

TRANSFORMING THE TOURISM EXPERIENCE THROUGH AGRIBUSINESS: OPPORTUNITIES AND CHALLENGES IN THE INTEGRATION OF SECTORS

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Abstract

Through this document, it was possible to analyze the main characteristics of the volume of scientific production regarding the study of the variables Tourism and Agroindustry as a strategy to understand the opportunities and challenges in the integration of both sectors. A bibliometric analysis was proposed to analyze details such as Year of Publication, Country of Origin of the publication, Area of Knowledge in which the published research is carried out and the Type of Publication most frequently used by the authors of each document published in high-impact journals indexed in the Scopus database during the period between 2017 and 2022. Among the main findings, it was possible to determine that, for the execution of the different research methodologies, the report of 22 scientific documents related to the study of trends in the integration of the tourism sector with agro-industrial practices was achieved, thus encouraging ecological and sustainable tourism. The maximum number of publications made in a year was 9 papers submitted in 2020. The country of origin of the institutions that reported the highest number of records in Scopus, was China with 5 documents. The area of knowledge with the greatest influence at the time of executing the research projects that resulted in scientific publications was Social Sciences with 16 documents. Finally, the type of publication most frequently used to publicize findings from the analysis of the aforementioned variables was the Article, which represented 82% of the total scientific production.

Keywords: Tourism Sector, Agroindustrial Sector, Sustainable Tourism, Tourism Trends.

1. Introduction

In recent years, we have witnessed a significant change in the tourism industry. Travelers are no longer simply looking to visit traditional tourist destinations, but also want to experience authenticity and connect with the local culture. This demand has led to a growing integration of agribusiness and tourism, creating new opportunities and challenges for both industries.

Agribusiness, which includes activities such as food production, agriculture, viticulture and the production of artisanal products, can play a critical role in transforming the tourism experience. Travelers are increasingly interested in knowing the origin of the food they consume and participating in activities related to agricultural production. This has opened the doors to tourist experiences that combine visits to farms, vineyards, orchards and factories with leisure and educational activities.

This integration of agribusiness and tourism not only benefits travelers, but also local communities and agricultural producers. Sightseeing visits to farms and vineyards, for example, can generate additional income for farmers and promote the local economy. In addition, collaboration between the tourism and agro-industrial sectors can contribute to the conservation of biodiversity, the promotion of sustainable practices and the promotion of rural development. However, this integration also poses challenges that need to be addressed. One of the main challenges is to ensure that tourism activities do not adversely affect agricultural production. It is important to establish proper regulations and practices to preserve the integrity of production systems and ensure long-term sustainability.

In addition, it is essential to promote education and training in both sectors. Agricultural producers must understand the needs and expectations of tourists to offer authentic and quality experiences. On the other hand, tourism professionals must acquire knowledge about agribusiness in order to be able to effectively integrate it into tourism packages and promote it properly. In short, the integration of agribusiness and tourism offers exciting opportunities to transform the tourism experience. However, it also presents challenges that require proper management. By addressing these challenges and seizing opportunities, we can achieve synergy between both sectors, providing travelers with enriching and sustainable experiences, while promoting economic development and environmental conservation. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variable Tourism and Agribusiness as a strategy to understand the

opportunities and challenges in the integration of both sectors, as well. As the description of the position of certain authors affiliated with institutions, during the period between 2017 and 2022

2. General objective

Analyze from a bibliometric approach, the characteristics in the volume of scientific production related to Tourism and Agribusiness, registered in Scopus during the period 2017-2022.

3. Methodology

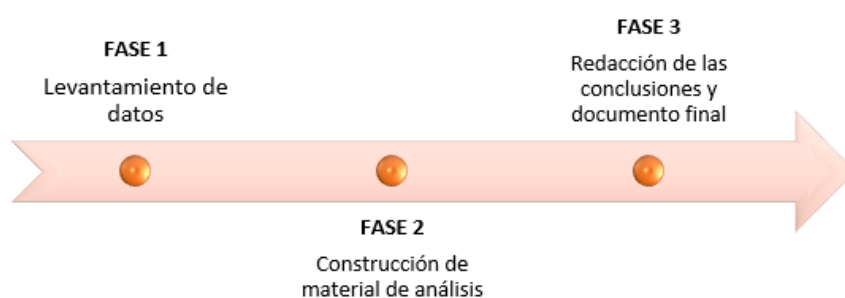
This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of Tourism and Agroindustrial sector. On the other hand, examples of some research works published in the area of study indicated above are analyzed from a qualitative perspective, starting from a bibliographic approach that allows describing the position of different authors against the proposed topic.

It is important to note that the entire search was performed through Scopus, managing to establish the parameters referenced in Figure 1.

3.1 Methodological design

Figure 1. Methodological design



Source: Authors.

3.1.1 Phase 1: Data collection

Data collection was executed from the Search tool on the Scopus website, where 22 publications were obtained from the choice of the following filters:

- TITLE-ABS-KEY (tourism, AND agroindustry) AND (LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-

TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR
LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017))

- Published documents whose study variables are related to the study of Tourism and Agroindustrial Sector.
- Works published in journals indexed in Scopus during the period 2017-2022.
- No distinction by country of origin
- Without distinction in areas of knowledge.
- Regardless of type of publication.

3.1.2 Phase 2: Construction of analysis material

The information collected in Scopus during the previous phase is organized and subsequently classified by graphs, figures and tables as follows:

- Co-occurrence of Words.
- Year of publication.
- Country of origin of the publication.
- Area of knowledge.
- Type of Publication.

3.1.3 Phase 3: Drafting of conclusions and outcome document

In this phase, we proceed with the analysis of the results previously yielded resulting in the determination of conclusions and, consequently, the obtaining of the final document.

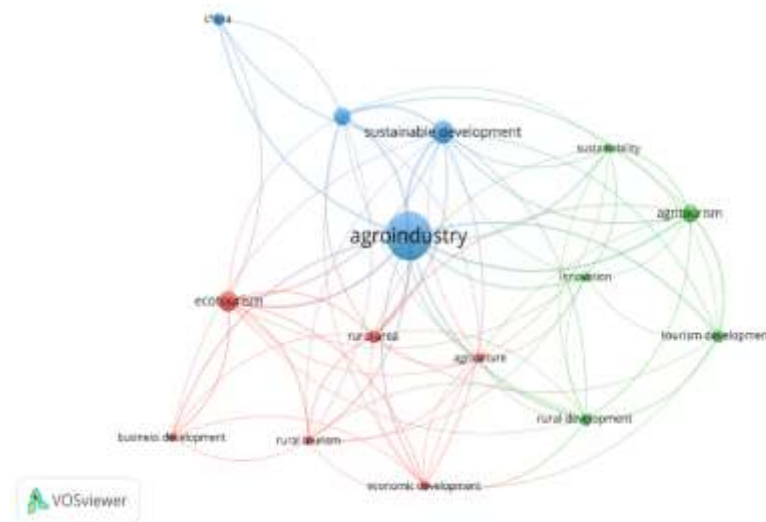
4. Results

4.1 Co-occurrence of words

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.

Agroindustry was the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Nutrition is also among the most frequently used variables, associated with variables such as Food Industry, Agrotourism, Sustainable Development, Ecotourism, Innovation. Importantly, the integration of agribusiness and tourism offers exciting opportunities to transform the tourism experience and benefit farmers, producers and tourism entrepreneurs. However, to make the most of these opportunities, it is necessary to address the challenges and work collaboratively. With careful planning and proper execution, the integration of these two sectors can generate a positive impact on the local economy, the conservation of the environment and the promotion of regional culture and gastronomy.

Figure 2. Co-occurrence of words

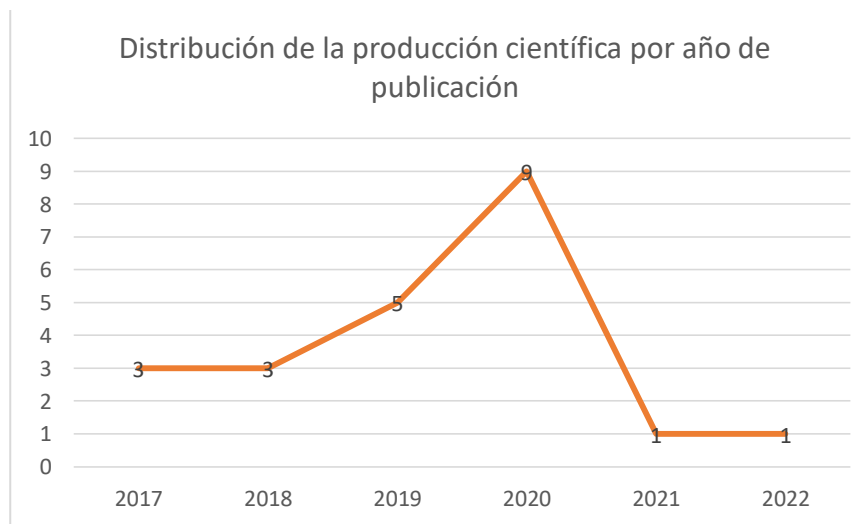


Source: Own elaboration (2023); based on data exported from Scopus.

4.2 Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.

Figure 3. Distribution of scientific production by year of publication.



Source: Own elaboration (2023); based on data exported from Scopus

Among the main characteristics evidenced by the distribution of scientific production by year of publication, a level of number of publications registered in Scopus is notorious in the years 2020, reaching

a total of 9 documents published in journals indexed in said platform. This can be explained thanks to articles such as the one entitled "ethnographic reflections on the decontextualization of food heritage within the framework of gastronomic routes in Querétaro (Mexico)" This work offers a reflection on the setbacks and paradoxes of food heritage as a resource for the economic development of the wine region of Querétaro. The formulation of a gastronomic route around the production of wines and cheeses shows the problematic relationship between food heritage and tourism, which is built from processes of invention, decontextualization and staging. To portray these issues, the results of an ethnographic work carried out in the field are presented, focusing on three specific aspects: the invention of a wine model, the installation of a local agribusiness aimed at reinterpreting European cheeses and the staging of agri-food products through gastronomic festivals. The work points out how the tourist promotion of the territory has been based on the invention of gastronomic traditions, supposedly local, and establishes its staging through the route created, destined for tourist consumption and thus generating a staging that recreates an alleged authenticity, but what is at the same time a reflection of the capacity for cultural creativity of the actors.(de Jesús Contreras, 2022)

4.3 Distribution of scientific production by country of origin.

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

Figure 4. Distribution of scientific production by country of origin.



Source: Own elaboration (2023); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, records from institutions were taken into account, establishing China, as the country of that community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 5 publications in total. In second place, the United States with 4 scientific papers, and Mexico ranking third presenting to the scientific community, with a total of 3 documents among which is the article entitled "Perspective and Investment Opportunity of Industry and Commerce in Economic Development in the Regencies of Tunggalo Mandi Cooperation" The objectives of the study are (1) to find out the characteristics of industry and commerce in Tunggalo Mandi; (2) find out the form of cooperation of industry and commerce existing in Tunggalo Mandi; (3) to find out the form of investment of industry and commerce in Tunggalo Mandi; (4) formulate an investment development strategy of industry and commerce in Tunggalo Mandi; and (5) formulate an economic development strategy in regency in the context of the Tunggalo Mandi cooperation. Research sites are in Tulungagung, Trenggalek, Ponorogo, Madiun, Nganjuk, Kediri district. The analytical method used: (1) descriptive analysis; (2) Location Quotient (LQ); (3) investment analysis and (4) FFA (Force Field Analysis). The result of this study indicates that the characteristics of industry and trade in the Tunggalo Mandi region are based on providing potential commodity sites for food crops, plantations, horticulture and livestock. livestock in each region. Forms of industrial and commercial investment in the Tunggalo Mandi region are simulated with the potential viability in the agricultural sector, among others, the viability of agro-industry mocaf chip, mocaf flour, coffee, essential oils, fruit chips, dairy cows, durian cultivation, mangosteen agriculture, rose flower cultivation, red chili cultivation and podang mango cultivation. (Soetriono, 2017)

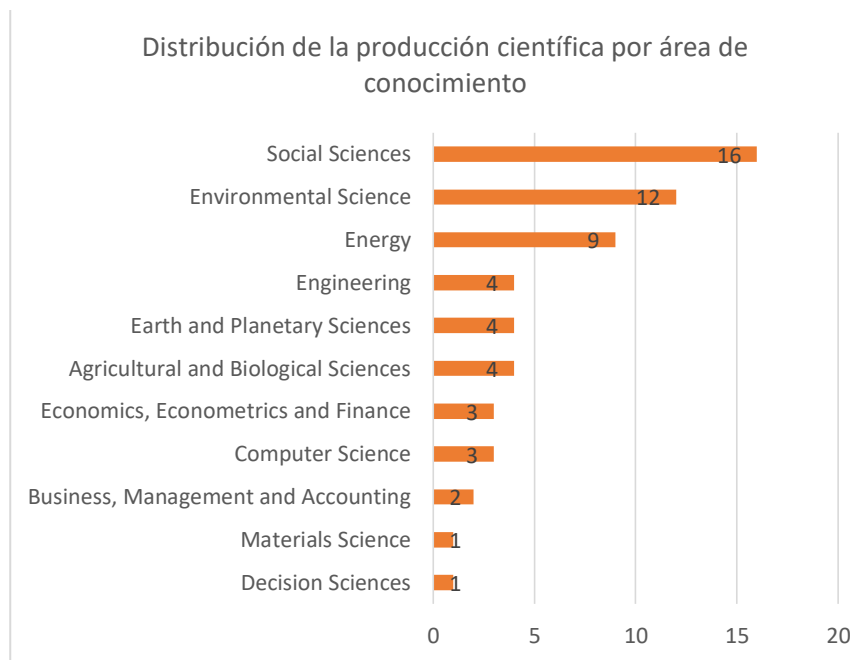
4.4 Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of the elaboration of scientific publications from the area of knowledge through which the different research methodologies are implemented.

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus with a total of 16 documents that have based their methodologies Tourism and Agribusiness as a strategy to understand the opportunities and challenges in the integration of both sectors. In second place, Environmental Sciences with 12 articles and Energy in third place with 9. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by the area of Social Sciences entitled "Industries without chimneys implications for the industrialization of Ethiopia" this article aims at the manufacturing sector has a unique role in structural transformation, industries without chimneys that include

tradable services (for example, IT, tourism and transport), horticulture and agribusiness can provide new opportunities for export development in low-income countries. countries and, in turn, boost economic growth. With vast natural and man-made tourist attractions and diversified agroecological advantages, Ethiopia is particularly well positioned to exploit opportunities in smokestack-free industries. This study takes the case of Ethiopia and examines the current state and contribution of smokestackless industries to the economy and exports with the aim of improving our understanding of the main bottlenecks and solutions to unlock the potential of these industries. It gives special attention to the horticulture and tourism industries, given the huge untapped potential of these sectors in Ethiopia.(Gebreeyesus, 2018)

Figure 5. Distribution of scientific production by area of knowledge.

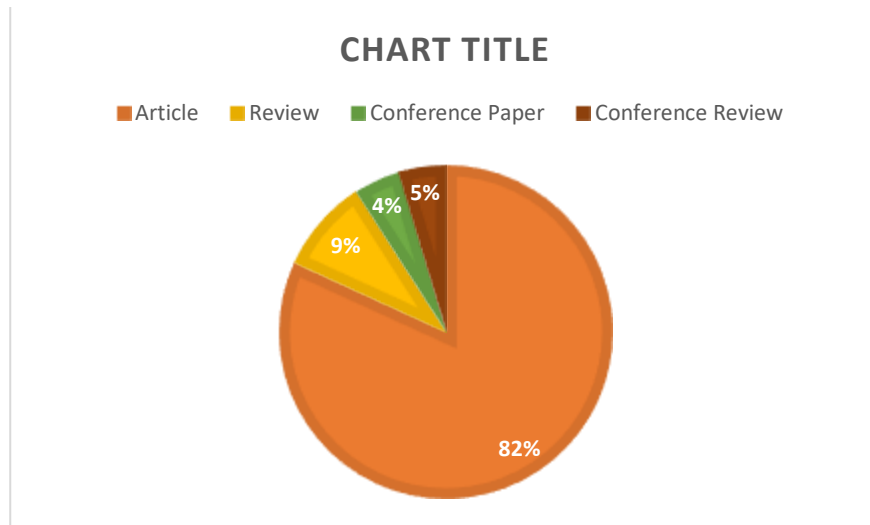


Source: Own elaboration (2023); based on data provided by Scopus.

4.5 Type of publication

In the following graph, you will observe the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.

Figure 6. Type of publication.



Fountain: Own elaboration (2023); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this document was the Journal Article with 82% of the total production identified for analysis, followed by Journal with 9%. Session Paper are part of this classification, representing 4% of the research papers published during the period 2017-2022 in journals indexed in Scopus. In this last category, the one entitled "Beyond transnational corporations, food and biofuels: the role of extractivism and agribusiness in land grabbing in Central America" stands out, whose scope of tourism study and infrastructure are also important forces behind the new land acquisition processes. Examining land grabbing in Central America allows us to go beyond single-cause explanations of land grabbing and shows that it is a complicated, multi-stakeholder process that occurs at many scales. Contemporary processes of land acquisition and land reconcentration in Central America are embedded in a historical continuum of indigenous dispossession by colonial powers, later by international corporations and more recently by a combination of national and international capital in which national landowning elites play an important role. role. Even when the size of the scale of land acquisitions is smaller compared to other parts of the world, new land purchase processes in Central America impact thousands of peasant livelihoods. These impacts are related to both the shift of ownership to land and the appropriation of control of resources with implications, among other things, for food security, human health, working conditions and taxation, resulting in violent agrarian conflicts. (Aguilar-Støen, 2017)

5. Conclusions

Through the bibliometric analysis carried out in the present research work, it was established that China was the country with the largest number of records published for the variables SMEs and Growth Indicators with a total of 5 publications in the Scopus database. In the same way, it was established that the application of theories framed in the area of Social Sciences, were the most frequently used in the measurement of the impact generated by the implementation of the tourism experience through agribusiness, this represents a unique opportunity to transform the way tourists experience destinations and to boost the economic development of local communities. By integrating agribusiness and tourism, authentic and enriching experiences can be created that allow visitors to connect with nature, local culture and food production. This integration brings benefits for both farmers and producers as well as tourism entrepreneurs. Farmers have the opportunity to diversify their incomes, establish more direct relationships with consumers and add value to their products. On the other hand, tourism entrepreneurs can offer unique and differentiated experiences that attract a segment of tourists in search of authenticity and connection with agro-industrial production. However, implementing this integration also presents challenges that need to be addressed effectively. It is necessary to provide training and training to the actors involved, both in agricultural aspects and in tourism and customer service. Close coordination between different actors, including government institutions, local associations and regulatory bodies, is also required to establish an adequate legal and regulatory framework and promote investment in infrastructure. Despite these challenges, the successful implementation of the tourism experience through agribusiness can generate multiple benefits. Not only is the economic development of local communities encouraged, but environmental conservation is also promoted, regional culture and gastronomy are preserved, and more sustainable and responsible tourism is promoted.

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