



EMERGING ISSUES IN THE DEVELOPMENT OF AGRITOURISM IN INDONESIA: A BIBLIOMETRIC ANALYSIS

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Abstract. Indonesia possesses significant potential for agritourism development, supported by its abundant natural resources, cultural richness, and large agricultural workforce. Despite this, various challenges—such as limited infrastructure, insufficient farmer skills, weak promotion, and poor stakeholder collaboration—continue to impede progress. This study analyzes the existing literature on agritourism in Indonesia using a qualitative content analysis grounded in bibliometric data. The analysis draws on Scopus-indexed publications from 2014 to 2025, retrieved using the following keywords: ('Agritourism or 'Agrotourism' or 'Agrotourism' or 'Farm tourism', and 'Agricultural tourism' and 'Indonesia'. The data were processed using VOSviewer and Biblioshiny to examine keyword relationships, publication trends, and emerging research themes. The results show that Indonesia is the second most studied country in agritourism, with 94 articles—after the United States (181) and Italy (106). A notable increase in publications was observed after the COVID-19 pandemic (2020–2025). Following abstract screening, 78 relevant articles were included in the bibliometric analysis. Co-occurrence analysis identified five main keyword clusters, reflecting the dominant themes in the field. This study synthesizes these clusters to outline the conceptual structure of agritourism research in Indonesia. Findings suggest that future studies should focus on enhancing community participation in the development of agritourism.

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INTRODUCTION

Indonesia is a country with significant potential for the development of agritourism. Indonesia is one of the world's largest megabiodiversity countries, home to approximately 10% of the global flowering plant species. The nation's complex geology, archipelagic geography spanning over 17,000 islands, and stable tropical climate have fostered the evolution of an exceptionally diverse and endemic flora (Von Rintelen, Arida, & Häuser, 2017). Indonesia has a substantial human resource base in the

agricultural sector. According to the results of the 2023 Agricultural Census conducted by Badan Pusat Statistik, approximately 29.36 million Indonesians are employed in the agricultural sector, accounting for 29.96 percent of the total national workforce. This proportion is the highest among all economic sectors (Noor & Suwandana, 2024). Agricultural activities in Indonesia are deeply rooted in the culture and traditional customs of its society. Ceremonial practices in rice farming, such as daily routines (Ke no Hi) and festivals (Hare no Hi), play vital roles in the agricultural cycle. Rituals honoring deities such as Dewi Sri and the use of traditional instruments like the Angklung reflect the cultural importance of agriculture and its ties to fertility and harvest success (Niman, 2023; Purwandaru, & Handayani, 2025). The convergence of Indonesia's rich biodiversity, abundant agricultural workforce, and deeply embedded cultural traditions highlights the country's exceptional capacity and unique comparative advantage for advancing agritourism development.

The development of agritourism offers numerous benefits. The development of agritourism helps farmers diversify their income, not only from crop yields but also from tourism-related activities such as farm tours, educational programs, and the sale of local products. This diversification enhances the economic resilience of farmers against market fluctuations and crop failures (Peroff, Morais, & Sills, 2022; Triani & Bangun, 2025). Agritourism enhances the added value of agricultural products by enabling direct processing and marketing to tourists. Raw products can be transformed into distinctive souvenirs sold at higher prices, while also strengthening direct promotion from farmers to consumers (Pavić, Pažek, & Pavlović, 2018; Privitera, 2010). The development of agritourism fosters the capacity-building of farmers through training, innovation, and the adoption of sustainable agricultural practices necessary to support tourism activities. Moreover, interactions with tourists, business actors, and related institutions expand farmers' networks, opening opportunities for collaboration, market access, and knowledge exchange that support the advancement of agriculture in a more professional and competitive manner (Arizo & Apritado, 2022; Călina, Călina, Iancu, & Vangu, 2022; Yusuf, Wulandari, & Syukur, 2024). Agritourism serves as a multifaceted strategy that not only strengthens farmers' economic resilience and product value but also promotes sustainable agricultural practices and professional development through expanded networks and collaborative opportunities.

Various challenges exist in the development of agritourism in Indonesia. Agritourism development in Indonesia is hindered by limited accessibility and inadequate infrastructure, particularly in remote areas. Poor road conditions, a lack of public transportation, and insufficient basic facilities impede tourist visits and the growth of farmers' enterprises (Coppenger & O'Halloran, 2021; Dolorosa, Suharyani, Kurniati, & Sawerah, 2025). Another challenge in developing agritourism in Indonesia is farmers' limited skills in managing tourism activities. Many farmers lack competencies in tourism services, digital marketing, business management, and communication with visitors. These limitations can hinder the quality of the tourist experience and reduce the competitiveness of agritourism destinations. Continuous training and mentoring are necessary to enhance the capacities of farmers to manage agritourism professionally (Limocon & Manlapaz, 2024; Sadowski & Wojcieszak, 2019). Lack of promotion is a major challenge in Indonesia's development of agritourism. Many potential agritourism destinations remain relatively unknown due to limited marketing strategies, both through digital media and collaboration with travel agencies. Consequently, tourist visits remain low and market opportunities are not optimally used. Integrated and innovative promotional efforts are needed to enhance the visibility and attractiveness of agritourism at the local, national, and international levels (Ammirato et al., 2020; Orias & Bitera, 2024). The lack of coordination among stakeholders presents a serious challenge in the development of agritourism in Indonesia. The unintegrated involvement of government agencies, farmers, business actors, academics, and local communities often leads to overlapping policies, unsustainable programs, and slow responses to field needs. This lack of synergy hinders agritourism management's effectiveness and reduces its full development potential (Budihardjo, Sumiyati, Sawitri, Sari, & Julianggara, 2023; Wulandari, Sutrisno, Yusuf, & Komalawati,

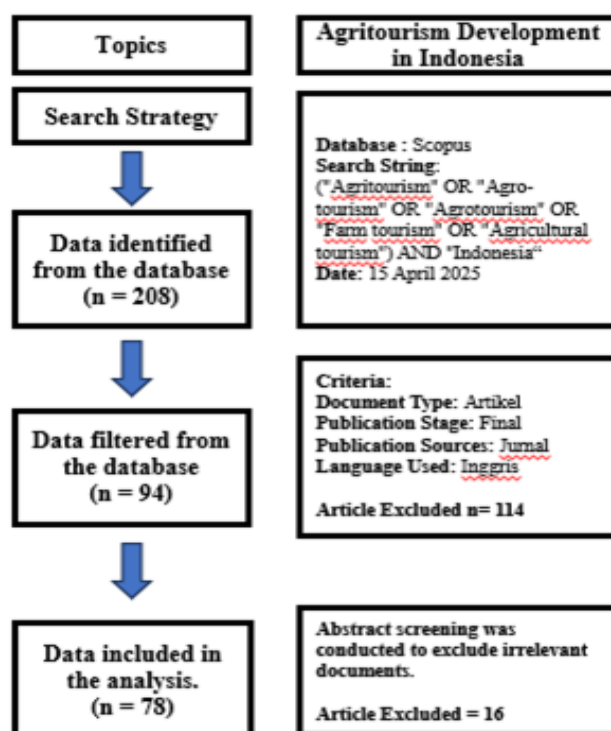
2024). In conclusion, while Indonesia possesses substantial potential for agritourism development, its progress is significantly constrained by multiple structural and institutional challenges. Addressing issues related to accessibility, farmers' capacity, promotional strategies, and stakeholder coordination is essential to unlock the full potential of agritourism as a sustainable driver of rural development and economic diversification.

The scopus database search results indicate that agritourism research in Indonesia has experienced significant growth. Indonesia ranks third with a total of 94 documents, following the United States (181 documents) and Italy (106 documents). Despite the increasing volume of academic work on agritourism development in Indonesia, a comprehensive and systematic literature evaluation remains lacking. Many previous reviews have concentrated on narrow elements such as thematic concerns, or theoretical angles, resulting in an absence of an integrated, data-informed overview of the field. This research seeks to bridge that gap by performing the first bibliometric study focused specifically on agritourism in the Indonesian context, aiming to open new avenues for scholarly exploration. This study maps the intellectual foundations of the discipline by employing bibliometric techniques—a quantitative approach to literature analysis—highlighting prevailing trends, key publications, and newly emerging research directions (Aria & Cuccurullo, 2017). Although several previous studies have explored agritourism development from a bibliometric perspective (Ghai, 2025; Ndhlovu & Dube, 2024; Rauniyar, Awasthi, Kapoor, & Mishra, 2021; Yasin & Bacsı, 2025), this study represents, to the best of the authors' knowledge, the first attempt to systematically analyze the agritourism in Indonesian context using such an approach. This study presents a comprehensive review that enhances the understanding of agritourism development in Indonesia while offering practical recommendations for researchers, policymakers, and field practitioners. Furthermore, it serves as a strategic reference for academics seeking to initiate or expand research within this multidisciplinary domain.

Beyond simply highlighting the potential of Indonesian agrotourism, this study also emphasizes the need to link bibliometric findings to relevant broader theories. Sustainable rural development, for example, emphasizes diversification of income sources and strengthening the capacity of local communities as key pillars of resilience and inclusive growth (Naidoo & Sharpley, 2016). Meanwhile, the tourism systems approach defines tourism as a dynamic interaction between origin, transit, and destination areas (Leiper, 1990) emphasizing the importance of cross-sectoral planning and stakeholder collaboration. From this perspective, agrotourism is understood not merely as an economic activity but as a driver of rural change capable of integrating the agricultural, cultural, and tourism sectors in a mutually reinforcing relationship. By locating this research within this theoretical framework, bibliometric analysis can contribute more deeply to formulating strategies for sustainable agrotourism development in Indonesia.

METHOD

The database used in this study is Scopus. Scopus is a multidisciplinary article database containing 69 million documents (Niñerola, Sánchez-Rebull, & Hernández-Lara, 2019). Scopus also offers standardized metadata, which provides essential information on citations, author affiliations, and collaboration networks (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). Figure 1 illustrates the stages undertaken to conduct the bibliometric analysis.



Source: Researcher-processed data results (2025)

Figure 1. Stages of document screening

The search string used was: ("Agritourism" or "Agro-tourism" or "Agrotourism" or "Farm tourism" or "Agricultural tourism" and "Indonesia", with the search conducted in mid-April 2025. The initial search yielded 208 documents. A filtering process was then conducted based on several criteria, including document type (article), publication stage (final), source type (journal), and language used (English). This process excluded 114 documents, leaving 94 articles. Further screening was conducted by reviewing abstracts to eliminate irrelevant documents, resulting in the exclusion of 16 more articles. Consequently, a total of 78 articles were included for bibliometric analysis.

Subsequently, the metadata from the 78 selected documents was processed using OpenRefine. This step aimed to identify and merge duplicate entries within the metadata, such as variations in author names and affiliations, as well as differing keywords that share similar meanings (Arfiansyah, Satiadharma, Siswanto, and Rizaldi, 2023; Maspeke, Salengke, Muhidong, and Dirpan, 2024). The cleaned metadata was subsequently processed using Biblioshiny version 4.3.5 to extract descriptive data from the collection of documents related to the research topic. This includes information such as publication year, average document age, average citations per document, number of references used, number of keywords, and number of authors. In addition, Biblioshiny allows for the analysis of research trends over time, annual citation counts, identification of the most prolific sources or journals publishing on the topic, identification of the most productive authors and affiliations, and determination of the most frequently cited documents (Banshal, Verma, and Yuvaraj, 2022; Khalek, Samanta, and Behera, 2024). Subsequently, the relationships between keywords were mapped and visualized using VOSviewer version 16.2.0 (Passas, 2024). The resulting visualization serves as a basis for conducting thematic analysis, which will be used to identify future research trends on agritourism development in Indonesia.

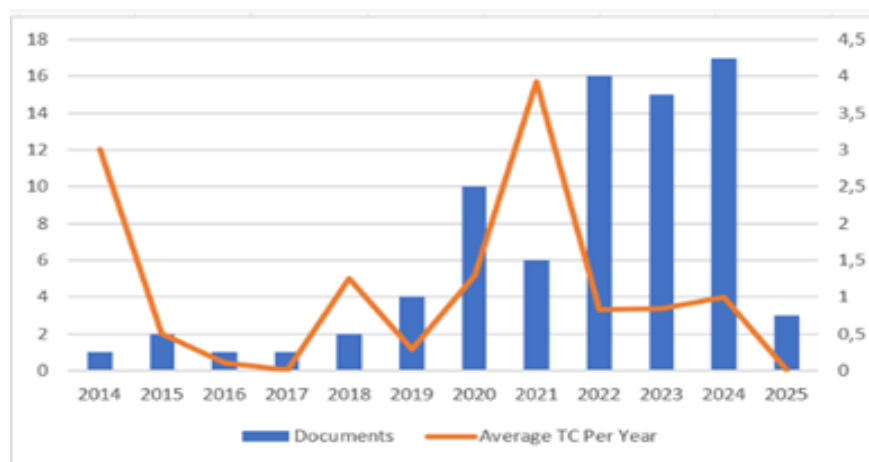
Previously, several bibliometric analysis studies on agrotourism development had been conducted. Rauniyar et al. (2021) highlighted the lack of conceptual consensus and the need for further exploration of issues such as gender roles, rural-urban migration, and cultural heritage conservation. The analysis showed that agritourism is growing rapidly, but much research potential remains untapped

in a comprehensive and structured manner (Rauniyar et al., 2021). Yasin and Basci (2025) reviewed the importance of agritourism as a rural revitalization strategy, but also highlighted geographic disparities (research dominated by developed countries), a lack of digital innovation, and a limited focus on climate change mitigation and policy governance. The authors emphasize the need for a multidisciplinary approach and more equitable global representation (Yasin & Basci, 2025). Ndhlovu & Dube (2024) noted that the economic dimension is the most dominant dimension in agritourism studies, compared with socio-cultural or environmental aspects. This research also shows that agritourism is more widely developed and researched in developed countries. The authors critique an overly economic approach and encourage the development of agritourism that is more holistic and balanced with social and ecological sustainability to support an inclusive and sustainable business future (Ndhlovu & Dube, 2024).

All three articles consistently emphasize that agritourism significantly contributes to sustainable rural development, particularly in terms of diversifying the farming economy, preserving local culture, and promoting eco-friendly tourism. However, they also highlight the geographical imbalance in knowledge production, with developed countries still dominating the majority of agritourism research. This highlights the urgent need for local (national)-scale bibliometric research to identify the characteristics, trends, and gaps in agritourism research within a country's specific context. Such research can not only strengthen local academic understanding but also provide a scientific basis for developing more contextually relevant public policies and agritourism development strategies. Indonesia is one of the countries that has the potential for agrotourism development and bibliometric analysis is important for the development of agrotourism in Indonesia because it can systematically reveal research maps, thematic trends, and scientific gaps, thus enabling the formulation of agrotourism development policies and strategies that are more contextual, data-based, and in accordance with the local geographical and socio-economic characteristics of Indonesia.

RESULT AND DISCUSSION

Figure 2 illustrates the research trend on agritourism development in Indonesia over the years.



Source: Researcher-processed data results (2025)

Figure 2. Research trends and the average number of citations on the topic of Agritourism Development in Indonesia

Figure 2 presents the yearly progression of published documents and the average number of citations per year related to agritourism development in Indonesia research from 2014 to 2025. The blue bars indicate a steady increase in publication output, with a noticeable surge beginning in 2020. The peak years, 2022 and 2024, recorded the highest number of publications, with 16 and 17 documents

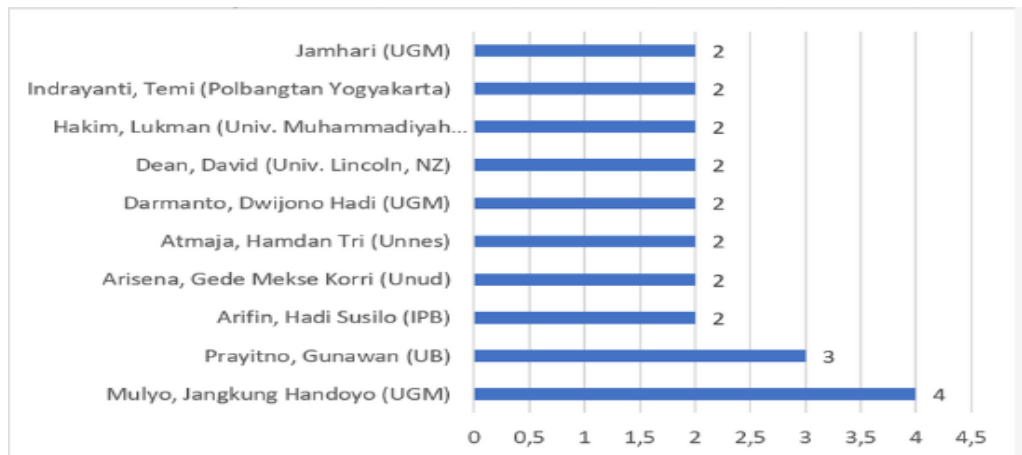
respectively, reflecting a growing academic interest in this subject. The increase in research on agritourism development in Indonesia after 2020 was influenced by a shift in tourist trends—from visiting mass tourism destinations to opting for alternative tourism sites—following the COVID-19 pandemic (Le et al., 2023; Wen, Kozak, Yang, & Liu, 2020). In contrast, the orange line depicting the average total citations per year shows considerable variability. A significant peak occurred in 2021, suggesting that research published around that time had a strong academic impact. However, citation rates declined sharply after 2021, particularly in 2025, likely due to the recency of those publications, which limits their opportunity to be cited. Overall, the figure underscores a rising trend in the volume of research on agritourism, while also highlighting fluctuating citation performance, which may be influenced by the publication year and the time needed for scholarly recognition.



Source: Researcher-processed data results (2025)

Figure 3. The most frequent sources in research on the topic of agritourism development in Indonesia

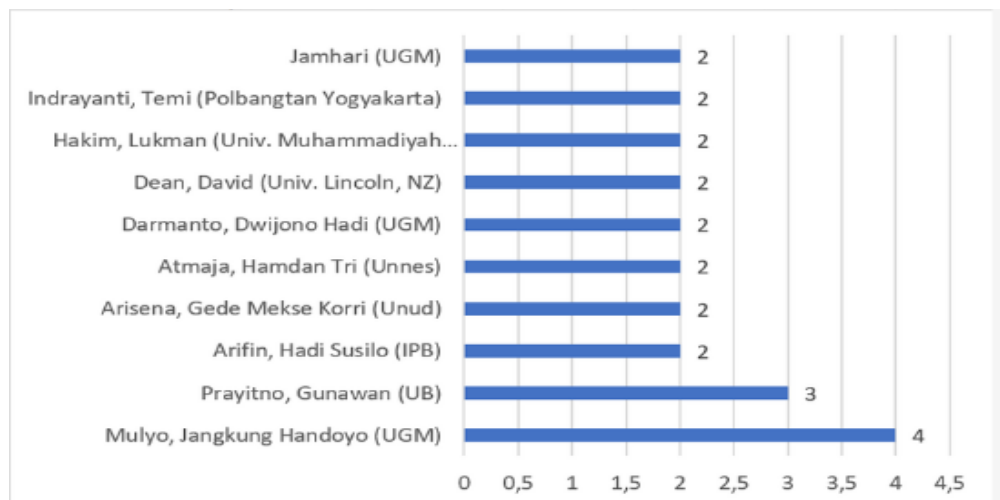
Figure 3 presents the distribution of scholarly publications across leading journals in the field of agritourism development in Indonesia. The Journal of Environmental Management and Tourism emerges as the most prolific source, publishing 7 articles on the topic. This is followed by the International Journal of Sustainable Development and Planning, which contributed 6 articles, and Biodiversitas with 4 articles. Several journals contributed equally with 2 articles each, including Agraris, GeoJournal of Tourism and Geosites, Journal of the International Society for Southeast Asian Agricultural Sciences, Res Militaris, and Sustainability (Switzerland). The presence of a diverse range of journals indicates that research on agritourism intersects with multiple academic domains such as environmental management, sustainable development, biodiversity, tourism studies, and regional agriculture. This distribution highlights the multidisciplinary nature of agritourism research and suggests that the topic has gained scholarly attention across a broad spectrum of scientific publications. It also provides insight into the preferred publication outlets for researchers engaged in this thematic area.



Source: Researcher-processed data results (2025)

Figure 4. The most productive authors in research on agritourism development in Indonesia

Figure 4 displays the most productive authors contributing to the field of agritourism development in Indonesia research. Among them, Mulyo, Jangkung Handoyo from Universitas Gadjah Mada (UGM) lead with a total of 4 publications. This is followed by Prayitno, Gunawan from Universitas Brawijaya (UB), who has contributed 3 articles. Several other scholars are tied with 2 publications each, including Jamhari (UGM), Indrayanti, Temi (Polbangtan Yogyakarta), Hakim, Lukman (Universitas Muhammadiyah), Dean, David (University of Lincoln, New Zealand), Darmanto, Dwijono Hadi (UGM), Atmaja, Hamdan Tri (Universitas Negeri Semarang), Arisena, Gede Meksi Korri (Udayana University), and Arifin, Hadi Susilo (IPB University). This distribution reflects a concentration of research productivity among a small group of scholars, with UGM emerging as a particularly active institutional affiliation in this field. It also indicates the collaborative and multidisciplinary nature of agritourism research, involving authors from a range of academic institutions both within Indonesia and internationally.

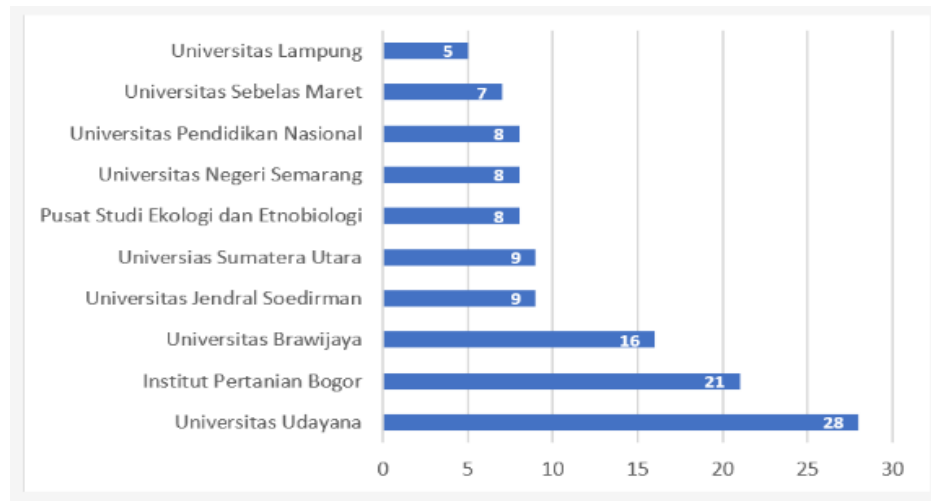


Source: Researcher-processed data results (2025)

Figure 5. Author productivity in research on agritourism development in Indonesia

Figure 5 illustrates the distribution of author productivity in agritourism development research based on the number of documents authored. The data reveal a highly skewed authorship pattern, where the majority of contributors—90.6%—have authored only a single publication. A smaller fraction, 8.8%, have contributed two documents, while only 0.3% of authors have published three or four documents. This distribution aligns with Lotka's Law, which suggests that most scientific authors

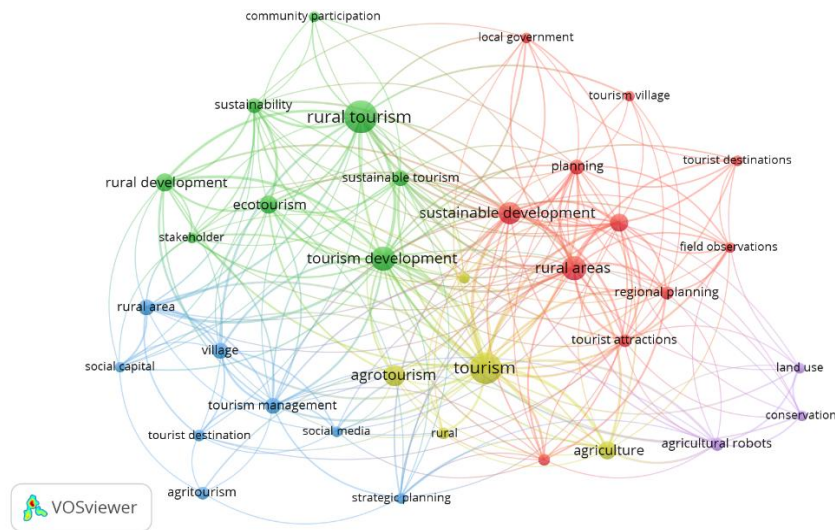
contribute only one publication, and productivity diminishes exponentially with the number of works produced. The steep decline in author percentages as the number of publications increases indicates that agritourism research is dominated by one-time contributors, with very few authors consistently publishing on the topic. Such a pattern highlights both the broad interest in agritourism among researchers and the limited number of core contributors who sustain ongoing scholarship in this field. This insight is critical for identifying potential research leaders and collaborators for advancing the discipline.



Source: Researcher-processed data results (2025)

Figure 6. The most productive affiliation in research on agritourism development in Indonesia

Universitas Udayana ranks as the most productive institution, with a total of 28 publications, followed by Institut Pertanian Bogor (IPB) with 21 documents and Universitas Brawijaya with 16. Other institutions with notable contributions include Universitas Jendral Soedirman and Universitas Sumatera Utara, each with 9 publications, as well as Universitas Negeri Semarang, Universitas Pendidikan Nasional, and the Center for Ecology and Ethnobiology Studies, each contributing 8 publications. Universitas Sebelas Maret and Universitas Lampung round out the list with 7 and 5 documents respectively. This distribution highlights the prominent role of several Indonesian universities, particularly those with strong programs in agriculture, environmental studies, and tourism, in advancing research on local agritourism. The dominance of Universitas Udayana reflects its geographic advantage and institutional focus on tourism-related research, particularly in Bali, one of Indonesia's key agritourism destinations.



Source: Researcher-processed data results (2025)

Figure 7. The results of the co-occurrence analysis of various keywords related to agritourism development in Indonesia

Figure 7 illustrates the relationships among keywords related to agritourism development in Indonesia, which are grouped into five clusters. Cluster 1 consists of several keywords, including 'field observations,' 'leisure industry,' 'local government,' 'planning,' 'regional planning,' 'rural areas,' 'rural tourism,' 'sustainable development,' 'tourism village,' 'tourist attractions,' and 'tourist destinations'. Field observations conducted in various rural areas of Indonesia reveal the growing significance of the leisure industry in driving local economies through the development of tourism villages and diversified tourist attractions (Meutia, Yulianti, Sujadmiko, Faedlulloh, & Sanjaya, 2022; Romadi, Yana, Yastutik, & Rohman, 2023). The rise of rural tourism has prompted increasing attention from local governments, which play a crucial role in facilitating effective planning and implementing integrated regional planning strategies that align with the principles of sustainable development (Marpaung, Nasution, Sirojuzilam, & Andayani, 2025; Wardani, Meidiana, & Prayitno, 2024; Zulgani et al., 2023). Stakeholder collaboration has often transformed traditional agricultural areas into vibrant tourist destinations. For long-term success, agrotourism must be guided by comprehensive plans that promote environmental sustainability, community empowerment, and inclusive growth. Field-based research remains vital to shaping effective, data-driven strategies.

Cluster 2 consists of several keywords, including 'community participation,' 'ecotourism,' 'rural development,' 'rural tourism,' 'stakeholder,' 'sustainability,' 'sustainable tourism,' and 'tourism development'. The development of rural tourism and ecotourism has become a strategic component of rural development initiatives, particularly in regions with abundant natural and cultural resources (Djuwendah, Karyani, Wulandari, & Pradono, 2023; Handono, Hidayat, Purnomo, & Toiba, 2023; Wardani et al., 2024). Community participation is widely recognized as a critical factor in ensuring the success and sustainability of such initiatives, as local residents not only provide services but also help preserve the environmental and cultural integrity of the destination (Djuwendah et al., 2023; Saepudin, Putra, Hernowo, Maemunah, & Dianawati, 2022). Engaging various stakeholders, including government agencies, private sectors, and civil society, is essential for promoting sustainable tourism practices that align with long-term conservation goals and socio-economic benefits (Sulaiman et al., 2024; Trisnanto, Soekmadi, Arifin, & Noorachmat, 2023). As a result, inclusive tourism development that integrates local knowledge and supports capacity-building can serve as a powerful driver for achieving holistic and equitable growth in rural areas.

Cluster 3 consists of several keywords, including 'agritourism,' 'rural area,' 'social capital,' 'social media,' 'strategic planning,' 'tourism management,' 'tourist destination,' and 'village'. Agritourism has emerged as a promising strategy to enhance economic opportunities and promote sustainable livelihoods in the rural areas of Indonesia (Harsanto and Wahyuningrat, 2024; Saepudin et al., 2022). The development of a tourist destination within a village setting relies not only on natural and agricultural assets but also on the strength of social capital, which fosters cooperation, trust, and shared community goals (Nugraha, Prayitno, Hasyim, & Roziqin, 2021; Prayitno, Hayat, Efendi, Auliah, & Dinanti, 2022). Effective tourism management and strategic planning are essential to ensure that agritourism initiatives align with local capacities and long-term development objectives (Fibrianto, 2021; Mukhlis, Suni, Rachmawati, Sumartana, & Utama, 2022; Nurdiansyah, Sabila, Alfianny, & Abduh, 2024). In the digital era, social media plays a vital role in marketing rural destinations, building networks, and increasing visibility among potential visitors (Hapsari, Riptanti, & Khomah, 2024; Indrayanti, Jamhari, Mulyo, & Masyhuri, 2020). Agritourism can become a catalyst for rural transformation while preserving local identity and values by integrating these elements.

Cluster 4 consists of several keywords, including 'agriculture,' 'agrotourism,' 'local community,' 'rural,' and 'tourism'. Agrotourism represents a strategic intersection between agriculture and tourism, offering new opportunities for economic diversification in rural regions (Syahadat et al., 2021; Warlina, Kasmana, Aulia, Iffan, & Widiashanty, 2023; Yusriadi, Junus, Wijayanti, & Cahaya, 2024). By integrating traditional farming practices with tourism-based activities, agrotourism not only generates additional income for farmers but also enhances the appeal of rural landscapes as cultural and educational destinations (Mardiany, Kusuma, Rayes, & Hakim, 2020; Satrya et al., 2024). The active involvement of the local community is essential in shaping authentic experiences, preserving local traditions, and ensuring that tourism development aligns with community values (Djuwendah et al., 2023; Meutia et al., 2022; Saepudin et al., 2022). As a result, agrotourism contributes to rural revitalization while promoting sustainable development through community-based approaches and the valorization of agricultural heritage.

Cluster 5 consists of several keywords, including 'agricultural robots,' 'conservation,' and 'land use'. The adoption of agricultural robots offers a transformative approach to enhance both productivity and visitor engagement in rural farming areas (Putra, Indracahyana, & Fanshuri, 2022). These technologies help optimise land use by supporting precision agriculture, minimising resource waste, and preserving soil health—key for balancing farming with tourism. Moreover, the integration of smart farming systems aligns with conservation goals, as they promote environmentally responsible practices that preserve biodiversity and minimize ecological footprints (Putra et al., 2022; Trigunasih & Saifulloh, 2022). Demonstrating robotic agricultural practices within agritourism settings not only educates tourists about technological innovation in agriculture but also reinforces the image of sustainable and future-oriented rural tourism destinations in Indonesia.

The results of the keyword co-occurrence analysis indicate that the keyword “community participation” holds significant potential for further development in future research. Community participation is a crucial element in the development of agritourism, as it enables the integration of local knowledge, traditions, and resources into tourism initiatives. Involving the community ensures that development aligns with local needs and values, promoting social acceptance and long-term sustainability (Djuwendah et al., 2023; Saepudin et al., 2022). Active participation also fosters a sense of ownership among residents, encouraging them to contribute to the maintenance and promotion of agritourism destinations. Furthermore, it enhances the economic impact by creating employment opportunities, supporting local businesses, and increasing household incomes (Saepudin et al., 2022). By empowering communities, agritourism becomes not only a tool for economic growth but also a means of preserving cultural heritage and strengthening social cohesion in rural areas (Prayitno et al., 2022; Wardani et al., 2024). The prominence of “community participation” as revealed through

keyword co-occurrence analysis highlights its strategic importance in advancing agritourism development. Its integration not only supports sustainable tourism practices but also strengthens local economies, preserves cultural identity, and enhances the overall resilience of rural communities.

CONCLUSIONS

This study presents a distinct contribution to the academic landscape. First, it is the first bibliometric study to focus on agrotourism in Indonesia. Second, the results map five key research clusters which collectively form a comprehensive picture of the development of research in this field. These clusters highlight the interdisciplinary nature of agritourism research, which encompasses rural development, tourism planning, social capital, sustainability, and technological innovation in agriculture. Third, the findings demonstrate a sharp increase in publications following the COVID-19 pandemic, reflecting a shift in scholarly interest toward more adaptive and resilient tourism models.

Based on these contributions, a future research agenda can be formulated. Academics can delve deeper into how community participation influences the success and sustainability of agritourism destinations, including through comparative case studies across provinces. Further research could also explore the integration of technological innovations, such as smart farming and agricultural robotics, into agritourism practices and their impact on visitor engagement. Policy-oriented studies are also needed to examine how multi-stakeholder coordination—including government agencies, local communities, and private actors—can be improved to address structural barriers. Academics can further bridge theory and practice by pursuing these research directions, while contributing to the development of tourism systems theory and the design of inclusive rural development strategies.

Despite these opportunities, the study also identifies persistent barriers to agritourism development in Indonesia, including inadequate infrastructure, limited farmer capacities, weak promotional strategies, and fragmented stakeholder collaboration. These structural challenges must be addressed through coordinated policy interventions, capacity-building programs, and integrated planning frameworks to unlock the full potential of agritourism as a driver of rural transformation and economic diversification. This study contributes valuable insights for scholars, policymakers, and practitioners by synthesizing existing literature and visualizing research trajectories. It serves as a foundational reference for advancing agritourism research in Indonesia and offers strategic directions for fostering inclusive, community-based tourism models that align with the goals of sustainable rural development.

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