

Perspectives on consumer preferences in agritourism

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Abstract: This research paper aims to provide an overview of the factors that influence consumer preferences in agritourism, as well as examining consumer and stakeholder perceptions of agritourism and rural tourism. Previous research on consumer preferences in agritourism has highlighted the importance of authenticity, thrill-seeking behaviour or alternatively, relaxation and education opportunities for families, and the willingness of consumers to purchase fresh produce from farmers. Additionally, consumers enjoy spending their time in open spaces and feeling closer to nature. Our analysis of previous research in the field of agritourism reveals several trends that can significantly impact the performance of agritourism businesses.

• Introduction

Agritourism has gained significant attention in recent years due to its potential for economic development in rural areas. Understanding consumer preferences in agritourism is crucial for the success of businesses operating in this sector. This paper aims to provide a comprehensive overview of the factors that influence consumer preferences in agritourism and explores consumer and stakeholder perceptions of agritourism and rural tourism. By analyzing existing research in the field, we aim to shed light on key trends that can significantly impact the performance of agritourism businesses.

• Material and method

The main objective of this research paper is to provide an overview of the current trends in consumer preferences for agritourist products. In order to achieve this, we conducted a systematic review of the literature on consumer preferences in agritourism. Our search encompassed a wide range of academic databases, which included Web of Science, Scopus and Google Scholar, including both scholarly articles and books. We used keywords such as "agritourism consumer preferences," "rural tourism preferences", "agritourism perceptions" and "agritourism marketing" to identify relevant studies.

The selection criteria for inclusion in our analysis were based on the relevance of the studies to consumer preferences in agritourism, the quality of the research, and the recency of publication. After an extensive screening process, we identified a final set of studies that formed the basis of our analysis.

Following this step, an overview of the relevant research was compiled, allowing for the identification of common themes and findings. Different perspectives were also documented and presented in a critical manner. The main findings are presented in the research and results section of this paper.

• Results and discussions

Our analysis of the selected studies revealed several key factors that influence consumer preferences in agritourism. One prominent theme was the importance of authenticity. Consumers expressed a strong desire for genuine agricultural experiences, emphasizing the value they place on interacting with farmers, participating in farming activities, and witnessing traditional farming practices.

Another significant finding was the diversity of consumer preferences in agritourism. Some consumers sought thrill-seeking experiences, such as adventure activities or outdoor sports, while others preferred more relaxed and educational opportunities, particularly for families. In this case, the classification identified by Plog, classing tourists on a spectrum between allocentrism and psychocentrism, might provide a theoretical framework explaining such behaviours, as seen in figure 1.

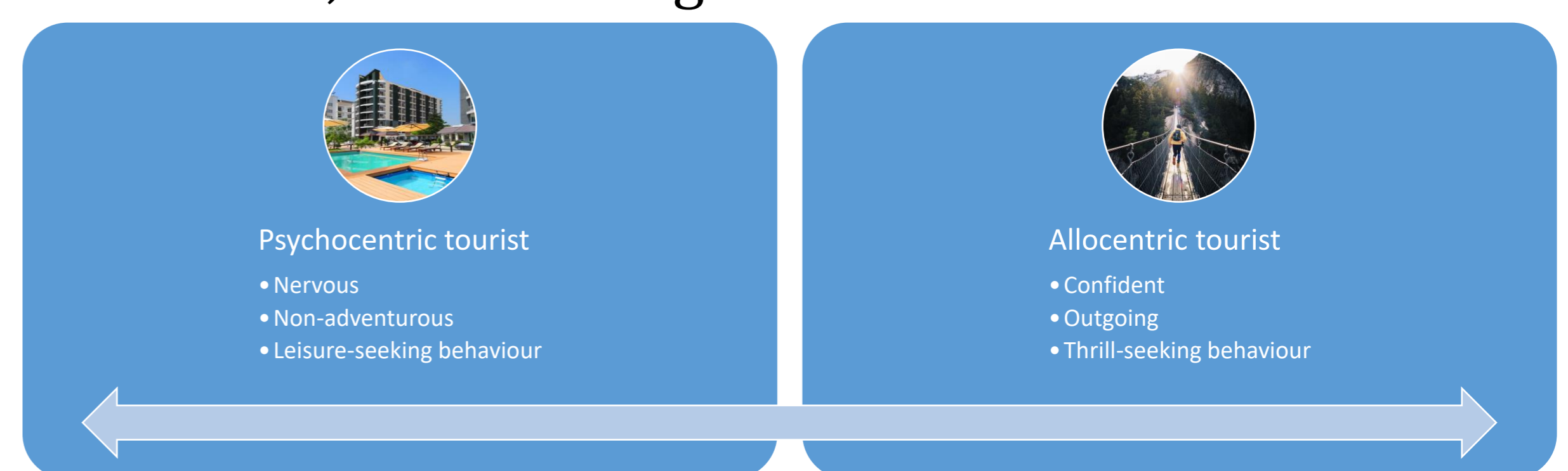


Fig. 1: The spectrum of psychocentrism and allocentrism

Furthermore, consumers expressed a strong affinity for open spaces and a desire to reconnect with nature. The tranquil rural environment, scenic landscapes, and the opportunity to escape from urban settings were highly valued by consumers in their agritourism experiences.

• Conclusions

This paper provides valuable insights into consumer preferences in agritourism, highlighting the significance of authenticity, diverse experiential opportunities, direct interaction with farmers, and the appeal of open and natural environments. Understanding these factors can assist agritourism businesses in developing strategies to meet consumer expectations.