

AGRITOURISM IN ACADEMIC RESEARCH: LITERATURE REVIEW
AND CLUSTER ANALYSISMichał Roman^a , Norbert Kawęcki^b 

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ABSTRACT

The aim of the article is to review the current literature in the field of agritourism. The data for the analysis was collected from the Web of Science database from 1990–2022: a total of 1,834 bibliometric publication records. The article presents both quantitative and qualitative analysis. The results indicated five main research areas: (a) the impact of the attitudes of the community on the perception and management of ecotourism and agritourism; (b) the impact of models of the perception of the quality of services in agritourism on customer satisfaction; (c) the quality of services and tourist culinary experiences that motivate the choice of agritourism destinations; (d) the typology of agritourism farms and their differentiation in the development of rural tourism; (e) the impact of state policy on the management of rural tourism and agritourism. The limitations of the conducted research, which mainly concern the methodological part, should also be borne in mind: including the selected publication database, and search criteria such as publication year or language.

KEYWORDS

agritourism, rural tourism, literature review, cluster analysis, co-word

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1. INTRODUCTION

Tourism is one of the fast-growing economic activities both in Europe and globally (Ramaano, 2023). The development of tourism is a process whose effects can be observed in the economic, social, political and ecological spheres (Karhu et al., 2022). For many rural areas, tourism is becoming an important factor in economic development by reducing unemployment, creating markets for food products and small-scale manufacturing, and creating new jobs (Renfors, 2021). For the inhabitants of a village, it is primarily a supplementary source of income.

It forces the development of such local infrastructure as environmental protection facilities, recreational and sports facilities, retail outlets, catering services and others, all related to servicing tourists (medical and veterinary care points, car repair points, recreational equipment points, postal services, banking and more) (Roman & Grudzień, 2021).

Rural tourism in this form is not a new way of spending free time (Roman et al., 2020). In the initial period of development, it was a way of recreation for the richest social classes (Roman & Grudzień, 2021). Travelling among the European aristocracy, owning

a summer residence and going to the countryside for recreation were once very fashionable (horseback riding, hunting, fishing and enjoying good country food) (Frederick, 1993).

More and more people began to participate in rural recreation. Rural areas have been rediscovered as places not only for passive relaxation, but also a place for active leisure (Mahmoodi et al., 2022). The values of the rural landscape, and the specificity and diversity of farms began to be appreciated (Gil Arroyo et al., 2013). Rural tourism has become competitive for large holiday complexes due to its distinctiveness and the opportunity for contacts with the local population (Rosalina et al., 2021). An important advantage of rural tourism has become its accessibility, even for people with lower incomes, as well as an opportunity to find a farm away from big cities and leisure centers (Fang, 2020).

The advantage of rural tourism is its constant modification. Currently, it is no longer just serving meals and offering accommodation. This type of tourism has been supplemented by rock climbing, art workshops, specialized activities and others (Gannon, 1994).

Agritourism is an intermediate form, belonging to "rural tourism" and similar to "farm tourism". Therefore, agritourism is one of the forms of non-agricultural economic activity for farming families who decide to organize visits of tourists to their own farms. The agritourism offer consists of accommodation which can be combined with full board or the chance to buy fresh products from the farm for self-catering (Dragulanescu & Drutu, 2012).

It includes both longer visits and weekend tourism. It is often associated with active recreation, performing small tasks on the farm and eating healthy food. It can have an individual or collective form, e.g. a stay for the disabled combined with hippotherapy. It is also a form of activation for rural areas, as well as a source of additional jobs (Ammirato et al., 2020).

Its development as one form of non-agricultural activity is carried out by farms producing or processing raw materials. It determines the sustainable economic development of the countryside in conditions of an appropriately adapted and effective economic structure.

Table 1. Rural tourism definitions by different authors (chronological)

Author/Authors	Definition	Journal/Publisher
Lane (1994)	"Rural tourism is a distinct activity with distinct characteristics that may vary in intensity and area"	<i>Journal of Sustainable Tourism</i>
Clarke (1996)	"Rural tourism is cultivated on farms, where the working environment is part of the product for the potential consumer"	<i>Tourism Management</i>
Oppermann (1996)	"Rural tourism includes part-time or full-time farm accommodation as a criterion for the choice of the tourist"	<i>Annals of Tourism Research</i>
Iakovidou (1997)	"Tourists should be actively involved in farming and on-farm productive activities"	<i>MEDIT</i>
Gladstone and Morris (2000)	"Tourism activity is closely related to farm activities and is often linked to household profitability"	Multilingual Matters
Roberts and Hall (2001)	"Currently, the term rural tourism is increasingly used to define a series of activities that have little to do with a farm, except that the farmer is the person managing the facility and the land"	CABI Publishing
Power (2005)	"Rural tourism is practiced by tourists looking for rural tranquility. It is far from the mainstream, from areas of intensive tourism"	Waterford Institute of Technology
Ollenburg and Buckley (2007)	"Commercial tourism enterprises are farms where production is carried out"	<i>Journal of Travel Research</i>
Irshad (2010)	"The key form is recreation in agricultural areas, but also in all non-urban areas"	Government of Alberta
United Nations World Tourism Organization (UNWTO) (n.d.)	"A type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing"	UNWTO
Šajn and Finer (2023)	"Rural tourism, whose origins lie in agritourism and farm stays, is typically built on experiences that are specific to the countryside, often includes physical activities connected with nature, is usually small in scale and involves a large number of small private businesses"	European Parliamentary Research Service

Kovshun et al. (2023)	"Rural tourism is a socio-cultural activity that acts as a 'producer' of tourist services aimed at enhancing the country's economic development. Rural tourism is as a unique form of recreation in rural estates, utilizing their services, resources, and the opportunities provided by local cultural heritage. Rural tourism is a form of entrepreneurial activity that offers leisure services in rural areas using their own households and the natural, cultural or historical resources of the locality where they are located"	<i>E3S Web Conferences</i>
GeeksforGeeks (2024)	"Rural tourism refers to the exploration of the rural flora and fauna and basically keeping the beauty of the rural diaspora in front of the world. In other words, rural tourism is classified as a form of the tourist industry that provides an opportunity to showcase rural indigenous culture, life and heritage in rural locations, as well as providing employment and other investment opportunities for local residents and allowing interaction with the host and guests for a more enhancing travel experience"	GeeksforGeeks

Source: authors.

2. LITERATURE REVIEW OF RURAL TOURISM AND AGRITOURISM

Rural tourism takes place in a rural environment, using the traditional cultural and natural values of an area (Phillip et al., 2010). Unfortunately, very often rural tourism is replaced by the term agritourism (Rosalina et al., 2021). It should be added that these are not synonymous and rural tourism should be treated as a broader concept. The authors of the article understand agritourism as a form of recreation, and at the same time a type of rural tourism. However, for rest (recreation), people use services other than accommodation.

In Table 1 example definitions on agritourism are presented.

With reference to the definitions presented, the authors of the article believe that rural tourism

is an activity related to the stay of tourists in rural areas during their free time away from their place of residence and employment. This terminology is closest to the understanding of rural tourism by Oppermann (1997). Currently, more and more people are enjoying rural holidays.

Definitions of agritourism by different authors are presented in Table 2.

The concept of agritourism is not unambiguous. A review of the literature reveals a lack of unanimity in defining this term. For the purpose of the work, it is assumed that agritourism is a part of rural tourism concerning recreation (including active recreation) of people on an active farm that offers various types of recreational and tourist services in its area and beyond during the tourist season or throughout the calendar year.

Table 2. Agritourism definitions presented by different authors (chronological)

Author/Authors	Definition	Journal/Publisher
Sharpley and Sharpley (1997)	"Tourism products are directly related to the rural environment, agricultural production and the stay of a tourist on a farm"	Thomson Business Press
Iakovidou (1997)	"Tourism activity that is undertaken in non-urban areas by people who are mainly employed in the primary or secondary sectors of the economy"	<i>MEDIT</i>
Nowakowski (2001)	"Agritourism is a form of tourism with high recreational and psychological values for adults, as well as didactic for youth and children, consisting in actively spending holidays and holidays in the countryside directly on a farm, i.e. participating in farming work, eating meals on the farm, etc."	Wydawnictwo Akademii Górnośląskiej w Katowicach
Sonnino (2004)	"Hospitable activities carried out by agricultural entrepreneurs and their family members who need to stay in touch with their agricultural activity"	<i>Sociologia Ruralis</i>
El-Hage Scialabba and Williamson (2004)	"Agritourism is 'The symbiotic relationship between tourism and agriculture'. In a simple context, agritourism also known as agrotourism, is a form of tourism which activities are focused directly with agriculture, and utilises the unique offerings of rural and agriculture rich communities"	Food and Agriculture Organization of the United Nations (FAO)
Marques (2006)	"A specific type of rural tourism, where the owner's main house should be integrated with other rural facilities, inhabited by the service provider, which allows the remaining buildings to be made available to visitors"	<i>Tourism Economics</i>

Table 2 (cont.)

Author/Authors	Definition	Journal/Publisher
McGehee (2007)	"Rural entrepreneurship that includes both the rural environment, the farm and the tourist trade activities"	<i>Journal of Sustainable Tourism</i>
Kizos and Iosifides (2007)	"Small-scale, family or cooperative tourism activities in rural areas by people employed in agriculture"	<i>South European Society and Politics</i>
Barbieri and Mshenga (2008)	"Any practical farm activity created to attract tourists"	<i>Sociologia Ruralis</i>
Gaworecki (2010)	"Agritourism is a form of rural tourism closely related to agriculture and a functioning farm"	Polish Economic Publishing House
Roman (2018)	"Agritourism is a part of rural tourism concerning recreation (including active recreation) of people in an active farm that offers various types of recreational and tourist services in its area and beyond during the tourist season or throughout the calendar year"	Warsaw University of Life Sciences Publishing House
Center for Agriculture and Food Systems at Vermont Law School (n.d.)	"Agritourism activities often include activities directly related to the sale of agricultural products, such as farmers markets, roadside farm stands and harvest-your-own produce operations"	The National Agricultural Law Center
Kapała (2022)	"These are activities [...] in connection with one of the strictly agricultural activities makes them qualify as agricultural and be subject to the same regulation as agricultural activities"	<i>Review of European and Comparative Law</i>
National Agricultural Law Center (n.d.)	"Agritourism, agricultural tourism, or agritourist activity refers to tourism activities connected to an agricultural operation"	The National Agricultural Law Center
Joyce (2022)	"The term 'agritourism' is defined as «any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, ranching, historic, cultural, harvest-your-own activities, hunting, fishing, equestrian activities, or natural activities and attractions»"	Coates' Canons NC Local Government Law

Source: authors.

3. MATERIALS AND METHODS

3.1. RESEARCH METHODOLOGY

The aim of the article was to review the current literature in the field of agritourism. The state-of-the-art literature review methodology (SotA) procedure is described in detail by Barry et al. (2022) and uses bibliometric methods to facilitate the analysis of a large number of publications (Pritchard, 1969). Descriptive bibliometrics was used to analyze trends in research and to identify appropriate researchers or research centers (Badger et al., 2000; Klincewicz, 2012).

The following tools and techniques were used in the bibliometric analysis: analysis of changes in the number of publications, analysis of citations, and the co-word method. The analysis of changes in the number of publications and citations made it possible to identify trends and determine the level of knowledge transfer and dissemination by authors representing various research centers. Co-word analysis, in turn, allowed

the identification of the main thematic areas covered in publications on agritourism. These areas were identified using the cluster analysis method developed by Zhu et al. (2009). Clustering was established in VOSviewer version 1.6.18, a tool for building and visualizing bibliometric networks. The software allows large text files containing descriptions of bibliographic records from well-known databases, including Web of Science (WoS) to be worked on.

3.2. DATA COLLECTION AND RESEARCH TASKS

Data for analysis was collected from the Web of Science database on 20.11.2022. Web of Science is one of the main mechanisms for finding academic sources by offering a large variety of documents. In the search for records, the fundamental issue is the identification of keywords that are considered relevant to the analyzed issue (Aveyard, 2014). The analysis included articles in in whose titles the following phrases occurred: "agritourism", "agrotourism" and "rural tourism".

As a result, a set of 2929 publications was created, which were then subjected to further selection. The following limiting criteria were used:

- date of publication – publications from 1990 to 2022 are included;
- type of publication – includes publications in peer-reviewed academic journals and books;
- publication topic – focusing on selected keywords.

After applying limiting criteria, the dataset consisted of 1834 publications (total *h*-index = 74, sum of the times cited = 26 347).

Next, answers were sought regarding the general trend in numbers of publications and citations, the identification of the main researchers, centers, countries and journals, as well as the main research areas in the field of agritourism.

4. RESULTS

4.1. GENERAL TRENDS IN AGRITOURISM PUBLICATIONS

Figure 1 shows the number of publications in the WoS database on agritourism in the years 1990–2022. Attention should be paid to the constantly growing trend related to interest in the topic. Three sub-periods of development of publications in the field of agritourism can be distinguished: (a) low interest in 1990–2004; (b) 2004–2018 – average interest (often in fact decreases); (c) 2019–2022, high interest, when an average

of 200 articles were published per year. A significant increase in the number of publications in recent years can be attributed to increased attention to the issues of agritourism.

The growing interest in the subject of agritourism confirms the usefulness of systematizing a review of the latest literature and the search for future research directions. Most articles were written in English but the database also includes articles in Chinese, Spanish, German and French. Most publications concerned such research areas as social sciences, environmental sciences or business economics (Table 3).

Table 3. The ten most important research areas in the field of agritourism

Research area	Percent	Number
Social sciences	39.9	732
Environmental sciences/ Ecology	21.1	388
Business/ Economics	18.2	335
Science/ Technology	13.8	253
Agriculture	13.7	252
Geography	8.0	147
Public administration	4.0	74
Sociology	3.7	69
Development studies	3.0	56
Computer science	2.7	50

Source: authors based on the created database.

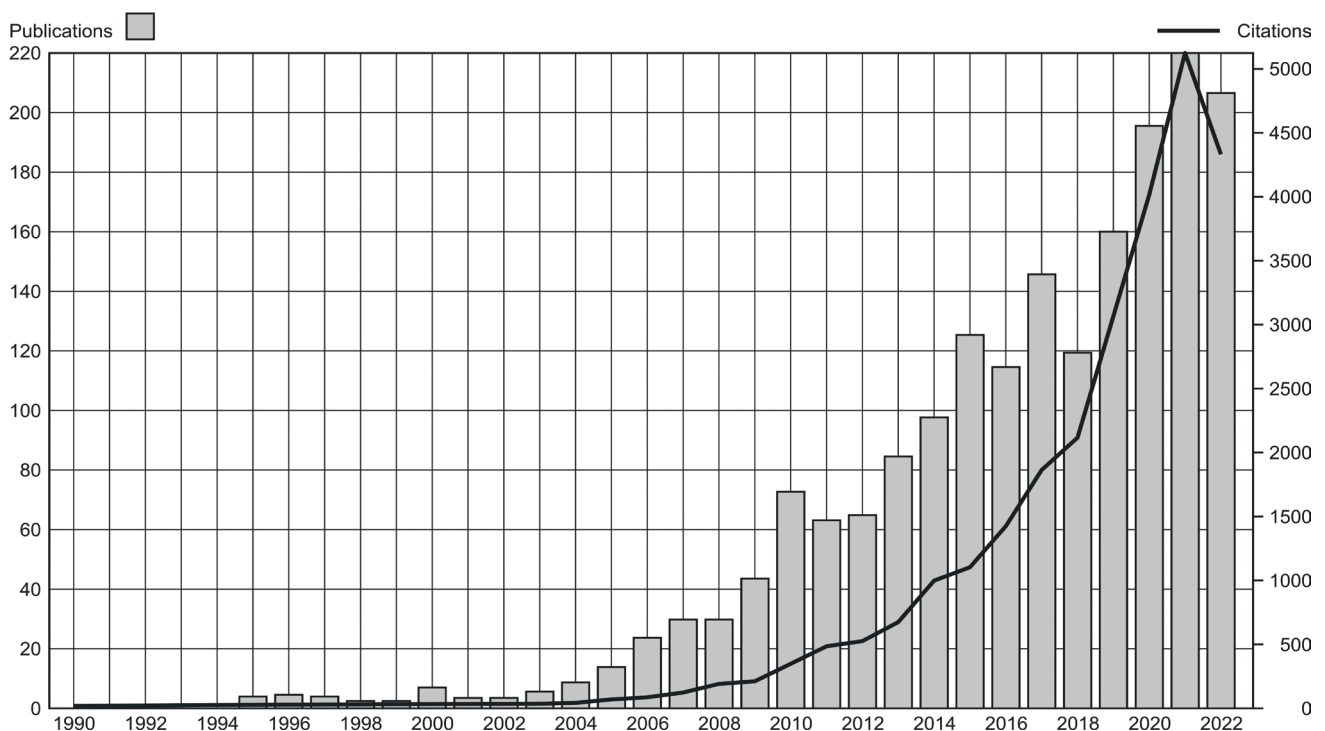


Figure 1. Number of publications related to agritourism in 1990–2022

Source: authors based on the created database

4.2. WEB OF SCIENCES

The next step concerned the division of academic publications into Web of Science categories (Table 4).

Table 4. Web of Science categories

Web of Science categories	Percent	Number
Hospitality leisure sport tourism	38.0	697
Environmental studies	15.6	287
Environmental sciences	13.9	256
Green sustainable science technology	13.0	240
Agricultural economies	9.6	177
Management	9.0	166
Geography	8.0	147
Economics	7.2	132
Business	4.3	80
Regional urban planning	3.8	71

Source: authors based on the created database.

As many as 697 items qualified in the “hospitality leisure sport tourism” category.

4.3. ANALYSIS OF PUBLICATION SOURCES

The most common journals in which articles on agritourism were published include: *Sustainability*, *Scientific Papers Series Management*, *Economic Engineering in Agriculture and Rural Development*, *Tourism Management*, *Journal of Sustainable Tourism*, *Ekonomika Poljoprivreda Economics of Agriculture* (Table 5).

Table 5. Journals with largest number of publications in the field of agritourism

Publication titles	Percent	Number
<i>Sustainability</i>	8.6	159
<i>Scientific Papers Series Management Economic Engineering in Agriculture and Rural Development</i>	4.7	86
<i>Tourism Management</i>	3.2	59
<i>Journal of Sustainable Tourism</i>	2.5	46
<i>Ekonomika Poljoprivreda Economics of Agriculture</i>	2.2	42
<i>Current Issues in Tourism</i>	1.5	29
<i>Tourism Planning Development</i>	1.4	26
<i>Annals of Tourism Research</i>	1.3	25
<i>Asia Pacific Journal of Tourism Research</i>	1.3	25
<i>International Journal of Tourism Research</i>	1.2	22

Source: authors based on the created database.

The most common publishers include Taylor & Francis, MDPI, Elsevier and University Agronomic Sciences and Veterinary Medicine in Bucharest (Table 6).

Table 6. Publishers with the largest number of publications in the field of agritourism

Publishers	Percent	Number
Taylor & Francis	14.2	262
MDPI	11.5	211
Elsevier	10.9	201
University of Agronomic Sciences and Veterinary Medicine of Bucharest	4.8	89
Emerald Group Publishing	4.0	75
Sage	3.2	60
Wiley	2.7	50
Springer Nature	2.6	49
Routledge	2.5	47
Balkan Scientific Association of Agricultural Economists	2.3	42

Source: authors based on the created database.

The next stage concerned the authors of the publications, their country of origin and affiliation.

4.4. ANALYSIS OF PUBLICATIONS BY COUNTRY AND RESEARCH CENTER

The leader who published the largest number of publications on agritourism was Carla Barbieri (Table 7).

Table 7. Publication authors in the field of agritourism

Author	Number of publications in the field agritourism	Percent	Place in the ranking
Barbieri C.	18	0.9	1
Kastenholz E.	16	0.8	2
Saxena G.	11	0.6	3
Calina A.	10	0.5	4
Ohe Y.	10	0.5	4
Roman M.	9	0.4	5
Calina J.	9	0.4	5
Cretu R.C.	8	0.4	6
Li J.	8	0.4	6
Lo M.C.	8	0.4	6

Source: authors based on the created database.

Authors publishing articles on agritourism most often came from China, the USA and Romania. In addition, many publications were associated with authors from countries such as Spain, Italy or Poland (Table 8).

Table 8. Number of publications by country

Country	Percent	Number
China	17.8	328
USA	11.0	202
Romania	8.3	153
Spain	7.3	134
Italy	6.2	115
Poland	5.0	93
United Kingdom	4.9	91
Canada	3.4	64
Serbia	3.4	64
Portugal	3.3	62

Source: authors based on the created database.

In the next step, research centers were analyzed. It should be noted that the dispersion of research on the issues of agritourism was large. Most publications were published by employees of the University of Agronomic Sciences and Veterinary Medicine of Bucharest (Table 9).

Table 9. Number of publications by research center

Affiliation	Percent	Number
University of Agronomic Sciences and Veterinary Medicine of Bucharest	2.7	49
University of North Carolina	1.6	30
University of Novi Sad	1.4	26
Universidade de Aveiro	1.3	25
State University System of Florida	1.0	20
Universidad de Extremadura	1.0	20
North Carolina State University	1.0	19
Warsaw University of Life Sciences	0.9	18
Chinese Academy of Sciences	0.9	17
University of Johannesburg	0.9	17

Source: authors based on the created database.

The authors also represented the University of North Carolina, the University of Novi Sad, the Universidade de Aveiro and the State University System of Florida.

4.5. ANALYSIS OF THE MAIN RESEARCH AREAS

The next step, by means of which research areas in the field of agritourism were identified, was co-word analysis and was used to carry out cluster analysis. It should be noted that co-word or co-occurrence analysis is a technique by which the actual content of a publication can be examined (Leung et al., 2017). This analysis uses words that are derived from the keywords defined by the authors. In addition, words found in keywords, article titles, abstracts, indexes, and even full texts could be analyzed (Emich et al., 2020). As a result of this analysis, words that often appear together are related thematically which makes it possible to identify thematic clusters and determine the directions of future research.

The co-word analysis was carried out as follows:

- searching for records in the database using the criteria described in detail in the methodology section,
- data export, including authors' names, titles, abstracts, keywords, sources,
- developing maps of relations to form thematic clusters,
- analysis of the results obtained.

Frequency analysis was carried out for a set of keywords whose phrases appeared at least ten times.

Figure 2 presents the visualization of keywords for the thematic area of agritourism. There were 1499 keywords in total of which the most common were "management", "perceptions", "model", "attitudes", "impacts", "satisfaction", "tourism", "diversification", "impact", "areas", "sustainability" and "agriculture".

Co-word analysis identified five research clusters related to the topic of agritourism (Figure 2):

1. Cluster 1 (green): The impact of community attitudes on the perception and management of ecotourism and agritourism.
2. Cluster 2 (yellow): The impact of models of perceiving the quality of services in agritourism on customer satisfaction.
3. Cluster 3 (purple): The quality of services and culinary experiences of tourists as a motivation to choose destinations.
4. Cluster 4 (blue): Typology of agritourism farms and their differentiation in the development of rural tourism.
5. Cluster 5 (red): The impact of state policy on the management of rural tourism and agritourism.

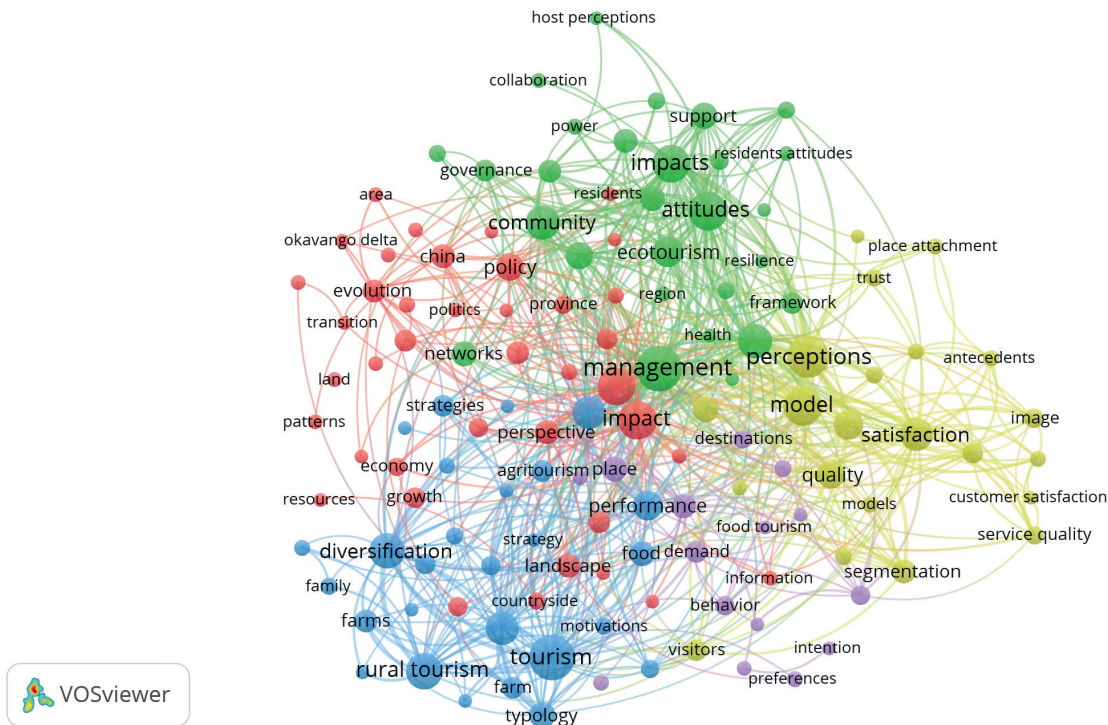


Figure 2. Co-word cluster map

Note: coloured lines showing the terms 'management', 'impact', 'perceptions', 'networks', 'models' etc. for a visual presentation of those most used in agritourism

Source: authors based on the created database

5. DISCUSSION

5.1. CLUSTER 1 (GREEN): THE IMPACT OF COMMUNITY ATTITUDES ON THE PERCEPTION AND MANAGEMENT OF ECOTOURISM AND AGRITOURISM

The first cluster presented concerned the impact of attitudes towards the benefits of ecotourism on loyalty to destinations presented by Bazazo et al. (2017). The authors used the variables of economic development, social development, cultural preservation, community capacity building and environmental protection on allegiance to the Wadi Rum destination in Jordan.

Upadhaya et al. (2022) presented an article on local perceptions on the impact and importance of ecotourism in central Nepal. Ecotourism contributes to the conservation of natural resources and promotes the management of natural and cultural resources.

5.2. CLUSTER 2 (YELLOW): THE IMPACT OF MODELS OF PERCEIVING THE QUALITY OF SERVICES IN AGRITOURISM ON CUSTOMER SATISFACTION

Chatzigeorgiou and Simeli (2017) presented the development of a conceptual model that demonstrates the dynamic nature of the relationship between service quality and guest satisfaction in the agritourism hotel sector, based on theories derived from social

psychology and previous research in the marketing, management and service literature.

Osman and Sentosa (2013) described the impact of customer satisfaction on service quality and trust relationships in Malaysian rural tourism. The model was developed and then tested by adopting a partial least squares (PLS) procedure on data collected from a survey of 295 people. The results showed that service quality increases satisfaction in rural Malaysian tourism.

5.3. CLUSTER 3 (PURPLE): THE QUALITY OF SERVICES AND CULINARY EXPERIENCES OF TOURISTS AS A MOTIVATION TO CHOOSE DESTINATIONS

Testa et al. (2019) presented a study aimed at examining what motivational factors influence the frequency of culinary tourists exploring local food and drinks in agritourism destinations in Italy.

Fanelli (2020) analyzes guest reviews regarding time spent in Tuscan agritourism facilities, with particular emphasis on cuisine, health benefits and social experiences. The analysis is based on a representative sample of 1886 published by visitors from around the world on the websites of 60 agritourism establishments operating in Tuscan municipalities.

Ullah et al. (2022) presented a study to measure the level of satisfaction of a tourist's destination, and

also considers gastronomy as an element of visitor motivation. The survey was conducted on a sample of 307 tourists who visited northern areas of Pakistan.

5.4. CLUSTER 4 (BLUE): TYPOLOGY OF AGRITOURISM FARMS AND THEIR DIFFERENTIATION IN THE DEVELOPMENT OF RURAL TOURISM

Galluzzo (2015) studied the evolution of Italian agritourism between 2003 and 2013 and showed the connection between the presence of agritourism farms and variables showing the growth of farms capable of producing food of certified quality and farms able to offer cultural, recreational and sports activities related to rural space.

Lak and Khairabadi (2022) presented in their article the problem of infrastructure provided in conjunction with agritourism which can be considered as a method of sustainable development and based on rural areas.

Arru et al. (2021) investigated the ability of farms in less favored areas of Montiferru to reward family work by adopting a diversification strategy through the establishment of agritourism. The authors found that such characteristics cannot be linked to specific business farm models but are best linked to the ability of individual farms to utilize their resources and diversify their activities.

5.5. CLUSTER 5 (RED): THE IMPACT OF STATE POLICY ON THE MANAGEMENT OF RURAL TOURISM AND AGRITOURISM

Hwang and Lee (2015) conducted an ex-post evaluation of the results after the completion of the "Traditional Village" program in South Korea. The study assumed the non-agricultural income of farms as the measurable income of the ex-post indicator and the assessment of the impact of the program on this indicator.

Ilyukhina et al. (2021) described in their work global trends and regional policy in agritourism in Oryol Oblast in Russia. The authors draw attention to the active position of the state on agritourism issues in the form of nationwide projects, created mutually as a beneficial partnership with entrepreneurship in the form of regional programs.

6. CONCLUSIONS

Based on the literature review and cluster analyses presented in the article, several conclusions were formulated. The first cluster presented concerned the impact of community attitudes on the perception and management of ecotourism and agritourism. The attitude of the local community towards tourists has

a great impact on tourism development in a given area. Rural residents often approve or watch with interest the activities undertaken by service providers of agritourism farms. It is worth pointing out that sometimes the attitudes of residents towards tourists and those running agritourism activities are hostile. This is often caused by tourists vandalizing various places (benches, shelters, etc.) or disturbing the area. There are also cases of environmental degradation (Roman, 2020).

The second cluster "The impact of models of perceiving the quality of services in agritourism on customer satisfaction" concerned quality in agritourism in a broad sense. It is necessary to create, support and promote the brand in agritourism (build a uniform image of the brand and quality), including the use of new technologies to promote and sell agritourism services, e.g. building an innovative online sales system for agritourism services. Institutional issues related to the development, promotion and sale of agritourism products should also be put in order.

The third cluster is "The quality of services and culinary experiences of tourists as a motivation to choose destinations". Attracting new target groups (e.g. tourists choosing culinary ideas) to rural areas, and mainly young people by using the possibilities of modern technologies and new media (fanpage, YouTube channels, smartphone applications, etc.).

The fourth cluster is the "Typology of agritourism farms and their differentiation in the development of rural tourism". In the development of agritourism, there should be a greater specialization of tourist offers, including those for the elderly and people with disabilities, as well as the development of offers and a system of sale to foreign customers (culinary farms, active farms, for schools, care facilities – including therapeutic).

The fifth cluster is "The impact of the state policy on the management of rural tourism and agritourism". In this respect, cross-border cooperation and the implementation of joint solutions in the development of agritourism is important (e.g. tourist trails, observation of examples on other farms and implementing them on one's own).

The influence of state policy is also found in training and consulting activities when building a tourist product, marketing and providing tourist services, as well as conducting marketing research in order to learn about new solutions in agritourism. The main limitations of reviewing research papers are:

- the use of a non-probability sampling strategy, which affects the generalization of the results;
- research focused only on motivations that are part of psychological factors known to influence behavior; other individual factors such as attitudes, consumer awareness and personal values, as well as cultural and social factors were excluded;

- collecting data only from designated areas and generalizing, then considering different tourist destinations on this basis;
- the use of cross-sectional design may have errors in the representation of variables;
- review of only national opinions without taking into account global trends in the researched area;
- lack of data collection for analyses over long periods.

The research gap in the presented work on agritourism in academic research concerning literature review and cluster analysis allow only a selected number of articles on a selected issue to be presented. The authors' approach is multi-dimensional and multi-layered which makes it impossible to precisely define the broad multi-aspect nature.

There are dynamic changes in agritourism, so it is worth in the future continuing issues and conducting similar research, e.g. by presenting academic research on rural tourism. In our opinion, the future of agritourism is developing rapidly, due to the fact it has existed and will exist, and its offer will become even more attractive and tailored to individual recipients (families with children, singles, organized groups).

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