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Research article

Exploring the nexus between gastronomy tourism and agritourism: Paradigm shift for hospitality competitiveness

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ABSTRACT

This study examined the nexus between gastronomy tourism and agritourism from the perspective of paradigm shift for hospitality competitiveness. Data for this study was harvested from Scopus database. The time range for the data is 2015-2025. The harvested data was analysed with bibliometric analysis, while systematic analysis was also conducted for selected literature. Foods and drinks are usually processed outputs of agricultural activities. Hence, gastronomy tourism is etched into agritourism, especially when such gastronomy activities take place on or around farms. The most engaged word revealed by the analysis of this study is agritourism, followed by gastronomy and so on. This implies, that gastronomy tourism carried out for this study largely took place on and around agritourism destinations. Hospitality is sine-qua-non to the survival of tourism businesses. Hence, hospitality businesses around agritourism and gastronomy tourism destinations must endeavour to remaining competitive. The main driver of hospitality competitiveness pointed out by this study is service quality. Hence, gastronomy tourism has the capacity to either drive or complement agritourism, while hospitality competitiveness fosters the growth and development of both agritourism and gastronomy tourism.

KEYWO RDS

gastronomy tourism; agritourism, tourism; hospitality competitiveness.

Introduction

Gastronomy has to do with cooking and eating foods. All human beings require foods and drinks for survival; hence, gastronomy is important for the survival of human beings. Sormaz et al. (2016) noted that the essence of maintaining human health with the best possible nutrition possible and the enjoyment of life and eating; foods and beverage processed under hygienic conditions and presented for consumption in a way that addresses palatal as well as visual pleasure are all connected with the study gastronomy. Gastronomy covers all subjective experiences that are connected with the nourishment of people with respect to producing food, political economy of food, culinary traditions, how foods are treated, stored, processed, prepared, cooked, tsaisen, and transported, as well as the food's chemistry, its digestion, its physiology, its customs and traditions (Darwis et al., 2024; Santich, 2004). Agritourism depicts holidaying to agribusiness sites for education and entertainment, and its development underscores farmers intention to motivate as well as educate young tourists of agricultural practices (Petroman et al., 2016; Van Zyl et al., 2021). Turtureanu et al. (2025) opined that agritourism concentrates on engagements that are agricultural in nature, hence, agritourism infuses tourism experience into the agricultural cycle, plays a direct role in the diversification of the income of farmers and preserves local agri-food practices. In the post-pandemic era, agritourism has grown significantly, as it has become a form of tourism with substantive authenticity and safety, and it enhances the development of rural communities on a sustainable basis (Zhu & Deng, 2020). The hospitality industry is highly competitive because there are usually new entrants in the industry at different points with better facilities and services. It is therefore important for investors in the hospitality industry to ensure they stay ahead of the pack by upgrading/updating their services from time to time. With respect to the highly competitive nature of the hospitality industry, hotels strive to stay ahead of various competitors and gain customers favour (Jokelainen et al., 2024). There is an emphasis on competitive interest in hotel operations

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that culminates from influence of the performance of the hospitality industry (Lado-Sestayo et al., 2016). It is notable that studies have not focused on the nexus between gastronomy tourism, agritourism and hospitality competitiveness, specifically from a systematic and bibliometric review trajectory. In addition to the low number of research on the influence of selected competitive factors on the performance of hotels, it pertinent to carry out such research because various models are expected to be engaged to boost customer loyalty in different nations (Latif, 2021).

Literature review

Gastronomy tourism is a niche tourism that has gained wide acceptance and popularity. It usually has significant connection with the cuisine of the local people in the area where the gastronomy takes place. It is a purposeful and culturally inclined tourism that enhances the consumption of indigenous cuisines, thereby generally improving tourists' experiences (Mora et al., 2021; Okumus & Cetin, 2018). It is a form of tourism that goes beyond eating food, but rather it encompasses getting the knowledge of the cultural, religious and philosophical intentions that makes a specific dish peculiar to a specific region or people. Satrio et al. (2025) noted that gastronomy transcends food consumption, as it also covers social, philosophical as well as cultural values. Gastronomy tourism has the capacity of improving tourists' mood and experiences, especially, because it hinges on the satisfaction of the food desires and needs of tourists. Similarly, gastronomy creates an ecosystem that adds value to destinations as well as significantly contributing to destinations competitiveness (Nyoni et al., 2025). Agritourism implies tourism activities in or around farm areas. The activities that included people meeting on vine farms, ranches and farmlands, especially during the first industrial revolution when people from city periodically returned to the rural areas and met with their families and friends on farmlands, shows that agritourism has started a long time ago (Lamie, et al., 2021; Olawuyi, 2025). Agritourism is as old as agriculture, because leisure and educational trips to farmlands must have started since the inception of agriculture. It is no gainsaying that individuals that discovered farming must have taken their families and friends to their farms to learn about agricultural practices. Such families have friends must have initially taking educational and leisure trips to such farming areas to learn and preserve such new knowledge. Such trips are categorised as agritourism, and they are pertinent for the preservation of new and existing indigenous knowledge. Kedla et al. (2025) noted that agritourism serves as a technique engaged to preserve indigenous farming practices by integrating culture as well financial sustainability. Hotel competitiveness depicts hotel's capacity to pull guests as well as compete for market share in a highly competitive market (Kim et al., 2021). The ability to attract guests and make guests pay for the services of the hospitality sector, which essentially gives the hospitality sector competitive advantage could be referred to as hospitality competitiveness. Competitiveness depicts the access to long-term sustainable development of hotels in a dynamic market environment (Xia et al., 2023). Hospitality competitiveness is a predictor of the economic, social and environmental development of the hospitality industry. It is pertinent that a hospitality industry must identify competitors and strategize better to stay ahead of the pack before it can be postulated that such hospitality industry is competitive. Cho et al., (2024) opined that the concept of hotel competitiveness is topical and the fact that it is easy for identifying competitors makes its evaluation better. Hence, a template to evaluate the strategies of competitors must be drafted by specific hospitality business. Li and Ma (2025) noted that creating a comprehensive as well as systematic hotel competitiveness evaluation template that incorporates competitor identification is important for the enhancement and clarification of the competitive advantage of hotels.

Methods

Scopus is a repository where information about different author's, articles such authors have published and journals indexed in Scopus register can be found. Therefore, the analysed data for this study was collected from Scopus register. The data were searched for using a year range of 2015-2025. The search prompt revealed information about authors names, title of article, year of publication, name of journal, volume and issue numbers, pages, affiliations, abstract and keywords. The search prompt was underscored with a 'search within' range from article title, abstract, keywords and authors. The search words engaged were "gastronomy tourism", "agritourism" "hospitality competitiveness". The Boolean word used for this search is "OR". The search at the first instance revealed 3,327 documents, upon application of data range of 2015-2025 the documents revealed were pruned to 2,747. The filter by document captured article, review, book chapter, book, conference paper and conference review. The filter by subject area included social sciences, agricultural and biological sciences, arts and humanities, multidisciplinary, veterinary and health professions. Source type was filtered to journal and book, while the publication stage was filtered to final stage. It is notable that the results for all countries/territories were considered. Ultimately, the search results engaged for this study are 748 documents, evident in the figure 1. Hence, the collected data was downloaded

and subjected to bibliometric analysis with the aid of biblioshiny package in R studio (Aria & Cuccurullo, 2017). Bibliometric analysis has been engaged by Firdaus et al. (2019), Linnenluecke et al. (2019), Olawuyi and Kleynhans (2025), Zulfiqar et al. (2024), amongst other scholars. The specific objectives for this study are as follows;

Q1: Examine the bibliometric trend of published literature that focused on the keywords of this study from 2015–2025

Q2: Examine systematic analysis of selected articles

The above objectives were targeted towards meeting the aim of the study, vis-à-vis, examining gastronomy tourism and agritourism as a paradigm shift for hospitality competitiveness.

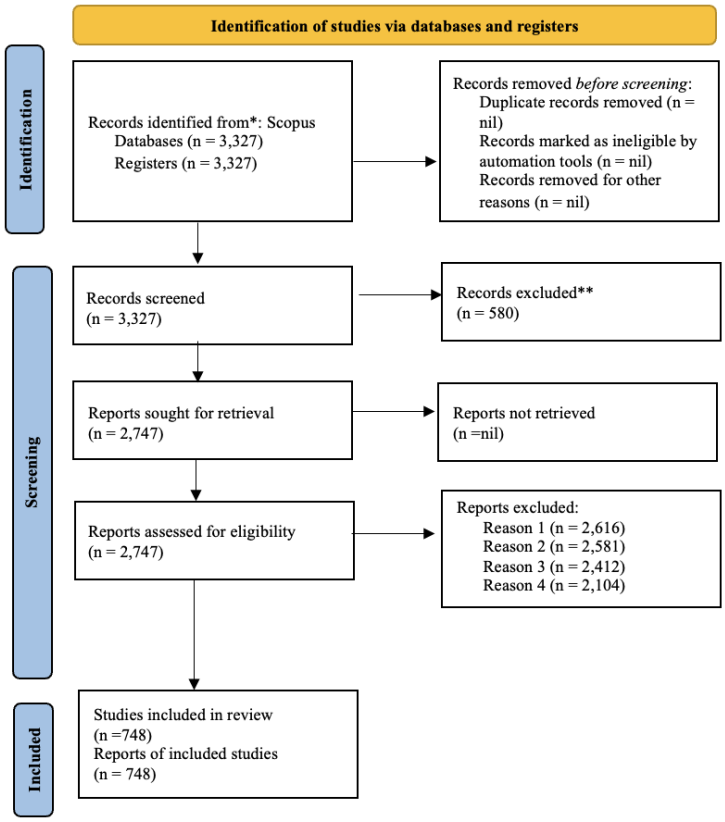


Figure 1: PRISMA chart flow for the study

Articles with topics that directly focused on the keywords of this study were carefully selected for systematic review. The author's name, titles, methods and key findings of these articles were tabularized.

Results

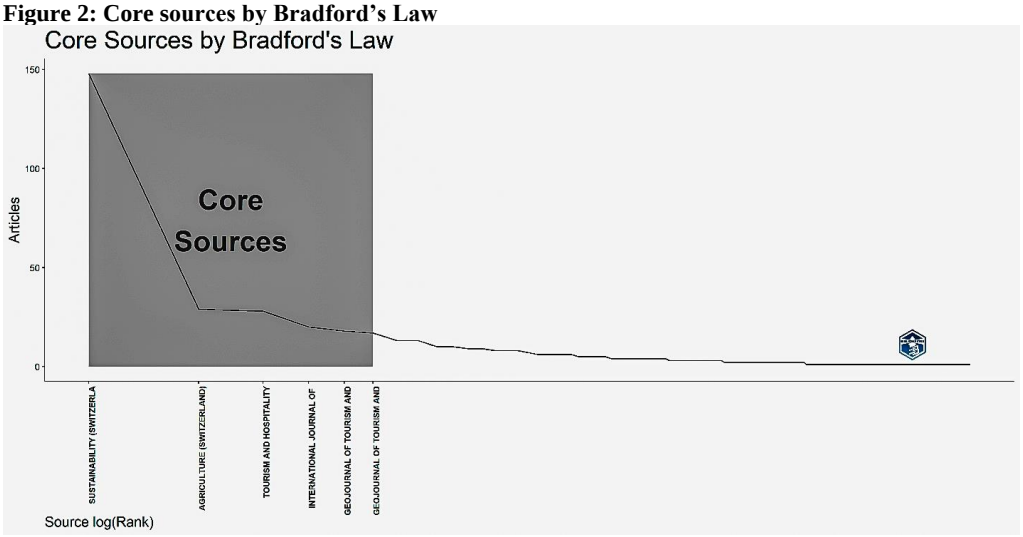
The most relevant sources of publications are sustainability (Switzerland) with one hundred and forty-eight articles, Agriculture (Switzerland) with twenty-nine articles, Tourism and Hospitality with twenty-eight articles, International journal of gastronomy and food science with twenty articles, amongst other sources evident in Table 1 and Figure 2.

Table 1: Most relevant sources

Sources	Articles
Sustainability (Switzerland)	148
Agriculture (Switzerland)	29
Tourism and Hospitality	28
International Journal of Gastronomy and Food Science	20
Geojournal of Tourism and Geosites	18
Geojournal of Tourism and Geosites	17
Cogent Social Sciences	13
Journal of Ethnic Foods	13
British Food Journal	10
Journal of Rural Studies	10
Foods	9
Open Agriculture	9
International Journal of Sustainable Development and Planning	8
International Journal of Tourism Research	8
Journal of Tourism Futures	8

Source: Scopus database

Figure 2: Core sources by Bradford's Law



Source: Scopus database

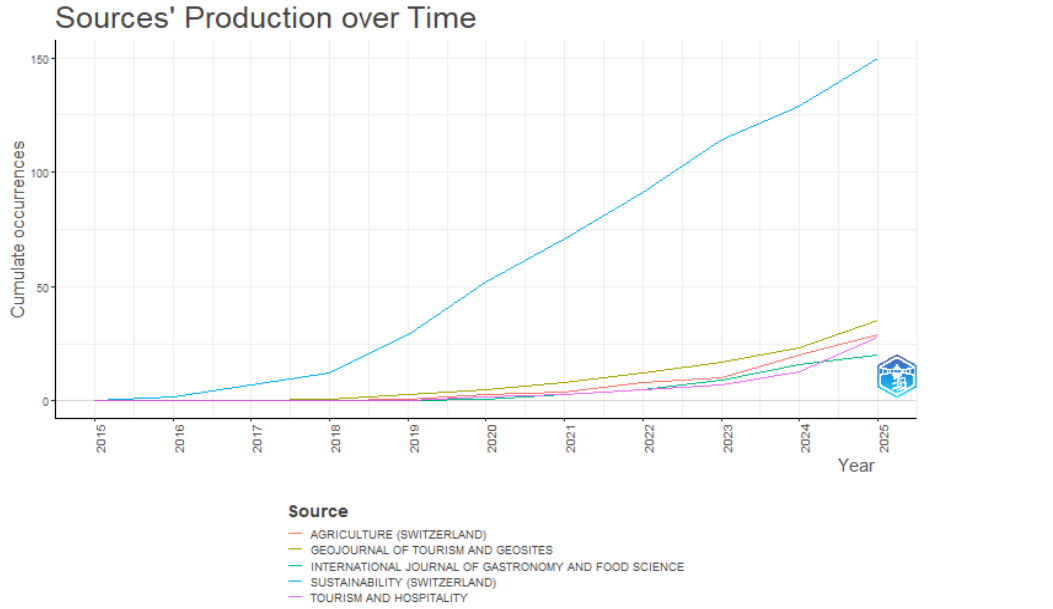
In light of the publications based on the focus of this study, Fusté-forné F. and Iancu T. are the most relevant authors with twelve (12) publications each, followed by López-Guzmán T. with ten (10) articles, Barbieri C. and Roman M. have nine (9) publications each, Ciolac R., Tešanović D. and Šmugović S. have eight (8) publications each, amongst other authors as evident in figure 3.

Figure 3: Most relevant authors

Source: Scopus database

It is notable that sustainability (Switzerland) has consistently published articles that focused on the aim of this study from 2017 through to 2025, Geojournal of Tourism and Geosites published articles consistently from 2018 through 2025, agriculture (Switzerland) published from 2019 through 2025, tourism and hospitality published from 2020 through 2025, similarly, international journal of gastronomy and food science published consistently from 2020 through 2025 (figure 4).

Figure 4: Sources' production over time



Source: Scopus database

The most globally cited documents are the publications of Bulchand-Gidumal (2024) with citations totalling two hundred and eighty-eight; the article of Nuryyev (2020) with citations totalling two hundred and fifty-two; the article of Ammirato (2020) with citations totalling one hundred and sixty-eight, amongst other documents.

Table 2: Most global cited documents

Paper	DOI	Total Citations	TC per Year	Normalized TC
Bulchand-Gidumal J, 2024, Curr. Issues Tour.	10.1080/13683500.2023.2229480	288	96	32.53080569
Nuryyev G, 2020, Sustainability	10.3390/su12031256	252	36	7.893136803
Ammirato S, 2020, Sustainability	10.3390/su12229575	168	24	5.262091202
Rinaldi C, 2017, Sustainability	10.3390/su9101748	150	15	3.636363636
Yu J, 2021, Ann. Tour. Res.	10.1016/j.annals.2021.103204	143	23.83333333	6.073046433
Camilleri Ma, 2022, Sustain. Dev.	10.1002/sd.2256	141	28.2	8.605633803
Ciolac R, 2019, Sustainability	10.3390/su11051467	128	16	4.532577904
Testa R, 2019, Sustainability	10.3390/su11174588	108	13.5	3.824362606
Sutherland L-A, 2017, Land Use Policy	10.1016/j.landusepol.2017.01.028	97	9.7	2.351515152
Arroyo Cg, 2019, Sustainability	10.3390/su11113058	93	11.625	3.293201133
Pavlidis G, 2020, Int. J. Gastron. Food Sci.	10.1016/j.ijgfs.2020.100229	88	12.57142857	2.756333487
Adamov T, 2020, Sustainability	10.3390/su12062502	87	12.42857143	2.725011515
Peters M, 2019, Curr. Issues Tour.	10.1080/13683500.2018.1437122	85	10.625	3.009915014
Elsharnouby Th, 2021, Tour. Manag.	10.1016/j.tourman.2020.104184	84	14	3.567383918
Hussein H, 2024, Sustainability	10.3390/su16135371	83	27.66666667	9.375197472

Source: Scopus database

It is evident that the citation indices of the articles increased systematically from 2015 through 2025 as evident in table 4.

Table 3: Average citation per year

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2015	21.23	13	1.77	12
2016	29.5	14	2.68	11
2017	41.25	16	4.12	10
2018	26.32	22	2.92	9
2019	28.24	50	3.53	8
2020	31.93	68	4.56	7
2021	23.55	75	3.93	6
2022	16.38	91	3.28	5
2023	12.24	102	3.06	4
2024	8.85	143	2.95	3
2025	2.36	154	1.18	2

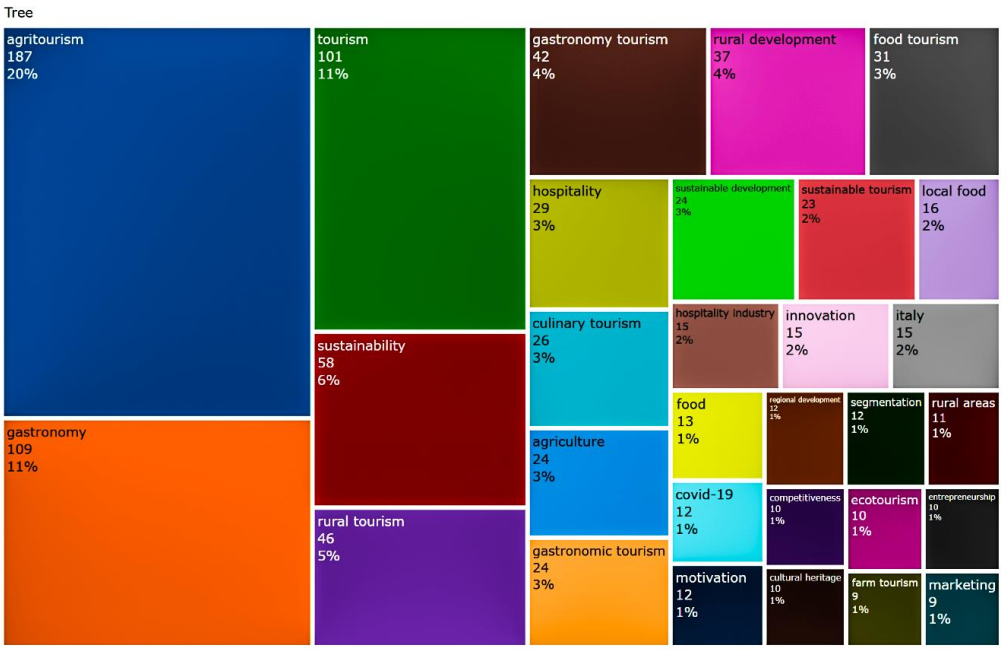
Source: Scopus database

The word cloud shows that the most prominent word that has been well referred to and engaged by scholars vis-à-vis the scope of this study is agritourism, followed by gastronomy, tourism, sustainability, rural tourism, gastronomy tourism, rural development, food tourism, hospitality and so on (Nurwitasari et al., 2024; Massacesi et al., 2025; Olawuyi et al., 2024; Kedla et al., 2025), evident in figure 1 and figure 2. These words appropriately shaped the foci of the research outputs considered for this study, which are robustly discussed under the discussion section of this study.

Figure 5: World cloud

Source: Scopus database

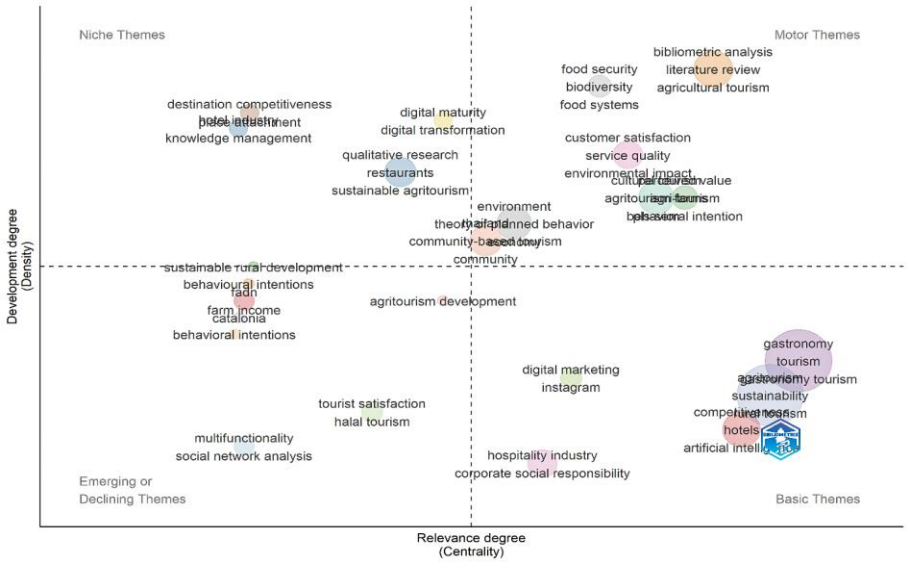
Figure 6: Word tree map



Source: Scopus Database

The thematic map (figure 7) shows the indicators under niche themes, motor themes, emerging/declining themes and basic themes (Cobo et al., 2012; Olawuyi & Kleynhans, 2025; Yasin & Sait, 2025). The defining indicators for niche themes are destination competitiveness, hotel industry, qualitative research, restaurants, sustainable agritourism, (digital maturity and digital transformation). The defining indicators for motor themes are bibliometric analysis, literature review, agricultural tourism, food security, biodiversity, food systems, customer satisfaction, service quality, environmental impact, behavioural intention, environment. The defining indicators for emerging/declining themes are behavioural intentions, farm income, catalonia, tourist satisfaction, halal tourism, multifunctionality, social network analysis. The defining indicators of basic themes are digital marketing, Instagram, hospitality industry, gastronomy tourism, sustainability, hotels, artificial intelligence. However, community-based tourism, community, theory, planned behaviour, overlapped between niche and motor themes, while, agritourism development and corporate social responsibility overlapped between emerging/declining themes and basic themes.

Figure 7: Thematic map

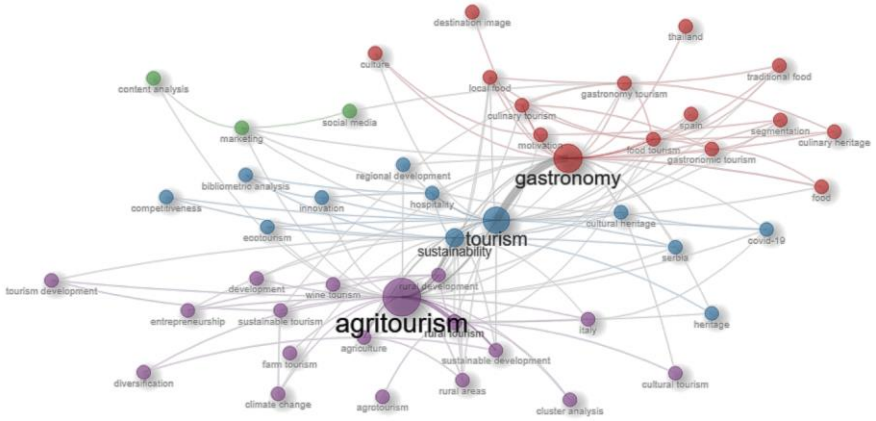


Source: Scopus database

Agritourism as the most prominent word has been co-used with words like rural development, wine tourism, sustainable tourism, agriculture, agrotourism, rural areas, sustainable development, cluster analysis,

development, entrepreneurship, diversification and tourism development. Gastronomy has been co-used with words like motivation, culinary tourism, local food, destination image, Thailand, traditional food, Spain, segmentation, food, culinary heritage. Hospitality has been co-used with innovation, regional development, gastronomy and tourism. Co-word analysis has been helpful in deciphering how keywords have been co-used (Loso, 2025; Türker, 2026; Yan et al., 2025).

Figure 8: Co-word analysis



Source: Scopus database

Systematic review

Research that examined gastronomy, agritourism and hospitality competitiveness were carefully selected in the table below.

Table 4: Systematic review table

Author(s)	Topic	Method	Key Findings
Li & Ma (2025)	Insights into your advantages: Hotel competitiveness evaluation and competitor identification.	The interconnection between service attributes was analysed by introducing the Decision Making Experiment and Evaluation Laboratory (DEMATEL) with respect to on online reviews.	The proposed model was found effective for the hotels.
Jokelainen et al. (2023)	The role of experiential familiarity in shaping hotel-chain competitiveness.	Online questionnaire with 1,016 Finnish domestic leisure tourists.	Competitiveness depends on a small number of key attributes; differentiation between hotel chains is driven by guest familiarity and prior experience.
Kim et al. (2021)	Systematic review of competitiveness in the visitor economy.	Systematic literature review of research published after 2005.	Highlights knowledge gaps and emerging trends, noting that many studies rely on a few pioneering models without challenging their underlying causality.
Josimović et al. (2025)	The influence of competitiveness factors on sustainable business performance in the hotel industry: From the perspective of the perception of hotel service users	Survey instrument was used to collect data from 1640 hotel guests and data was analysed using structural equation modelling.	Findings of the study showed that all the factors identified (service, service quality, service recovery, user satisfaction, dysfunctional consumer behaviour) have significant impact on the sustainable performance of hotel operations.
Baipai et al. (2022)	Critical success factors for sustainable agritourism development in Zimbabwe: A multi-stakeholder perspective.	Interviews were conducted for thirty-four farmers, officials from the Ministry of Lands, Agriculture, Fisheries, Water and Rural Resettlement, five (5) from the Ministry of Environment, Climate, Tourism and Hospitality Industry and 10 tour operators. Data was analysed using Nvivo 12.	Identified five specific critical success factors necessary for the sustainable growth of the agritourism sector in Zimbabwe, namely, development of agritourism products, education of farmers, funding, marketing and partnership.
Baipai et al. (2023)	A framework for sustainable agritourism development in Zimbabwe.	Framework structured with reference to critical success factor (CSF), stakeholder theory and triple bottom line approach. Interviews were used to collect data. Data was analysed with Nvivo 12.	The essential guiding statements are environmental scanning for enablers, multi-stakeholder engagement, highlighting prospective farms that has the requirements for agritourism operations.
Olawuyi et al. (2024)	Operationalizing ICT for enhancing agritourism potentials of animal husbandry practices in integrated farms in Nigeria	Questionnaires were used to collect data. Collected data was analysed descriptively and inferentially.	ICT facilities (radio, television and the internet) have significant relationship with animal husbandry, feed composition and milling, breeding of animals, sight of animals, livestock pens, animal slaughtering and animal dressing. ICT has the most significant impact on animal slaughtering as an agritourism potential.
Mangwiro et al. (2025)	Agritourism in Southern African: a policy analysis.	A systematic review and thematic analysis of policy documents across the Southern African region.	The research revealed germane roles played at national level policies, public-private partnerships and capacity building efforts in driving the growth of agritourism.
Darius (2023)	Gastronomy tourism as a tool for the development of regions	Illustration and discussion of major gastronomy activities with specific focus on Latvia and Lithuania.	The advantages of gastronomy tourism, for instance creation of revenue, developing tourism infrastructures, preserving cultural heritage, disseminating regional knowledge, creating positive image as well as identity, and promoting community engagements, are highlighted as crucial indicators of local and regional developments.
Adirestuty et al. (2025)	Gastronomy of religious tourism. Overview and future research agenda	Systematic review and bibliometric analysis.	Gastronomy has close relation to food. Gastronomy is found in researches that shows the relationship between monasteries cookery and halal food.
Barzallo-Neira & Pulido-Fernández (2025)	The demand for gastronomic tourism-characterization and tourists' profiles.	Survey conducted with 421 gastronomic tourists. Analysis was done using descriptive statistics and Latent Class Analysis (LCA).	Identified three distinct segments of gastronomic tourists based on their willingness to pay, expectations, and behaviour.
Moura et al. (2025)	The Tourist Gastronomic Experience: Ties Between Young Foodies' Motivation and Destination Development in Portugal	Quantitative method was engaged. Data was collected from one hundred and seventy respondents. Principal component analysis and correlation were engaged.	Five key indicators were revealed: endogenous products, local gastronomy, quality and innovation, authenticity and tradition, and diversity, which depicts a balance between sustainability, local authenticity, and openness to innovation in tourist preferences.

Source: Author's computation (2026)

Hospitality competitiveness depends on how hospitality businesses can uphold the principles of service quality, in a bid to meet with customers' expectations and thereby compete favourably. The success of an agritourism enterprise is dependent on the innovative skills of the owners/managers of the enterprise, as well as the cooperation between the community and the agritourism enterprise. Similarly, information communication technologies are important for driving success indicators of agritourism such as agritourism products, education of farmers, funding, marketing and partnership (Baipai et al., 2022; Olawuyi et al., 2024). Three main drivers of for a typical gastronomic tourist are willingness to pay, expectation as well as behavioural tendencies, which could further be propelled by endogenous products, local gastronomy, quality and innovation, authenticity and tradition, and diversity (Barzallo-Neira & Pulido-Fernández, 2025; Moura et al., 2025).

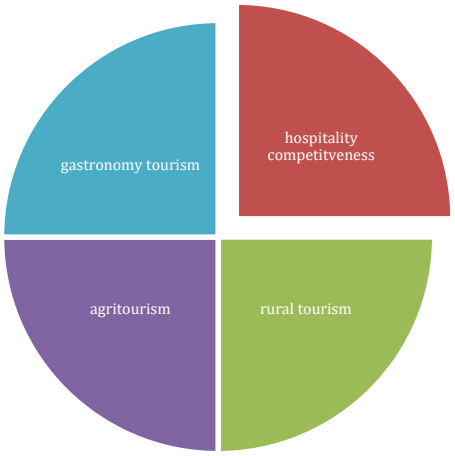
Discussion

The topicality attached with gastronomy, agritourism and hospitality competitiveness has resulted into high numbers of publications associated with all or any of these variables. A good number of these publications were found in Scopus indexed outlets. The most relevant Scopus indexed outlets found for this study were sustainability (Switzerland), Agriculture (Switzerland), Tourism and Hospitality, International journal of gastronomy and food science and so on. Sustainability (Switzerland) consistently published articles from 2017 through to 2025, Geojournal of Tourism and Geosites published articles consistently from 2018 through 2025, agriculture (Switzerland) published from 2019 through 2025 and so on. Furthermore, the most relevant authors are Fusté-forné F., Iancu T., López-guzmán T., Barbieri C., Roman M., among other authors. However, the publications of Bulchand-Gidumal (2024) had the highest number of citations totalling two hundred and eighty-eight. According to the word cloud, the most prominent words in descending order were agritourism, gastronomy, tourism, sustainability, rural tourism and so on. The niche themes for this study were agritourism and hospitality competitiveness inclined, while the motor themes were gastronomy, service quality and food security inclined. The emerging/declining themes for this study are behavioural dispositions and satisfaction, while the basic themes are digitization, hotels and sustainability. This simply means that the core thematic concepts are agritourism and hospitality competitiveness that are essentially being driven by gastronomy, service quality and food security. However, it is pertinent to note that emerging/declining themes are capable of determining the status of niche, motor and basic themes. The three keywords that underpinned this study are gastronomy, agritourism and hospitality competitiveness. However, it is notable that most used of these keywords in the reviewed articles are agritourism, followed by gastronomy, tourism, rural tourism, hospitality, food tourism, competitiveness and so on. Different research has explored the characterization of gastronomic tourism demand with respect to the adoption of a fragmented approach, based on territory, culture and region (Barzallo-Neira & Pulido-Fernández, 2025). This is premised on the fact that the items deployed in pulling tourists to gastronomy destinations are essentially products of agriculture, and undoubtedly, agritourism is an offshoot of agriculture. Gastronomy fosters tourism development by pulling tourists to rural areas and it showcases the cultures and values of rural areas, thereby, enhancing the vitality of such areas (Adirestuty et al. 2025; Darius, 2023; Japutra et al. 2022; Tovmasyan, 2019).

Specifically, the food items served at gastronomy tourism destinations are produced from raw farm produce. Therefore, there is a nexus between gastronomy tourism and agritourism. The nexus between gastronomy tourism and agritourism depicts that gastronomy tourism can either drive or be a subset of agritourism. This is true especially when gastronomy destinations are either on farmlands or very close to farms. In some parts of the world specific meals are usually only prepared and sold in the hinterlands, hence, such meals pull tourists to the hinterlands. Food has gone beyond being a basic human need to be a major motivating factor capable of influencing tourists to visit a destination, hence, rare dishes distinguish each destination and identify them uniquely (Mak et al., 2017; Rahman et al., 2022). In some countries it is permitted to kill and eat game animals, while, in some other countries there are strict laws guiding against poaching activities. In countries where such poaching laws are flouted, the sale of either raw or cooked forms of those game animals may be largely found in areas very close to the habitat of the killed game animals, mostly in rural areas. A trip to such areas to buy such game delicacies may be termed gastronomy tourism. When such games are domesticated on farmlands, they can be sold are well prepared as delicacies for tourists. Hence, a tourist at such farms can be at the farm for both agritourism and gastronomy or any of them. This also concretizes the fact that rural tourism is evident in the word tree map of the bibliometric analysis. Hence, it is logical to assert that gastronomy tourism essentially drives agritourism, specifically when both of these niche tourism forms are operated in rural area. Gastronomy tourism is well connected to rural tourism (agritourism), local and slow tourisms (Corvo & Matacena, 2018). Agritourism and rural tourism go beyond issues of contemporary trends in responsible and sustainable travels, however, it also

provides essential opportunities for the revitalization of rural agriculture in a bid to achieve environmental protection as well as financial growth (Olawuyi, 2022; Turtureanu et al., 2025). Anyway, majority of agritourism enterprises are located in the rural areas, hence, Mashele et al. (2025) asserted that a successful agritourism business is dependent on the collaborative efforts of community members. Meanwhile, there is no tourism without hospitality, therefore, hospitality industry and its services are expected to be prominent in the area where either/both agritourism or/and gastronomy takes place. The hospitality industry in such area may even be found offering gastronomy tourism services. There is therefore an intersectoral link between agriculture and hospitality (Campbell et al., 2024; Orlić & Brščić, 2012; Paunić et al., 2025). Hospitality competitiveness can be driven by gastronomy tourism, either through the direct sales of rare meals by the hospitality industry or through the fact that tourists at gastronomy tourism destinations have the tendencies of exploring nearby hospitality services. The nexus between the three keywords (gastronomy tourism, agritourism and hospitality competitiveness) anchored on rural tourism is evident in reviewed literature (Adirestuty et al. 2025; Darius, 2023; Japutra et al. 2022; Josimović et al., 2025; Knežević et al., 2025; Musa & Chin, 2022; Kim et al., 2021; Moura et al., 2025; Yasin & Basci, 2025) is shown in figure 7.

Figure 9: Diagram showing a nexus between the keywords



Source: Author's computation (2026)

Meanwhile, the following are evident from the systematic review of selected literatures table. Firstly, hotel competitiveness is underscored by service quality, service recovery, user satisfaction, dysfunctional consumer behaviour guest familiarity and guest's prior experience (Jokelainen et al., 2023; Kim et al., 2021). An example of service quality model established by scholars is the one that identifies a prototype of service excellence, inclusive of the concept of customer delight (Klimkeit et al., 2021). Secondly, the critical success factors important for the growth of agritourism are; development of agritourism products, education of farmers, funding, marketing and partnership; although, ab-initio for the establishment of agritourism it is imperative that environments get scanned first and there are multi-stakeholder engagements that highlights the viability of potentials farms (Baipai et al., 2022; Josimović et al., 2025). However, the viability of the potentials of agritourism can be enhanced with the aid of ICT facilities. Although, if agritourism will yield regional and national development, there must be deployment of national policies, public-private partnerships as well as capacity building efforts by different stakeholders (Mangwiro et al., 2025; Olawuyi et al., 2024). Thirdly, gastronomy tourism has the capacity of yielding national development through revenue creation, development of tourism infrastructures, preservation of cultural heritage, dissemination of regional knowledge, creation of positive image and identity as well as the promotion of community engagements (Darius, 2023). It is expected of tourists to exhibit willingness to pay for gastronomy tourism products, however, such tourists preferences of gastronomy tourism anchor on five parameters identified as endogenous products, indigenous gastronomy, innovation, quality, and openness to innovation (Barzallo-Neira & Pulido-Fernández, 2025; Moura et al., 2025). It is worthy of note that gastronomy tourism and agritourism are both germane for regional and national development. Gastronomy tourism fosters the development of regions via the establishment of connections between meals, tourism and the communication of rare indigenous food identities (FustéForné & Filimon, 2021; Sormaz et al., 2016; Sharma et al., 2022). Gastronomy transcends food alone as it is a mix of experience, knowledge of history cum culture, tasting of food and beverages, which adds value to the experiences gained by tourists (Herianingrum et al., 2024; Mason & Paggiaro, 2012; Surya et al., 2023).

Conclusion

Gastronomy has the capacity to pull tourists to tourism destinations. People have tendencies of travelling from their bases to taste rare meals and sometimes to eat regular meals at different destination, in a bid to satisfy their hunger desires. Hence, gastronomy tourism could serve as a major attraction of tourists from different areas and communities. Agritourism implies leisure trips to farmlands or farm environments. The major typical activities in farms are sowing of plants and rearing of animals. Gastronomy meals essentially come from the process of food crops and/or animals produced from farms. It is evident from this study that gastronomy tourism has been both the sole reason or a major reason why tourists travel to farmlands and their environments. Hence, gastronomy tourism is connected to or built on the concept of agritourism. For an agritourism destination that offers rare meals, it implies that gastronomy is one of the agritourism components of such farm. It is also notable that gastronomy tourism may takes place in the rural areas in some climes, because rare delicacies are prepared from game animals hunted in the rural areas. Agritourism is also essentially situated in rural areas. It is, therefore, evident that from the trajectory of this study that just as gastronomy tourism drives agritourism, agritourism is also capable of driving gastronomy tourism. Meanwhile, tourism is not complete without hospitality therefore hospitality offerings are sine-qua-non for both gastronomy tourism and agritourism. The hospitality industry on and around gastronomy tourism and agritourism destinations will only be competitive based on the parameters of service quality hospitality industry. Hence, gastronomy tourism is built into or etched into agritourism, however, the development of both of them can either be enhanced or reduced by the competitive indicators of hospitality industry. Finally, this study solidifies the connection between gastronomy tourism and agritourism. It made it obvious that in most cases gastronomy tourism takes place on and around agritourism destination, especially when the gastronomy offerings are rare. Similarly, gastronomy tourism offerings are processed farm produce. It is pertinent for owners of gastronomy tourism destinations to collaborate with owners of agritourism businesses to get the best of investments. In the same vein, the hospitality industry around or in any of these destinations must strive to remain competitive. Hence, hospitality industry serving gastronomy tourism and agritourism destinations should prioritize service quality vis-à-vis its tangible offerings, reliability, assurance and responsiveness.

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