8th INTERNATIONAL RURAL TOURISM AND DEVELOPMENT CONGRESS
&
13. ULUSAL KIRSAL TURİZM KONGRESİ

PROCEEDINGS BOOK



E- ISBN: 978-625-94333-2-5

ANT ACADEMY

SELÇUK UNIVERSITY

IRTAD

ULUSAL KIRSAL TURİZM KONGRESİ
www.kirsalturizm.gen.tr

8th INTERNATIONAL RURAL TOURISM AND DEVELOPMENT CONGRESS

8. ULUSLARARASI KIRSAL TURİZM VE KALKINMA KONGRESİ

13. ULUSAL KIRSAL TURİZM KONGRESİ

Program and Proceedings Book
Program ve Bildiler Kitabı

September 5-7, 2024, Konya, Türkiye

ANT AKADEMİ

8th INTERNATIONAL RURAL TOURISM AND DEVELOPMENT CONGRESS

8.ULUSLARARASI KIRSAL TURİZM VE KALKINMA KONGRESİ

13. ULUSAL KIRSAL TURİZM KONGRESİ

Proceedings Book - Bildiler Kitabı

September 5-7, 2024, Konya, Türkiye

Editor: Dr. Mithat Direk
Selçuk Üniversitesi

E- ISBN: 978-625-94333-2-5

8th International Rural Tourism And Development Congress - 8. Uluslararası Kırsal Turizm ve Kalkınma Kongresi / 13. Ulusal Kırsal Turizm Kongresi, ulusal/uluslararası nitelikli bir bilimsel toplantı olup ilgili mevzuatlarda belirtilen akademik atanma ve yükseltilmeler ile akademik teşvik şartlarını taşımaktadır. Kongre ile ilgili tüm bilimsel süreçler titizlikle uygulanmış sunulan bildiriler en az iki hakemin olumlu görüşü alındıktan sonra kabul edilmiş ve yayınlanmıştır.
Bu kitapta yer alan tüm yazıların dil, bilim, etik ve hukuk açısından bilimsel sorumluluğu yazarlarına aittir.

©2024 Tüm hakları saklıdır. Bu yayının hiçbir bölümü, yayıncının önceden yazılı izni olmadan elektronik, mekanik, fotokopi, kayıt ya da herhangi bir yöntemle çoğaltılamaz, bir bilgi sisteminde saklanamaz veya iletilemez. Yayının herhangi bir kısmını çoğaltmak için önceden yayıncıdan yazılı izin alınmalıdır.

Tasarım
Ant Akademi
www.antakademi.com.tr

ANT AKADEMİ

PROCEEDINGS BOOK - BİLDİRİLER KİTABI 65
Tam Metinler

A comparative study of the reality of breeding bees in Iraq and Syria from the point of view of beekeepers **67**
Ahmed Awad Talb Altalb, Entessar Mohammad Jbawi

Bibliometric analysis of research on ecotourism in the context of sustainable development in rural areas **80**
Şinasi Akdemir, Yann Emmanuel Miassi, Kossivi Fabrice Dossa, Issaka Saidou Ismailla

Contributions Of Women's Cooperatives To Rural Tourism : The Example Of Bolu Gelıncık Hanimeli Women Agricultural Development Cooperative **90**
Ali Emrah Şahin, Arzu Berber

Çileklerin Yeni Zararlısı:
İstilacı Tür *Nysius cymoides* (Spinola) (Heteroptera Lygaeidae) **98**
Emine Dut, Fatma Nur Elma

Diversity of Foody, Fruity Plants with Special Reference to their Curative Uses in Tribal District, North Waziristan, Khyber Pakhtunkwa, Pakistan **105**
Izhar Ullah, Asif Raza, Dina Chamidah

Evaluation of agricultural and rural tourism preferences in the USA for policy making **124**
Rahmiye Figen Ceylan, Ramu Govindasamy, Burhan Özkan

First Record of *Heliothis peltigera* (Lepidoptera: Noctuidae) in Safflower, Yalvaç **130**
Omar Ali Abu Said, Merve Gökkaya, Havva Özkan, İnci Şahin Negiş

From Nature to Medicine: Investigating the Phytochemical Diversity and Pharmacological Activities of *Woodwardia unigemmata* ***137***
Muhammad Ovais Omer, Tayyaba Asghar, Adeel Sattar and Alia Gul

Hadim Yerköprü Şelalesi'nin Kırsalturizm Potansiyelinin Değerlendirilmesi **164**
Dilek Ural, Mithat Direk

Karatay's Rural Tourism Potential and Sustainable Development Goals **176**
Mustafa Digilli, Daiva Matonienė

KIRSAL TURİZM BAKIMINDAN YÖRÜK GÖÇÜ **185**
İbrahim Ünsal

Organic Bean Cultivation in Rural Agrotourism Areas **192**
Ibrahim Isse Ali[1,2], Kubilay Kurtuluş Baştaş[2*] 192

Orköy Desteklemelerinin Orman Köylerine Etkileri Konya İli Hüyük İlçesi **214**
Zuhal Karakayacı, Kardelen Uğur

Prospects of rural tourism in Sheki-Zagatala region of Azerbaijan 232
Aynur Ilgar Huseynzade, Bahadur Anver Bilalov

Rural Tourism in Azerbaijan: Current State and Prospects 239
Jeyhun Gurban Ashirov

Rural Tourism-30 Years in Special Issues..... 244
Hidayet Kışlalı

Sustainable cities lead to climate resilience: case of urban flooding in Pakistan..... 254
Tooba Umer Malik, Nasir Mahmood

The Impact of Climate Change on Biodiversity in Egypt: A Comprehensive Analysis..... 262
Fatma A. Mostafa

The Impact of Tourism on Sustainable Development Objectives and Its Role in Cultural Development 269
Saeid Foroughi, Abdullah Karaman

The implementation level of agricultural Extension workers for modern innovations in the field of sustainable agricultural development in Nineveh Governarate 281
Ahmed Awad Talb Altalb, Zahraa Meiser Sultan Albasso, Safa Rafa Aziz

The Importance of Sustainable Agriculture Within The Scope of the European Green Deal..... 291
Hasan Arısoy, Iddrisu Fatawu

The Role And Importance Of Women's Entrepreneurs In Rural Tourism. (A Review Female Entrepreneurs And Path-Dependency In Rural Tourism By Ingeborg Nordbø)..... 306
Abajesude Kanyinsola, Orhan Özçatalbaş

The Role of Rural Tourism İn Rural Development 316
Saeid Foroughi, Abdullah Karaman

The Role of Sports Tourism in Cultural, Economic, Social and Environmental Development..... 329
Saeid Foroughi, Nazaninzahra Pishahang

Türkiye'nin Endemik, Tıbbi ve Aromatik Bitkiler Çeşitliliğinin Kırsal Turizme Katkı Potansiyellerinin İncelenmesi 340
Rüveyda Dağ, Yüksel Kan

WEB Destekli Simülasyon Teknolojisi İle Otel Önbüro Uygulama (Hotel Front Office Application Proposal With Web Supported Simulation Technology) 346
Yasin Özkan, Betül Gölyeri

Wildlife preservation and rural tourism: Observations on Okefenokee Swamp, Georgia, the USA..... 359
Rahmiye Figen Ceylan

Evaluation of agricultural and rural tourism preferences in the USA for policy making

***Rahmiye Figen Ceylan[1*], Ramu Govindasamy[2], Burhan Özkan[1]**

[1]Dr., Akdeniz University, Faculty of Agriculture, Department of Agricultural Economics, Antalya, Turkey

[2]Rutgers, the State University of New Jersey, School of Environmental and Biological Sciences, Department of Agriculture, Food, and Resource Economics, New Brunswick, New Jersey, USA

**E-mail: ceylan.figen@gmail.com*

**Orcid No: 0000-0003-0459-7521*

Abstract

Alternative tourism opportunities have become more appealing to individuals that hold middle and above income almost everywhere in the world starting with the developed countries that also have endowed agricultural and rural resources. After the COVID-19 pandemic experience, the tendency to get involved in natural practices has risen as well. A consumer survey encompassing evaluation of agritourism demand and involvement of individuals was conducted in selected states of the USA in October 2021. Out of 1246 surveyed participants, 461 declared that they participated in an agri-tourism activity in the past 24 months. The activity and involvement preferences of these individuals were varied. This variation is expected to contribute to the promotion of these alternative tourism activities that promise alternative income to rural households. Accordingly, with this paper it was aimed to differentiate preferences and relevant socio-economic status of people that value agri-rural tourism positively. It is expected to provide insights for future policy making activities in developed and developing countries that have this agricultural and rural tourism potential.

Keywords: agricultural tourism; rural tourism; preference; factor; USA

Acknowledgements: Data used in study was retrieved from a survey study took place in 2021 managed by Rutger's, the State University of New Jersey, School of Environmental and Biological Sciences, Department of Agriculture, Food, and Resource Economics, the USA.

1. INTRODUCTION

As a subsector, agritourism has been gaining attention in the last decades especially from high profile tourism service market. While mostly educated and working-class households started to demand rural activities for leisure, this demand led to the appearance of agritourism as an alternative revenue generation field for farmers all around the world. Multifunctionality in agriculture as well as other sectors was accepted multilaterally so that to meet the demand and supply of the market (1). Multifunctionality thereby refers to using farmlands as sociocultural gathering venues provision

of goods and services via including the touristic visitor into the activities. With these attributes agritourism appeared as a farm income diversification tool and the agricultural producers, animal producers and non-institutional food producers started to volunteer in development and promotion of agritourism activities (2). Looking at the readiness and motivation of operators, the market demand for these alternative activities has become a major consideration field. The aggregate figures indicate that global agritourism market worth $ 69,24 billion in 2019 and expected to be $ 197,37 billion in 2032 (3). The USA market on the other hand grew from around $ 200 million in 2002 to almost $ 950 million (4).

It can easily be noted that agritourism involves demand driven activities that participants mostly have the willingness to pay for additional physical activity which in turn would provide more income to agricultural operators (Bhandari et al., 2024).

Departing from this general interpretation, measurement of demand and factors that affect the demand positively appeared to be a new field of research in most cases. Almost all countries that have agricultural production opportunities and awareness among its agricultural operators have the potential to invest in or promote agricultural tourism supplies. Therefore, it is more important to understand the demand as the first step. The producers can respond to following questions after having acknowledged about the demand. The questions are:

- What is required?
- How the requirement can be met?
- How the activities can be sustained?

With this objective, a group of households from the United States were surveyed in 2021. The individuals were asked whether they participated and enjoyed agritourism activities. The responses of participants were evaluated with respect to their individual characteristics using descriptive statistics and collinearity measures.

2. MATERIALS AND METHODS

The afore mentioned online survey was implemented to randomly determined residents of the states that are in the neighborhood of the Atlantic Ocean. 428 respondents out of 1246 persons declared that they had participated in agritourism activities in the past 24 months. This means that 30 % of the audience spent some leisure time in some sort of farm in 2019 and 2020. Therefore, the socioeconomic characteristics of these people and impact of these individual features on the decision was visited briefly with correlation and covariance measures. Prior to correlation assessment, general descriptives of the sample was provided. Due to the timing of the survey, the impact of COVID-19 pandemic on preferences was also checked.

3. RESULTS AND DISCUSSION

3.1. Descriptive Findings

First of all, a description of the sample composing of 427 individuals need to be inserted. There were more females in the sample (263) than males (164). More than half of the sample declared they were married. 28 % of the sample used to have a college degree. When BA, MSC and PHD graduation were added the percentage rises to 80 %. This signs a highly educated sample. More than half of the sample had a permanent job, either employed by a third party or self-employed (292).

After this general overview, the awareness and interest of the sample on agritourism was evaluated as demonstrated below.

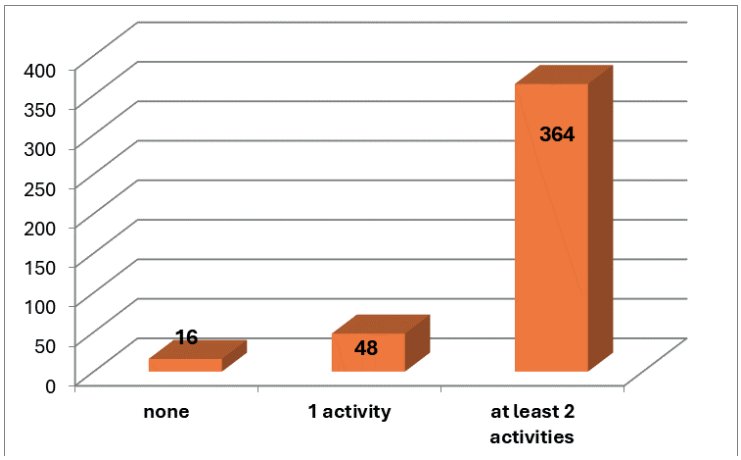


Figure 1: Frequency of agritourism participation.

When we look at the audience, it is visible that 85 % (364 individuals) declared participation to at least to activities. This is a sign of persistent interest in agritourism. The seasonal preference of this audience was considered afterwards. It was seen that individuals that at least participated one activity preferred autumn, ones that attended two activities and more than 2 activities preferred summer the most. Especially summer preference is attached to use of official vacation times in agritourism districts.

Table 1: Seasonal preference of agritourists

SPRING	SUMMER	AUTUMN	WINTER	
69	49	44	184	**NONE**
118	91	128	94	**ONCE**
126	143	122	81	**TWICE**
115	145	134	69	**2+**

The incentives of the sample, who has the awareness of and intention to participate in activities were demonstrated finally in the following figure.

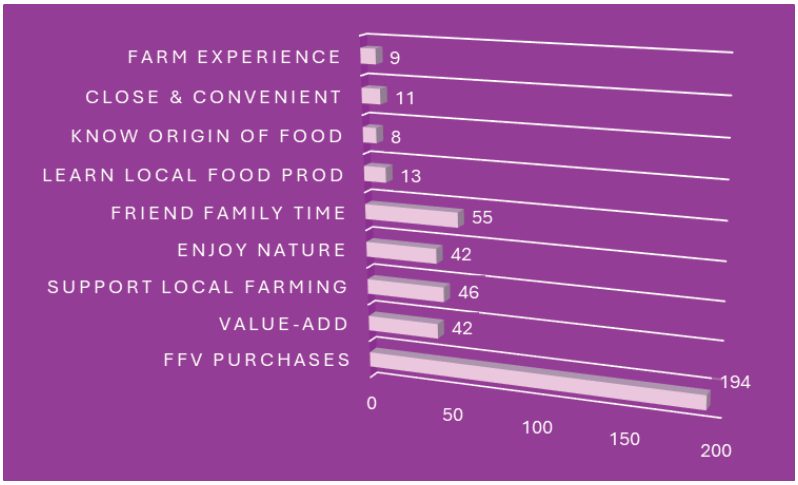


Figure 2: Preferential factors affecting agritourists

Looking at the responses, the onsite FFV purchases (194) and/or contributing to production of those products appeared to be the most significant indicator. Spending leisure time with friend and family (55) and supporting local farming (46) appeared as the following factors. Here it is beneficial to remember that 32 % of the audience declared below $ 50 spending on agricultural products and 26 % seemed to spend between $ 50 and $ 100 and share of the audience reduces with rising spending base.

3.2. Relationship between factors and agritourism decisions

Firstly, the correlation between socio-demographics and frequency of agritourism participation as an indicator of tendency to maintain being agritourist was demonstrated in the below table.

Table 2: Correlation and Covariance Results for Demographics

Demographics	Correlation	Covariance
Household Size	0,16	0,10
Household Member (-17)	0,16	0,08
Gender (1: male, 2: female)	-0,03	-0,01
Marital status **1: M, 2: S, 3:D/S, 4: W, 6: P**	-0,02	-0,01
Education **0, 1: HS, 2: COLL/TECH, 3: BA, 4: MA+**	0,14	0,07
Age	-0,17	-0,12

With rising household size, with rising number of young household members and with rising education level the frequency or participation loyalty increases. Females have less tendency in addition to awaited rising age status. However, married people seemed to be least interested in alternative agritourism activities. Following these, the economic power of individuals was overviewed and demonstrated in the below table.

Table 3: Correlation and Covariance Results for Economic Factors

Economic	Correlation	Covariance
Annual Income	0,09	0,10
Expenditure - Monthly	0,08	-0,02

As expected, rising income increases the probability of being an agritourist and rising agro-food expenditure contributes agritourism loyalty. For loyal agritourists, the income level is expected to be higher looking at the sign of the covariance. However, we cannot conclude whether agritourists expenditure is higher or lower looking at the negative statistic. In a complementary way, the intentions of participation and agritourism loyalty was compared. This provided additional insights into policy making process.

Table 4: Correlation and Covariance Results for Incentives

Incentive	Correlation	Covariance
VALUE-ADD	0,11	0,11
Supporting Local Farms	0,04	0,04
Enjoying Nature	-0,11	-0,11
Spending time with family and friends	-0,05	-0,05
Learning local production	-0,01	-0,01
Learning origins of food products	-0,02	-0,02
Close and convenient	0,08	0,08
Gaining farm experience	-0,09	-0,09
Willingness to pay for farm experience and local farm supports	0,03	0,03

Rising agritourism participation/loyalty could be attributed to rising value-added received from activities (perception), interest to support local farms and willingness to pay for forest preservation and local farm support and close proximity of venues to the residencies. These can lead us to infer that social awareness and ease to find venues/companions contribute to demand for alternative activities. In contrast, agritourism participation/loyalty seemed to reduce with rising interest to learn local production and learn origin of products, intention to gain production experience and

interest to enjoy nature and spend family time. This lead to the conclusion that time management is a barrier for participants and permanent participation is valued more.

Finally, due to the timing of survey, the impact of COVID-19 was also measured. The main intention was to measure whether the individuals started preferring agri-tourism participation more. Even if the loyalty effect cannot be measured looking at 2021 data. It is possible to infer that agritourism preference and frequent participation in activities and awareness on COVID-19 is positive due to 20 % of significant correlation. It can be said that encounter of COVID-19 induced higher agritourism participation

4. CONCLUSION AND RECOMMENDATIONS

Mid-Atlantic region is highly competitive with its industrial orientation as being an economic center. There is also conventional agriculture venues in the region that more than 240.000 farms are open for agri-food production and additional services provision. The need for income diversification can be met by the high urban population in the region and agritourism can be considered as an alternative. By lateral information of demanding individuals and agricultural producers and agritourism operators may produce more wealth to all sides. The positive impact of education, income, agro-food expenditure range signs the potential of the region and producers for income diversification. To sum up, target audience selection and use of efficient promotional tools may contribute to agriculture as a sector. The urbanized individuals may get benefit of the rural leisure as they have the esteem for.

REFERENCES

1. Flanigan, S, Blackstock, K, Hunter, C. Generating public and private benefits through understanding what drives different types of agritourism. Journal of Rural Studies, 2015: 41:129-141.
2. Anonymous. 2024. Agritourism Market Size, Share & COVID-19 Impact Analysis, By Type (Direct-market, Education & Experience, and Event & Recreation), and Regional Forecast, 2020-2032. Fortune Business Insights Report. Retrieved: https://www.fortunebusinessinsights.com/agritourism-market-103297
3. Tew, C, and Barbieri, C. "The Perceived Benefits of Agritourism: The Provider's Perspective." Tourism Management 2012: 33(1): 215–224.
4. Whitt, C, Low, S, Van Sandt, A. Agritourism Allows Farms to Diversify and Has Potential Benefits for Rural Communities. USDA Economic Research Centre. 2017. Available online: https://ageconsearch.umn.edu/record/302882?v=pdf (accessed on 24 August 2024).
5. Bhandari, PB, Ejiogu, K, Karki, LB, Escobar, EN, Arbab, NN and Kairo, MT. (2024). Factors Associated with the Profitability of Agritourism Operations in Maryland, USA. Sustainability 2024: 16, 1025. https://doi.org/10.3390/su16031025