

Farmers' Willingness for Sustainable Agritourism Development

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1. Introduction

- ❖ Agritourism (AT) plays an important role in multiple SDG goals implementation specifically Goal 1 No poverty, 4 Quality education, 5 Gender equality, 10 Reduced inequality, and 11 Sustainable cities and communities
- ❖ AT in developing countries is also growing attention not only for the income generation for the farmers but also for rural development (Malkanthi & Routry, 2011; Ohe, 2020)
- ❖ However, the studies on AT have been conducted in economically strong countries focusing on developed AT destinations (Bhatta and Ohe, 2020, Rauniyar et al., 2020)
- ❖ Agritourism in developing countries is different from developed countries in terms of:

Table 1: Differences in Agritourism

Items	Developed Countries	Developing countries
Infrastructure	Highly organized	Not organized
Skill level of farmers	High skilled	Low skilled
Agritourism	Organized	Not organized
Service standard	Higher quality	Lower quality

- ❖ AT study on developing countries especially in the ordinary agrarian villages from AT development perspective is necessary but very limited
- ❖ For AT development, investigating farmers' willingness is the first and most important step which has not been performed previously

2. Literature review

- ❖ Farmers' motivational factors for farm diversification, which is somewhat related to agritourism, have been studied in the United States (Nickerson et al. 2001) and Australia (Ollenburg and Buckley, 2007)
- ❖ Farmers' motivational factors for continuing AT on already-established AT farms in the United States (Bagi and Reeder 2012; Yeboah et al. 2017) and Malaysia (Kunasekaran et al., 2012) have been investigated
- ❖ Although the motivational factors of current agritourism practitioners have been somewhat studied in industrial countries, the investigation of farmers' willingness before starting AT has not been performed in either developed or developing countries except for Malkanthy et al. (2015)
- ❖ Malkanthy et al. (2015) failed to consider factors related to tourism, such as the profile of the potential tourists and the roles of full-time vs. part-time farmers, that might profoundly influence the farmers' willingness
- ❖ These factors are incorporated into this study

3. Method

3.1 Data collection

- ❖ 64 farmers were interviewed in Phikuri village, Nepal (Fig. 1) in Aug 2017
- ❖ Village characteristics: 98% of the population are farmers, good accessibility (nearby China-Kathmandu highway, to the capital city 110 km, to Chinese border 80 km, located between two popular trekking trails), tourist attractions (natural, cultural, religious, and historical)



Fig. 1: Map of the study area. Source: Google

3.2 Data analysis

- ❖ Descriptive statistics
- ❖ Econometric Model: Multivariate probit regression model was used because three dependent variables farmers' willingness (y_1), types of tourists (y_2), and land-sharing (y_3) might have an endogenous relationship

Equation model: $Likelihood\ of\ willingness\ in\ MVP\ model = f\{ (y_1) (y_2) (y_3) \}$

4. Results

4.1 Descriptive statistics

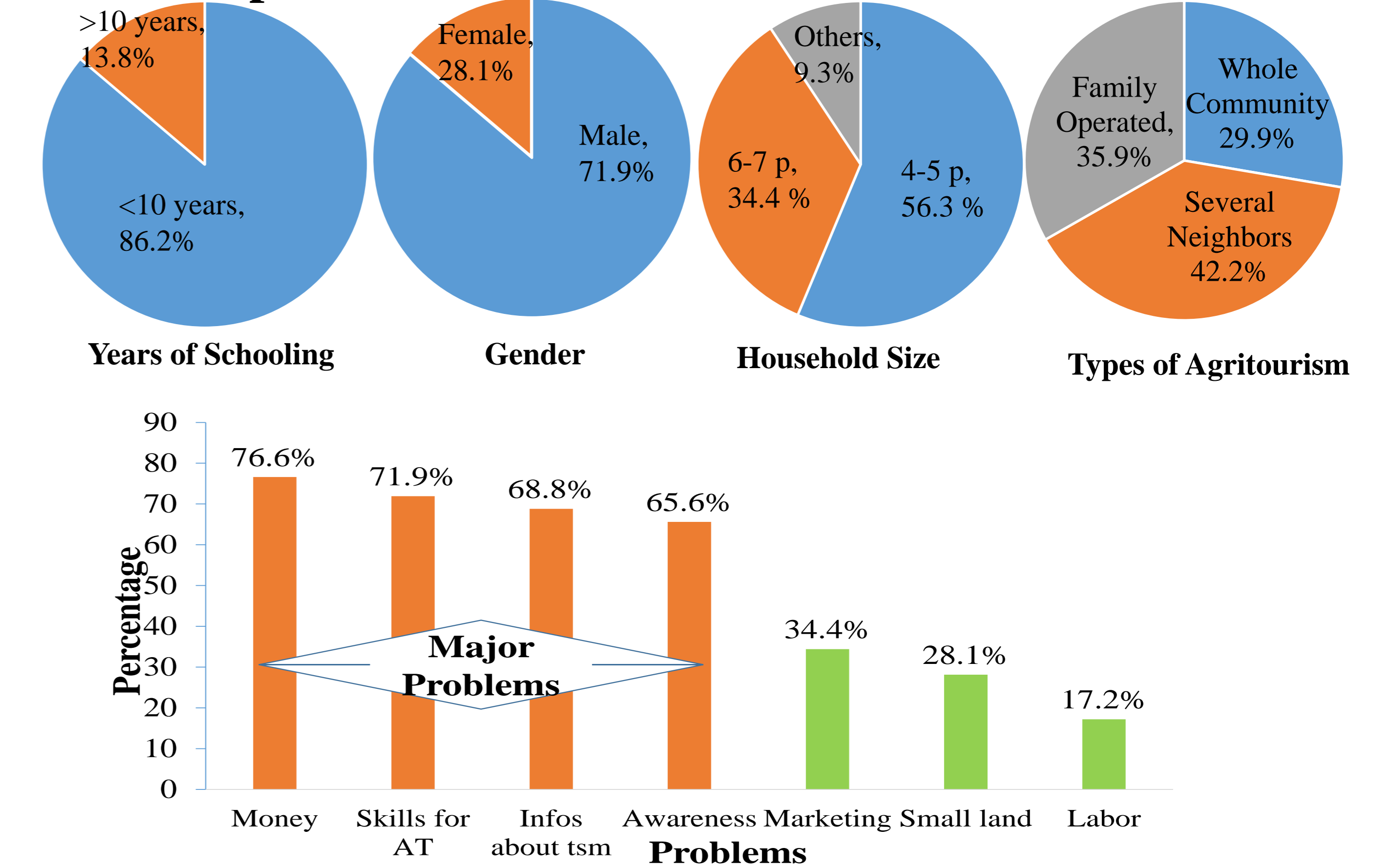


Fig. 2: Descriptive statistics

4.2 Econometrics analysis

Table 2: Multivariate Probit Estimates for Determinants of Farmers' Willingness

Explained variables	Explanatory variables	Coeff.	Z-value	
			Ordinary	Robust
Willingness	Happiness to host VFR (happy=1, others=0)	1.283***	2.78	2.80
	Age groups (21-40 years of age=1, others=0)	0.764*	1.87	2.02
	Returned from the foreign country (yes=1, no=0)	0.748*	1.91	2.06
	Constant	-1.199***	-2.83	-2.81
Types of tourists	※ Full-time farm jobs (yes=1, no=0)	0.990**	2.31	2.44
	Average VFR hosts in a month (>5 times=1, up to 4 times=0)	-0.785**	-1.97	-2.09
	Experience service only in the farms (yes=1, no=0)	1.008**	2.54	2.61
	Constant	0.270	0.72	0.67
Land sharing	※ Educational background (over 11 years=1, up to 10 years=0)	0.753*	1.81	1.76
	Gender (male=1, female=0)	0.802**	2.23	1.81
	Participation in social work (almost every time=1, otherwise=0)	1.130***	3.15	2.86
	Constant	-1.515***	-3.42	-2.51
	/atrho21	0.699*	1.89	1.81
	/atrho31	0.776**	2.55	2.57
	/atrho32	0.262	1.02	1.08
	rho21	0.604***	2.57	2.46
	rho31	0.650***	3.70	3.37
	rho32	0.257	1.07	1.13

Source: Field survey 2017. Source: Field survey 2017, n=64. ***=1%, **=5% and *=10% significant level.

5. Conclusion

- ❖ Farmers in ordinary rural villages also have the willingness to start AT
- ❖ This study also identified the connection between willingness to agritourism, tourism, and agriculture empirically
- ❖ During the AT development, priority should be given to those who are also willing to share land for AT development and to host both domestic and foreign tourists
- ❖ For sustainable AT development, the government should target the people with the following traits
 - Having experience in short-term migration abroad
 - Males
 - Job holding age generation
 - Full-time farm involvement
 - Involved in community activities
 - Relatively educated
- ❖ By generalizing the results of this study, we can say that AT development foundation has been understood from the ordinary villages of developing countries which are the residents of over 78% of the world's poor population (WB, 2014)
- ❖ If AT is developed, it contributes to the SDGs goals achievement for SDGs 1, 4, 5, 10, and 11 through income generation opportunities for the poor farmers
- ❖ Since financing and capacity building were the main concerns of the people, the policymakers should support and motivate the locals through different perspectives



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