & Mshenga (2008)	Analyzed factors influencing agritourism farm revenue.	Identified farm size, staff numbers, and operator experience as success drivers, while older farmers earned less revenue.
Arroyo et al. (2013)	Defined agritourism based on perceptions from farmers and consumers.	Key agritourism attributes include "agricultural setting," "entertainment," "farm," and "education," shaping visitor expectations.
Barbieri (2013)	Compare agritourism farms with other rural enterprises for sustainability.	Concluded agritourism outperforms other farm enterprises in job creation, biodiversity conservation, and income growth.
Choo & Petrick (2014)	Investigated the impact of social interactions on visitor satisfaction.	Developed a conceptual model linking social interactions with service providers and residents to repeat visits.
Che et al. (2005)	Showcased how Michigan farmers expanded agritourism through networking and market strategies.	Highlighted collaboration, marketing materials, and digital tools as key drivers of agritourism success.
Veeck et al. (2006)	Explored new revenue streams for agritourism.	Found horizontal industry linkages and product diversification crucial for agritourism sustainability.
Sonnino (2004)	Examined rural residents' role in policy-driven agritourism development.	Identified structural and cultural barriers preventing traditional farmers from adopting agritourism.
	Explored whether organic farming can support sustainable agritourism in South Korea.	Suggested eco-tourism principles could help promote organic farming, local economies, and environmental preservation.
Choo & Jamal (2009)	Integrated empirical research with existing agritourism typologies.	Expanded the conceptual understanding of agritourism through literature-based framework integration.
Flanigan et al. (2014)	Analyzed visitor preferences for agricultural landscapes in agritourism.	Found that visitor preferences vary based on gender, tourism experience, and rural attachment, impacting farm design.

Gao et al. (2013)	Examined agritourism's role in island tourism and local economic impact.	Found that enclave tourism models limit agritourism's broader community benefits.
Naidoo & Sharpley (2016)	Assessed innovation gaps in Scandinavian agritourism.	Proposed a conceptual model identifying key barriers to agritourism growth, including lack of digital adoption.
Hjalager et al. (2018)	Studied agritourism farms in Italy, focusing on land-use policies and economic impact.	Found that geographical and environmental factors strongly influence agritourism viability and rural development.
Lupi et al. (2017)	Examined ethnic agritourism and its role in cultural preservation.	Found socioeconomic benefits for ethnic communities but highlighted challenges in commercialization and inclusion.
Yang (2012)	Evaluated the benefits of urban agritourism in metropolitan areas.	Identified food security, heritage conservation, and environmental sustainability as urban agritourism's key contributions.
Brinkley (2012)	Investigated Italy's agritourism market structure and visitor flow.	Found agritourism demand is highly responsive to GDP per capita and geographic distance, with regional disparities.
Santeramo & Morelli (2016)	Developed a typology for agritourism by organizing key characteristics from the literature.	Proposed a structured framework to categorize agritourism, providing clarity and defining its scope.

Most Prominent Themes Based on Analysis

Sustainable Development Through Agritourism

Agritourism plays a crucial role in fostering sustainable development by promoting the preservation of rural environments while driving socioeconomic growth. According to Sonnino (2004), incorporating context-specific sustainability assessment methods in government policies ensures that residents' perspectives align with political strategies aimed at rural preservation. Farm enterprise diversification is considered a viable model for assessing the long-term sustainability of agritourism ventures compared to traditional farming businesses. Barbieri (2013) found that agritourism is more effective than other farm business models in increasing farm profitability, generating employment, and preserving ecological and cultural heritage. However, Tanrivermis (2003) emphasized the need for legal and administrative reforms to ensure sustainable agricultural land use by integrating environmental concerns with agricultural policies. These reforms advocate for multiple agricultural uses while preserving prime farmland through careful conservation strategies.

Motivation for Agritourism

Understanding the motivations behind agritourism is essential for analyzing its expansion. McGehee and Kim (2004) explored the rise of farm-based agritourism businesses in Virginia through Weber's theory of formal and substantive rationality, distinguishing between economic (formal) and sociocultural (substantive) motivations. Further research by McGehee et al. (2007) suggested that gender influences agritourism entrepreneurship motivations, with differing perspectives among farm families. Additionally, Sotomayor et al. (2014) examined visitors' motivations for choosing different outdoor recreation areas, including commercial forests, regional parks, and privately owned farms, highlighting the diverse reasons for agritourism participation.

Benefits of Agritourism

Agritourism offers a wide range of benefits to farmers and rural communities. Tew and Barbieri (2012) identified 16 key goals of agritourism and analyzed how farm families and businesses benefit from tourism activities. Based on data from 164 Missouri agritourism farms, their study found that agritourism helps attract new farm customers, educates the public about agriculture, and enhances the quality of life for farm families. While many farmers recognize agritourism as a source of financial growth, some also view it as a means of securing long-term, non-monetary rewards (Schilling et al., 2012). Additionally, Barbieri et al. (2019) highlighted the societal, environmental, and economic benefits of agritourism, particularly in relation to sustainable forest and farm management.

Challenges in Agritourism Development

Despite its potential, agritourism faces several challenges in both developed and developing countries. Yang (2012) looked at how agritourism affected immigrant communities and the difficulties people experienced when trying to use tourism to enhance their standard of living. Colton and Bissix (2005) identified several major challenges, including those related to government assistance and agritourism education. They conducted focus groups to identify the primary obstacles to the expansion of agritourism. Furthermore, Kamariotou and Kitsios (2020) identified two significant obstacles for agritourism enterprises: inadequate strategic planning and a lack of IT adoption. Additionally, Adamov et al. (2020) highlighted the significance of sustainable regional development, pointing out that agritourism expansion still has a major difficulty in striking a balance between environmental preservation and economic growth.

Digital Transformation in Agritourism

Based on the latest research, agritourism is increasingly using digital tools and artificial intelligence (AI) marketing. Social media, online booking services, and online tourist experiences have made agritourism considerably more visible and accessible, allowing farmers to reach a larger audience than just local tourists (Che et al., 2005). Emerging technologies such as data analytics, AI-driven customer engagement, and virtual reality (VR) farm tours are transforming the way agritourism businesses operate (Flanigan et al., 2014). However, fundamental challenges to widespread digital adoption remain, notably older farmers' lack of digital literacy and inadequate rural internet infrastructure (Gao et al., 2013).

The emerging topics from the content analysis demonstrate how agritourism has evolved as a social, technological, and economic phenomenon. To ensure that agritourism remains profitable, environmentally responsible, and socially inclusive, future research should focus on developing standardized sustainability frameworks, improving consumer engagement models, and incorporating smart tourism solutions.

Discussion

Bibliometric analysis, which pairs meta-analysis and qualitative research, has shown itself to be an effective method for realizing agritourism trends. This study explores agritourism from a variety of angles, such as how it contributes to the rural economy and how it diversifies businesses using various models. The findings provide a broader understanding for agritourism researchers, farmers, and entrepreneurs, particularly those new to the industry, while also offering valuable takeaways for seasoned professionals.

The bibliometric data are gathered from sources such as WoS, Scopus, and EBSCO, revealing an average of

9,519 references per year and an average citation rate of 1.393 per document annually. A total of 412 articles and 88 conference proceedings were published on the topic, with a collaboration index of 2.55 across 1,195 authors and 1,536 author appearances. Additionally, 86 studies are authored by a single researcher.

The study utilized a three-field plot to showcase the relationship between authors, sources, and keywords. Key terms such as *agritourism* and its related sources and prominent authors were highlighted. Among the most relevant sources, the top six journals publishing agritourism-related articles include *Sustainability* (56 articles), *Scientific Papers - Series Management Economic Engineering in Agriculture and Rural Development* (28 articles), *Journal of Sustainable Tourism* (11 articles), *Current Issues in Tourism* (10 articles), *Open Agriculture* (10 articles), and *Tourism Management* (10 articles). Additionally, an analysis of country-wise research output from 2004 to 2022 identified the top 20 most productive countries in agritourism research. The United States leads with 1,960 citations and an average of 20 citations per article, followed by Italy (633 citations, 8 per article) and the United Kingdom (528 citations, 44 per article), indicating a significant concentration of research in these regions.

A two-dimensional scale study of agritourism research themes over the past 11 years (2011–2021) revealed evolving trends. In 2016–2017, the dominant themes included *consumption, adjustment strategy, networks, enterprises, and gender*. However, between 2018 and 2020, the focus shifted toward *quality, rural tourism, agriculture, agritourism, sustainability, food, and performance*. The conceptual structural map divides agritourism-related research (2004–2022) into two clusters, highlighting key themes such as *sustainability, diversification, destination, satisfaction, and conservation*.

Limitations of the Study and Directions for Future Research

This study provides a comprehensive bibliometric analysis of agritourism research, highlighting the most-cited journals, papers, and countries contributing to the field. However, it has several limitations. One key limitation is that the bibliometric evaluation may exclude or overlook recently published high-quality papers due to their lower citation count at the time of analysis. Additionally, reliance on citation metrics alone does not fully capture an article's significance in shaping agritourism development.

Future research should incorporate data from multiple databases beyond WoS, such as Scopus, Google Scholar, and EBSCO, to ensure a broader dataset. Expanding keyword searches and applying advanced meta-analysis techniques could help capture more relevant studies. Future studies should also focus on theoretical advancements in agribusiness diversification, sustainability assessment methods, and entrepreneurship motivation across different regions and cultures. Longitudinal studies could further track agritourism trends over extended periods, providing insights into its long-term effects on rural economies.

Table 7 provides a structured approach for future research in agritourism, helping scholars explore diverse

Table 7. Future Research Themes and Topics in Agritourism

Research Theme	Potential Research Topics
Sustainable Agritourism	- Sustainable agritourism business models. - Role of agritourism in biodiversity conservation. - Carbon footprint and eco-friendly practices in agritourism.
Economic Impact of Agritourism	- Agritourism's contribution to rural economic development. - Financial sustainability of agritourism businesses. - Role of agritourism in poverty alleviation.

Technology & Digital Transformation

- Impact of AI in agritourism.
- Role of VR and augmented reality (AR) in agritourism experiences.
- Smart farming and IoT integration in agritourism.

Consumer Behavior & Agritourism

- Tourists' motivations and expectations in agritourism.
- Role of social media influencers in agritourism promotion.
- Customer loyalty and repeat visits to agritourism destinations.

Policy & Governance

- Agritourism policy frameworks: A comparative analysis.
- Role of government subsidies in agritourism growth.
- Public-private partnerships in agritourism development.

Agritourism & Entrepreneurship

- Challenges and opportunities for agritourism startups.
- Women entrepreneurs in agritourism.
- Financial management and funding strategies for agritourism businesses.

Cultural & Heritage Agritourism

- Role of agritourism in preserving indigenous farming practices.
- Heritage farm tourism and its impact on local communities.
- Traditional cuisine and cultural storytelling in agritourism.

Climate Change & Agritourism

- Impact of extreme weather conditions on agritourism businesses.
- Climate resilience strategies for agritourism farms.
- Agritourism as a tool for climate change awareness.

Health & Wellness Agritourism

- Farm-to-table tourism and organic food consumption trends.
- Role of agritourism in mental health and well-being.
- Agritourism retreats for sustainable living and wellness tourism.

Marketing & Branding in Agritourism

- Role of digital marketing in promoting agritourism destinations.
- Branding strategies for agritourism businesses.

Education & Agritourism

- Influence of customer reviews and online reputation management in agritourism.
 - Role of agritourism in agricultural education.
 - Agritourism as a tool for youth engagement in farming.
 - School and university partnerships with agritourism farms.
-

aspects of the field while addressing emerging challenges and opportunities.

Implications

Managerial Implications

For farmers, agritourism operators, and other agritourism stakeholders, this study offers vital insights. It highlights how agritourism is becoming seen as a practical and creative way to diversify farm revenue and advance rural economic viability. The report identifies important agritourism contributors, nations, and organizations. This information can be used by farmers and operators of agritourism centers to look for possible partnerships and collaborations, promoting knowledge sharing and cooperative projects that improve agritourism services. Building relationships with government organizations, tourism boards, and academic institutions can facilitate agritourism endeavors' access to capital, training, and policy support, thereby promoting the long-term expansion of the industry.

Digital revolution in agritourism is another important consideration for managers from a marketing standpoint. Agritourism companies may greatly increase their visibility by leveraging influencer marketing, digital

storytelling, and social media. To reach a worldwide audience and improve client interaction, entrepreneurs should spend money on digital marketing techniques like virtual tours, content marketing, and search engine optimization (SEO). Furthermore, positive word-of-mouth advertising and repeat business are largely dependent on the experience and satisfaction of the customer. Personalized experiences, engaging farm activities, and educational initiatives that leave a lasting impact on guests should be the main priorities of agritourism enterprises. Analyzing consumer feedback on a regular basis can assist in enhancing service quality and adjusting options.

Finally, legislators and local government representatives need to acknowledge the economic and cultural significance of agritourism and endeavor to establish a conducive environment through advantageous laws, incentives, and the construction of infrastructure. All parties involved in agritourism—farmers, business owners, travelers, and local communities—stand to gain from this sustainable and developing industry if favorable conditions are created for its expansion.

Theoretical Implications

This study supplements the theoretical knowledge of agritourism by validating its role as a strategic means for profitability on farms, sustainability, and rural growth. The results of the study support theories of multipurpose agriculture and sustainable rural development by highlighting the role that agritourism plays in environmental preservation and socioeconomic growth. As a hybrid model that combines agricultural output with tourism services, agritourism is in line with the larger conversation on rural entrepreneurship and sustainable tourism.

The study also highlights how the agritourism business is driven by both societal purposes and financial rewards. By showing that agritourism operators/owners are impacted by elements like community involvement and educational goals in addition to profit, this result enhances behavioral and entrepreneurial theories. Existing frameworks on rural entrepreneurship and motivation in tourism research are supported and expanded by these observations (Arroyo et al., 2013). Overall, through combining economic, social, and environmental factors, this study develops theoretical interpretations of agritourism. It urges more investigation into customer experience models, technology interventions, and legislative frameworks to enhance agritourism's influence on sustainability and rural development.

Originality

This study's uniqueness lies in its comprehensive examination of agritourism using content analysis and bibliometric techniques. By leveraging Biblioshiny in RStudio and an extensive literature review, the study provides a systematic and data-oriented perspective on publication trends, key contributors, and the intellectual evolution of agritourism research. This methodological approach maps the field's thematic progression of agritourism, identifies significant studies in the domain, countries, and publications, and introduces new analytical indexes, such as the *h*-index, to accurately measure research impact. In contrast to traditional literature reviews, this agritourism study offers a quantitative and qualitative synthesis, making it an invaluable resource for scholars, decision-makers, and business professionals seeking to understand agritourism's development and impact. By integrating bibliometric tools and content analysis, this study bridges the gap between theory and reality, providing a multifaceted examination of agritourism and laying the groundwork for future research.

Conclusion

This study provides a comprehensive analysis of agritourism research spanning nearly two decades (2004–2022). By examining the geographic distribution, theoretical perspectives, conceptual frameworks, and scope of existing

literature, this research identifies key trends in agritourism, rural tourism, sustainability, and farm-based tourism. A detailed analysis of highly cited publications, influential authors, and national collaborations reveals the different intellectual underpinnings and global evolution of agritourism research. The bibliometric approach of this agritourism study offers valuable insights and findings for researchers and practitioners, enhancing understanding of research impact and academic influence across the globe. Notably, the research highlights the dynamic nature of agritourism themes and keywords, which adapt to changing industry and policy landscapes. This study lays a solid foundation for agritourism future research, encouraging the exploration of innovative agritourism models, eco-friendly strategies, and technological advancements in agritourism. Ultimately, this research contributes to the growing body of agritourism literature, providing systematic insights, research trends, and strategic directions to inform industry stakeholders, researchers, and policymakers in shaping the future of agritourism.

Authors' Contribution

Dr. Girish Mude came up with the concept and created the framework for bibliometric analysis, which combined qualitative and quantitative methods. High-impact research papers were extracted by Dr. Shantanu Saha, who then screened them using pertinent keywords and carried out thematic coding in accordance with the goals of the study. Dr. Girish Mude oversaw the research and confirmed the analytical techniques. Both researchers contributed to the cooperative data extraction and processing process. Specialized software tools were used to carry out the bibliometric analysis, which included trend identification and citation mapping. The numerical calculations were performed by Dr. Girish Mude using Biblioshiny and VOSviewer. Dr. Girish Mude worked with Dr. Shantanu Saha to draft the manuscript.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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