

QUALITY AND AGROTOURISM MANAGEMENT: A SYSTEMATIC REVIEW OF KEY FINDINGS

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Abstract: The aim of the paper is to establish the current state of research regarding the relationship between quality and the development of agritourism. This study presents a systematic review of key findings, such analysis helps in the identification of key research topics, interrelations, and collaboration patterns in the field of agrotourism, quality service in agrotourism, quality management in agrotourism, service quality in agrotourism based on theories derived from previous research and services literature. This paper gives insights about majorly studied research themes and also identified common areas of current research interest and potential directions for future research.

Keywords: agrotourism, management, quality, bibliometric analysis, key findings, literature review

1.INTRODUCTION

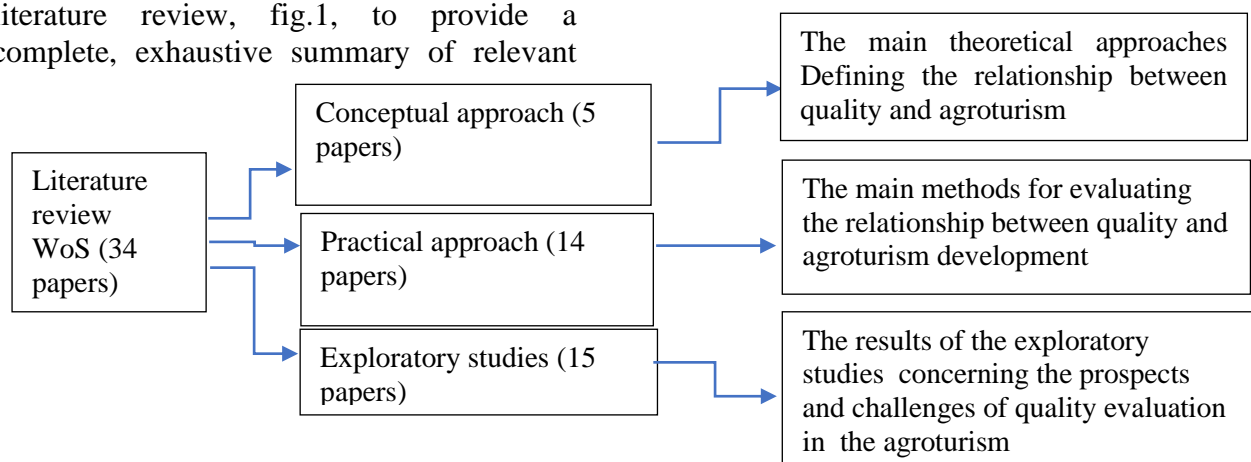
The practice of gathering on farms, ranches, and vineyards may be as old as the invention of agriculture. Modern or proto-agritourism probably started in South Tyrol, Italy, during the second half of the 19th century, when aristocrats escaped heat in the summertime and went to stay at mountain farms (summer retreat). Similar patterns of migration are well documented in South Carolina, where wealthy plantation owners migrated from the Lowcountry to the Upcountry for the summer. Over the past 35 years, that practice has been named, defined, legislated, and marketed as the concept of agritourism and has spread throughout the globe. As a tourism offer, agritourism appeared in Europe around the 1960s. The popularity of rural and mountainous areas, in particular, as a possibility to spend a second holiday has increased in most countries. In 1985, the first national law to recognize and define agritourism was passed in Italy. It focused on overnight stays that support the restoration of farm buildings and the diversification of income sources for working farms in rural areas. Therefore, agritourism is not a new

phenomenon what is new is expansion in recent years justified by concerns related to a high quality of life, and of course sustainability. Every offer of agritourism varies in Europe. The real agritourism offer is relatively rare, so there are countries with specific agritourism offer (such as Italy, Austria, Switzerland, Germany, Denmark, Spain, the Netherlands, Belgium), or with a mixed offer of rural tourism and agritourism (France, Ireland, Portugal). Today, agritourism and several related terms and concepts can be found throughout the world with a variety of definitions and practices. In many places, the operational definition of agritourism has grown to a wide variety of related forms of rural tourism that vaguely resemble the original concept of being closely linked to working farms. Agritourism in Romania is spatially placed in rural areas and it is carried out by highlighting the diverse potential of this environment, focusing mainly on space, the hospitality of the local population and the consumption of agricultural products. After 1990, rural tourism started to develop in Romania. The core was the Moieciu-Bran area, and then the

phenomenon spread throughout the country, as tourists began to prefer unpolluted air and tranquillity in rural areas instead of hotels, it starts from mountains, rivers, beach, fishing opportunities, caves, ski slopes, historical monuments, wine bars, monasteries, castles and the countryside, traditions, crafts, specific lifestyle, and then this spectrum of possibilities is narrowed. Differences in how agritourism is conceived and defined influence the larger policy and regulatory environment around agritourism enterprises, whether and how they are linked to potential supporting organizations, and how they are consumers seeking various levels of authenticity in their agritourism experience. We have Viscri that is a small village, the population does not exceed a few hundred inhabitants, but it attracts tens of thousands of tourists every year, due to the fact that it is one of the most beautiful Saxon villages in Transylvania UNESCO World Heritage. The tourism sector and international travel in particular suffered a blow in the COVID-19 pandemic situations, but with every challenge is an opportunity, and this is one to build tourism back better, more sustainably, more fairly, promoting non-traditional and rural destinations. One way of doing this is through ‘agritourism’.

2. CURRENT STATE OF RESEARCH ON THE RELATIONSHIP BETWEEN QUALITY AND DEVELOPMENT OF AGROTOURISM

In this paper, we carried out a systematic literature review, fig.1, to provide a complete, exhaustive summary of relevant



literature addressing the role of quality in agritourism and agrotourism management. In modern research of tourism, agritourism is very important and increasing the segment of travel industry. The analyses of quality and development researches of agrotourism useful and important both for authors and for practitioners. For authors it is essential in order to understand the situation of the problem, new trends, and emerging areas, as this study can offer an overview of the research about quality in agrotourism field and visualize the structure, development, and main trends and impacts of this research. This information is essential as it can offer key points to plan future research. The main goal of this paper is to illustrate and carry out a bibliographic and visualization analysis of the literature related to agrotourism and quality, when both terms are researched together or simultaneously. The literature about quality has experienced an important expansion in the tourism sector in the last decade. This is a result of the importance of quality issues when attempting to maintain and expand sustainable business models for agritourism organizations and destinations, which are critical to strengthen competitiveness in the new framework. This research use data from the Web of Science - Core Collection database, which include some sub-databases. The reason for using this database was the fact that it was one of the two most widely recognized international databases, together with Scopus.

Fig.1 Research Methodology

In the scientific literature, the term agritourism is understood according different meanings and often synonymous with the terms agritourism, agrotourism, farm tourism, vacation farms and farm - based tourism, table 1.

2.1 RESULTS AND DISCUSSION.

Table 1. Definitions for agritourism given in the scientific literature, an overview

An overview	Definition
Agritourism	<p>“any practice developed on a working farm with the purpose of attracting visitors” [10]</p> <p>“a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or complementary activities on the property” [14]</p> <p>“rural enterprises which incorporate both a working farm environment and a commercial tourism component” [13]</p> <p>“tourism products which are directly connected with the agrarian environment, agrarian products or agrarian stays” [15]</p> <p>“activities of hospitality performed by agricultural entrepreneurs and their family members that must remain” [16]</p>
Agrotourism	<p>“tourism activities which are undertaken in non-urban regions by individuals whose main employment is in the primary or secondary sector of the economy” [17]</p> <p>“tourist activities of small-scale, family or co-operative in origin, being developed in rural areas by people employed in agriculture” [18]</p> <p>“provision of touristic opportunities on working farms” [21]</p>
Farm Tourism	<p>“rural tourism conducted on working farms where the working environment forms part of the product from the perspective of the consumer” [20]</p> <p>“tourist activity is closely intertwined with farm activities and often with the viability of the household economy” [22]</p> <p>“to take tourists in and put them up on farms, involving them actively in farming life and production activities” [17]</p> <p>“commercial tourism enterprises on working farms. This excludes bed and breakfast establishments, nature-based tourism and staged entertainment” [24]</p> <p>“activities and services offered to commercial clients in a working farm environment for participation, observation or education” [23]</p> <p>“a part of rural tourism, the location of the accommodation on a part-time or full-time farm being the distinguishing criterion.” [33]</p> <p>“increasingly used to describe a range of activities. [which] may have little in common with the farm other than the farmer manages the land on which they take place” [25]</p>
Vacation Farms	<p>“incorporate both a working farm environment and a commercial tourism component” [28]</p>
Farm-based tourism	<p>“phenomenon of attracting people onto agricultural holdings” [26]</p> <p>“an alternative farm enterprise” [27]</p>

Working farm is the most frequently cited requirement associated with agritourism. In existing definitions of agritourism it can be assumed that the term ‘working farm’ is used to signify a farm where agriculture is currently being practiced. The term agritourism in our intent refers to tourism services provided by agricultural entrepreneurs within their own farm, also

allowing visitors to take part, directly or indirectly, in agricultural activities. The agritourism farms may offer services as hospitality, meal provision, farm tour, on-site processing of agricultural goods, pick-your-own activities. Depending on the scientific discipline of reference, it must be emphasized that the study of agritourism has been dealt with according to different approaches. The central theme of this study

is to explore the implications of agritourism development by analyzing the literature through both the demand and supply-side perspectives in developing countries. The term quality is much discussed theme, table

2. The quality can be viewed from various angles. To define this term is very difficult task. It usually depends on a consumer perspective; it is often a subjective evaluation of services.

Table 2. The main theoretical approaches. Defining the relationship between quality and agrotourism

Authors	Methods	Country	Topic	Key Findings
Electra Pitoska [29]	Statistically processing	Greece	Quality in Agrotourism	The research has shown that although the need to certify the quality of products and services is well acknowledged by the participants in the research, they are not motivated enough to acquire such certificates. Finally, a study from the perspective of the customer is also considered necessary in order to have the whole picture.
Lisa Chase [2]	Input-output analysis	USA	Agritourism and Quality-of-Life for Farmers	This case study examines the impacts of agritourism on the quality-of-life (QOL) of farmers in the North-eastern region of the U.S. Survey findings indicate that agritourism can have both positive and negative impacts on Quality of Life. The positive impacts outweigh the negative impacts for many farmers. Specifically, the personal satisfaction gains are typically greater than concerns about extra time required for agritourism enterprises.
Chryssoula Chatzigeorgiou S Ioanna Simeli [31]	Input-output analysis	Greece	Perception of service quality in agrotourism accommodations: Impact on guest loyalty and re-visit intentions	Two aspects of the present study are of great importance to agrotourism accommodation marketers. First, the study has confirmed that improved service quality and guest satisfaction can result in repeat accommodation visitation and positive word-of-mouth which might increase the profits of agrotourism organizations. Secondly, the study clarified the relationship between service quality and satisfaction, finding that each construct has an independent effect on guests' future behavioral intentions.

About the quality standards one of the possibilities is the quality management standard International Organization for Standardization (ISO), which have a mark from 9000. The standards are definitions principles and requirements for quality management systems and maintaining these standards holders of ISO certificate in tourism, use it to reflect the interest of the company for the customer. The necessity of quality management in tourism has developed, so called, national quality systems. Single states have developed their own standards and awards. Among the highest quality systems include Switzerland, which is guaranteed by the Swiss Tourism Federation. This system Q as its quality brand. The organization can receive from one

to three Q. The first is awarded for the quality of services, the second Q evaluates the quality of leadership, the third Q evaluates the quality of management. Q system assesses the accommodation and destinations. Similar quality systems are in

place in other European countries (Germany, Czech Republic, Austria and others). Used and accepted method for service quality assessment based on gap model is SERVQUAL. IPA stands for Importance – Performance Analysis. This type of analysis was used for the first time by James Martilla in 1977. The analysis is good for tourism, but not only for it. The IPA has been used in rural tourism.

3.CONCLUSIONS

The agritourism literature suggests that agritourism has covered a large number of inter-related research themes, and researchers have taken a broad and divergent view of the agritourism concept. The authors based this review on the literature listed on the Web of Science search engine. During the review, the authors that most of the studies used quality and agrotourism management quantitative research methodologies is decreasing in recent years, fig.2. In the last few years, there has been reasonable progress. The elements of service quality and satisfaction have both been central concerns in tourism and hospitality services marketing improvement in guest satisfaction and

service quality is assumed to result in increased profits for businesses and organizations operating in service sectors. This review is based on the supply and demand perspectives comparing the literature. Moreover, due to the effects of the COVID-19 pandemic, the world is being pushed further into a digitalization process. Future studies should deal with the analysis of the promotional strategies applied in the successful agritourism destinations. Most studies in the literature concern developed countries, and the motivations and attributes of the actors in this field have been investigated thoroughly, whereas few researchers have focused on quality in agrotourism.

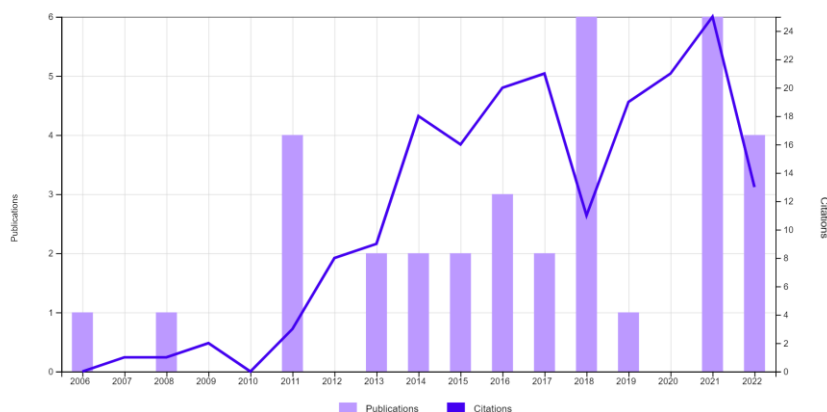


Fig.2 Evolutions of publications and citations quality and agrotourism management, terms

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