

AGROTOURISM AS A PILLAR OF SUSTAINABLE DEVELOPMENT: SYSTEMATIC LITERATURE REVIEW

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Abstract

Agrotourism has been widely studied as a strategy for strengthening rural economies and preserving the environment, but comprehensive studies that systematically map the development of sustainable agrotourism research at the global level are still limited. In fact, understanding this research map is important for identifying trends, research gaps, and the direction of agrotourism policy and practice development in line with sustainable development goals. This study aims to identify: (1) the development of sustainable agrotourism research in the world during the period 2000–2025, (2) the development of countries that contribute to sustainable agrotourism research based on the highest number of citations each year, (3) key indicators of agrotourism sustainability at the global level, and (4) the contribution of agrotourism to the four pillars of sustainability, namely environment, economy, socio-culture, and governance. The method used was a Systematic Literature Review (SLR) with the help of the Publish or Perish 8 application and the Google Scholar database, using the keywords “agrotourism” and “sustainability” for the period 2000–2025, accompanied by inclusion–exclusion criteria and article quality assessment. The results show a consistent upward trend in sustainable agrotourism research, with a significant increase of 18.18% in 2024, reflecting its relevance in sustainable tourism. Indonesia dominates with 4 of the 20 most cited studies, followed by other agricultural countries. The most dominant indicators are governance, policy, and institutions (62 citations), while tourism experiences and destination marketing are minimal (7 citations each). Agrotourism contributes equally: environmentally through land conservation and environmentally friendly practices; economically through income diversification and business innovation; socio-culturally through the preservation of agrarian traditions and community empowerment; and governance through pentahelix collaboration.

Keywords: Agrotourism, Tourism, Sustainability, Systematic Literature Review

INTRODUCTION

The development of tourism in Indonesia has experienced significant growth. Advances in the tourism sector have made tourism a key factor in export revenue, job creation, business development, and infrastructure development, making tourism development one of the government's programs (Yusnita, 2019). Norval in Muljadi (2016) states that tourism is all activities related to the entry, stay, and movement of foreign nationals within or outside a country, city, or specific region. Agrotourism is a form of tourism that utilizes agro-business as a tourist attraction with the aim of expanding knowledge, experience, recreation, and business relationships in the field of agriculture

(Utama, 2011). According to the Decree of the Minister of Agriculture No. 357/KPTS/HK.350/5/2002 concerning guidelines for plantation business licensing, Article 1 point 9 stipulates “that plantation tourism, hereinafter referred to as agro-tourism, is a form of activity that utilizes plantation businesses as tourist attractions with the aim of diversifying businesses, expanding employment opportunities, and promoting plantation businesses”. According to Sutjipta in Utama and Junaedi (2018:86), agrotourism is an integrated and coordinated system of activities for the development of tourism and agriculture, in relation to environmental preservation and improving the welfare of farming communities. The development of agrotourism in a region can provide benefits in increasing the income of the surrounding community and government (Yusnita, 2019).

In the context of sustainable development, agrotourism has great potential because it touches on environmental, economic, socio-cultural, and governance dimensions. Agrotourism can encourage more environmentally friendly agricultural practices, diversify farmers' sources of income, strengthen agrarian cultural identity, and open up opportunities for community participation in destination management. However, amid the challenges of climate change, land degradation, and changes in rural social structures, an agrotourism development model that is truly in line with the principles of sustainability is needed. Various international studies have examined agrotourism in relation to farm diversification, income enhancement, environmental preservation, and rural tourism experiences. Nevertheless, systematic studies that map the development of sustainable agrotourism research on a global scale, including pioneering countries, annual development trends, dominant sustainability indicators, and the contribution of agrotourism to the four pillars of sustainability, are still relatively limited and fragmented.

Most studies focus on local case studies or specific thematic topics, so there is no comprehensive overview of the knowledge map of sustainable agrotourism for the period 2000–2025, which is the basis for this study. Based on this gap, this study aims to: (1) analyze the development of sustainable agrotourism research globally in the period 2000–2025, (2) identify the development of countries that contribute to sustainable agrotourism research based on the 10 most cited articles each year, (3) identify key indicators of agrotourism sustainability at the global level, and (4) explain the contribution of agrotourism to the four pillars of sustainability, namely environment, economy, socio-culture, and governance. The novelty of this study lies in the use of a Systematic Literature Review (SLR) approach combined with annual citation analysis to map longitudinal trends in research, major contributing countries, the most frequently studied sustainability indicators, and the contribution of agrotourism to the pillars of sustainability in the period 2000–2025. This study not only summarizes the findings of previous studies, but also presents a comprehensive global research map and highlights areas that have been under-researched, particularly those related to tourism experiences, marketing, and destination identity in the context of sustainable agrotourism.

METHOD

1. Research Object

The research object is the sustainability of agrotourism. There are several reasons for choosing agrotourism sustainability as the research object, as follows:

- a. The role of agrotourism in strategically contributing to sustainable development (SDGs) by strengthening economic, social, and ecological resilience.
- b. The increase in farmers' income through agrotourism.
- c. The growth of tourism trends and special interest in conservation and agricultural education, which has made agrotourism a destination.
- d. The strengthening of governance and management models for agrotourism destinations based on participation, local entrepreneurship, and long-term adaptation strategies.

2. Research Method

2.1 Research Question.

The research question is formulated based on the needs of the selected topic. The following are the research questions in this study:

RQ1. How has research on global agrotourism sustainability developed from 2000 to 2025?

RQ2. How has the world progressed in research related to the sustainability of agrotourism based on the 10 most cited papers each year (2000-2025)?

RQ3. What are the key factor indicators in global agrotourism sustainability based on the 10 most cited references each year (2000-2025)?

RQ4. How does agrotourism contribute to each element of global sustainability based on the 10 most cited references each year (2000-2025)?

2.2 Search Process.

The search process is used to obtain relevant sources to answer the Research Question (RQ) and other related references. The search process was conducted using the Publish or Perish 8 application with the keywords: agrotourism and sustainability with a range of 2000-2025.

2.3 Inclusion and Exclusion Criteria.

This stage is carried out to decide whether the data found is suitable for use in SLR research or not. Studies are eligible for selection if they meet the following criteria:

1. Data used in the period 2000-2025.
2. Data obtained through the Publish or Perish 8 application with the keywords: agrotourism and sustainability and the Google Scholar website (<https://scholar.google.com/>).
3. The data used is related to the sustainability of agrotourism.

2.4 Quality Assessment.

In SLR research, the data found will be evaluated based on the following quality assessment criteria questions:

QA1. Was the journal paper published between 2000 and 2025?

QA2. Does the journal paper mention the country where agrotourism sustainability research was conducted?

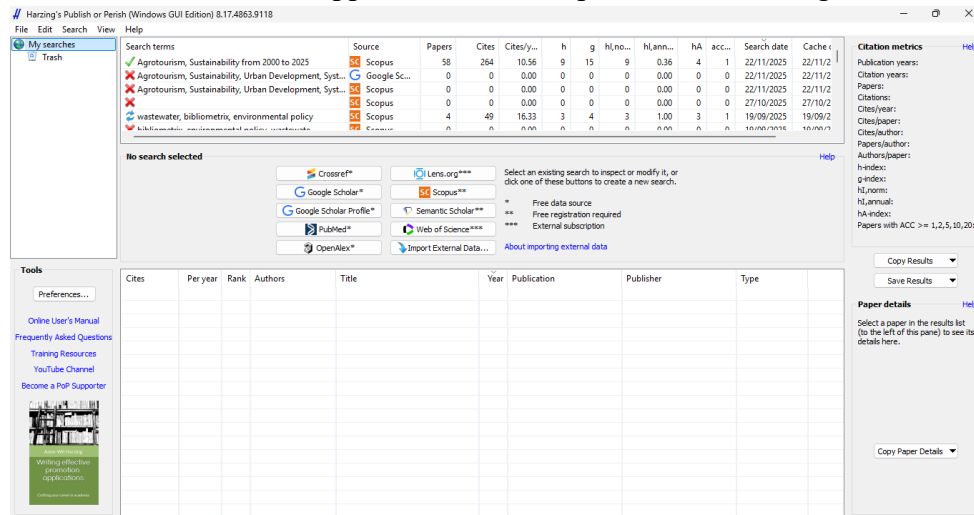
Each paper will be given a score for each of the above questions as follows:

1. Y (Yes): for technological efficiency and the country mentioned in the journal article within the 2000-2025 timeframe, and
2. T (No): for agrotourism sustainability and countries not mentioned.

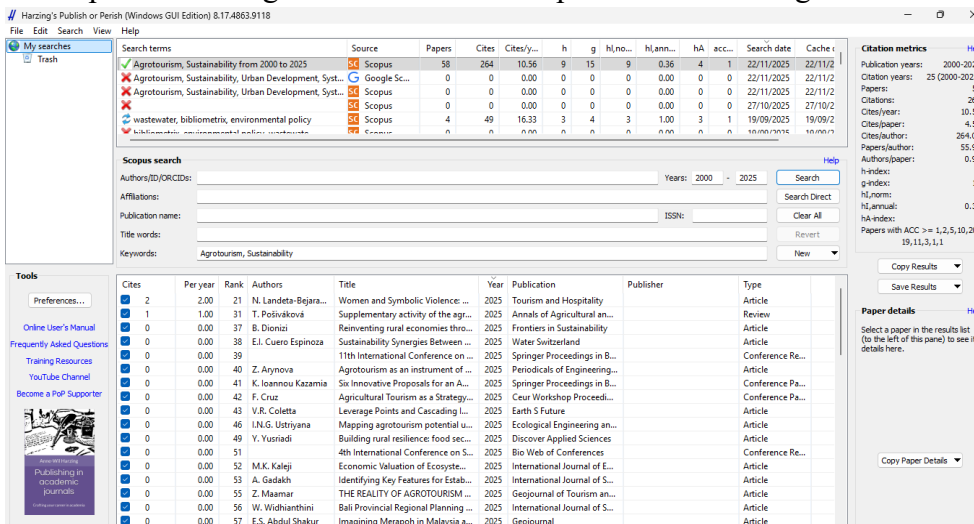
2.5 Data Collection.

Data collection is the stage where data for research is gathered. The following are the steps for collecting data, from observation to documentation, obtained through the Publish or Perish 8 application with the keyword: sustainability of ecotourism with the range 2000-2025 and journal paper searches on Google Scholar (<https://scholar.google.com/>).

1. Open the Publish or Perish 8 application. This step can be seen in Figure 1.

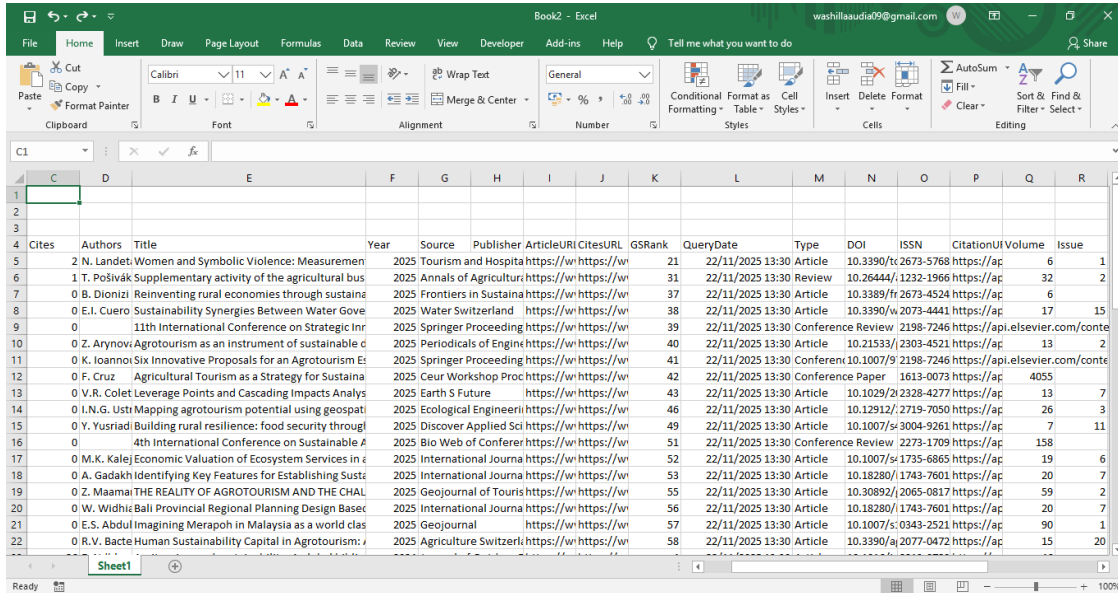


2. Enter the keywords: Agrotourism and Sustainability in the search form and set the search on Scopus to the range 2013-2022. This step can be seen in Figure 2.



3. Transfer the data obtained in the application to Excel by reviewing the copy result menu and selecting result for Excel with header and opening the Excel menu.

4. It will appear in the Excel menu as shown in Figure 3.



5. Collect data annually with the 10 most cited references.

2.6 Data Analysis.

At this stage, the collected data will be analyzed to show:

1. The development of research related to global agrotourism sustainability from 2000 to 2025 (referring to RQ1).
2. The development of countries around the world in research related to the sustainability of agrotourism based on the 10 most cited references each year (2000-2025) (referring to RQ2).
3. Key factor indicators in global agrotourism sustainability based on the 10 most cited references each year (2000-2025) (referring to RQ3).
4. The contribution of agrotourism to each element of sustainability in the world based on the 10 most cited references each year (2000-2025) (referring to RQ4).

RESULTS AND DISCUSSION

RESULTS

1. Search process results

Based on the search and process results obtained from the Publish and Perish application with the keywords: agrotourism and sustainability in the period from 2000 to 2025, there were 58 Scopus-indexed journals discussing agrotourism and sustainability. The search and process results in the following table are grouped based on the most

citations in each year to make it easier to view the data to be analyzed through search and process. The following is a table grouping the types of journals.

Table 1. Journal Grouping Based on the Most Citations Each Year

No.	Tahun	Banyak Sitasi	Judul
1	2025	2	Women and Symbolic Violence: Measurement Scale of Gender in Tourism Sustainability and the Case of Ecuador
2	2025	1	Supplementary activity of the agricultural business sector and a method for ecological protection of the cultural landscape
3	2024	26	Agrotourism and sustainability: A global bibliometric analysis of the state of research and dominant issues
4	2024	5	Visualizing a Sustainable Future in Rural Romania: Agrotourism and Vernacular Architecture
5	2024	2	Challenges and strategies in Nigerian agribusiness entrepreneurship for sustainable development
6	2024	1	Food Security and Agrotourism: Design and Construction of Elevated Pathways to Facilitate Urban Agriculture in Wetland Areas
7	2024	1	Soil business: Exploring business opportunities in soil systems for sustainable growth in the Global South
8	2024	1	IoT in Agrotourism: A SEM-Neural Analysis of Smart Farming Adoption and Impacts
9	2023	9	Intangible Heritage of the Dehesa: The Educational and Tourist Potential of Traditional Trades
10	2023	7	Fruiturisme: The Boost of Fruit Tourism in Catalan Rural Areas
11	2023	2	Adaptation and mitigation in agrotourism development
12	2023	1	Tourism in Emptied Spain
13	2023	1	The Dilem Wilis Agro Tourism Community's Development Using the Sociopreneurship Model to Achieve Sustainable Tourism Development
14	2022	9	Experiential food tourism in Greece: the case of Central Greece
15	2022	3	The Sustainability of a Building Made by using of Recycling Materials
16	2022	2	Regional Branding Of Western Balkans Through Sustainable Tourism
17	2022	1	Nature Tourism In The Way Of Agrotourism For The Local Developed Sustainable In Guamuhaya
18	2021	36	“Agro”, “Agri”, or “Rural”: The Different Viewpoints of Tourism Research Combined with Sustainability and Sustainable Development

19	2021	4	Transformation toward sustainability on a Costa Rican coffee farm: Environmental, socioeconomic, and psychological perspectives
20	2021	2	I endorse it, as long as it is sustainable: Generation Z's involvement with agrotourism and ecotourism
21	2021	2	Indigenous Knowledge-based Agrotourism in the Dayak Kenyah Community in Pampang Village, Samarida, East Kalimantan
22	2020	9	Multidimensional scaling: Sustainability of Arabika coffee agro-tourism in Kabupaten Bangli Bali
23	2020	2	Sustainable investments: Agroecotourism
24	2017	7	Organic agriculture as a precondition for development of eco-agrotourism on the islands - A case study of Korčula Island
25	2017	4	Researches on the agrotouristic offer of guest houses in Dornel Bassin (case study)
26	2017	3	Agrotourism and well-being sustainability: A communication approach to 'what matters and better life'
27	2016	24	Pescaturism-a European review and perspective
28	2016	4	Agroecology and agrotourism as a new cash cow for the farmers after the crisis: The case of fyrom
29	2013	41	Rural tourists and their attitudes and motivations towards the practice of environmental activities such as agrotourism
30	2012	5	Complementarity between agriculture and tourism towards sustainability
31	2011	36	Agricultural diversification and the sustainability of agricultural systems: Possibilities for the development of agrotourism
32	2003	1	Effects of tourism on net social benefits; defining optimal scale in the Merse watershed, Italy
33	2000	10	Settlement and sustainability in the polish Sudetes

Source: Publish or Perish 8, 2025

2. Results of inclusion and exclusion criteria selection

The results of the search and process are 33 articles that are selected based on the criteria of a large citation count equal to 1 and will be selected based on the problem (inclusion and exclusion criteria). This process resulted in 20 articles remaining. Table 2 shows the results of the quality assessment to indicate whether the data was used in this study or not.

3. Quality Assessment Results

Table 2. Quality assessment results

No.	Tahun	Judul	QA1	QA2	Hasil
1	2025	Women and Symbolic Violence: Measurement Scale of Gender in Tourism Sustainability and the Case of Ecuador	Y	Y	✓
2	2025	Supplementary activity of the agricultural business sector and a method for ecological protection of the cultural landscape	Y	T	x
3	2024	Agritourism and sustainability: A global bibliometric analysis of the state of research and dominant issues	Y	T	x
4	2024	Visualizing a Sustainable Future in Rural Romania: Agrotourism and Vernacular Architecture	Y	Y	✓
5	2024	Challenges and strategies in Nigerian agribusiness entrepreneurship for sustainable development	Y	Y	✓
6	2024	Food Security and Agrotourism: Design and Construction of Elevated Pathways to Facilitate Urban Agriculture in Wetland Areas	Y	T	x
7	2024	Soil business: Exploring business opportunities in soil systems for sustainable growth in the Global South	Y	T	x
8	2024	IoT in Agrotourism: A SEM-Neural Analysis of Smart Farming Adoption and Impacts	Y	T	x
9	2023	Intangible Heritage of the Dehesa: The Educational and Tourist Potential of Traditional Trades	Y	Y	✓
10	2023	Fruiturisme: The Boost of Fruit Tourism in Catalan Rural Areas	Y	Y	✓
11	2023	Adaptation and mitigation in agrotourism development	Y	Y	✓
12	2023	Tourism in Emptied Spain	Y	Y	✓
13	2023	The Dilem Wilis Agro Tourism Community's Development Using the Sociopreneurship Model to Achieve Sustainable Tourism Development	Y	Y	✓
14	2022	Experiential food tourism in Greece: the case of Central Greece	Y	Y	✓

15	2022	The Sustainability of a Building Made by using of Recycling Materials	Y	Y	✓
16	2022	Regional Branding of Western Balkans Through Sustainable Tourism	Y	T	x
17	2022	Nature Tourism in The Way of Agrotourism for The Local Developed Sustainable in Guamuhaya	Y	Y	✓
18	2021	“Agro”, “Agri”, or “Rural”: The Different Viewpoints of Tourism Research Combined with Sustainability and Sustainable Development	Y	T	x
19	2021	Transformation toward sustainability on a Costa Rican coffee farm: Environmental, socioeconomic, and psychological perspectives	Y	Y	✓
20	2021	I endorse it, as long as it is sustainable: Generation Z’s involvement with agrotourism and ecotourism	Y	T	x
21	2021	Indigenous Knowledge-based Agrotourism in the Dayak Kenyah Community in Pampang Village, Samarida, East Kalimantan	Y	Y	✓
22	2020	Multidimensional scaling: Sustainability of Arabika coffee agro-tourism in Kabupaten Bangli Bali	Y	Y	✓
23	2020	Sustainable investments: Agroecotourism	Y	T	x
24	2017	Organic agriculture as a precondition for development of eco-agrotourism on the islands - A case study of Korčula Island	Y	Y	✓
25	2017	Researches on the agrotouristic offer of guest houses in Dornelor Bassin (case study)	Y	Y	✓
26	2017	Agrotourism and well-being sustainability: A communication approach to 'what matters and better life'	Y	T	x
27	2016	Pescatourism-a European review and perspective	Y	T	x
28	2016	Agroecology and agrotourism as a new cash cow for the farmers after the crisis: The case of fyrom	Y	Y	✓
29	2013	Rural tourists and their attitudes and motivations towards the practice of environmental activities such as	Y	T	x

agrotourism					
30	2012	Complementarity between agriculture and tourism towards sustainability	Y	T	x
31	2011	Agricultural diversification and the sustainability of agricultural systems: Possibilities for the development of agrotourism	Y	Y	✓
32	2003	Effects of tourism on net social benefits; defining optimal scale in the Merse watershed, Italy	Y	Y	✓
33	2000	Settlement and sustainability in the polish Sudetes	Y	Y	✓

Source: Publish or Perish 8, 2025

Symbol explanation:

✓: for journals or data used in the research. The data was selected because it had the efficiency, technology, and country mentioned in the journal paper in the 2013-2022 time frame and sufficient information for data selection.

x: for journals or data not used in the research because the data did not have sufficient information for data selection.

4.4 Data Analysis

This stage will answer questions from the research question (RQ) and discuss the results of developments in agri-tourism sustainability research and the countries conducting research in the period 2000-2025.

DISCUSSION

RQ1. How has research on global agrotourism sustainability developed from 2000 to 2025?

Overall, there were 58 Scopus-indexed journals through search and process using the keywords “Agrowisata” and “Berkelanjutan” (sustainable) on the Publish or Perish application. After the data was selected based on inclusion and exclusion criteria by taking the most citations each year (2000-2025), 33 journal articles were obtained, which were then given a quality assessment. From the Quality Assessment (QA) results, there were 23 relevant journal articles and 10 irrelevant journal articles. The relevant journal articles were then grouped based on the approach used to answer the research question. These results answer RQ1, which is shown in Figure 1, which shows the development of research related to global agrotourism sustainability from 2000 to 2025.

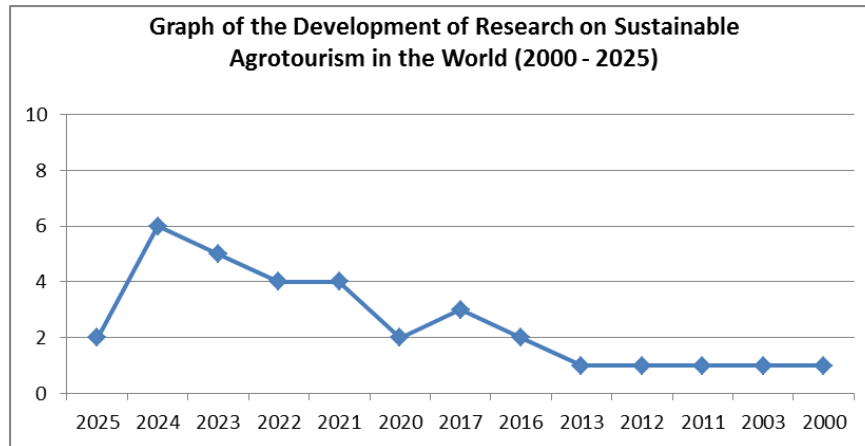


Figure 4. Graph showing the development of research on sustainable agrotourism worldwide from 2000 to 2025

From the graph, it can be seen that every year there has been an increase in research related to the sustainability of agrotourism. The highest increase occurred in 2024, which was 18.18%, and the lowest was in 2013 to 2000, which was 3.03%. The increase in research related to sustainable agrotourism shows its importance in sustainable tourism related to agriculture (agro), which is able to support the community's economy by considering ecological and social factors.

RQ2. How has the world progressed in research related to sustainable agrotourism based on the 10 most cited papers each year (2000-2025)?

The graph in Figure 2 shows the development of countries around the world in conducting research on agrotourism sustainability. This data is taken based on the number of citations each year from 2000 to 2025.

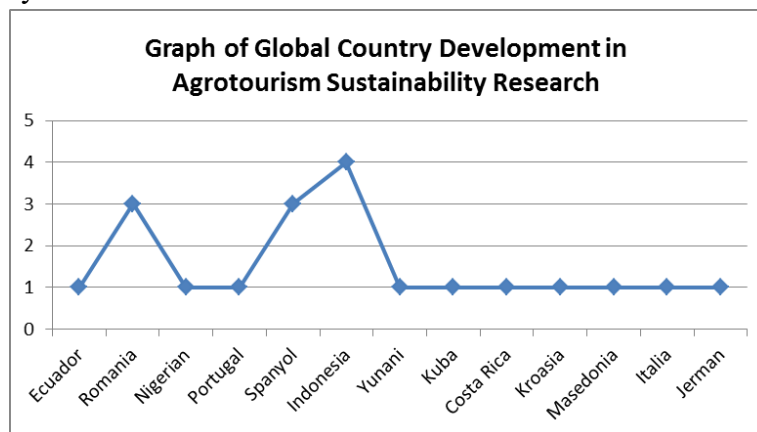


Figure 5. Development of Countries in Agrotourism Sustainability Research

From the graph above, it can be seen that the country conducting the most research in the field of agrotourism sustainability is Indonesia, with 4 out of 20 studies based on the number of citations each year (2000-2025). This is because Indonesia is an agricultural country that needs to be supported by sustainable agricultural tourism models to support the livelihoods of its people.

RQ3. What are the key indicators of agrotourism sustainability in the world based on the 10 most cited studies each year (2000-2025)?

Agrotourism is characterized by the restoration of relationships between producers and consumers with broad and clear ethical and political objectives, such as the need to revive regional identity and rural community relationships with local food and agriculture, develop relationships with sustainable agriculture, and ensure economically viable and socially responsible practices (Ammirato et al., 2020). Agrotourism has economic and social value as well as ecological benefits because it allows tourism to be conducted in a manner that is sensitive to the natural environment and traditions as well as the economic needs of a region (Barry and Hellerstein, 2004). Agrotourism allows business owners to balance the needs of tourists in rural and urban areas and offers opportunities for socioeconomic development while reducing the adverse impacts of the ecological and cultural sectors (Adom et al., 2021; Barbieri, 2019). Overall, agrotourism and sustainability are intertwined, with most researchers focusing on economic, environmental, social, cultural, and historical dimensions (Ndhlovu & Dube, 2024).

The concept of sustainability is currently the center of attention, especially when agrarian-based development activities continue to face socio-economic and environmental challenges such as climate change, pollution, and loss of biodiversity (Ammirato et al., 2020; Ndhlovu, 2020). Agrotourism is currently being adopted in various countries, ranging from Iran, Nepal, Turkey, Italy, and South Africa, where this model has proven to be effective as a model for rural development (Abadi & Khakzand, 2022; Bhatta, Itagaki, & Ohe, 2019; Karabati, Dogan, Pinar, & Celik, 2009 Lupi, Giaccio, Mastronardi, Giannelli, & Scardera, 2017; Van Zyl, Merwe, & Van Der, 2021). Figure 3. shows key indicators related to agrotourism sustainability. This data is based on the 10 most cited references per year from 2000 to 2025.

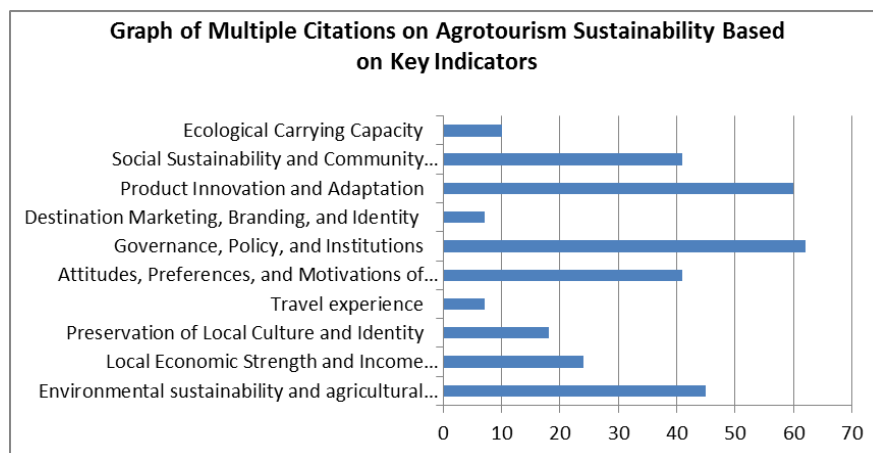


Figure 6. Graph of Key Sustainability Indicators for Agrotourism Based on Number of Citations

From the graph, based on the 10 most cited indicators, governance, policy, and institutional indicators had the most citations with 62 citations, while tourism experience and marketing, branding, and destination identity indicators had the fewest citations with 7

citations each from the total number of citations. This indicates that researchers are interested in discussing governance, policy, and institutional indicators in their research, which in turn encourages the formulation of policies related to sustainable agrotourism management that meet environmental aspects.

RQ4. How does agrotourism contribute to each element of sustainability in the world based on the 10 most cited references each year (2000-2025)?

The contribution of agrotourism is viewed based on the four main pillars of sustainability, namely Environment, Economy, Socio-Culture, and Governance. The graph in Figure 8 shows the contribution of agrotourism to each element, which is based on the 10 most cited references from 2000 to 2025.

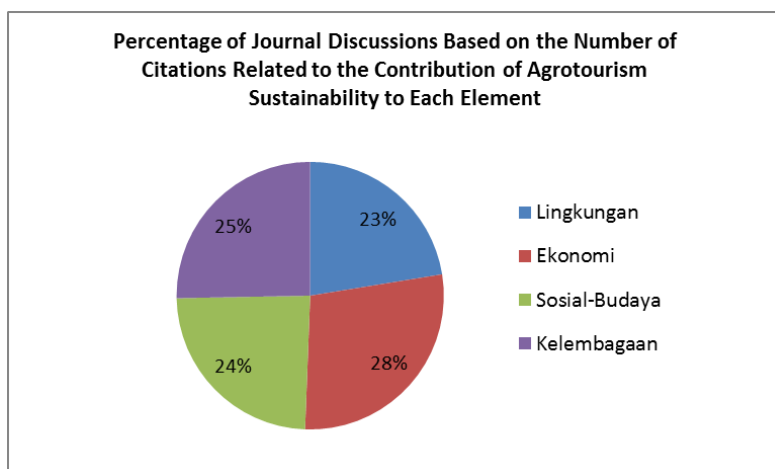


Figure 7. Graph of Agrotourism Contribution to Each Sustainability Element Based on Publication Year

Based on the graph above, we can see the contribution of agrotourism to each element discussing the four main pillars, namely Environment, Economy, Socio-Culture, and Institutional. In the graph, it can be seen that each element has a balanced percentage, so it can be concluded that each element of agrotourism sustainability contribution has a function that is intertwined with one another and must be balanced between the elements. The environmental aspect shows the contribution of agrotourism in terms of land conservation, environmentally friendly practices, and land carrying capacity control, which encourages farmers to maintain soil quality and agricultural landscapes, which are aspects of sustainable tourism. The study Settlement and sustainability in the Polish Sudetes (2000) emphasizes the importance of maintaining spatial planning and ecological carrying capacity to maintain the sustainability of agrotourism areas. The study Agricultural diversification and the sustainability of agricultural systems: Possibilities for the development of agrotourism (2011) shows that agrotourism reduces dependence on monoculture production, thereby reducing the risk of soil degradation. Therefore, agrotourism needs to encourage organic farming, natural fertilization, and ecology-based pest control because tourists are interested in “green” agriculture as an innovation in agrotourism sustainability.

In terms of economics, the discussion covers income diversification, the added value of local products, and business model innovation. The study *Agricultural diversification and the sustainability of agricultural systems: Possibilities for the development of agrotourism* (2011) shows that agrotourism can create non-commodity sources of income, reduce dependence on agricultural markets, and improve farmers' financial stability. The study "Pescatourism-a European review and perspective" (2016) shows how European fishermen increase their income by offering fishing experiences, thereby enhancing coastal economic diversification.

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In the socio-cultural aspect, the preservation of agrarian culture, educational tourism experiences, and the empowerment of local communities are discussed. In the study *Intangible Heritage of the Dehesa: The Educational and Tourist Potential of Traditional Trades* (2023), it is emphasized that agrotourism can preserve traditional crafts, ancient agricultural techniques, and rural cultural practices, thereby reviving these traditions as tourist products, in the sense that agrotourism restores and preserves local culture. In addition, the study *Rural tourists and their attitudes and motivations towards the practice of environmental activities such as agrotourism* (2013) discusses the motivations of tourists, showing that interaction between tourists and local residents requires strengthening social cohesion, increasing the role of the community in destination development, and opening up educational opportunities for the community and tourists. Thus, agrotourism provides a learning space for the community and tourists regarding sustainable agricultural practices, ecosystem preservation, and the importance of sustainable resource conservation.

In terms of management or institutional aspects, the discussion covers supporting policies, stakeholder collaboration, and destination management. The study *Agritourism and sustainability: A global bibliometric analysis of the state of research and dominant issues* (2024) emphasizes that agritourism needs to involve every element, such as the government, farmers, local entrepreneurs, academics, and tourism agencies, also known as the penta helix, which can improve the quality of planning and mitigate the impact of tourism. In addition, the study "Agro," "Agri," or "Rural": The Different Viewpoints of Tourism Research Combined with Sustainability and Sustainable Development (2021) reveals that sustainability issues in agrotourism encourage the government to create policies related to destination zoning, green certification, protection of productive agricultural land, and tourism management regulations. Therefore, a management model involving the penta helix is needed to strengthen institutional capacity in rural areas.

CONCLUSION

Based on the results of the research conducted, several conclusions can be drawn as follows:

1. Based on the results of a systematic literature review (SLR) conducted on 58 journal articles indexed in Scopus from 2000 to 2025, agrotourism research shows a consistent increase from 2000 to 2025, with a significant surge in 2024, indicating the importance of agrotourism in sustainable tourism.
2. Based on the results of SLR conducted on Scopus-indexed journal publications from 2000 to 2025 based on the 10 most cited publications each year, the country conducting the most research in the field of sustainable agrotourism is Indonesia, with research based on the most citations each year (2000-2025) being 4 studies out of 20 studies. This is most likely due to its agrarian nature and the need for sustainable agrarian tourism models.
3. Key indicators in the sustainability of agrotourism worldwide based on the 10 most cited topics each year from 2000 to 2025 show that governance, policy, and institutional indicators have the most citations with 62 citations, while tourism experience and marketing, branding, and destination identity are the smallest indicators, each with 7 citations out of the total number of citations.
4. The contribution of agrotourism to each element discusses four main pillars, namely Environment, Economy, Socio-Culture, and Institutional. In terms of the environment, agrotourism promotes land conservation, environmentally friendly practices, and controlled land carrying capacity, and encourages farmers to maintain soil quality and agricultural landscapes. The role of agrotourism in the economic aspect is to diversify income, add value to local products, and encourage business model innovation. The socio-cultural aspect includes the preservation of agrarian culture, offering educational tourism experiences, and empowering local communities. The institutional aspect contributes to governance, policy, and institutional indicators, which are the most frequently cited areas.

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