



RESEARCH ARTICLE

Marketing Strategies for Agritourism: Enhancing Rural Tourism Development and Economic Growth

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ARTICLE INFO	ABSTRACT
Received: Jan 2, 2025	Agritourism has emerged as a vital strategy for enhancing rural tourism, fostering economic growth, and promoting sustainable agricultural practices. This review explores the role of marketing strategies in developing and promoting agritourism, with a particular emphasis on enhancing visitor engagement, increasing farm profitability, and supporting rural livelihoods. Drawing on various marketing theories, including the 7Ps framework and consumer behavior models, this study examines key factors influencing agritourism marketing, such as product differentiation, digital promotion, branding, pricing strategies, and destination image. Additionally, the review highlights case studies, including the Guanyin Lotus Garden Leisure Agricultural Area in Taiwan, to illustrate best practices and challenges in agritourism promotion. The findings suggest that effective marketing strategies, when integrated with digital innovations, community engagement, and sustainable practices, can significantly enhance the appeal of agritourism destinations. This review provides insights for policymakers, tourism operators, and agricultural entrepreneurs on optimizing marketing approaches to strengthen agritourism as a sustainable economic driver in rural areas.
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INTRODUCTION

The agriculture sector in Taiwan has witnessed a deterioration since the late 1960s. In response, efforts have been made by agricultural administrative units to improve agricultural organization and investigate new methods of agricultural management. These initiatives seek to alleviate barriers to agricultural growth, increase farmer incomes, and promote prosperity in rural areas (Chiu & Chang, 2022). The number of visitors to Taiwan jumped from 3.85 million in 2008 to 7.31 million in 2012, injecting new vibrancy into its economy. The figure for the first four months of 2013, however, was 9 percent lower than that for the same period a year ago. Unfavorable global economic conditions can, of course, be blamed for the decline in number of visitors. Even so, travel businesses the world over are locked in keen competition to attract visitors (Lin & Wu, 2021). Advanced countries are rolling out new attractions, while upcoming economies offer cheap prices for superior products and services and are continuously coming up with new tricks. This means that maintaining a strong position in this market is no easy matter (Smith & Jones, 2020). So if Taiwan is unable to persevere in innovation, it will quickly lose its attractiveness and sink into stagnation. While Taiwan's travel industry has benefitted from increases in visitors from many countries and territories, it cannot be denied that the leap in growth over recent years is due primarily to the increase in visitors (Lin & Wu, 2021). Hence, the question of how to stabilize inflows of visitors from other places while paying attention to the growing potential of the mainland China market is at the heart of policymaking for boosting Taiwan's

attractiveness. What must be done, therefore, is to continuously come up with new places of interest and experiences featuring superior-quality services and cultural creativity. Consequently, developing strategies for attracting them has become a top priority of Taiwan's travel industry (Wang & Tsai, 2019). They can transform themselves into operations with strong competitiveness if they join forces with agritourism and ecotourism operators, enabling travelers to enjoy nature-related activities and local agricultural specialty products, supported by their good-quality accommodations. This mix will make agritourism in Taiwan a hard-to-resist temptation to people in neighboring countries, drawing them to come frequently for "spiritual healing." At the same time, it will also become an attractive recreation option for Taiwan locals (Lin & Wu, 2021). Agritourism should be recognized as a pathway toward economic vitalization which the central and local governments as well as private enterprises should pursue.

In Taiwan, the central government authority responsible for matters concerning agritourism is the Council of Agriculture. Its initiatives are based on the set of regulations governing support for recreational agriculture. To achieve the goals envisioned in its "golden decade – LOHAS agriculture" program, the COA is revising regulations to introduce forward-looking provisions (Liu & Chang, 2020). The provisions focus on the creation of facilities to enhance firsthand experience of various aspects of agriculture and ecology, marketing of agricultural specialty products, and raising to 20 percent the statutory limit on the proportion of structural facilities on farmland. Regrettably, however, eligibility for licensing of recreational farms is limited to farmers' associations, agricultural enterprises, and research institutions, as well as other organizations with an established agriculture-related track record. Other individuals, businesses, and public agencies are excluded. Those who own rural lands or who can run recreational agriculture operations are not necessarily farmers or farmer organizations (Liu & Chang, 2020).

The realization of a leisure farming area in Taoyuan City had not been achieved by 2012. However, in the year 2015, the city demonstrated proactive endorsement for the establishment of a leisure agricultural area. In 2016, the Agriculture Committee of the Executive Yuan formally designated the site as the "Taoyuan Guanyin Lotus Garden Leisure Agricultural Area." (Liu & Chang, 2020). The establishment of Taoyuan City's first designated recreational agricultural district presents an opportunity for comprehensive planning and marketing initiatives. By capitalizing on the rural attractions found in the Guanyin District, such as the lotus industry, lotus farm, leisure farm, and antique house, the district can engage a wide range of visitors and tourists (Wang, & Tsai, 2019). Thus far, a total of ten recreational farming zones have been constructed in Taoyuan City.

Table 1-1 presents the recorded data about the time of establishment and corresponding area. Table 1-1 shows the establishment time and are as follows: (Agricultural Council, Executive Yuan, 2021).

Table1-1: Taoyuan City Leisure Agricultural District Table

Number	Name	establish dd/ mm / yyyy	Area (hectares)
1	Guanyin Lotus Leisure Agricultural Area	02/12/2016	591.4174
2	Dayuan Xihai Leisure agricultural area	01/05/2018	595.9971
3	Longtan District, Dabeikeng Leisure Agricultural Area	01/05/2018	287.7583
4	Daxi District, Yuemei Leisure Agricultural Area	01/05/2018	219.3502
5	Luzhu Dagushan Leisure Agriculture Area	01/05/2018	299.5269
6	Yangmei Leisure Agricultural Area	11/06/2019	596.7871

7	Luzhu District Kengzixi Leisure Agricultural Area	12/07/2019	297.2638
8	Fung and Daxi Taigi peach Garden leisure agricultural Area	23/07/2019	590.0971
9	Daxi District Kangzhuang Leisure Agricultural Area	05/08/2020	595.1728
10	Xinwu District Ocean Hakka Leisure Agricultural Area	20/01/2021	587.224

Local farmers have historically concentrated on rice cultivation in the rural Guanyin District of Taoyuan City, which is a municipality with a significant agricultural area. Agriculture expansion and the conversion of rice fields to lotus fields have been actively promoted by the government since 1998. As part of this endeavor, rice crops have been substituted with the cultivation of valuable lotus plants (Lin & Wu, 2021). In 2000, the Taoyuan County Government coordinated the inaugural session of the "First Guanyin Lotus Season." Significant increases in the number of visitors to the location were caused by media coverage of the Guanyin lotus blooming season. The lotus season has since been established as a recurring event, catalyzing the adoption of leisurely pursuits in the area (Huang & Chang, 2018).

However, anticipating and developing rural areas, the government is now intensifying rural social and economic development, including rural agribusiness development and rural agrotourism programs. Tourism is one of the largest economic sectors and has the fastest growth, there is an assumption that this sector has become the main driver of economic growth in the world (Chen & Lin, 2017). The purpose of agritourism is to increase the necessities of life, create jobs, and increase development in rural areas both economically and socially. Agrotourism should be an integrated part of government programs that aim to introduce and improve the welfare of rural communities. Agritourism is one form of tourism that consists of agricultural products, with a variety of recreational facilities which can reduce the tide of urbanization and advance the economy of rural communities. Rural tourism is primarily a way of solving the social problems of the village and supporting farmers. Agritourism is a catalyst for economic growth and income supplementation (Liu & Chang, 2020). The development of rural agribusiness is intended to increase the added value of agricultural products so that it can be expected to increase farmers' income. Meanwhile, agrotourism is one way of developing agriculture in rural areas, with a background of several constraints on the development of large-scale agricultural sectors, and the potential for rural areas that are attractive to tourists (Wang & Tsai, 2019). The main obstacle for rural areas to develop a large-scale agricultural sector is that the land ownership conditions for most farmers are very narrow and most of them are poor farmers. On the other hand, it turns out that rural areas have very interesting potential to be developed with agritourism through the potential of agriculture and ecosystems, especially those concerning natural authenticity, the variety of agricultural commodities, and the uniqueness of customs, arts, and culture. The village has great potential in the application of agritourism. The condition of this typical rural area varies greatly from region to region, so it can attract tourists. This potential is being seriously developed so that besides being able to improve the welfare of the farmers, especially farmers, also become a pioneer in developing agrotourism in other areas that have not been touched or handled. Therefore, the researcher emphasizes the importance of using marketing strategies to promote agricultural tourism in Guanyin Districts, Taoyuan City, Taiwan. By evaluating the potential of tourist attractions and finding promotion of marketing formats that are appropriate for the area to benefit local entrepreneurs and the government sector that are involved.

Marketing Strategies Theory

The marketing strategy is to provide the direction required by the operator and assist in confirming that the products and services are correct. To meet the needs of tourists, and to develop their unique

marketing strategy, it is necessary to adopt a marketing mix strategy based on the consumer demand side and the groups with similar needs in the market to meet the preferences of tourists. In other words, the industry must evaluate its conditions, formulate a target market strategy, evaluate the development of each segment, and choose the appropriate marketing mix. Marketing is an integrated corporate activity that includes product planning, pricing, selection of distribution channels, sales promotion, and the provision of various products and services to meet existing or potential customer needs (Stanton et al., 1993).

(McCarthy & Perreault Jr, 1960) believe that based on doing a good job in market research, enterprises produce products of good quality that can be sold, set reasonable prices, pay attention to the cultivation of dealers and the establishment of sales channels, and realize transactions through certain promotion means to achieve the marketing goals of enterprises. Kotler (1972) shortest explanation of marketing is, "Finding an unmet need and satisfying it." This sentence initiated a business revolution because it taught businesses how to survive in the face of overproduction, shifting the focus of marketing from the original price and channel to satisfying customer needs and focusing on the benefits, results, and value of products and services. Kotler believes that companies must know how to elevate marketing from a marginal corporate activity to a driving force for corporate strategy, and another aspect of marketing is to emphasize the use of "strategic management" to beautify the operation of marketing. (Kotler & Keller, 2003) also gave a simple definition of marketing: "Marketing is to better understand the needs of customers, to provide better service and to avoid poor service, to have more efficient service delivery channels, to have a more flexible price mechanism and to have higher customer satisfaction." In the beginning, (McCarthy & Perreault Jr, 1960) proposed the traditional 4Ps of marketing mix, including product, price, place, and promotion. Later, the 4P theory was expanded with a wider range of applications, and (Morrison, 2022) proposed the 8P The marketing mix, based on the 4P marketing theory, expands and adds the post-4P marketing mix to People, Programming, Partnership, and Packaging.

(Borden & Wood, 1963) coined the term "marketing mix", to seek a certain market response, enterprises need to effectively combine these elements to meet market demand and obtain maximum profits. Borden's proposed marketing mix originally consisted of 12 elements: Product Planning, Pricing, Branding, Channels of Distribution, Personal Selling, Advertising, Promotions, Packaging, Display, Servicing, Physical Handling, Fact Finding and Analysis. These 12 elements are the content and details of the work, which belong to the execution side.

Therefore, (Kotler, 1972) also proposed: "Marketing management is the art and science of creating, retaining and increasing customers by creating, communicating and delivering excellent customer value for the target market. That's the way it looks. The marketing mix refers to a set of tools that management can use to influence sales. Drawing upon comprehensive research by numerous scholars on the marketing elements of agricultural tourism, this study focuses on the 7Ps: product, price, place, promotion, people, process, and physical evidence, in its marketing analysis. The extensive research conducted by scholars on the marketing elements of agricultural tourism is outlined in Table 2-1 below.

Table 2-1: A comprehensive study of the elements of agritourism marketing

Factor	Gunawan (2015)	Hsing-Ting Jao 2021	Nguyen Hong Trang 2015	Ren Xi-Hao 2019	Morrison (1996)	Borden (1953)	McCarthy (1960)
Product	√	√	√	√	√	√	√
Price	√	√	√	√	√	√	√
Place	√	√	√	√	√	√	√
Promotion	√	√	√	√	√	√	√
people	√	√	√		√	√	√
Process	√	√		√	√	√	

Physical evidence	√	√				√	√
Programming						√	√
Packaging					√	√	
Participation							√
Partnership			√		√	√	
Period							
Positioning						√	

Products

Tangible and intangible goods or services that can satisfy consumers' needs. (Armstrong et al., 2014) Products are not limited to whether they are physical in nature, any enterprise that provides products or services suitable for consumer needs to the target market to achieve its set marketing objectives can be called products, so issues related to products and controllable areas such as a variety, specification, style, quality, packaging, characteristics, trademarks, brands, and various service



Figure 2-1: The 7 P of Marketing

measures should be properly combined and used. Product development and production are the essences of business activities, it must first meet, or even better meet the demand, that is to say, the quality to surpass other competitors, and then its value, from which we know that "according to market needs", the development of "competitive", "higher value products", is the basis for enterprises to obtain good economic benefits, so the product refers to the market channel, can provide demand or meet the desire of anything, including physical products, services, ideas, organizational structure, etc., it is The most important element of the marketing mix.

Price

That is the amount paid by a consumer for a product or service or the total value that a consumer receives in exchange for a benefit for owning or using a product. (Kotler & Armstrong, 2011). The pricing strategy includes considering the internal cost and external demand, competition, and other factors to determine the price and pricing criteria, such as the price level, special discounts, change timing, change range, etc. In most cases, price is still the main determinant of the buyer's choice, but the proportion of non-price factors has also caught up and become relatively more important. In reality, price is still one of the indicators that determine a company's market share and profitability, and it is also the only item that generates revenue in the marketing mix. Pricing target - The pricing target of the enterprise is naturally based on meeting the needs of the market and achieving the profitability of the enterprise, and it is the guarantee and means to achieve the overall business goal of the enterprise. At the same time, it is the basis for the company's pricing strategy and pricing method. Price affects market demand. Under normal circumstances, market demand and price are developing in the opposite direction, the price rises, the demand decreases, the price decreases, and the demand increases, but for some special commodities such as luxury goods, the price is raised, and its sales volume may increase, but there is a limit to the increase, otherwise. Of course, if you raise it too high, beyond the standard that the target audience can accept, the result will be the same. Companies must be flexible in their pricing based on demand, and the so-called demand here also

means understanding how the market reacts to price changes. Price changes have little impact on demand, which is called demand inelasticity, and price changes have a large impact on demand, which is called demand elasticity.

Place

Channel refers to the location of distribution and the production and sales channel adopted by the product to reach the customer, that is, the time and place to provide convenience for consumers to use the product or service. It can be made up of a group of interconnected organizations that will drive the product or a unique product that will make the consumer desire to buy. Channel diversity refers to the manufacturer's use of single or multiple channels, i.e., the width of the channel. To approach different consumers, or to reach consumers in the same market segment through multiple types of channels, manufacturers often adopt a multi-channel approach.

Promotion

That is, it covers advertising, public relations, personnel sales, and business promotion Grönroos (2007). How to use advertising, personal sales, sales promotion, promotion, and public relations and publicity. In promotional activities, three strategies are often adopted, namely, Push Strategy, which focuses on large-scale advertising promotion, Pull Strategy, and Combination Strategy, which focuses on personnel promotion. Manufacturers require salesmen to promote products on marketing channels, but at the same time, they also employ intensive consumer advertising campaigns to sub-incentivize consumers to buy. Hybrid strategies are only available to larger companies because they require both advertising and merchandising.

People

That is, the production and distribution of employee services, that is, when consumers and employees interact with each other, the services are produced and used at the same time (Kotler et al., 2015). The focus is on the quality of service provided by service personnel and the types of products designed by people such as product developers and manufacturers. The quality of service involves interpersonal interactions, including the interaction between merchants, service personnel, and customers, and between customers and other customers.

Process

(Hirankitti et al., 2009) That is, the execution of mobility and functions that have a decisive impact on the value, cost, and benefits of consumers. Kotler (1972) also proposed, "Marketing management is the art and science of creating, retaining and increasing customers by creating, communicating and delivering excellent customer value to the target market. Views. Smith (2020) believes that experience is to use service as a stage and goods as props to surround consumers and create activities worthy of consumers' memories. Among them, the goods are tangible, the services are intangible, and the experience created is unforgettable, advocating that the consumer experience provided by the product or service is the main appeal, and the additional or derivative value of the product or service can arouse consumer recognition and resonance, and then promote consumer behavior.

Physical evidence

Physical evidence, a crucial component of the extended marketing mix, encompasses the tangible cues and artifacts that shape customer perceptions and experiences. This narrative explores the significance of physical evidence in marketing theory, drawing insights from scholarly literature to provide a comprehensive understanding of its impact on consumer behavior and brand perception. The physical environment plays a pivotal role in shaping consumer perceptions, behaviors, and overall experiences within the realm of marketing theory. This narrative delves into the multifaceted dimensions of the physical environment, exploring its significance in influencing consumer decision-making and brand interactions. Drawing upon a range of scholarly sources, this narrative aims to provide a comprehensive understanding of how the physical environment serves as a critical element in marketing strategies. Tangible Elements in Services Marketing: In the realm of services marketing,

tangible cues and physical evidence play a pivotal role in conveying service quality and building customer trust. (Booms, 1981) introduced the concept of the servicescape, emphasizing the importance of physical surroundings in influencing customer perceptions. Tangible elements such as signage, furnishings, and layout contribute to the overall service experience (Zeithaml et al., 1988).

Branding and Corporate Identity: Physical evidence plays a crucial role in establishing and reinforcing brand identity. A consistent visual identity across various touchpoints, including logos, colors, and design elements, contributes to brand recognition and loyalty (Keller, 1993). The physical evidence becomes a tangible representation of the brand, influencing how consumers perceive and connect with the products or services offered (Kapferer, 2012).

Tourism Behavior Theory

Tourists' decisions to travel are often driven by various motivations, including the desire for relaxation, adventure, cultural exploration, business, or social interaction. This phenomenon aligns with the extensive research conducted by Pearce (2005) on tourist behavior and motivations. Pearce's work emphasizes the diverse range of factors influencing travel decisions, highlighting the importance of understanding the intrinsic and extrinsic motivations that drive individuals to explore new destinations. Leiper (1990) seminal work on tourist attraction systems further contributes to this understanding by acknowledging the complexity of factors that make a destination appealing, whether it be for relaxation, adventure, or cultural exploration. The comprehensive model developed by Crompton (1979) exploring destination choice and image formation supports the notion that the desire for specific experiences, such as cultural exploration, significantly influences tourists' decisions. These foundational studies collectively provide insights into the multifaceted nature of tourists' motivations and their impact on travel behavior.

This aspect of tourism behavior aligns with the findings of Pearce (2005), who extensively explored the concept of travel motivation. Pearce's work highlights the multifaceted nature of tourist motivations, emphasizing the interplay between intrinsic and extrinsic factors in shaping travel decisions. The desire for relaxation is often rooted in intrinsic motivation, representing an individual's need for personal rejuvenation and stress relief (Ryan & Deci, 2000). On the other hand, the pursuit of adventure and cultural exploration may be driven by a combination of intrinsic interests and external influences, such as marketing campaigns or societal trends Crompton (1979). Additionally, studies by Dann (1977) and Iso-Ahola (1982) delve into the psychological aspects of travel motivation, shedding light on how personal desires and external factors synergize to guide tourists' decision-making processes. Behavior is a broad term that refers to any observable and measurable action, reaction, or response of an individual or an organism. The study of behavior is an important area of research in various fields of psychology, including social psychology, developmental psychology, and cognitive psychology, among others. Researchers have identified several theories and models to explain the various factors that influence behavior.

The Social Learning Theory (SLT) as outlined by Bandura and Hall (2018), highlights its significance in psychology. SLT explains how people acquire new behaviors and attitudes through observation, imitation, and modeling, encompassing various aspects of human behavior. Key features of SLT include observational learning, where individuals learn by observing others, and vicarious reinforcement, which involves the observer witnessing rewards or punishments for specific behaviors, influencing their future actions. Additionally, cognitive factors such as attention, motivation, and self-efficacy play vital roles in the learning process. SLT has had a substantial impact on education and psychotherapy, with applications in instructional strategies and overcoming anxiety disorders through modeling and self-efficacy development.

Another important theory of behavior is the Theory of Planned Behavior Ajzen (1985). This theory posits that behavior is influenced by an individual's attitudes, subjective norms, and perceived behavioral control. According to this theory, an individual's intention to engage in a behavior is the strongest predictor of whether they will engage in that behavior. Self-determination theory (Deci & Ryan, 2013) is another influential theory of behavior that emphasizes the importance of autonomy,

competence, and relatedness in human motivation and behavior. According to this theory, individuals are more likely to engage in behaviors that are aligned with their intrinsic motivations and values.

According to Gerber (2020), social comparison theory provides a comprehensive examination of the theory's core concepts and wide-ranging applications. It defines social comparison theory as the process of self-evaluation through comparing oneself to others, elucidates the three main types of social comparison, and explores influential factors and consequences. Gerber also highlights applications in various research areas, such as self-esteem, motivation, and prejudice, while emphasizing its broader societal implications, particularly its role in perpetuating discrimination and its amplification through social media, potentially leading to anxiety and depression.

The Ecological Systems Theory Bronfenbrenner (1979) is a model of behavior that emphasizes the importance of understanding the individual in the context of their environment. According to this theory, behavior is influenced by a complex set of factors, including individual characteristics, relationships, social groups, and broader cultural contexts.

According to (Howard & Sheth, 1969); and Kotler et al. (2001), researching customer behavior is a task that significantly impacts how businesses decide how to promote their products. Years ago, understanding consumer behavior required only a daily experience. The market has expanded in size nowadays, and businesses no longer have direct touch with customers. Because of this, businesses must research consumers to comprehend their behavior. Companies will have a distinct marketing strategy depending on the target market's beliefs, needs, or traits. Companies need to provide essential information, such as who buys. Why do people buy, then?

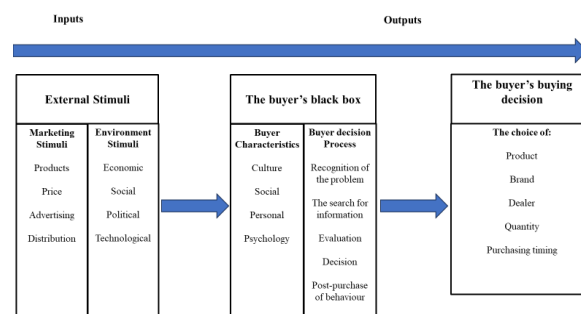


Figure 2-2 The model of buyer behavior

(Kotler & Armstrong, 1994) Marketing management, analysis, planning, implementation, and control, Philip Kotler. London: Prentice-Hall International.

The first factor in this model that the businesses must consider is external stimulus. There are two distinct elements to the external stimulus. The four Ps: Products, price, advertising, and distribution make up the first category, marketing stimuli. These are the most crucial aspects of the product, and businesses have the power to alter them to gain a sizable market share. The second category, environmental stimuli, has nothing to do with either the clientele or the business. Economic, technological, political, and cultural issues make up this category. For instance, in the economic sphere, rising inflation or the introduction of new technologies can have a significant impact on consumers' purchasing decisions. Yet those are activities in which the corporation has no effect over, as opposed to the first ones.

The theoretical section will delve into the various characteristics present in each group, which will be explained and elaborated upon (Martínez & Pérez, 2008):

- 1. Personal factors** are individualized to each person and can include aspects such as family circumstances, employment, marital status, age, demographics, gender, and personal life experiences. All these factors can have an impact on purchasing decisions. Additionally, understanding who holds decision-making power within a family is crucial, as sometimes decisions are made by a single

member while other times they are reached through consensus. It is also worth noting that the motivations behind purchases may differ between younger and older individuals Barone and Miniard (2002).

2. Psychological factors this group can be categorized based on various factors such as motivation, perception, skills and knowledge, attitudes (positive or negative emotions), and personality and lifestyle.

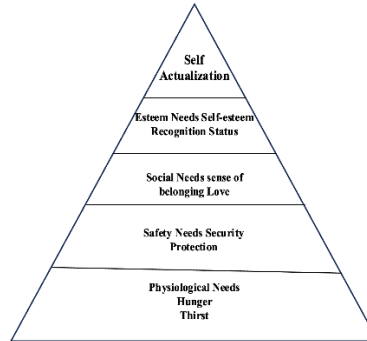


Figure 2-3 Maslow's hierarchy of needs

Source: Abraham Maslow

Motive refers to the internal desire that compels individuals to purchase a specific product to fulfill a particular need. This concept can be linked to Maslow's hierarchy of needs Maslow and Abraham (1970).

Depending on the stage of an individual's life, their needs vary, and these needs can be driven by different motives. Initially, people strive to fulfill their basic needs such as hunger and thirst. Once these necessities are met, they then pursue other needs such as safety and self-esteem. At times, individuals may desire to purchase items they do not necessarily need, solely to portray a certain image or feel better about themselves. For instance, some individuals do not actively participate in sports, yet they frequently dress in sports attire from popular brands like Nike, Adidas, or Puma. Wearing sports clothing can give them a youthful appearance, create the illusion of athleticism, or provide a sense of comfort.

Motivation is a critical aspect of human behavior that has been extensively studied in various fields, including psychology, education, and organizational behavior. A literature review of motivation research reveals a range of theories and models that seek to explain why individuals engage in certain behaviors and what factors influence their motivation levels.

One prominent theory of motivation is Self-Determination Theory (SDT), which posits that individuals have three innate psychological needs: autonomy, competence, and relatedness Ryan and Deci (2000). SDT has been applied to various contexts, including education, sports, and work, and has been found to predict important outcomes, such as academic achievement, job satisfaction, and well-being. Another prominent theory of motivation is Goal Setting Theory by Locke and Latham (2002), which emphasizes the importance of setting specific, challenging goals, and providing feedback on performance to enhance motivation and performance. The theory suggests that goals that are specific, measurable, achievable, relevant, and time-bound (SMART) are more effective in motivating individuals than vague or general goals.

In addition, the Job Demands-Resources Model by Bakker and Demerouti (2008) has been used to explain motivation in the workplace. This model suggests that job demands, such as workload and time pressure, can negatively affect motivation, while job resources, such as social support and feedback, can enhance motivation and well-being. Another perspective on motivation is the Cognitive Evaluation Theory of Ryan and Deci (2000), which focuses on the impact of extrinsic rewards on

intrinsic motivation. CET suggests that providing external rewards can decrease intrinsic motivation if they are perceived as controlling or undermining the individual's sense of autonomy and competence.

Finally, the Expectancy Theory Vroom (1964) proposes that individuals are motivated by the belief that their effort will lead to performance, and that performance will lead to desired outcomes, such as rewards or recognition. This theory suggests that individuals will be more motivated when they perceive that their efforts will lead to desirable outcomes and when they value those outcomes. Overall, a review of the literature on motivation reveals a range of theories and models that seek to explain why individuals engage in certain behaviors and what factors influence their motivation levels. Understanding these theories and their practical applications can help individuals and organizations enhance motivation and achieve their goals.

Decision-Making Theory

Meaning

Typically, consumers follow a standard thinking procedure when deciding to purchase a product or service. The Engel-Kollat-Blackwell (EKB) consumer decision-making model is a notable marketing theory that outlines the five stages of the mental process involved in customer decision-making (Darley et al., 2010) EKB model is presented below figure:

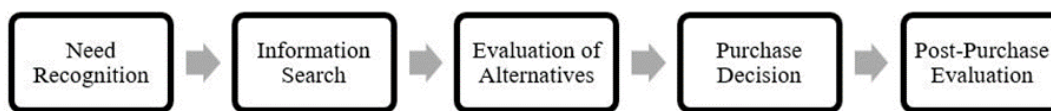


Figure 2-4 Consumer Strategy Model (Darley et al. 2010)

Need recognition: Recognizing the need for a service or product is the first stage in the decision-making process for customers, whether they are buying something or providing something. When a person is aware of their wants, regardless of what motivates them to do what they are doing, they will end up with the same conclusion. In this context, customers are required to first determine what it is they want before discovering how to get it. There are two distinct methods by which consumers determine their wants and concerns. Because the product they are now utilizing is unsuccessful, a portion of customers in one of two categories decided to get a different one. consumers who fall into this category are referred to as "real estate-type customers." The second kind of customers are those who purchase an item out of a sense of want rather than need. In the vast majority of instances, tourism falls within the second group. When individuals require leisure and recreation, they look for a location that may fulfill their need to spend time in someplace that is unique and interesting to them. This desire leads them to search for a vacation spot. In addition, they look for a location that offers attractions and natural splendor that are distinct from those of other places. Destinations such as Cox's Bazar should create and market the tourism products and services of their destination after researching the desires of visitors, so that tourists may readily recognize their need when visiting Cox's Bazar. This would allow Cox's Bazar to maximize its potential as a tourist destination.

Information search: The second step, which occurs when the buyer has already chosen a product that will fulfill his or her requirements, is to look for information regarding the product that is intended to be purchased. Internal searches and exterior searches are the two distinct kinds of searches that may be conducted. The method by which a consumer undertakes an introspective investigation of their own prior experiences to draw conclusions and make decisions based on those experiences in the present. When a consumer looks for ways to improve their decision-making skills by doing an outside search, they are taking into consideration elements that exist in the wider world. This is due to insufficient prior experience on the part of the customer. Consumers often undertake both internal and external searches before making purchases.

When it comes to Cox's Bazar, if they become frequent visitors to the place, they try their best to rely on their previous experiences. First-time visitors, on the other hand, are more likely to look for information from other sources. The various outside sources of information that may be available, such as newspapers, blogs, social media, tour operators, travel agencies, friends, families, etc.

Evaluation of alternatives: At this stage, the customer chooses a limited number of specified goods or services from among those available on the market that will effectively meet his or her wants. These choices are evaluated based on several predetermined criteria, and the consumer decides which one to go with based not just on the brands but also on the criteria. People judge the merits of various tourist locations according to how well such places meet the requirements that they have.

Regarding domestic tourism in Bangladesh, the bulk of visitors to Cox's Bazar prioritize spending their leisure time with their relatives and friends. These visitors constitute a substantial proportion of the target audience for Cox's Bazar. Customers extensively assess several alternatives that provide services or commodities that are very equivalent to each other. Conducting a study on potential alternative locations is crucial for attracting and overseeing a larger number of visitors from the target market. Furthermore, products and services must be manufactured in a manner that meets approved standards.

Purchase decision: During the statewide lockdown, there were noticeable shifts in purchasing behavior in developing nations like Bangladesh, including changes in the selection of where to make purchases, the kind of items being purchased, and the increased use of digital payment methods. Consequently, there is a need to understand the new consumer behavior in terms of new theories, marketing strategies in the post-COVID-19 situation, and factors influencing consumers while buying goods or services post-lockdown. The initiation of tourist activities is determined by travel decisions, which are impacted by several internal and external factors within the tourism ecosystem. The primary determinant impacting visitors' travel choices is their reason and purpose for visiting, which is then influenced by their psychological expectations, the type of destination they select, and the characteristics of the different tourist activities available. The primary factors influencing travel decisions are the individual tourist's travel habits, everyday working life background, and environment. Different visitor types choose to engage in tourism-related activities for a variety of reasons. Travel purpose reflects the internal connection between travel desire and travel activities and is the concrete manifestation of travel motives in travelers' consciousness. The reasons people travel and their goals have a lot to do with their personal qualities. Age, professional background, income level, life experience, and work environment are just a few of the factors that affect why people travel and their goals. The psychological anticipation of travel is a tourist's subjective need and expectation, which has a significant impact on the decision to travel. Tourists' psychological expectations, travel experiences, cultural norms, health, and economic circumstances are all considered, as well as the destination's social and economic circumstances and the influence of outside elements like the environment's public security climate. The psychological expectations of tourists are primarily manifested during an excursion and trip decisions in terms of travel safety, seamless operation, respect, and travel and tourism consumption harvest.

The decision-making process for travel is broken down into four stages: generating tourist motives, information gathering and analysis, final decision, and evaluation. Tourist information sources, information costs, and information technology applied to tourism information gathering analysis combined, and then influence the trip decisions. Tourism information motivation is the internal demand and external stimulation work together. The evaluation of a previous trip experience has a significant impact on the collection and interpretation of data. For average tourists, the main factors influencing their travel decisions are their reason for going on vacation and their analysis of the information they have access to. In the age of the internet, users have strong abilities to search for and use information. The Internet's participation, openness, and interactivity provide this ability. Information search speed, low cost, wide range, tracking, and strong search capability have fundamentally altered the way people traditionally acquire information. We can assume that as the Internet expands, it will become an increasingly significant factor in how tourists decide where to go.

Post-Purchase Behavior: According to post-purchase behavioral intentions can be defined as the future behavior commitment to purchase a product or service or the connection with a provider whenever other alternatives are possible. (Chen & Chen, 2010) Positive outcomes are more likely to result in repeat behavior, according to the reinforcement theory, whereas negative outcomes do not. Positive perceptions must be developed to increase customer satisfaction to encourage repeat purchases or visits. Fulfillment, thus, produces post-buy conduct expectations (Park & Reisinger, 2009). The behavior of consumers demonstrated a notable tendency towards the Omni channel. The sales strategy in travel retail was surpassed by the purchasing behavior of the client. The competitiveness of travel retail was gradually eroded by buying decisions that were only driven by the objective of acquiring the lowest price.

Upon completion of usage, the consumer assesses the purchase about their initial expectations. If the buyer fails to meet these expectations, the customer will experience dissatisfaction. Conversely, if the purchase surpasses their expectations, the customer will be impressed. Therefore, hospitality and tourist companies should set low expectations and exceed them. The customer's sentiment about a purchase will greatly impact their likelihood of repurchasing the goods or exploring alternative offerings within the brand's portfolio. Tourists can also exert influence on the purchasing decisions of others as they are likely to feel obligated to express their sentiments on the purchase. Cognitive dissonance, a prevalent occurrence akin to post-purchase regret, is frequently experienced at this phase. This is when travelers may face post-purchase psychological strain or worry. For instance, the buyer may feel inclined to inquire whether he has made the correct choice. Additionally, consumers can encounter promotional material for a rival product or brand, thus casting doubt on the one they have selected. A visitor may potentially experience a change in their preferences and determine that they no longer require these specific goods.

Agritourism

Agritourism is a unique form of tourism that involves visitors experiencing agricultural life and activities. It can encompass a wide range of activities, such as farm tours, tastings of farm products, participation in agricultural events, and overnight stays on farms. This emerging industry has gained popularity due to its potential to provide economic benefits to rural areas, promote sustainable agriculture, and offer an authentic and educational experience for tourists. In this write-up. Agritourism, a fusion of agriculture and tourism, has emerged as a dynamic and multifaceted industry. It provides urban dwellers with an opportunity to connect with rural life, fostering a deeper understanding of agriculture while simultaneously offering economic benefits to farming communities. Agritourism has been recognized as a powerful tool for rural economic development. According to Smith (2020), agritourism activities contribute significantly to the diversification of income sources for farmers, potentially mitigating the economic uncertainties inherent in traditional agriculture.

The sustainable nature of agritourism has also been explored by Smith (2020). They argue that the direct interaction between visitors and farmers can foster a greater appreciation for sustainable farming practices, potentially influencing consumer behavior towards more environmentally friendly choices. Agritourism offers tourists a break from conventional tourism by providing authentic, hands-on experiences. As noted by Rodriguez (2019), the appeal of agritourism lies in its ability to offer visitors an immersive encounter with the agricultural processes, from planting and harvesting to the production of artisanal farm products.

While agritourism presents numerous opportunities, it is not without its challenges. The study by Brown (2021) explores the potential negative impacts on the environment and local communities, emphasizing the need for responsible and sustainable agritourism practices. Agritourism stands at the intersection of agriculture, tourism, and sustainability, offering a unique experience for both farmers and tourists. By understanding the economic, educational, and cultural dimensions of agritourism, stakeholders can work towards harnessing its potential while addressing the associated challenges.

Related of Study

Marketing strategies

Several studies have investigated the intricate relationship between consumer behavior and effective marketing strategies. Smith et al. (2020) explored how consumer perceptions and preferences influence the success of various marketing approaches. Additionally, Jones and Brown (2020) delved into the role of cultural factors in shaping consumer behavior and emphasized the need for culturally sensitive marketing strategies. The advent of digital technology has significantly transformed the landscape of marketing. Wang and Lee (2019) explored the impact of digital marketing channels on consumer engagement and found that personalized online interactions positively influence consumer loyalty. Additionally, Patel et al. (2021) conducted a meta-analysis on the effectiveness of social media marketing strategies in enhancing brand visibility and customer engagement.

The growing emphasis on corporate social responsibility has led researchers to investigate the impact of sustainable marketing strategies. Green and Smith (2017) explored how eco-friendly initiatives and ethical marketing practices contribute to brand perception and consumer trust. Moreover, Jones et al. (2022) examined the effectiveness of sustainability-focused marketing campaigns in influencing consumer purchase decisions. Brand management and building consumer loyalty have been focal points in marketing research. Keller (2019) discussed the significance of brand equity in creating lasting connections with consumers, emphasizing the role of brand consistency and communication strategies. Furthermore, (Ren et al., 2023) examined how brand personality influences consumer preferences and loyalty. Neuromarketing studies have delved into the subconscious aspects of consumer decision-making. Lee and Chamberlain (2018) conducted neuroimaging research to understand the neural processes underlying consumer responses to various marketing stimuli. Additionally, Martin et al. (2020) explored the application of neuromarketing techniques in predicting consumer preferences and improving marketing strategies.

With the globalization of markets, researchers have investigated effective strategies for international marketing. (Magnani, 2022) explored the challenges and opportunities in global marketing, emphasizing the importance of cultural adaptation. Moreover, Johansson and Mattsson (2017) examined the role of standardization versus customization in global marketing strategies.

Tourism Behaviors

Understanding the motivations that drive tourists to choose specific destinations is essential in comprehending tourism behaviors. Pearce (2018) conducted a seminal study on tourist motivations, categorizing them into push and pull factors, providing a foundational framework for understanding how individuals make travel decisions. Additionally, Chen and Gursoy (2016) delved into the role of destination image in shaping tourists' perceptions and decision-making processes.

The quality of the tourist experience plays a crucial role in shaping behaviors, including repeat visitation and positive word-of-mouth. Oh et al. (2019) explored the impact of destination experiences on tourist satisfaction and loyalty, emphasizing the significance of emotional and cognitive dimensions. Similarly, Wang and Xu (2017) investigated the role of service quality in enhancing tourists' overall satisfaction and influencing future travel intentions. In recent years, there has been a growing focus on sustainable tourism behaviors and responsible travel. Gössling et al. (2020) conducted a meta-analysis on the factors influencing tourists' engagement in sustainable practices, revealing the importance of environmental awareness and destination attributes. Similarly, Liu and Var (2021) explored the role of education in fostering tourists' pro-environmental behaviors.

Destination marketing plays a vital role in shaping tourists' perceptions and influencing their behaviors. Baloglu and McCleary (2019) examined the impact of destination advertising on tourists' perceptions and subsequent behaviors, emphasizing the role of promotional strategies. Additionally, Pike and Page (2014) explored destination competitiveness and how it influences tourists' decision-making.

The integration of technology in the travel industry has significantly impacted tourists' behaviors. Xiang et al. (2017) explored the role of online reviews and social media in influencing tourists' decision-making processes and destination choices. Additionally, Gretzel et al. (2015) investigated the impact of mobile applications on enhancing tourist experiences and shaping behaviors. Understanding how tourists behave in crises is crucial for destination management. Faulkner and Vikulov (2001) examined tourist decision-making during times of crisis, shedding light on the factors influencing perceptions of risk and the subsequent impact on travel behaviors. Additionally, Li and Zhang (2019) explored the role of crisis communication in shaping tourists' responses to unforeseen events.

Making Decision

Understanding the various models and frameworks that explain decision-making processes is crucial for comprehending the complexity of human choices. Simon's (1955) seminal work on bounded rationality laid the foundation for the study of decision-making by acknowledging cognitive limitations. Additionally, Tversky and Kahneman (1974) introduced prospect theory, which revolutionized the understanding of how individuals evaluate and choose between different options. Advancements in neuroscience have provided valuable insights into the neural processes underlying decision-making. Glimcher et al. (2009) explored the neuroeconomic perspective, connecting economic principles with neural mechanisms to understand how decisions are made. Additionally, Kahneman and Tversky (2000) expanded on the dual-system model, distinguishing between intuitive and deliberative decision-making processes.

Culture plays a significant role in shaping decision-making processes, influencing preferences, and shaping the way choices are evaluated. Hofstede's (1980) cultural dimensions theory provides a framework for understanding how cultural values impact decision-making styles across different societies. Additionally, Triandis (1989) explored the individualism-collectivism dimension and its implications for decision-making in diverse cultural contexts. Behavioral economics has expanded the understanding of decision-making by incorporating psychological insights into traditional economic models. Thaler and Sunstein (2008) introduced the concept of "nudging," highlighting the role of subtle interventions in influencing decision outcomes. Ariely (2008) explored the irrationalities in decision-making and how cognitive biases impact choices.

Organizational decision-making involves a complex interplay of individual and group dynamics. March (1994) explored the concept of "garbage can" decision-making, emphasizing the non-linear and unpredictable nature of decision processes in organizations. Additionally, Janis (1972) investigated groupthink and its impact on decision quality within organizational contexts. Decisions are often made in situations of risk and uncertainty, and researchers have explored the cognitive processes involved in such scenarios. Kahneman and Tversky (1979) introduced the concept of prospect theory, examining how individuals evaluate and choose between options when faced with uncertain outcomes. Camerer and Weber (1992) extended this work by investigating how individuals perceive and respond to risk in decision-making.

Agritourism

The conceptualization of agritourism has evolved, and scholars have provided diverse definitions and perspectives. Getz and Carlsen (2005) conducted a comprehensive review of agritourism literature, offering insights into the various conceptualizations and emphasizing the need for a clear understanding of this unique form of tourism. Agritourism plays a significant role in rural economies, contributing to income generation and employment opportunities. (Sharpley & Vass, 2006) conducted a global analysis of the economic impact of agritourism, shedding light on its role in rural development and the potential benefits for local communities. Sustainability is a crucial aspect of agritourism, and Stringer et al. (2017) explored the motivations and challenges of adopting sustainable initiatives within agritourism operations. This study delves into the environmental and cultural dimensions of sustainable agritourism practices. Understanding the factors that influence tourist experiences is vital for the success of agritourism ventures. Durst et al. (2018) conducted a

review of the factors influencing tourists' experiences in agritourism, with a focus on authenticity and engagement, providing valuable insights for practitioners and researchers.

The integration of digital technology has transformed the landscape of agritourism experiences. Sigala (2019) explores the role of digital technology in promoting sustainable agritourism practices and enhancing visitor engagement, offering insights into the potential of technology to augment the agritourism experience. Agritourism often intersects with culinary tourism, creating a synergistic relationship. Long and Lane (2011) explore the connection between local agriculture, food production, and tourism experiences. This study provides insights into how agritourism can leverage the culinary aspects to enhance visitor engagement. The involvement of local communities is essential for the sustainable development of agritourism. Schilling and Sullivan (2018) examine community engagement and empowerment in agritourism projects, emphasizing the importance of collaboration for successful and mutually beneficial outcomes.

The role of social media in shaping agritourism experiences is a growing area of interest. Tussyadiah and Miller (2019) investigate how social media platforms influence tourist behavior and decision-making in the context of agritourism. This study provides insights into the role of online platforms in marketing and engaging visitors. Agritourism provides an opportunity for educational experiences related to agriculture and rural life. Boley et al. (2019) explore the educational aspects of agritourism, investigating how these experiences contribute to visitor learning and awareness. Climate change poses challenges to various industries, including agritourism. Gössling et al. (2020) examine the resilience of agritourism operations in the face of climate change, considering adaptation strategies and the potential impacts on the industry.

CONCLUSION

Agritourism presents a unique opportunity to bridge the gap between agriculture and tourism, offering economic benefits to rural communities while promoting cultural heritage and sustainable farming practices. This review has highlighted the critical role of marketing strategies in enhancing the visibility, competitiveness, and long-term viability of agritourism destinations. The application of integrated marketing approaches, such as the 7Ps framework, digital marketing, branding, and consumer engagement, has been shown to drive visitor interest, improve revenue streams, and strengthen rural economies. The case of the Guanyin Lotus Garden Leisure Agricultural Area in Taiwan underscores the importance of strategic promotion, product differentiation, and experiential tourism in attracting both domestic and international visitors. However, agritourism development also faces challenges, including regulatory constraints, seasonal fluctuations, and the need for sustainable management practices. Addressing these issues requires collaborative efforts between government agencies, local entrepreneurs, and tourism stakeholders to implement policies that support agritourism expansion while preserving the authenticity of rural landscapes. Moving forward, agritourism operators must leverage digital innovations, social media engagement, and data-driven marketing techniques to stay competitive in an evolving tourism landscape. Additionally, fostering community participation and emphasizing environmental sustainability will be key to ensuring the long-term success of agritourism initiatives. By refining marketing strategies and aligning them with consumer preferences and technological advancements, agritourism can continue to be a significant driver of rural development, economic resilience, and cultural preservation.

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