

KEY FACTORS IN DEVELOPING SUSTAINABLE AGRITOURISM

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Abstract

The objective of this paper was to identify the main factors that contribute to the development of agritourism in terms of sustainability. For this purpose, the method of systematic review of specialized literature was applied, which addressed the linkage between sustainability and agritourism activities. The findings indicate that agritourism can offer sustainability advantages under all three basic aspects of sustainable development (economic, ecological, social). The current state of literature shows that among the most important factors that positively affect agritourism sustainability are: good skills and competences, high level of hygiene of facilities, green technology innovations, good infrastructure and accessibility, landscape design, reducing water and energy consumption, family involvement, women empowerment, quality products and services at affordable prices, education and training, collaboration and partnerships.

Keywords: agritourism, sustainability, key factors, development
