

CAROLINA TIAGO COELHO

**OUTDOOR RECREATION AND AGRITOURISM EXPERIENCES:
A CONTRIBUTION TO TOURISM SUSTAINABILITY AND
DEVELOPMENT**



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DEVELOPMENT

Mestrado em Desporto de Recreação

Trabalho Efetuado sob a Orientação de:

Professor Doutor Luís Alberto Dias de Carvalhinho

Professora Doutora Maria João Ferreira Custódio



2021/2022

OUTDOOR RECREATION AND AGRITOURISM EXPERIENCES:
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Carolina Tiago Coelho

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Resumo

Objetivos: O propósito deste estudo passa por perceber de que maneira os conceitos de “Recreação *Outdoor*” e “Agroturismo”, bem como as “Experiências” e os “Produtos” que lhes são inerentes, podem ser relacionados e posteriormente qual o estado da oferta deste tipo de produtos, na Região do Algarve. Tal finalidade originou as seguintes questões: 1) Qual a relação entre o agroturismo e a recreação outdoor; 2) Qual o potencial da oferta de um product mix de experiências de associadas ao agroturismo e à recreação outdoor, no barlavento algarvio. A fim de alcançar estes objetivos e responder às questões de pesquisa, o estudo é conduzido, subdividindo-se em duas etapas. Inicialmente é realizada uma revisão sistemática da literatura com vista a identificar uma diversidade de contribuições de outros autores, sobre o agroturismo e sobre a recreação outdoor, e a estabelecer possíveis relações ambas as experiências isoladas, e como product mix tanto para os consumidores, como para os gestores ou para a sociedade. Uma vez identificados os procedimentos mais utilizados na extração e análise de uma grande quantidade de dados, as temáticas que estavam presentes na investigação de cada um dos tópicos principais (“agroturismo” e “recreação outdoor”), e a relação que ambos os tópicos tinham com os objetivos de desenvolvimento sustentável, deu-se início a uma nova etapa. O segundo estágio deste estudo consiste assim na exploração da oferta deste tipo de experiências no barlavento algarvio. Tal estudo, deve-se às necessidades da região e as estratégias definidas pelas entidades locais, para minimizar diversos problemas. Desta forma, pretende-se explorar a oferta existente as perspetivas de desenvolvimento deste tipo de experiências no território em estudo.

Metodologia: Um primeiro estudo de revisão sistemática da literatura baseado em investigações anteriores, tais como as de Martins et al. (2021); Concari et al. (2020) e Pickering et al. (2014) é conduzido, com o objetivo de identificar publicações científicas que exploram os conceitos de agroturismo e recreação outdoor e prover semelhanças em relação aos impactos que este tipo de experiências pode trazer quer para praticantes, gestores ou até para a sociedade em geral. Para isso, são analisadas revistas científicas segundo um conjunto de critérios de inclusão e exclusão (descritos mais à frente nesta investigação). Sendo alguns dos critérios de inclusão a) artigos revistos por pares; b) publicados entre 2016 e 2022; c) que se referem aos termos “outdoor recreation” e/ou “agritourism” e “consumer” ou os seus derivados (ver termos de pesquisa definidos) no título, resumo ou palavras-chave; e alguns dos critérios de exclusão: a) artigos que não

estão redigidos na língua portuguesa, espanhola ou inglesa, a pesquisa é efetuada em quatro bases de dados distintas. Após definidas as perguntas de pesquisa, é formulado o protocolo de revisão, com base no relatório do protocolo dos Items preferidos para revisões sistemáticas e meta-análises (PRISMA) para seleção de publicações académicas (Moher et al., 2009). Dando-se assim início à condução da pesquisa de literatura, onde os artigos passam por processo de análise extenso de inclusão, rejeição e seleção. Seguidamente e após a recolha de informações-chave de cada um dos artigos incluídos, é realizado, no último estágio, a análise de conteúdo, assim como a apresentação dos resultados, discussão e conclusão. A partir dos resultados obtidos na revisão sistemática da literatura, e da relação que ambas as experiências mostraram ter com o desenvolvimento sustentável, procedeu-se à 2ª fase da investigação. Onde, foi analisada a oferta de experiências associadas à recreação Outdoor e ao Agroturismo. Primeiramente, através do levantamento de todas as empresas de animação turística (EAT) que possuíam uma oferta de atividades de turismo ou ar livre e/ou atividades de turismo cultural, e dos empreendimentos de turismo Rural (TER) pertencentes ao barlavento algarvio, registadas na plataforma SIGTUR (Sistema de informação geográfica do Turismo de Portugal). Numa segunda fase, para conhecer melhor o estado da oferta, e após seleção de uma amostra pertinente, foi realizada uma análise qualitativa de conteúdo aos websites dos TER. Os resultados obtidos são então expostos, discutidos e novas implicações académicas e práticas são apresentadas.

Resultados: No primeiro estudo, referente à revisão sistemática da literatura, os 179 artigos incluídos na síntese foram analisados e permitiram não só, recolher dados sobre as datas, locais, métodos, características, disciplinas e tipos de amostras utilizadas pelos autores dos artigos selecionados, mas também categorizar os mesmos por tipo de impactos que a prática/oferta de atividades associadas à recreação outdoor ou ao agroturismo traria para o turismo, os participantes e o ambiente. Embora os resultados obtidos, tenham revelado um número significativo de implicações práticas, foram identificadas algumas lacunas na investigação e propostas recomendações para futuros estudos. O segundo estudo, referente à análise da oferta de experiências associadas à recreação outdoor e ao agroturismo no território do barlavento algarvio, permitiu quantificar as empresas existentes na região, bem como a sua localização e posteriormente perceber de que forma utilizavam as ferramentas de marketing para comercializar os seus

produtos e serviços. Possibilitando a referência a aspetos que poderiam ser melhorados e outros maximizados.

Implicações da Investigação: A revisão sistemática, permitiu chegar a resultados que evidenciam os impactos que ambas as experiências turísticas podem ter nos consumidores e como este mix de produtos pode contribuir para os objetivos de sustentabilidade. O estudo destaca também implicações práticas para gestores e proprietários de ambos os produtos turísticos (por exemplo, promoção do mix de experiência e avaliação de se os participantes perceberam experiências memoráveis e autênticas). Já no segundo estudo, através da recolha de dados secundários junto da plataforma SIGTUR e da análise de conteúdo dos websites das empresas de turismo em espaço rural e de animação turística incluídas foram propostas diversas contribuições e recomendações para futuras pesquisas, nomeadamente sobre a importância das parcerias entre stakeholders e municípios em territórios com menos recursos.

Originalidade: Embora diversos estudos se centrem na pesquisa de experiências da recreação outdoor ou das experiências vividas em agroturismos, pouca pesquisa tem sido feita no sentido de encontrar benefícios, na junção dos dois tipos de experiências como um product mix. Tanto o estudo 1 como o estudo 2 contribuíram assim para a investigação, embora a revisão sistemática tenha atingido um scope maior de informação recolhida, o artigo 2, através de um estudo de caso, trouxe importantes contribuições para planeadores e stakeholders da região em estudo.

Palavras-chave: revisão sistemática, agroturismo; recreação outdoor; Objetivos de desenvolvimento sustentável das nações unidas; análise de conteúdo de websites; Algarve

Abstract

Purpose: The purpose of this study is to understand how the concepts of "*Outdoor Recreation*" and "Agrotourism", as well as the "Experiences" and the "Products" inherent to them, can be related and later what the state of the offer of this type of products, in the Algarve Region. This purpose raised the following questions: 1) What is the relationship between agrotourism and outdoor recreation; 2) What is the potential of offering a product mix of experiences associated with agrotourism and outdoor recreation in the western Algarve. To achieve these objectives and answer research questions, the study is conducted, subdividing into two stages. Initially, a systematic review of the literature is carried out with a view to identifying a diversity of contributions from other authors, on agrotourism and outdoor recreation, and to establish possible relationships between both isolated experiences, and as a product mix for both consumers, managers, and society. Once the most used procedures were identified in the extraction and analysis of a large amount of data, the themes that were present in the investigation of each of the main topics ("agritourism" and "outdoor recreation"), and the relationship that both topics had with the objectives of development, a new stage began. The second stage of this study thus consists in exploring the offer of this type of experiments in the western Algarve. This study is due to the needs of the region and the strategies defined by local authorities to minimize various problems. Thus, it is intended to explore the existing offer the prospects for developing this type of experiences in the territory under study.

Methodology: A first systematic review study of the literature based on previous investigations, such as those by Martins et al. (2021); Concari et al. (2020) and Pickering et al. (2014) are conducted, with the objective of identifying scientific publications that explore the concepts of agritourism and outdoor recreation and provide similarities in relation to the impacts that this type of experiences can bring either to practitioners, managers or even to society in general. For this, scientific journals are analyzed according to a set of inclusion and exclusion criteria (described later in this investigation). Some of the inclusion criteria a) peer-reviewed articles; b) published between 2016 and 2022; c) referring to the terms "outdoor recreation" and/or "agritourism" and "consumer" or their derivatives (see defined search terms) in the title, abstract or keywords; and some of the exclusion criteria: a) articles that are not written in Portuguese, Spanish or English, the research is carried out in four different databases. After the research questions are defined, the review protocol is formulated, based on the report of the preferred Items protocol for

systematic reviews and meta-analyses (PRISMA) for the selection of academic publications (Moher et al., 2009). Thus, the conduction of literature research is beginning, where the articles undergo an extensive analysis process of inclusion, rejection and selection. Then and after the collection of key information of each of the included articles, content analysis is carried out in the last stage, as well as the presentation of the results, discussion, and conclusion. Based on the results obtained in the systematic review of the literature, and the unexpected relationship that both experiences showed to have with sustainable development, the second phase of the investigation was carried out. Where, the offer of experiences associated with outdoor recreation and agrotourism was analyzed. First, through the survey of all tourism animation companies (EAT) that had an offer of tourism or outdoor activities and/or cultural tourism activities, and rural tourism enterprises (TER) belonging to the Algarve windward, registered on the SIGTUR platform (Geographic Information System of Tourism of Portugal). In a second phase, to better understand the state of the offer, and after selecting a relevant sample, a qualitative analysis of content was performed to the websites of the TER. The results obtained are then exposed, discussed and new academic and practical implications are presented.

Findings: In the first study, referring to the systematic review of the literature, the 179 articles included in the synthesis were analyzed and allowed not only to collect data on the dates, locations, methods, characteristics, disciplines and types of samples used by the authors of the selected articles, but also categorize them by type of impacts that the practice/offer of activities associated with outdoor recreation or agrotourism would bring to tourism, participants and the environment. Although the results obtained revealed a significant number of practical implications, some gaps in research and recommendations for future studies were identified. The second study, referring to the analysis of the offer of experiences associated with outdoor recreation and agrotourism in the territory of the Western Algarve, allowed quantifying the existing companies in the region, as well as their location and later understanding how they used marketing tools to commercialize their products and services. Enabling reference to aspects that could be improved and others maximized.

Implications of Research: The systematic review has shown results that highlight the impacts that both tourism experiences can have on consumers and how this product mix can contribute to sustainability objectives. The study also highlights practical implications for managers and owners of both tourism products (e.g., promoting the mix

of experience and evaluating whether participants perceived memorable and authentic experiences). In the second study, through the collection of secondary data from the SIGTUR platform and the content analysis of the websites of rural tourism and tourism companies included several contributions and recommendations for future research were proposed, namely on the importance of partnerships between stakeholders and municipalities in territories with fewer resources.

Originality: Although several studies focus on the research of outdoor recreation experiences or experiences lived in agrotourism, little research has been done to find benefits, in the combination of the two types of experiences as a product mix. Both study 1 and study 2 thus contributed to the investigation, although the systematic review reached a larger scope of information collected, Article 2, through a case study, brought important contributions to planners and stakeholders in the region under study.

Keywords: systematic review, agritourism; outdoor recreation; United Nations sustainable development goals (UNSDG's); website content analysis; Algarve

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INTRODUCTION

Today's tourist is increasingly aware, informed and demanding, looking for differentiated tourist experiences, and allowing him to get involved with the destination, and give positive sensations and emotions (Rasoolimanesh et al., 2021) . In this context, well-being is identified as a need and desire of society, where at the time of choosing the tourist destination, in addition to moments of comfort and relaxation, also import the destinations that contribute not only to the well-being and personal health of the tourist, but also to those around them (Liu et al., 2021).

In Portugal, the growing demand for natural and rural areas compared to previous years, especially after the COVID-19 Pandemic (INE, 2020) and the importance of business development, as well as the creation of microsystems in maximizing the tourist experience (Martini et al., 2020) have been analyzed by several authors. In this follow-up, several promotion strategies are discussed at national level, not only of rural and nature tourism, but also of ecological agriculture, sustainability and local development (A. C. Silva, 2020).

At regional level, strategies have also been discussed in the Algarve to combat seasonality, creating more opportunities to promote services and products in low seasons, but also to promote integrated development between coastal, urban and rural areas (CCDR Algarve, 2020). In this way the dissertation “Outdoor Recreation and Agritourism Experiences: A Contribution To Tourism Sustainability and Development” intends to study how the concepts of "Recreational Sport" and "Agritourism", as well as the "Experiences" and the "Products" inherent to them, can be related in such a way as to constitute factors of differentiation and potentiation of tourism and recreation.

With regard to the relevance of research, it is important to highlight that this is not only because of my passion for nature and rural sport, but also for the gaps found in the literature, described later in this document.

Starting from the problem: "**Will the experiences of recreational sport and agritourism be a differentiating and enhancing factor of tourism in the Algarve region?**", it was possible to elaborate several objectives of general investigation, which although they compete to solve this same problem, contain very comprehensive themes

and concepts, so the need to establish microthemes within the general theme, giving rise to interest in following a dissertation methodology based on articles. In this model, although each article includes its own objectives and methodologies, the final document of the dissertation will have a coherent alignment that will be characterized in a single research project (Wolfgang A. Herrman, 2014).

Thus starting from the following general research questions 1) What possible emerging relations and benefits, that experiences in agritourism and outdoor recreation as a mix activity can bring to consumers/participants within the new trends and United Nations sustainable development goals (UNSDG's). and 2) Does Western Algarve supply, has potential to promote a product mix of agritourism and outdoor recreation experiences? an investigation was developed, separated by 2 phases, in the first phase (article 1) a systematic review of the literature is carried out and in the 2nd phase (article 2) an analysis of the offer of experiences associated with agrotourism and outdoor recreation, in the algarve region, is made in a case study model.

The first article entitled by: "Outdoor recreation and agritourism as a product mix experience in the new tourism trends and sustainability context: A systematic review" has already gone through a long process of publication attempts, represented in the following table (table 1).

Table A. Illustrative table of the Publication Path for article 1

Journal name	Publisher	Submission date	Reviewers/editors' comment	Comment date
<i>Journal of Leisure Research</i>	<i>Taylor & Francis Online</i>	27/04/2022 (see Annexe B).	“(…) Your paper mentions leisure 12 times, but only three of these occurrences are in the body of your paper as 7 occurrences are in the reference list, and 2 occurrences in the tables. While your paper mentions recreation 58 times, it mentions tourism 185 times, tourist 33 times, travel 8 time and sport 92 times. Your title and keywords both mention nature sports and agritourism but not leisure. I believe that your paper is better suited for a tourism or a sports tourism journal.” (see Annexe C).	01/05/2022
<i>Tourism Planning and Development</i>	<i>Taylor & Francis Online</i>	02/05/2022 (See Annexe D)	“While we find it to be a good manuscript, we are of the opinion that the focus of the manuscript does not fit well within the scope of our journal. We are therefore unable to send it out for review in this instance. We suggest that you consider submitting to a journal with a better fit such as <i>Journal of Destination Marketing and Management</i> or the <i>Journal of Travel and Tourism Marketing</i> ” (See Annexe E).	20/06/2022
<i>Journal of Destination Marketing and Management</i>	<i>Taylor & Francis Online</i>	21/06/2022 (See Annexe F)	“(…) unlikely due to its lack of an explicit critical approach. Your paper uses a PRISMA selection process to identify relevant papers and then to assess their content in a quantitative manner. The result is that your paper does not deliver enough by way of new, insightful conclusions for the marketing and management of destinations.” (see Annexe G).	26/06/2022
<i>Journal of Travel and Tourism Marketing</i>	<i>Taylor & Francis Online</i>	26/06/2022 (See Annexe H)	“Unfortunately, I find your paper not suitable for further review due to its limited theoretical implications and/or potential contribution to the travel and tourism marketing literature.” (see Annexe I)	28/06/2022
<i>Journal of Outdoor Recreation and Tourism</i>	<i>Science Direct</i>	11/08/2022 (see Annexe J)	(Waiting for an answer) (Annexe K)	

And Article 2 will be tried to submission in the coming days to the *Journal of Tourism & Management Studies*, whose guidelines are attached (see Annexe N). Both articles appear in this document, in the format requested by the last journal that were submitted or tried to submission, in the case of the 2nd article. Finally, a discussion and a general conclusion will be presented with the limitations and recommendations for future studies.

Article I. Outdoor recreation and agritourism as a product mix experience in the new tourism trends and sustainability context: A systematic review

Outdoor recreation and agritourism as a product mix experience in the new tourism trends and sustainability context: A systematic review

Carolina Coelho¹; Maria João Custódio^{2,4}; Fernando Perna^{2,4} & Luís Carvalhinho^{3,4}

¹ High School of Education and Communication, University of Algarve, Portugal.

² High School of Tourism, Hospitality and Management, University of Algarve, Portugal.

³ Sport Sciences School of Rio Maior, Polytechnic Institute of Santarém, Portugal.

⁴ Centre for Research, Development and Innovation in Tourism (CiTUR).

Corresponding author: Carolina Coelho holds a degree in Sports from the University of Algarve (Portugal) and currently she is concluding Postgraduate studies in Recreation Sports in the same higher education institution. Passionate about sport, her research interests include sports sustainability, sports tourism, sport-tourist products innovation, and promotion of well-being and health for all. ORCID: 0000-0003-1029-3129. email: a57946@ualg.pt

Maria João Ferreira Custódio holds a PhD in Management, Exeter University - Business School (UK) with Marketing Specialization in ISCTE (Portugal), and a MA in Tourism and Development, University of Algarve (Portugal). Researcher at the CiTUR – Centre for Tourism Research, Development and Innovation, and Guest Adjunct Professor at the High School of Tourism, Hospitality and Management, University of Algarve. Her current research interests include sports marketing and tourism, sport events impacts, communication, destination image and branding. ORCID: 0000-0002-6357-9334.

Fernando Perna holds a PhD in Applied Economics, University of Algarve (Portugal), and a MA in Energy and Environment Policy and Economics, Technical University of Lisbon (Portugal). Researcher and National Director of CiTUR – Centre for Tourism Research, Development and Innovation, and Full Professor at the High School of Tourism, Hospitality and Management, University of Algarve. His current research interests include regional development, sustainability, impact of tourism, coastal zone management and blue economy. ORCID: 0000-0002-5874-0752.

Luís Carvalhinho holds a PhD in Sport Sciences from the University of Trás-os-Montes and Alto Douro (Portugal), Master's and a Degree in Sport Sciences from the Technical University of Lisbon - Faculty of Human Kinetics (Portugal). Researcher at the CiTUR – Centre for Tourism Research, Development and Innovation, and Coordinator Professor at the Sport Sciences School of Rio Maior-Polytechnic Institute of Santarém. His current research interests

include in nature sports and tourism, risk management and training. ORCID: 0000-0002-8914-7716.

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Outdoor recreation and agritourism as a product mix experience in the new tourism trends and sustainability context: A systematic review

The search for differing tourism experiences and new positive emotions that allow to increase the involvement with the destination, is now facing with post-pandemic effects on tourism consumers' behavior. There is a wide range of studies on the relationship between nature and the promotion of these feelings through tourism, leisure, and recreational activities. However, no studies have been found to frame a possible relationship of outdoor recreation and agritourism as a product mix to serve changing behaviors and to promote United Nations Sustainable Development Goals (UNSDG's). A systematic literature review was conducted to explore the relation between outdoor recreation and agritourism. Following the PRISMA protocol, data were collected from four scientific databases, and a quantitative systematic review and content analysis were conducted to examine the 179 references selected. Results provide evidence of a set of impacts that outdoor recreation and agritourism as a product mix experience can have on consumers and managers, and how this mix can act as a positive driver for society sustainability goals.

Keywords: outdoor recreation; agritourism; systematic review; consumers; Sustainable development goals.

1. Introduction

After the COVID-19 pandemic changes in consumer behavior increased (Mateer et al., 2021; Temple et al., 2021) inducing new challenges in the relationship between supply and consumers (Wanner et al., 2021). If, partly, there is a desire to travel associated with memorable and authentic experiences (Hosseini et al., 2021) like the practice of activities in nature (Beery et al., 2021), on the other hand, there is the search for activities that allow social distancing and the feeling of returning to normality (Humagain & Singleton, 2021a). An increased sense of fear, anxiety, risk, caution, and discernment when it comes to issues related to safety inhibit the willingness to travel and participate in outdoor activities (Humagain & Singleton, 2021b). In the post-pandemic, there will be a tendency to individuals reinforce the link between well-being and nature, as expressed by Day, 2020; Kajosaari and Pasanen, 2021; Lades et al., 2020 and Nienhuis & Lesser (2020). Simultaneously, from offer side, while Pröbstl-Haider et al. (2018) highlighted the need of doing more detail research to understanding opportunities for combining slow tourism,

food tourism and nature-based tourism offer, Zhao (2022) highlighted the importance of creating strategies to promote the development of sports tourism, as a form of revitalization of rural areas. Within this ongoing duality, the current literature for outdoor recreation and agritourism is analyzed along the research, with the objective to identify possible emerging relations and benefits, that experiences in agritourism and outdoor recreation as a mix activity can bring to consumers/participants within the new trends and United Nations sustainable development goals (UNSDG's). This objective is intended to contribute to filling a gap, since within this research topic no studies using a systematic review method have been found.

In a global perspective, outdoor recreation allow to enjoy relaxation, recovery, freedom from obligation (Green et al., 2005), involvement, progression, commitment, a sense of belonging (Melo & Gomes, 2017; Melo et al., 2020), acquisition of active and passive experiences, and interaction between activities, people, and places (Bull & Weed, 2004). Experiences in agritourism emphasize pleasant moments through active participation in the production activities of farms (Chiscano & Binkhorst, 2019). These perspectives are reinforced by the health impact of participating in activities in nature (van den Berg et al., 2010), as well as in agritourism (Karpyn & Hepburn, 2018; Soloviov et al., 2019) and outdoor recreation (Ofstedal & Schneider, 2013).

The systematic review covers a wide area of scientific research and allows the observation of rules for relevant studies research. Adopting Pickering et al. (2014) proposed steps, an initial exploratory review of the concepts was performed do detect the main terms used by authors along four research information dabatases: Scopus, Web of Science, Dimensions, and EBSCO. Then, a second exploratory search in the chosen databases was conducted, allowing to identify which terms were more effective to find relevant papers. To assure a focused search strategy, an advanced search format was always chosen, combining the search terms referred with several Boolean operators (Table A).

Table A. Search terms used in the literature review

Concept	Terms most used by the authors	Search terms
Outdoor Recreation	“adventure sports”; “nature sports”; “alternative sports”; “extreme sports”; “lifestyle sports”; “action sports”; “risk sports”; “outdoor sports” (Duran-Sanchez et al., 2020); “nature sports”; “outdoor sport”; “nature activity”; “nature exercise” (Eigenschenk et al., 2019b); “outdoor recreation” (Verbos et al., 2018)	“nature sports” OR “adventure recreation” OR “outdoor recreation” OR “outdoor sports” OR “nature-based sports” OR “adventure sports” OR “alternative sports” OR “extreme sports” OR “lifestyle sports” OR “action sports” OR “risk sports” OR “nature activity” OR “nature exercise”
Agritourism	“agritourism”; “farm tourism”; “farm-based tourism”; “holiday farm” (Phillip et al., 2010, p.755), “green tourism”; “agro-ecotourism”; “rural green tourism”; “ecological tourism” (Oleksenko et al., 2021)	“agroturismo” OR “agritourism” OR “rural tourism” OR “eco-tourism” OR “farm-based tourism” OR “farm tourism” OR “holiday farm” OR “agro-ecotourism” OR “rural green tourism”
Demand	“visitor(s)” (Queall et al., 2021; Zheng et al., 2020); “consumer (s)” (Slavica et al., 2020); “citizen”; “diver”; “athlete(s)”; “spectator”; “fan(s)”; “stakeholders”; “cyclist”; “golfers”; “hikers”; surfers; “recreationists”; “tourist(s)” (Rute Martins et al., 2021); “residents”; “demand” (Wu et al., 2020)	“visitor(s)” OR “tourist(s)” OR “consumer (s)” OR “costumer(s)” OR “citizen” OR “diver” OR “athlete(s)” OR “spectator” OR “fan(s)” OR “cyclist” OR “golfers” OR “hikers” or “recreationists” OR “residents” OR “surfers” OR “participant(s)” OR “demand”

Source: Authors

To guide the systematic review a set of inclusion and exclusion criteria were considered. Inclusion criteria were: a) peer-reviewed papers; b) papers published between 2016 and 2022; c) papers referring to “outdoor recreation” (search term 1) or “agritourism” (search term 2) in their headings, with the word “consumer” or its derivatives (search term 3) in the title, abstract, or keywords; and d) papers that refer to “consumer” and contain the words “consumer” (search term 3) in their titles and “outdoor recreation” (search term 1), “agritourism” or their derivatives (search term 2) in the title or abstract.

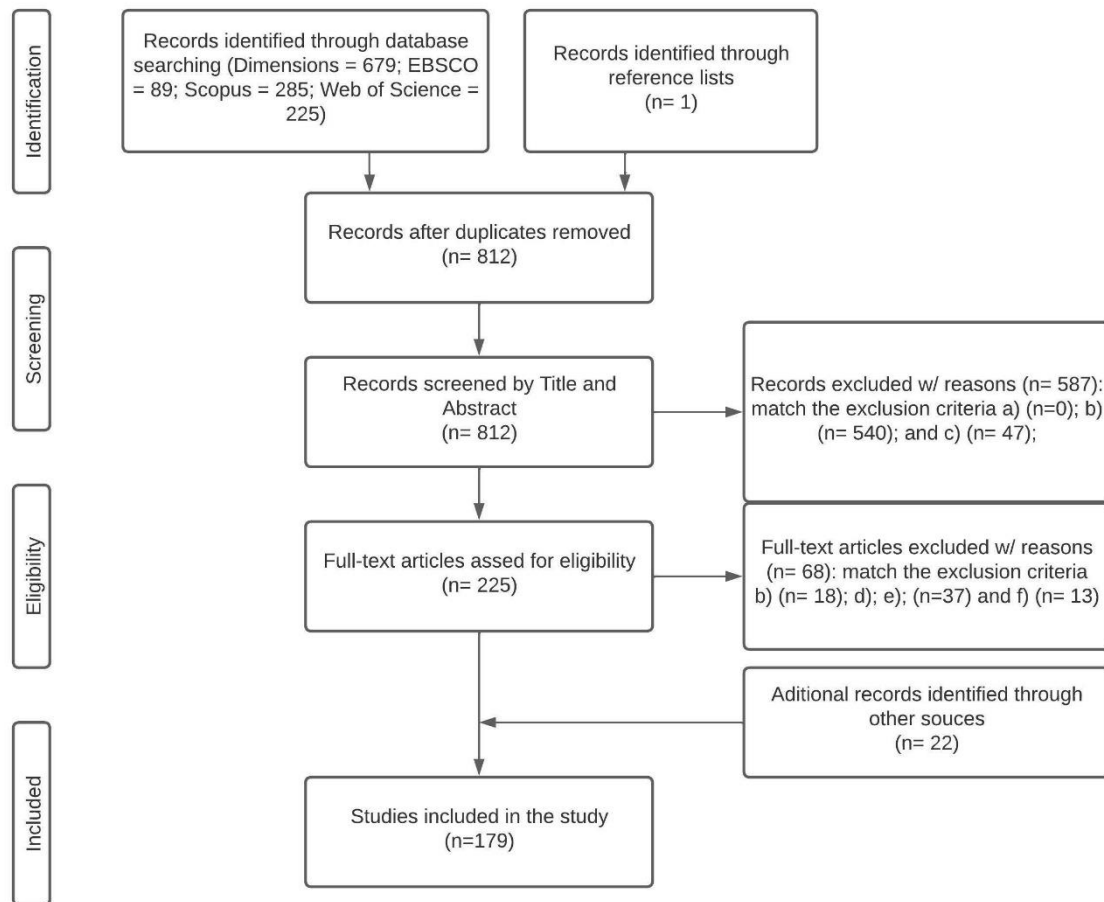
Using the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) protocol for selection of academic publications (Moher et al., 2009) and following the inclusion criteria, the database reached 679 hits in dimensions: 285 in Scopus, 225 in Web of Science, and 89 in EBSCO (Figure 1). To find relevant papers,

the reference lists of the selected paper were scanned (n=1). After removing duplicated papers, the titles and abstracts of 812 studies went through initial screening, and exclusion criteria were applied: a) papers which do not provide the identification data (e.g., title, author's name, year of publication, abstract); b) papers that refer just to consumers of objects/materials/equipment or animals (hunting and fishing) related to outdoor recreation and/or agritourism; and c) papers that are not written in English, Portuguese or Spanish. This process led to the exclusion of 587 studies.

Then a second screening was applied using additional exclusion criteria: d) chapter, conference proceedings, preprint, monograph, edited book, or book; e) synthesis, meta-analysis, systematic review, and all papers that limited their research to analyzing the results of other studies; and f) papers without access. This excluded 68 papers of the previous 225 obtained. This follow-up also allowed to add 22 peer-reviewed papers, which, in turn, were collected in indexed databases relevant to the research questions. At the end of the process, 179 papers and the associated metadata were transferred into Mendeley for further analysis (see Appendix 1).

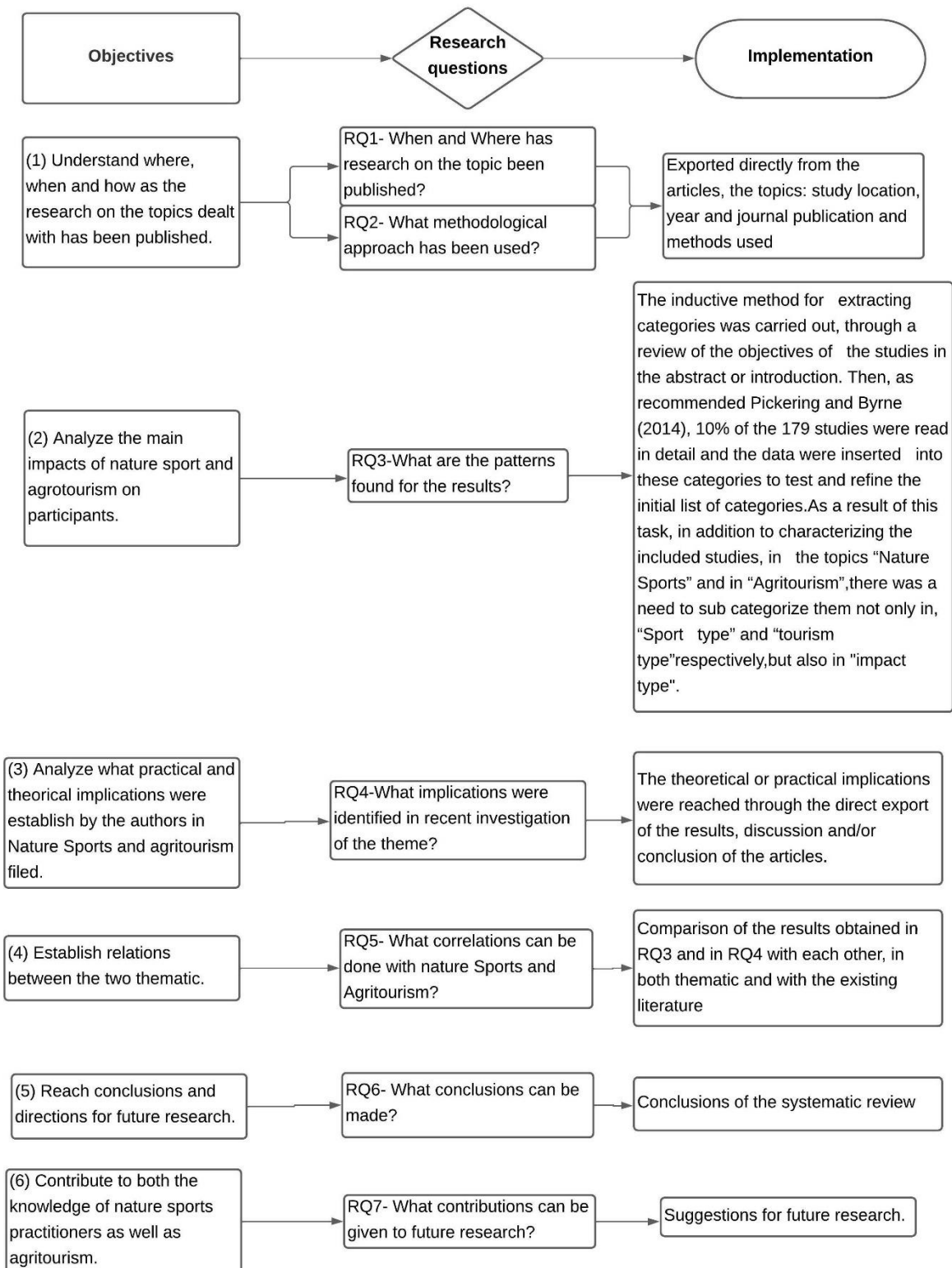
Figure B.1. PRISMA selection and inclusion strategy

Source: Adapted from Moher et al. (2009)



To answer the research questions, a set of six strategies was implemented (Figure 2).

Figure B.2. Research question formulation and implementation



Source: Authors

This process allows the synthesis of results in the next chapter, as shown in Tables A.2 and A.3.

2. Results

2.1. Outdoor recreation-related Scope (Table B)

2.1.1. Time-based and Geographic Scope

A total of 85 papers were identified with a outdoor recreation-related scope, with 20% published between 2016 and 2017, 27% published between 2018 and 2019, and 53% published between 2020 and 2021. Publication on the subject was found mainly in the USA (37%).

2.1.2. Data and Research Methods

Most papers used quantitative data (62%). Authors collected mostly primary data through surveys (47%). The authors adopted several strategies in surveying the focus population, mostly using sampling among residents (24%) and among outdoor recreationists (20%).

2.1.3. Characteristics and Disciplines

The term mainly used by the authors was “outdoor recreation” (40%), followed by “outdoor activity” (5%), and “nature sports” and “leisure” (4%). The 85 papers were published across 60 journals and spanned five disciplines, with emphasis on social sciences (53%) and environmental sciences (20%).

Table B.. General characteristics of the 85 studies related to outdoor recreation included in the synthesis

Scope	Frequency count	% (n=85)
Study location		
USA	31	37
Countries with a single publication	16	19
UK	7	8
Sweden	6	7
Turkey	4	5
Portugal	3	4
Taiwan	3	4
Austria	2	2
Norway	2	2
China	2	2
Netherlands	2	2
New Zealand	2	2
Switzerland	2	2
Japan	2	2
Multiple	1	1
Term used for “outdoor recreation”		
Outdoor recreation	40	47
Outdoor activity	4	5
Mountain biking	3	4
Nature sports	3	4
Leisure	3	4
Fewer than two publications per term (surf, adventure sports, adventure recreation, nature recreation, etc..)	31	37
Type of data		
Quantitative	53	62

Qualitative	23	27
Mixed methods	9	10
Methods used		
Surveys	40	47
Focus groups	20	24
Interviews	14	17
Case study	5	6
Other	5	6
Field research	1	1
Type of sample		
Residents	20	24
Outdoor recreationists	17	20
Only one publication per type of sample (specific activity participants, outdoor recreation professionals, environmental data)	16	19
Tourists	7	8
Hikers	5	6
Participants with mental or physical issues	5	6
Multiple activities	5	6
Nautical activity participants	3	4
Stakeholders	3	4
Park visitors	2	2
Families	2	2
Journal discipline		
Social sciences (health, education, sociology)	45	53
Environmental science	17	20
Tourism leisure and hospitality	13	15
Health & medicine	8	9
Outros (multidisciplinary)	2	2

Source: Authors

2.2. Agritourism-related Scope (Table C)

2.2.1. Temporal and Geographic Scope

A total of 94 papers were identified with an agritourism-related scope, 32% published between 2016 and 2017, 27% between 2018 and 2019, and 41% between 2020 and 2021. The theme of agritourism has been studied all over the world, but with China representing 21% of the publications.

2.2.2. Data and Research Methods

The majority of the papers (68%) used quantitative data; qualitative and mixed methods were less prevalent, representing 23% and 9%, respectively. Researchers collected data mainly through surveys (61%). The sample chosen was mostly focused on residents (42%), followed by tourists (19%) and a mix of residents and tourists (9%).

2.2.3. Characteristics and Disciplines

The authors used several terms to refer to the subject in question. "rural tourism" is the most used (51%), followed by "agritourism" (31%), which was used more often in studies from Italy. Another 11 expressions were identified, which reinforces the idea of interchangeable use of terms, as suggested by Karampela et al. (2021). The papers were published across 67 journals and included seven disciplines, standing out tourism and hospitality management (38%) and social sciences (23%).

Table C. General characteristics of the 94 studies related to agritourism included in the synthesis

Scope	Frequency count	% (n =94)
Study location		
Countries with two or fewer publications	30	32
China	20	21
Portugal	7	7
Italy	6	6
Serbia	4	4
Spain	4	4
Ecuador	4	4
Romania	4	4
Poland	4	4
Iran	3	3
South Korea	3	3
USA	3	3
Multiple	2	2
Terms used for agritourism		
rural tourism	48	51
agritourism	29	31
eco-tourism	5	5
sustainable tourism	2	2
urban and rural tourism	2	2
One publication term (nature-based tourism, rural nature tourism; sustainable rural tourism, local tourism, agritartainment, agrotourism, etc.)	8	9
Type of data		
Quantitative	64	68
Qualitative	22	23
Mixed methods	8	9

Methods used		
Surveys	57	61
Interviews	19	20
Case study	8	9
Field research	6	6
Other	3	3
Focus groups	1	1
Type of sample		
Residents	39	42
Tourists	18	19
Residents and tourists	8	9
Rural tourism owners	6	6
Stakeholders	5	5
Rural tourism owners/stakeholders and tourists	5	5
Farmers	3	3
Three or more groups of participants	3	3
Costumers/consumers	3	3
Stakeholders and residents	2	2
Employees of tourism establishments	1	1
Environmental data	1	1
Journal discipline		
Tourism and hospitality management	36	38
Social sciences (health, sociology, culture, education)	22	23
Business and economics	14	15
Others (multidisciplinary)	7	8
Territory planning and development	7	8
Environmental science	4	4
Technology	4	4

Source: Authors

2.3. Categories and Subcategories of the Selected Papers

The aggregate analysis of objectives and aims included in abstracts and introductions allowed, through the inductive method, to categorize the papers into three categories—impacts for tourism, impacts for participants, and impacts for the environment — each with a variable number of subcategories (Table D). Representing a majority in both themes, impacts for tourism is the aim of 51% of the publications in the case of agritourism and 60% in outdoor recreation. Within the impacts for participants, it is clear that more research has been done in agritourism (49%) than in outdoor recreation (28%). Another category that emerged was the impacts for the environment, which was notably more explored in outdoor recreation at 12% compared to agritourism at only 3%, showing the need for increased environmental research.

Table D. Aims and objectives of the studies included in the synthesis

Agritourism scope	Frequency count	% (n =94)
Impacts for tourism	46	50
Choice motivations	16	17
Strategies to improve tourism	7	8
Demand characteristics	6	6
Behaviors	18	19
Impacts for participants	45	49
Positive impacts to residents	38	40
Negative and positive impacts to residents	4	4
Positive impacts to tourists	3	3
Negative impacts to tourists	0	0
Impacts for the environment	3	3
Positive impacts	3	3
Negative impacts	0	0
Nature sport scope	Frequency count	% (n =85)
Impacts for tourism	51	60
Demand characteristics	18	21
Motivations	15	18
Behaviors	18	21
Impacts for participants	24	28
Positive impacts	19	22
Negative impacts	0	0
Impacts for the environment	10	12
Positive pro-environmental behaviors	7	8
Negative impacts	3	3

Source: Authors

2.4.Impacts for Tourism

2.4.1. Outdoor recreation demand characterization

Relative to outdoor recreation studies, the results underline changes in demand characteristics and motivations before and after the COVID-19 pandemic. Until 2019, there is a majority of references to “young males, higher educated with high qualified jobs and high income” (Melo & Gomes, 2017, p. 108); preference for a shorter, more intense, and high-quality holiday, greater accessibility, and facility density (Margaryan & Fredman, 2017); and a growing demand for adventure and new experiences/sensations that allow connectedness with nature when enjoying the landscape (Melo & Gomes, 2017). Also, when choosing a recreational trip, the biophysical context of visited ecosystems matters a lot (Tardieu & Tuffery, 2019). After the emergence of the pandemic in 2020, the demand reinforced the desire for nature-based and eco-adventure tours; accessibility to natural attractions and religious sites; friendliness of the people service providers; suitable weather conditions and organized excursions (Lasarte, 2020); running, cycling, and walking; proximity to the place of residence; a large space amount of space for activities; natural and safe environments (Martín et al., 2020); and different but not mutually exclusive holistic, authentic, and developmental experiences (Eastabrook & Collins, 2020).

2.4.2. Agritourism Demand Characterization

According to Tovmasyan et al. (2020b), women, unmarried or married childless couples, tourists under 18 years old, and tourists between 18 and 35 years old have more interest in participating in agritourism. Also, 35-year-old unmarried tourists expressed a desire to spend their holidays with friends or alone combining sports with nature. Others prefer spending time with family, having moments of peace and quiet, as well as exploring agritourism services like walking and hiking nearby (Roman et al., 2020). According to Hena et al. (2022), “make picnicks,” “enjoying the scenery,” and “walking, sports/games” are also important motivations. At the moment of destination choice, tourists care about a well-preserved landscape (Melstrom & Murphy, 2018; Torquati et al., 2017), accessibility to nature, as well as the possibility to experience regional

gastronomy (Huber et al., 2020), tradition, culture and authenticity (Brandano et al., 2018), relaxation and excitement, business, and socialization and culture (Wu & Wang, 2020). Other authors noticed new motivations, like the preference for individual accommodation, open and wide spaces, territorial quality, and service supply (Masot & Rodriguez, 2021). Younger tourists referred to a preference for cultural attractions and adventure tourism, as well as a higher willingness to pay for security and safety (Castanho et al., 2020; Porutiu et al., 2021).

2.5. Impacts for Participants and for the Environment: The UNSDGs

The papers included in the impacts for participants and impacts for the environment categories have a common factor: underline of strategies to maximize potential benefits and/or strategies to minimize when negative impacts occur. Adopting the integration of participants and environment as an essential component of contribution to sustainability, and up-to-date systematization came through a cross-examination between the impacts/strategies and the 17 UN SDGs, as follows.

3.5.1. In what way can agritourism and outdoor recreation activities maximize the promotion of (...)?

3.5.1.1. SDG 3 - "Health and well-being for all at all ages". Regarding agritourism, several authors associate its consumption with life satisfaction (Yin & Xiao, 2017), positive mental health effects, well-being and good mood feelings (Rezaei et al., 2021), place attachment (Shi et al., 2021), and interactions between tourists and residents (Soszynski et al., 2018). Authors commonly associate the participation in outdoor recreation with satisfaction and subjective well-being (Chang et al., 2019), the contribution of contact with nature to subjective well-being (Fagerholm et al., 2021), increased public health through outdoor recreation (Carter et al., 2019), improved psychological well-being (Wheeler et al., 2020; Kaiseler et al., 2019; Leighton et al., 2021), and healthy family–child relationships (Knoester & Fields, 2020; Knoester & Randolph, 2019). Considering the multiple benefits to well-being that both products can offer, Xiao (2018) suggested that managers should improve agri-entertainment in farms

by designing suitable recreational activities according to the characteristics of different age groups.

3.5.1.2. *SDG 4 - “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”* Among outdoor recreation, Knez and Eliasson (2017) reinforce the need for person–place bonds, and Komossa et al. (2019) state that there is a recreationist population defined by its strong interest in culture and nature, suggesting the formulation of strategies to target specific groups. In agritourism, there is an emphasis on strategies to meet the needs of the segment of participants who care about culture, including marketing and management strategies and developing typical rural activities (Kastenholz et al., 2018).

3.5.1.3. *SDG 5 - “Gender equality and empowering all women and girls.”* It is noted that agritourism promotes the empowerment of women, not only at the level of acquiring skills and increasing confidence levels (Butler & Rogerson, 2016), but also at an economic level (Arroyo et al., 2019). It is shown that women can feel constraints when practicing outdoor recreation, with Comley (2016) and Evans et al. (2020) showing how persistence in practice in surf and in a recreation intervention can help women to increase their self-empowerment.

3.5.1.4. *SDG 8 - “Sustained inclusive and sustainable economic, full, and productive employment and decent work for all.”* In agritourism, Butler and Rogerson (2016) show that an inclusive trajectory of tourism development has improved the lives of local community members, mainly by strengthening communities and empowering them with skills and confidence.

3.5.1.5. *SDG 12 - “Sustainable consumption and production patterns.”* Authors made practical suggestions to agritourism owners, proposing to improve their production patterns not only by using organic production to attract visitors as an organic destination with cooperativity and sustainability among farms, but also by service diversification like agricultural activities, farming, animal care, horseback riding, handicrafts, harvesting, winemaking, cooking traditional meals, or baking bread (S. Li et al., 2019). Relative to outdoor recreation, Richardson et al. (2020) reinforce the importance of participation in activities that promote nature connection, and, consequently, pro-nature conservation

behavior and support of planet's biodiversity. Hayir-Kanat and Breuste (2020) state the need of city planners and policy makers to take actions, such as implementing regulations to prevent further loss of nature areas within reach of urban residents.

3.5.1.6. SDGs 13 and 15 - “Combat climate change and its impacts”/ “Protect, restore, and promote sustainable use of terrestrial ecosystems; sustainably manage forests; combat land degradation; and halt biodiversity loss.” In agritourism, the potential degradation of the environment is identified as a potential negative impact (Petrović et al., 2016), which is counterbalanced by Anderson (2017) by encouraging organic farming among small farm providers, accompanied by governmental public policies to support organic production. Berrezueta et al. (2017) suggested as a practical implication to destination management organizations the promotion of rural tourism with parallel measures of environmental conservation, and Barbieri et al. (2019) suggested the need of preserving natural resources and ecosystems and providing scenic landscapes.

In outdoor recreation, the knowledge of the environment carrying capacity is encouraged, as well as dividing territory into different areas for different purposes to disperse visitors and consequently to reduce environmental impacts (Wu et al., 2021). Also, positive impacts can be reinforced, with Beery (2019) relating the practice with improvements in urban climate resilience. Practical implications for recreational demand are also suggested, like visiting public lands on cooler summer days or at cooler times of the day, or visiting comparatively colder locations in the same region (Wilkins et al., 2021).

3.5.2. How can agritourism contribute to the outdoor recreation tourism sustainable development goals (...)?

3.5.2.1. SDG 2 - “Achieve food security, improve nutrition, and promote sustainable agriculture.” Agritourism is not only a way to increase economic benefits for farmers (Pitrova et al., 2020), and consequently promote farm sustainability (Kim et al., 2019; Yin & Xiao, 2017), but also a way to provide fresh, organic, and quality products (Anderson, 2017).

3.5.2.2. SDG 1 and 10 - “End poverty in all of its forms everywhere” and Reduce inequality among countries”. There is an emphasis on local approaches, where 11 studies stand out from 11 rural communities in 11 different countries: India (Jha, 2021), China (Zhang, 2021), South Africa (Butler & Rogerson, 2016), the Caribbean (Anderson, 2017), the Republic of Serbia (Bajrami et al., 2020), Iran (Anabestani, 2020), Turkey (Bayram

et al., 2018), Nepal (Shree & Neupane, 2021), México (O. I. R. Hernández et al., 2019), Spain (A. M. M. Hernández & Hernández, 2019), and Peru (Arroyo et al., 2019). Correlating agritourism with socio-economic benefits for the surrounding community, Nurlena et al. (2021) alert to negative perceptions about economic benefit distribution, and they recommend that stakeholders should be aware of and address these issues through community education and also preserve the host culture's customs and values.

3.5.2.3. SDG 17 - "Strengthen the means of implementation and revitalize partnership for sustainable development." In agritourism, practical implications were made for governments and managers to promote the integration and mutual cooperation of all key actors involved (Flores et al., 2021; Rasoolimanesh et al., 2017), since it is possible that their knowledge can add authenticity (Cerro et al., 2017) and nostalgically marked and sensory-rich experiences (Kastenholz et al., 2021).

3.5.3. How can outdoor recreation tourism contribute to the SDGs of agritourism (...)?

3.5.3.1. SDG 9 and 11 - "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation" and "Make cities and human settlements inclusive, safe, resilient, and sustainable." Dorsch et al. (2016) reinforced the need of organizations to understand the barriers that individuals with physical disabilities experience and thus offer effective recreational opportunities for all. Other authors highlight the need not only to promote more inclusive, place-based participation of urban dwellers coming from different backgrounds (Fagerholm et al., 2021), but also to develop new adaptations, create new policies, increase access to affordable equipment and programs, and reduce barriers in built and natural environments (Menziez et al., 2021). Silva et al. (2021) aimed to "identify and assess the conditions... for the practice of ... sport tourism-related activities within the sustainable development pillars" (p. 1), developing an outdoor assessment matrix (OTAM) that includes a universal accessibility parameter linked to SDG 11.

3.5.3.2. SDG 14 - "Sustainable use of the oceans, seas, and marine resources for sustainable development." Portman and Camporesi (2020) highlighted that important information can be derived by public perception studies based on the attitudes and behaviors of marine recreationists for marine and coastal conservation.

3.5.3.3. *SDG 16 - "Promote peaceful and inclusive societies for sustainable development and build effective, accountable, and inclusive institutions at all levels."* Particularly in outdoor recreation, Menzies et al. (2021) identified perceived barriers and facilitators of participation in outdoor recreation among wheeled mobility users. The authors put together suggestions to managers, policy makers, and governments, which should develop new adaptations, create policies, increase access to affordable equipment, and reduce barriers in built and natural environments.

4. Discussion

There is evidence of the use of outdoor recreation in medicine and health contexts (Aşan & Emeksiz, 2018; Carter et al., 2019; Jackson et al., 2021), leading to an emergent area of study associated with the knowledge of preferences for outdoor recreation practice (Ezebilo et al., 2015; Melo & Gomes, 2017), including the possible benefits that participation in outdoor recreation activities can bring to mental and physical health, education (Andre et al., 2017), citizenship (Dickson et al., 2008; Rocher et al., 2020), and environmental awareness (Arnocky & Stroink, 2011; Richardson et al., 2020). In agritourism, although most papers were published in China, Italy was the country where most publications use the term "agritourism" to refer to the research concept, which may be associated with the higher level penetration of this product in the country (Canovi & Lyon, 2020). Most papers were related to the tourism and hospitality management discipline, which can be associated with management and planning issues, such as development strategies (Chen, 2017), services and offer analysis (S. Li et al., 2019), and community perception (Bayram et al., 2018). The association with social sciences positions the discussion in the context of tourist preferences and behaviors (Porutiu et al., 2021), extended to the benefits for society from agritourism in rural environments (Barbieri et al., 2019). Business and economics can be related to the economic impact of agritourism in local economies (O. I. R. Hernández et al., 2019; Rauniyar et al., 2021).

Similarities between agritourism and outdoor recreation can be engaged in, by stakeholders, namely the search for authentic experiences, the desire for contact with culture, local services providers and Nature; accessibility to open natural spaces that allow social distancing, and the practice of hiking. In a more segmented perspective, in both tourist products mostly unmarried young tourists (between 18 and 35 years old) with a

secondary or higher level of education are an important target market, including a gender differentiation by a predominance of male participation in outdoor recreation products and female participation in agritourism (Ammirato et al., 2020). A market segmentation should be taken into consideration when designing future mix strategies, namely the focus on short trips, small groups, natural and cultural attractions, adventure activities that allow having connection with nature, or even activity programs that promote both relaxation and excitement (G. Silva et al., 2021; Huber et al., 2020). Over the age of 35, married couples prefer to spend time with their families or relax, and unmarried people prefer to spend holidays alone or with friends and are willing to pay more than those who have children. For older age groups, the main motivations for the practice are nature contact/contemplation, with hiking and orientation the most practiced activities, but also the interest in culture and socialization (Collins & Brymer, 2020); Cornelia et al., 2017). As a summary, figure 3 illustrates the literature evidence that support this product mix and its potential contribution to SDGs. The contents results from the cross-sectional view of the studies analyzed and also highlight specific inputs from reference authors and institutions (De Montis et al., 2015; Dezio, 2021; Kline et al., 2016; UNWTO, 2019).

Figure B.3. Summary Diagram: agritourism and outdoor recreation vs. SDGs

Source: Authors



The cross-examination between the set of impacts and the 17 UN SDGs reinforces the

suggestion of complementary and mutual advantages of connecting the products in a local–global interaction.

5. Conclusion

High relationship potential was found between agritourism and outdoor recreation, with the results of the systematic review focusing on the impacts of participation on tourism and the environment and reinforcing the integration of the products between territory stakeholders. This study allowed to understand and make clear the links between the benefits that agritourism and outdoor recreation could bring to society by acting through major demand characteristics and knowledge of motivations, which, in turn, highlight practical implications for managers and owners from both tourism products, e.g., promotion of the experience mix and assessment of whether participants perceived memorable and authentic experiences. Differently from an isolated enjoyment perspective, outdoor recreation activities should be considered as an option to add value by diversification within the agritourism offer.

It is also concluded that by proposing a product mix experience, it can be expected that the connection will act as a positive driver in the context of sustainability achievement. Within the transversal contribution toward the set of UN SDGs, it is possible to stress three as the major ones among the 15 impacted by the product mix are: SDG 3, since if promoted to consumers and local actors, it became evident that this product mix can enhance the delivery of benefits such as well-being and mental and physical health for all; SDG 4, by the indirect promotion of gender equality through the increase of self-empowerment, self-efficacy, increased confidence and economic level of women; and SDG 12, by the possibility of creating recreational and educational exercises for environmental awareness and for companies themselves to demonstrate good practices to promote nature conservation behaviors.

Finally, a reference to possible research limitations in the systematic review method's characteristics, including the definition of broad Boolean phrases including terms used interchangeably, the process of categorization, and the association between two themes that might lead to weaknesses if different contexts arise. This is not an error, but a constraint that the research expects to be overcome through extensive analysis performed.

Future in-depth studies are suggested on the age niche demand that mostly seeks both agritourism and outdoor recreation experiences. Also, dealing with the global societal challenge of active aging and elderly tourism, studies should take into consideration not only the youngest tourists but also other age groups in life-cycle contexts. This knowledge should be used in future research to analyze the best strategies to promote the mix to contribute to better sustainable development, since consumer behavior patterns can change quickly, as the COVID-19 pandemic demonstrated. In this sense, systematic case studies on a diversity of local territories are necessary to further test and provide possible theory generalizations.

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7. Declaration of Interest statement

The authors declare that there weren't any financial and personal relationships with other people or organizations that could inappropriately influence (bias) this work.

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- Zheng, Q., Zheng, Y., Zheng, Q., & Su, X. (2020). Effects of environmental education and environmental facilities on visitors' environmental literacy-A case of rural tourism. *Revista de Cercetare Si Interventie Sociala*, *69*, 313–323.
<https://doi.org/10.33788/rcis.69.20>
- Zhu, H., & Deng, F. (2020). How to Influence Rural Tourism Intention by Risk Knowledge during COVID-19 Containment in China: Mediating Role of Risk Perception and Attitude. *International Journal of Environmental Research and Public Health*, *17*(3514), 3514. <https://doi.org/10.3390/ijerph17103514>
- Zhu, Z., Ma, W., & Leng, C. (2021). ICT adoption and tourism consumption among rural residents in China. *Tourism Economics*.

Appendix 1. Overview of the 179 studies included in the synthesis

Study Reference	Study Location	Topic
Anabestani, A. (2020). Assessing the Effects of Rural Tourism Branding on Improving the Quality of Life in Rural Area of Iran (A Case Study of Binalud County). <i>Journal of Sustainable Rural Development</i> , 3(1–2), 45–62. https://doi.org/10.32598/jsrd.02.02.10	Iran	AT
Anderson, K. R. (2017). Tourism and global logistics hub development in the Caribbean. <i>Worldwide Hospitality and Tourism Themes</i> , 9(1), 105–115. https://doi.org/10.1108/whatt-11-2016-0062	Jamaica	AT
Araya-Pizarro, S., & Madrid, C. V. (2018). Cycle tourism as a strategic alternative for the promotion of viable tourism in rural areas of the Elqui Valley, Chile. <i>Revista Interamericana de Ambiente y Turismo</i> , 14(2), 170–187. https://doi.org/10.4067/s0718-235x2018000200170	Chile	AT
Arnaiz-Schmitz, C., Herrero-Jáuregui, C., & Schmitz, M. F. (2021). Recreational and Nature-Based Tourism as a Cultural Ecosystem Service. Assessment and Mapping in a Rural-Urban Gradient of Central Spain. <i>Land</i> , 10(343), 1–19. https://doi.org/10.3390/land10040343	Spain	AT
Arnberger, A., Alex, B., Eder, R., Wanka, A., Kolland, F., Wiesböck, L., Mayrhuber, E. A.-S., Kutalek, R., Wallner, P., & Hutter, H.-P. (2021). Changes in recreation use in response to urban heat differ between migrant and non-migrant green space users in Vienna, Austria. <i>Urban Forestry & Urban Greening</i> , 63, 127193. https://doi.org/10.1016/j.ufug.2021.127193	Austria	OR

Arroyo, C. G., Barbieri, C., Sotomayor, S., & Knollenberg, W. (2019). Cultivating Women's Empowerment through Agritourism: Evidence from Andean Communities. <i>Sustainability</i> , 11(3058). https://doi.org/10.3390/su11113058	Peru	AT
Aşan, K., & Emeksiz, M. (2018). Outdoor recreation participants' motivations, experiences and vacation activity preferences. <i>Journal of Vacation Marketing</i> , 24(1), 3–15. https://doi.org/10.1177/1356766716676300	Turkey	OR
Bajrami, D. D., Radosavac, A., Cimbalevic, M., Tretiakova, T. N., & Syromiatnikova, Y. A. (2020). Determinants of Residents' Support for Sustainable Tourism Development: Implications for Rural Communities. <i>Sustainability</i> , 12(22), 1–16. https://doi.org/10.3390/su12229438	Serbia	AT
Barbieri, C., Sotomayor, S., & Aguilar, F. X. (2019). Perceived Benefits of Agricultural Lands Offering Agritourism. <i>Tourism Planning and Development</i> , 16(1), 43–60. https://doi.org/10.1080/21568316.2017.1398780	USA	AT
Barnett, M. J., Jackson-Smith, D., & Haeffner, M. (2018). Influence of recreational activity on water quality perceptions and concerns in Utah: A replicated analysis. <i>Journal of Outdoor Recreation and Tourism</i> , 22, 26–36. https://doi.org/10.1016/j.jort.2017.12.003	USA	OR
Bayram, A. T., Karaçar, E., & Bayram, G. E. (2018). Perceptions of Residents Towards The Impacts of Rural Tourism in Sinop Province. <i>Journal of Tourism and Gastronomy Studies</i> , 6(2), 493–503. https://doi.org/10.21325/jotags.2018.226	Turkey	AT
Beery, T. (2019). Exploring the role of outdoor recreation to contribute to urban climate resilience. <i>Sustainability</i> , 11(22). https://doi.org/10.3390/su11226268	USA	OR
Beery, T., & Jönsson, K. I. (2017). Outdoor recreation and place attachment: Exploring the potential of outdoor recreation within a UNESCO Biosphere Reserve. <i>Journal of Outdoor Recreation and Tourism</i> , 17, 54–63. https://doi.org/10.1016/j.jort.2017.01.002	Sweden	OR
Beery, T., Olsson, M. R., & Vitestam, M. (2021). Covid-19 and outdoor recreation management: Increased participation, connection to nature, and a look to climate adaptation. <i>Journal of Outdoor Recreation and Tourism</i> , 36. https://doi.org/10.1016/j.jort.2021.100457	Sweden	OR
Berrezueta, L. O., Grunauer, M. N., Carrillo, J. R., Contreras, O. O., & García, M. C. (2017). Perception of local communities on the sociocultural impacts of rural tourism. Case of Bellavista, El Oro, Ecuador. <i>Revista Interamericana de Ambiente y Turismo</i> , 13(1), 15–27. https://doi.org/10.4067/s0718-235x2017000100015	Ecuador	AT
Boukas, N. (2019). Rural tourism and residents' well-being in Cyprus: Towards a conceptualised framework of the appreciation of rural tourism for islands' sustainable development and competitiveness. <i>International Journal of Tourism Anthropology</i> , 7(1), 60–86. https://doi.org/10.1504/ijta.2019.098105	Cyprus	AT
Brandano, M. G., Osti, L., & Pulina, M. (2018). An integrated demand and supply conceptual framework: Investigating agritourism services. <i>International Journal of Tourism Research</i> , 20(6), 713–725. https://doi.org/10.1002/jtr.2218	Italy	AT
Brown, K. M. (2016). The role of belonging and affective economies in managing outdoor recreation: Mountain biking and the disengagement tipping	UK	OR

- point. *Journal of Outdoor Recreation and Tourism*, 15, 35–46. <https://doi.org/10.1016/j.jort.2016.07.002>
- Browning, M. H. E. M., Stern, M. J., Ardoin, N. M., & Heimlich, J. E. (2018). Factors that contribute to community members' support of local nature centers. *Environmental Education Research*, 24(3), 1–17. USA OR
<https://doi.org/10.1080/13504622.2016.1217397>
- Butler, G., & Rogerson, C. (2016). Inclusive local tourism development in South Africa: Evidence from Dullstroom. *Local Economy*, 31(1–2), 264–281. South Africa AT
<https://doi.org/10.1177/0269094215623732>
- Calogiuri, G., & Elliott, L. R. (2017). Why Do People Exercise in Natural Environments? Norwegian Adults' Motives for Nature-, Gym-, and Sports-Based Exercise. *International Journal of Environmental Research and Public Health*, 14(4). Norway OR
<https://doi.org/10.3390/ijerph14040377>
- Carter, W. M., Morse, W. C., Brock, R. W., & Struempfer, B. (2019). Improving physical activity and outdoor recreation in rural Alabama through community coalitions. *Preventing Chronic Disease*, 16(8). USA OR
<https://doi.org/10.5888/pcd16.190062>
- Carvache-Franco, M., Carvacho-Franco, O., Carvacho-Franco, W., & Villagómez-Buele, C. (2020). From satisfaction in eco-tourism to loyalty in a national park. *Geojournal of Tourism and Geosites*, 28(1), 191–202. Ecuador AT
<https://doi.org/10.30892/gtg.28115-462>
- Carvache-Franco, M., Segarra-Oña, M., & Carrascosa-López, C. (2019). Segmentation and motivations in eco-tourism: The case of a coastal national park. *Ocean and Coastal Management*, 178. Ecuador AT
<https://doi.org/10.1016/J.OCECOAMAN.2019.05.014>
- Castanho, R., Couto, G., Pimentel, P., Sousa, Á., Carvalho, C., & Batista, M. (2020). The Impact of SARS-CoV-2 Outbreak on the Accommodation Selection of Azorean Tourists. A Study Based on the Assessment of the Azores Population's Attitudes. *Sustainability*, 12(23). Portugal AT
<https://doi.org/10.3390/su12239990>
- Cerro, A., Fernandez, J., & Mogollon, J. (2017). Rural Destination Development Based on Olive Oil Tourism: The Impact of Residents' Community Attachment and Quality of Life on Their Support for Tourism Development. *Sustainability*, 9(9). Spain AT
<https://doi.org/10.3390/su9091624>
- Ceylan, M. (2020). The Role of Outdoor Recreation Activities in the Dimension of Meeting Basic Psychological Needs. *International Journal of Applied Exercise Physiology*, 9(1), 65–72. Turkey OR
- Chang, L., Huang, X., & Meng, M. (2021). Study on tourist's loyalty of Zhinan Village in the view of tourism landscape. *Cogent Social Sciences*, 7(1). China AT
<https://doi.org/10.1080/23311886.2021.1997403>
- Chang, P.-J., Lin, Y., & Song, R. (2019). Leisure Satisfaction Mediates the Relationships between Leisure Settings, Subjective Well-Being, and Depression among Middle-Aged Adults in Urban China. *Applied Research in Quality of Life*, 14, 1001–1017. China OR
<https://doi.org/10.1007/S11482-018-9630-3>

Chen, B., Qiu, Z., Usio, N., & Nakamura, K. (2018). Tourism's Impacts on Rural Livelihood in the Sustainability of an Aging Community in Japan. <i>Sustainability</i> , 10(8), 2896. https://doi.org/10.3390/su10082896	China	AT
Chen, X. (2017). A phenomenological explication of guanxi in rural tourism management: A case study of a village in China. <i>Tourism Management</i> , 63, 383–394. https://doi.org/10.1016/J.TOURMAN.2017.07.001	China	AT
Cheng, L., & Xu, J. (2021). Benefit-sharing and residents' subjective well-being in rural tourism: An asymmetric approach. <i>Journal of Destination Marketing and Management</i> , 21. https://doi.org/10.1016/J.JDMM.2021.100631	China	AT
Cheng, T.-M., Wu, H., Wang, T.-M., & Wu, M.-R. (2019). Community Participation as a mediating factor on residents' attitudes towards sustainable tourism development and their personal environmentally responsible behaviour. <i>Current Issues in Tourism</i> , 22(14), 1764–1782. https://doi.org/10.1080/13683500.2017.1405383	China	AT
Ciolac, R., Adamov, T., Iancu, T., Popescu, G., Lile, R., Rujescu, C., & Marin, D. (2019). Agritourism-A Sustainable Development Factor for Improving the 'Health' of Rural Settlements. Case Study Apuseni Mountains Area. <i>Sustainability</i> , 11(5). https://doi.org/10.3390/su11051467	Romania	AT
Ciolac, R., Iancu, T., Brad, I., Popescu, G., Marin, D., & Adamov, T. (2020). Agritourism Activity-A "Smart Chance" for Mountain Rural Environment's Sustainability. <i>Sustainability</i> , 12(15), 1–25. https://doi.org/10.3390/su12156237	Romania	AT
Comley, C. (2016). "We have to establish our territory": how women surfers "carve out" gendered spaces within surfing." <i>Sport in Society</i> , 19(8–9), 1289–1298. https://doi.org/10.1080/17430437.2015.1133603	USA	OR
Crespo, M., Pupo, J., Ruiz, J., Noblecilla, M., & Ortiz, L. (2017). Rural tourism and its sociocultural impact on the residents of Casacay, El Oro, Ecuador. <i>Revista Interamericana de Ambiente y Turismo</i> , 13(2), 157–163. https://doi.org/10.4067/s0718-235x2017000200157	Ecuador	AT
Dai, L., Wan, L., Xu, B., & Wu, B. (2017). How to improve rural tourism development in Chinese suburban villages? Empirical findings from a quantitative analysis of eight rural tourism destinations in Beijing. <i>Area</i> , 49(2), 156–165. https://doi.org/10.1111/area.12308	China	AT
Dawwas, E. B., & Dyson, K. (2021). COVID-19 Changed Human-Nature Interactions across Green Space Types: Evidence of Change in Multiple Types of Activities from the West Bank, Palestine. <i>Sustainability</i> , 13(24), 13831. https://doi.org/10.3390/su132413831	Palestine	OR
Doctorman, L. (Ellingson), & Boman, M. (2016). Perceived health state and willingness to pay for outdoor recreation: an analysis of forest recreationists and hunters. <i>Scandinavian Journal of Forest Research</i> , 31(6), 611–617. https://doi.org/10.1080/02827581.2016.1143024	Sweden	OR
Dorsch, T. E., Richards, K. A. R., Swain, J., & Maxey, M. (2016). The Effect of an Outdoor Recreation Program on Individuals With Disabilities and their Family Members A Case Study. <i>Therapeutic Recreation Journal</i> , 50(2), 155–171. https://doi.org/10.18666/TRJ-2016-V50-I2-6527	UK	OR

Eastabrook, C., & Collins, L. (2020). Why do individuals seek out adventure sport coaching? <i>Journal of Adventure Education and Outdoor Learning</i> , 20(3), 245–258. https://doi.org/10.1080/14729679.2019.1660192	USA	OR
Evans, K., Walters, K., & Anderson, D. (2020). The case for evidence-based outdoor recreation interventions for girls: Helping girls “find their voice” in the outdoors. <i>Education Sciences</i> , 10(12), 363–363. https://doi.org/10.3390/educsci10120363	USA	OR
Ewert, A., Zwart, R., & Davidson, C. (2020). Underlying Motives for Selected Adventure Recreation Activities: The Case for Eudaimonics and Hedonics. <i>Behavioral Sciences</i> , 10(12). https://doi.org/10.3390/bs10120185	USA	OR
Ezebilo, E. E. (2016). Economic value of a non-market ecosystem service: an application of the travel cost method to nature recreation in Sweden. <i>International Journal of Biodiversity Science, Ecosystem Services & Management</i> , 12(4), 314–327. https://doi.org/10.1080/21513732.2016.1202322	Sweden	OR
Fagerholm, N., Eilola, S., & Arki, V. (2021). Outdoor recreation and nature’s contribution to well-being in a pandemic situation - Case Turku, Finland. <i>Urban Forestry and Urban Greening</i> , 64. https://doi.org/10.1016/J.UFUG.2021.127257	Finland	OR
Fanelli, R. M., & Romagnoli, L. (2020). Customer Satisfaction with Farmhouse Facilities and Its Implications for the Promotion of Agritourism Resources in Italian Municipalities. <i>Sustainability</i> , 12(5). https://doi.org/10.3390/su12051749	Italy	AT
Ferguson, M. D., Lynch, M. L., Miller, Z. D., Ferguson, L. A., & Newman, P. (2020). What do outdoor recreationists think of fracking? Politics, ideology, and perceptions of shale gas energy development in Pennsylvania State Forests. <i>Energy Research & Social Science</i> , 62. https://doi.org/10.1016/j.erss.2019.101384	USA	OR
Flores, Y. H., Pérez, Y. C., Leyva, J. E., & Rodríguez, C. (2021). Rural tourism and its immediate future in the context of COVID-19 in Cuba. <i>COODES Cooperativismo y Desarrollo</i> , 9(2), 457–485. https://codes.upr.edu.cu/index.php/codes/article/view/417	Cuba	AT
Fraser, M., Munoz, S.-A., & MacRury, S. (2019). What motivates participants to adhere to green exercise? <i>International Journal of Environmental Research and Public Health</i> , 16(10). https://doi.org/10.3390/ijerph16101832	UK	OR
Gaffar, V., Yuniawati, Y., & Ridwanudin, O. (2019). A Study of Outdoor Recreation Motivation and Activity Preferences. <i>Journal of Southwest Jiaotong University</i> , 54(3). https://doi.org/10.35741/issn.0258-2724.54.3.23	Indonesia	OR
Gatti, E. T. J., Brownlee, M. T. J., & Bricker, K. S. (2021). Winter recreationists’ perspectives on seasonal differences in the outdoor recreation setting. <i>Journal of Outdoor Recreation and Tourism</i> . https://doi.org/10.1016/j.jort.2021.100366	USA	OR
Gosens, T., & Rouwendal, J. (2018). Nature-based outdoor recreation trips: Duration, travel mode and location. <i>Transportation Research Part A</i> , 116, 513–530. https://doi.org/https://doi.org/10.1016/j.tra.2018.06.024	Netherlands	OR

Guizzardi, A., Stacchini, A., & Costa, M. (2021). Can sustainability drive tourism development in small rural areas? Evidences from the Adriatic. <i>Journal of Sustainable Tourism</i> , 1–21. https://doi.org/10.1080/09669582.2021.1931256	Italy	AT
Haluza, D., Simic, S., Hölzge, J., Cervinka, R., & Moshhammer, H. (2016). Gender aspects of recreational sun-protective behavior: Results of a representative, population-based survey among Austrian residents. <i>Photodermatology Photoimmunology and Photomedicine</i> , 32(1), 11–21. https://doi.org/10.1111/phpp.12213	Austria	OR
Hayir-Kanat, M., & Breuste, J. (2020). Outdoor recreation participation in Istanbul, Turkey: An investigation of frequency, length, travel time and activities. <i>Sustainability</i> , 12(2). https://doi.org/10.3390/SU12020741	Turkey	OR
He, S., Su, Y., Shahtahmassebi, A. R., Huang, L., Zhou, M., Gan, M., Deng, J., Zhao, G., & Wang, K. (2019). Assessing and mapping cultural ecosystem services supply, demand and flow of farmlands in the Hangzhou metropolitan area, China. <i>Science of the Total Environment</i> , 692, 756–768. https://doi.org/10.1016/J.SCITOTENV.2019.07.160	China	AT
Hena, S., Khan, S. U., Rehman, A., Sahar, S., Khalil, I., & Luan, J. (2022). Valuing and significance of eco-tourism parks across eastern arid regions of Pakistan. <i>Environmental Science and Pollution Research</i> , 28, 5900–5913. https://doi.org/10.1007/s11356-020-10988-6	China	AT
Hernández, A. M. M., & Hernández, C. F. (2019). Acceso a la autonomía económica de las mujeres a través del turismo rural en la isla de La Palma. <i>Investigaciones Turísticas</i> , 18, 22–41. https://doi.org/10.14198/INTURI2019.18.02	Spain	AT
Hernández, O. I. R., Jiménez, G. C., Martínez, E. E. V., & Herrera, I. M. R. (2019). Turismo en Teotihuacán y San Martín de Las Pirámides: Su Influencia en el Capital Social de los Actores Locales. <i>Revista Rosa Dos Ventos - Turismo e Hospitalidade</i> , 11(4), 728–753. https://doi.org/10.18226/21789061.v11i4p728	México	AT
Hornigold, K., Lake, I., & Dolman, P. (2016). Recreational Use of the Countryside: No Evidence that High Nature Value Enhances a Key Ecosystem Service. <i>PLOS ONE</i> , 11(11), 1–14. https://doi.org/10.1371/journal.pone.0165043	UK	AT
Hosseini, S. M., Paydar, M. M., & Hajiaghaei-Keshteli, M. (2021). Recovery solutions for ecotourism centers during the Covid-19 pandemic: Utilizing Fuzzy DEMATEL and Fuzzy VIKOR methods. <i>Expert Systems with Applications</i> , 185. https://doi.org/10.1016/j.eswa.2021.115594	Iran	AT
Høyem, J. (2020). Outdoor recreation and environmentally responsible behavior. <i>Journal of Outdoor Recreation and Tourism</i> , 31. https://doi.org/10.1016/j.jort.2020.100317	Norway	OR
Hu, J., Xiong, L., Lv, X., & Pu, B. (2021). Sustainable rural tourism: linking residents' environmentally responsible behaviour to tourists' green consumption. <i>Asia Pacific Journal of Tourism Research</i> , 26(8), 879–893. https://doi.org/10.1080/10941665.2021.1925316	China	AT
Huang, R., & Chen, Y. (2016). Gender differences in the influential factors of rural tourism behavior: Based on questionnaires in Wuhan, China. <i>RISTI - Revista Iberica de Sistemas e Tecnologias de Informação</i> , 2016(E11), 56–65.	China	AT

<p>Huber, M., Hofstetter, P., & Hochuli, A. (2020). A Demand-driven Success Factor Analysis for Agritourism in Switzerland. <i>Journal of Rural & Community Development</i>, 15(1), 1–16. https://widgets.ebscohost.com/prod/customerspecific/ns000290/authentication/index.php?url=https%3A%2F%2Fsearch.ebscohost.com%2Flogin.aspx%3Fdirect%3Dtrue%26db%3Dedb%26AN%3D143017459%26amp%3Blang%3Dpt-pt%26site%3Deds-live%26scope%3Dsite</p>	<p>Switzerland</p>	<p>AT</p>
<p>Hwang, D., & Stewart, W. P. (2017). Social Capital and Collective Action in Rural Tourism. <i>Journal of Travel Research</i>, 56(1), 81–93. https://doi.org/10.1177/00472875156</p>	<p>South Korea</p>	<p>AT</p>
<p>Jha, D. S. S. (2021). Rural Tourism- Empowerig local people and fostering community development. <i>International Journal of Agriculture and Rural Economic Research</i>, 9(7), 54–60. https://doi.org/10.36713/epra7954</p>	<p>India</p>	<p>AT</p>
<p>Jiang, Q. (2021). Analysis of Rural Tourism Demand Characteristics and Experience Differences Based on Association Rule Mining. <i>Wireless Communications & Mobile Computing</i>, 1–12. https://doi.org/10.1155/2021/8742950</p>	<p>China</p>	<p>AT</p>
<p>Kaiseler, M., Kay, C., & McKenna, J. (2019). The Impact of an Outdoor and Adventure Sports Course on the Wellbeing of Recovering UK Military Personnel: An Exploratory Study. <i>Sports</i>, 7(5), 1–8. https://doi.org/10.3390/sports7050112</p>	<p>UK</p>	<p>OR</p>
<p>Kastenholz, E., Eusébio, C., & Carneiro, M. J. (2018). Segmenting the rural tourist market by sustainable travel behaviour: Insights from village visitors in Portugal. <i>Journal of Destination Marketing & Management</i>, 10, 132–142. https://doi.org/10.1016/j.jdmm.2018.09.001</p>	<p>Portugal</p>	<p>AT</p>
<p>Kastenholz, E., Fernández-Ferrín, P., & Rodrigues, Á. (2021). Nostalgia, Sensations and Local Products in Rural Tourism Experiences in a Portuguese Schist Village. <i>European Countryside</i>, 13(3), 599–621. https://doi.org/10.2478/euco-2021-0</p>	<p>Portugal</p>	<p>AT</p>
<p>Kheiri, J., & Nasihatkon, B. (2016). The Effects of Rural Tourism on Sustainable Livelihoods (Case Study: Lavij Rural, Iran). <i>Modern Applied Science</i>, 10(10), 10. https://doi.org/10.5539/mas.v10n10p10</p>	<p>Iran</p>	<p>AT</p>
<p>Kil, N. (2016). Effects of vicarious experiences of nature, environmental attitudes, and outdoor recreation benefits on support for increased funding allocations. <i>Journal of Environmental Education</i>, 47(3), 222–236. https://doi.org/10.1080/00958964.2015.1111188</p>	<p>USA</p>	<p>OR</p>
<p>Kim, S., Lee, S. K., Lee, D., Jeong, J., & Moon, J. (2019). The effect of agritourism experience on consumers' future food purchase patterns. <i>Tourism Management</i>, 70, 144–152. https://doi.org/10.1016/j.tourman.2018.08.003</p>	<p>South Korea</p>	<p>AT</p>
<p>Knez, I., & Eliasson, I. (2017). Relationships between Personal and Collective Place Identity and Well-Being in Mountain Communities. <i>Frontiers in Psychology</i>, 8, 79. https://doi.org/10.3389/fpsyg.2017.00079</p>	<p>Sweden</p>	<p>OR</p>
<p>Knoester, C., & Fields, V. T. (2020). Mother-child engagement in sports and outdoor activities: Intensive mothering, purposive leisure, and implications for health and relationship closeness. <i>International Review for the Sociology of Sport</i>, 55(7), 933–952. https://doi.org/10.1177/1012690219855916</p>	<p>USA</p>	<p>OR</p>

Knoester, C., & Randolph, T. (2019). Father-Child Sports Participation and Outdoor Activities: Patterns and Implications for Health and Father-Child Relationships. <i>Sociology of Sport Journal</i> , 36(4), 322–329. https://doi.org/10.1123/ssj.2018-0071	USA	OR
Komossa, F., van der Zanden, E., & Verburg, P. (2019). Characterizing outdoor recreation user groups: A typology of peri-urban recreationists in the Kromme Rijn area, the Netherlands. <i>Land Use Policy</i> , 80, 246–258. https://doi.org/10.1016/j.landusepol.2018.10.017	Netherlands	OR
Kono, S., Kim, J., Gui, J., & McDaniel, J. T. (2018). Social-Demographic Correlates of Leisure-Time Physical Activities: a Secondary Data Analysis of a Large-Scale Survey in the U.S. <i>International Journal of the Sociology of Leisure</i> , 1(3), 261–282. https://doi.org/10.1007/S41978-018-0018-6	USA	OR
Landry, C. E., Bergstrom, J., Salazar, J., & Turner, D. (2021). How Has the COVID-19 Pandemic Affected Outdoor Recreation in the U.S.? A Revealed Preference Approach. <i>Applied Economic Perspectives & Policy</i> , 43(1), 443–457. https://doi.org/10.1002/aepp.13119	USA	OR
Larson, L., Zhang, Z., Oh, J. I., Beam, W., Ogletree, S. S., Bocarro, J. N., Lee, K. J., Casper, J., Stevenson, K. T., Hipp, J. A., Mullenbach, L. E., Carusona, M., & Wells, M. (2021). Urban Park Use During the COVID-19 Pandemic: Are Socially Vulnerable Communities Disproportionately Impacted? <i>Frontiers in Sustainable Cities</i> , 3, 710243. https://doi.org/10.3389/frsc.2021.710243	USA	OR
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Zarei, I., Ehsani, M., Moghimehfar, F., & Aroufzad, S. (2021). Predicting Mountain Hikers' Pro-Environmental Behavioral Intention: An Extension to the Theory of Planned Behavior. <i>Journal of Park and Recreation Administration</i> , 39(3), 70–90. https://doi.org/10.18666/JPra-2020-10347	Iran	OR
Zeng, X., Liu, R., & Gong, H. (2018). Motivations of adventure recreation in an emerging market: scale development and an empirical study on mainland Chinese enthusiasts. <i>Asia Pacific Journal of Tourism Research</i> , 23(6), 600–612. https://doi.org/10.1080/10941665.2018.1469522	China	OR
Zhang, X. (2021). Impact of rural tourism on residents' well-being in traditional ancient villages: a case of North Guangxi. <i>Heritage Science</i> , 9(138). https://doi.org/10.1186/s40494-021-00616-y	China	AT
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Artigo 2. Outdoor recreation and Agritourism experiences in Western Algarve: The supply as a development prospect through website content analysis

Author Information

Outdoor recreation and Agritourism experiences in Western Algarve: The supply as a development prospect thought website content analysis

Carolina Coelho¹; Maria João Custódio^{2,4}; Fernando Perna^{2,4} & Luís Carvalhinho^{3,4}

1 High School of Education and Communication, University of Algarve, Portugal.

2 High School of Tourism, Hospitality and Management, University of Algarve, Portugal.

3 Sport Sciences School of Rio Maior, Polytechnic Institute of Santarém, Portugal.

4 Centre for Research, Development and Innovation in Tourism (CiTUR).

Corresponding author: Carolina Coelho holds a degree in Sports from the University of Algarve (Portugal) and currently she is concluding Postgraduate studies in Recreation Sports in the same higher education institution. Passionate about sport, her research interests include sports sustainability, sports tourism, sport-tourist products innovation, and promotion of well-being and health for all. ORCID: 0000-0003-1029-3129. email: a57946@ualg.pt

Maria João Ferreira Custódio holds a PhD in Management, Exeter University - Business School (UK) with Marketing Specialization in ISCTE (Portugal), and a MA in Tourism and Development, University of Algarve (Portugal). Researcher at the CiTUR – Centre for Tourism Research, Development and Innovation, and Guest Adjunct Professor at the High School of Tourism, Hospitality and Management, University of Algarve. Her current research interests include sports marketing and tourism, sport events impacts, communication, destination image and branding. ORCID: 0000-0002-6357-9334.

Fernando Perna holds a PhD in Applied Economics, University of Algarve (Portugal), and a MA in Energy and Environment Policy and Economics, Technical University of Lisbon (Portugal). Researcher and National Director of CiTUR – Centre for Tourism Research, Development and Innovation, and Full Professor at the High School of Tourism, Hospitality and Management, University of Algarve. His current research interests include regional development, sustainability, impact of tourism, coastal zone management and blue economy. ORCID: 0000-0002-5874-0752.

Luís Carvalhinho holds a PhD in Sport Sciences from the University of Trás-os-Montes and Alto Douro (Portugal), Master's and a Degree in Sport Sciences from the Technical University of Lisbon - Faculty of Human Kinetics (Portugal). Researcher at the CiTUR – Centre for Tourism Research, Development and Innovation, and Coordinator Professor at the Sport Sciences School of Rio Maior-Polytechnic Institute of Santarém. His current research interests include in nature sports and tourism, risk management and training. ORCID: 0000-0002-8914-7716.

Outdoor recreation and Agritourism experiences in Western Algarve: The supply as a development prospect through website content analysis

Abstract

Rural tourism, developed in rural areas, meets the needs of a growing group of urban consumers who seek to escape from city routine. Following the supply necessity of corresponding to tourist needs, diversifying products and services by creating sustainable ways of tourism, this study explores the potential of a territory in the south of Portugal, Algarve, in providing a mix of Agritourism and Outdoor Recreation Experiences.

Results from the supply analysis of rural tourism enterprises (RTE) and tourist animation companies (TAC) and RTE website content analysis brought important practical implications for both rural tourism and tourism animation entrepreneurs, planners, and policy makers. Contributions and recommendations for future research are highlighted, namely about the partnership's role by guests and municipalities as an instrument to mitigate coastal areas massification and seasonality.

Keywords

Website content analysis; Rural tourism; Agritourism; Outdoor recreation; Experiences; Algarve

1. Introduction

Recently the consumption of experiences has been receiving more and more attention from practitioners, marketing and tourism students (Kastenholz, Joao Carneiro, et al., 2018) and several authors report a growing interest for outdoor recreation in the countryside, due the possibility of contact with nature, culture, and socialization in a different environment (Eusébio et al., 2017). Consumers not only seek for new and a wide range of experiences to satisfy their sense of exploitation, well-being and to fulfil their personal needs (Perić et al., 2017) but also for more participative, interactive (Campos et al., 2018) memorable and authentic experiences (Wang et al., 2020). Rural areas for example, are valued mainly for the lack of stress (pollution, congestion) sense of returning to the roots and authenticity (Kastenholz et al., 2012; Poczta-Wajda & Poczta, 2016; Sieczko et al., 2020)

In this context, rural experiences, developed in rural areas, meets the needs of a growing group of urban consumers who seek escape from city routine, escape mass tourism places, and pretend to experience reinvigorating, rural and authentic experiences (Amaral, 2019) by benefiting them with contact with nature, relaxation, sports and recreation (Carneiro et al., 2015), genuine, spiritual and nature experiences (Sharpley & Jepson, 2011)

Although tourist experience has been studied in an extensively way, in some specific areas their study is still rare (Suhartanto et al., 2020) and needed (Zatori et al., 2018). In this sense, and according to new trends in demand, especially on post-pandemic tourist who seek stress-rejuvenation within a nature based environment (Altınay Özdemir, 2020) or engagement with physical and psychological well-being activities (Kajosaari & Pasanen, 2021; Nienhuis & Lesser, 2020), rural experiences should be target of research (Kastenholz et al., 2018; Gutkevych & Haba, 2020). In the scope of rural experiences, while agritourism experiences can contribute to mental-health (Rezaei et al., 2021) offering pleasant moments through active participation in the production activities of farms (Chiscano & Binkhorst, 2019) outdoor recreation experiences can contribute to subjective well-being e mental health (Leighton et al., 2021) (Wheeler et al., 2020) by offering, enjoyment, meditation, independence, autonomy, competence, comfort and intense emotions, enhanced feeling of body, discovering the pleasure of achievement, vital strength and intense nature experience (Eigenschenk et al., 2019a). Following the supply necessity of corresponding to tourist needs, diversifying products and services by create sustainable ways of tourism, this study pretends to explore the potential of promoting an supply of agritourism and outdoor recreation experiences as product mix (Bhatta & Ohe, 2020), in the south of Portugal, Algarve.

So, by analyzing supply thought content analysis of websites it is expected to respond to the following research questions (RQ): RQ1- Does Algarve territory have potential for implementation of this research? RQ 2,3,4 – What are the Denominations; Typologies; activities developed; marketing tools used by companies associated with the offer of: agritourism; outdoor recreation; and product mix experiences? RQ4- What comparisons can be made between municipalities? RQ5- What kind of content is presented by companies as a strategy for promoting and communicating their products and services? RQ6- What Conclusions can be made? RQ7- What contributions can be given to future research?

2. Literature Review

2.1 Outdoor recreation supply in Portugal

Outdoor recreation are a growing phenomenon in the sport tourism segment, and in Portugal, outdoor recreation experiences have been a recent topic of research applied in several contexts, for example, to understand demand profile (Melo & Gomes, 2017), study the impacts of walking events (Tomás & Alves, 2021), benefits of nautical activities (Rocher et al., 2020), to develop an outdoor sport related activities matrix (G. Silva et al., 2021) to analyze

the adoption of sustainable management practices by Small medium enterprises SME offering sport tourism products (Carneiro et al., 2016).

According to Melo and Gomes (2016), outdoor recreation are integrated, not only in Nature Tourism including soft (e.g. trekking and hiking) and hard Nature Sports (e.g. rafting), but also in Nautical Tourism, including surfing, kayaking, windsurfing and other nautical activities.

According to the article no.3 of Decree-Law nº 108/2009 (2015), TAC's, promote "activities of tourist entertainment, recreational, sporting or cultural activities, which are configured as activities of open-air tourism or cultural tourism and which have a tourist interest for the region in which they develop" and are considered "outdoor tourism activities", also referred to as 'outdoor activities', 'active tourism' or 'adventure tourism', activities that, cumulatively: i) Take place predominantly in natural spaces, translating into diversified experiences of enjoyment, experimentation and discovery of nature and landscape, and may or may not take place in physical facilities equipped for this purpose; (ii) suppose logistical organization and/or supervision by the provider; iii) Imply a physical interaction of the recipients with the surrounding environment".

The maritime-tourist operators (MTO's), on the other hand, offer tourist animation activities that fall under the following modalities: "Seaside-sightseeing tours; b) Rental of crewed vessels; (c) the rental of unmanned vessels; (d) services carried out by inland or sea taxi; (e) tourist fishing; (f) maritime-tourist services provided through the use of vessels moored or anchored and without their own or sealed means of propulsion; (g) the rental or use of water bikes and small vessels exempted from registration; h) Other services" (Decree-Law no. 108/2009, 2015).

2.2. Agritourism experiences in Portugal

To start the activity that allows the offer of tourist experiences, all tourist entertainment agents (TEA) must be registered in RNAAT platform (national register of animation tourist agents) as MTO or TAC (Decree-Law no. 186/2015, 2015).

However tourism enterprises in rural areas, can have an supply of organized activities and complementary services, providing various types of experiences for their customers, being, only registered as Tourist Enterprises in RNT (Tourism Nacional Register ("Registo Nacional de Turismo")) (Nunes, 2012) . According to Decree-Law no. 80/2017, of 30 June, Rural Tourism Enterprises (RTE) distinguishes in: Country houses ("Casas de campo"); Agritourism ("Agroturismo") and Rural Hotels ("Hotéis Rurais"), defining as country houses, "the properties located in villages and rural spaces that are integrated, by their design, construction materials and other characteristics, in the typical local architecture" agrotourism ventures "properties located on farms that allow guests to monitor and learn about the agricultural activity, or to participate in the work carried out there, in accordance with the rules established by the person in charge" and rural hotels "hotel establishments that meet the classification requirements applicable to this typology.

Despite this legal classification and a greater use of "Agrotourism" term instead of "Agritourism" (Karampela et al., 2021), in Portugal literature, when the authors approach the experiences that took place in farms, they do not use these terms of "agri" or "agro", but rather "rural tourism experiences" (Amaral, 2019) as a mix offer from rural areas (Ciolac et al., 2019; Dinis et al., 2019; Marques et al., 2021; Pato & Duque, 2021).

According to Decree-Law no. 108/2009 (2015) , this kind of experiences are included in "Cultural tourism activities" means pedestrian or transported activities that promote contact with cultural and natural heritage through mediation between the recipient of the service and the cultural good enjoyed, for the sharing of knowledge" offered by TAC.

2.3. Agritourism and Outdoor recreation as a product mix

Several studies identified that there is an increase demand for integrated tourism product combining rural tourism and recreational mountain tourism (Lulcheva & Aleksandrov, 2017). Poczta-Wajda and Poczta (2016) , identified a new type of sustainable tourism “the qualified agritourism” were visitors of Agritourism farms not only pretend to spend time in countryside, but they also want to have access to some physical activity using the available sports infrastructure. According to Kastenholz et al. (2012) sport activities in a rural context, like paragliding hiking, mountain biking and other sports opportunities can enrich and diversify the experience of more physically active rural tourists bringing memorability and symbolic significance to it.

In this context of demand search and supply offer of memorable and authentic experience, according to Bertella (2014) create a synergy between sport and rural event can promote regional development, were experiences like “enogastronomic walk”, “noncompetitive trails”, wine/olive oil/food tutorials” can enhance embodied tourism experiences and consecutively the experience memorability, and for Lebrun et al. (2021) promote outdoor recreation and ecotourism can enable domestic tourist to (re-) discover their local territory (nature, culture, leisure, heritage, gastronomy) (p.16)

Following this market relation, Algarve, as a particular Portugal territory show not only promising characteristics but also a need, to explore this product mix of agritourism (L. Silva, 2009) and nature sport experiences (Melo & Gomes, 2016).

2.4. Commercialization of Rural Product and Services

Rural tourism destinations have their own specificities, with their own natural landscapes, villa churches, local architecture, craft shops, local theatre, heritage museums as well as festivals and unique events that give an unequaled intangibility to any product inserted in the context of rural tourism. So, when Destination management organizations (DMO) needs to promote this kind of products, should consider to present an integrated destination product that encompasses all specific tourist attractions and services provided at the destination (Beldona & Cai, 2006).

RTE face several challenges, not only in the design, management, development but also in the commercialization of products related to rural areas (Pröbstl-Haider et al., 2014). In this context, due to the intangibility of the products, the communication and commercialization must ensure the availability up-to date, accurate, attractive, and accessible information. An website for example, is a good way to address such need (Beldona & Cai, 2006), not only, when managed properly can deliver a good design, important information’s, add value, strengthen customer relationships and gain a larger market segment but also bring usability and trust to the product (Buhalis & Law, 2008).

In the field of tourism, several authors have selected variables to analyze the content of companies websites (Fanelli & Romagnoli, 2020; Val Simardi Beraldo Souza & Thapa, 2018 and Beldona & Cai, 2006) . Exemplifying, Pato and Duque (2021) used Hashim et al. (2007) work to evaluate the content of websites, by grouping different values into 5 different categories “information and process”; “value added”; “relationships”; “design and usability”; and “trust”.

2.5. Supply and demand need in Algarve, Portugal

Currently, at the national level there is a need to improve the "experience", especially in low season and make the destination of Portugal more notorious, in addition to the supply of sun and beach. In this context, 10 strategic assets for Tourism 2027 have been defined, including nature, gastronomy, sporting events and well-being (Turismo de Portugal, 2017) .

In the last years, Algarve has started to invest in a diversified set of products that are strategically important for reducing problems of seasonality, with complementary products including golf, nautical tourism, international conferences, culture-oriented tourism, health tourism and nature-based tourism (Portugal 2020, 2014). In 2020, Algarve occupied the 6th position as the territorial unit with the most occupation, registering 111 000 overnight stays (INE, 2021b) and recorded the highest average income values per available room (RevPAR), 43,5 (INE, 2020).

Although authorities believe that this strategy, of address the economic vulnerability of the most mountainous areas, less developed touristically, act in innovation and diversification of products and markets, value and promote low density territories and endogenous resources, promote a more circular economy and affirm tourism with more sustainable practices (CCDR Algarve, 2020), they need to understand tourist receptiveness to new products and offer (Guerreiro et al., 2016) . In this context, some studies have been made to understand Algarve tourist motivations, and in addition to the sun and beach, the practice of sports in nature, gastronomic experiences and natural and rural landscapes are also part of the motivations of tourists visiting the Algarve (Guerreiro et al., 2016; Samora-Arvela et al., 2020).

Being Algarve, a vast territory with potential to explore a product mix of experiences of agritourism and outdoor recreation (Agapito et al., 2014;Guerreiro et al., 2016) , this study pretend not only to contribute to the Algarve development, but also to fill a gap in the literature focus on the western Algarve Region, were less research was found and where there is a considerable number of companies and enterprises , as describe in the next section.

3. Methodology and case study

To carry out the investigation throughout this case study, a research design was elaborated (Liang et al., 2020), represented in the figure below.

3.1 Search design

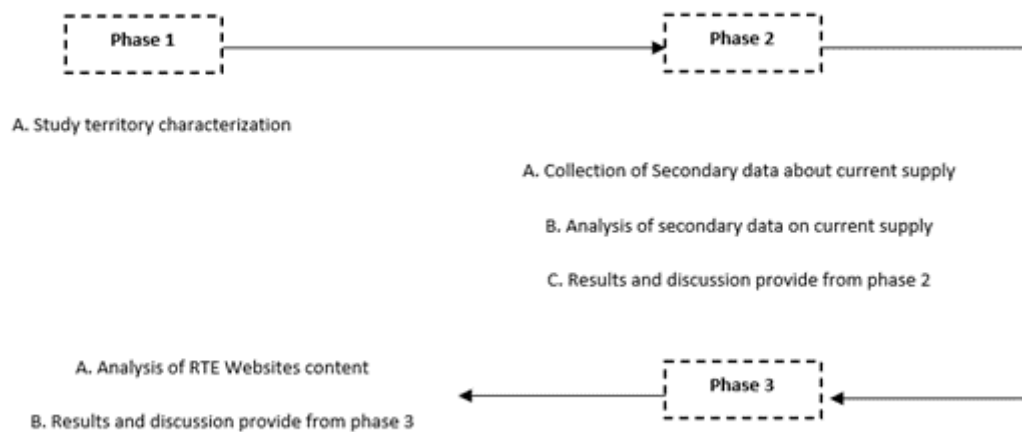


Figure 1-Search design. Source: Own elaboration

In phase 1, a characterization of the study territory (Ciolac et al., 2019; Li et al., 2022) was performed in order to highlight the reasons why this territory was chosen (RQ1), by describing his natural characteristics, the needs of supply and demand.

Secondly, in phase 2 , Secondary data about current supply was collected (Amaral, 2019), through a search that was conducted in SIGTUR Platform (Turismo de Portugal, IP) on 31 of August 2022, that allowed not only to collect information, about each RTE and TEA, included in the territory of study, but also filtering and selecting only the desired data. Thus, considering that the research questions include the provision of experiences related to outdoor recreation and/or agritourism, the TEA, inserted in the category of MTO as well as the TAC that just offered “Maritime-tourist activities” or “Activities recognized as nature tourism”, were excluded, as well as the activities themselves. For analyzing the secondary data, and respond to RQ2,3 and 4 (“What are the denominations; typologies; activities developed¹; marketing tools and location of companies associated with the supply of: agritourism; outdoor recreation; and product mix experiences?”) , all the information was exported to three excel spreadsheet (see Appendix 2- “RTE_DATA” , “TAC_PM_DATA” and “TAC_CTA_DATA” spreadsheets) and a new database was created with the following relevant fields: “Denomination”; “Typology”; “Identification of the (Outdoors/ Nature and Adventure Activities²/ Identification of Cultural Activities / scenic and cultural tourism activities³⁴.); “Marketing tool”; “LAT”; “LONG”; “Municipality”. Then, based on the data collected previously, we proceed to the next phase.

In phase 3, the method used for analyzing website content was a qualitative methodology of content analysis, not only because this research method can be supported by the increasing importance of electronic media when tourist access information (Barroco & Amaro, 2020), but also because content analysis has been one of the most used methods in the literature (Pinto et al., 2020; Guruge, 2022).

The following table (table E) was adapted from the work of several authors, and it describes different values, joined by category that were crucial to evaluate the content of RTE inserted in the territory of study.

Table E-Features for Website analysis content

Information and Process	Source
Sales or reservation: Search capability; Online reservation; Special Promotions; Goods and services: Meeting facilities; Events calendar About the Lodging: Short description; Mission/Purpose/Values; Organization/ People;	(Beldona & Cai, 2006); (Hashim et al., 2007); Pato & Duque, 2021)
Value Added	
Travel information: Transportation; Local Sites; News; Entertainment: Leisure activities	(Hashim et al., 2007; Pato & Duque, 2021)

¹ Field only applied to TEC'S

² Field only applied to Outdoor tourism related TEC'S

³ Field only applied to Cultural tourism related TEC's

⁴ Field only applied to Product Mix related TEC'S

Relationships Guestbook; Newsletter subscription; Cookies; Personal interest: Comments/feedback; Online chat; Partnerships;	(Beldona & Cai, 2006; Hashim et al., 2007; Pato & Duque, 2021)
Design and Usability Navigation: multilingual site Success metrics: popularity ranking	(Hashim et al., 2007; Pato & Duque, 2021)
Trust Copyright and security: privacy statement; copyright Timeliness: Date of last update current and timely info	(Hashim et al., 2007) Pato & Duque, 2021)

Source: Adapted from Pato and Duque (2021) work

To facilitate the analyze of the contents of the websites, the “denominations” and “websites” features of the sample were exported to an Excel Spreadsheet and a new database was created with the relevant fields: information and process; value added; relationships; design and usability and trust (see Appendix 2- “RTE_WCA” spreadsheet).

Following Tiago et al. (2021) and Pato and Duque (2021), all of the criteria were measured using a dichotomy process (yes/no). Finally, was performed an analysis of websites content, using simple, exploratory statics. The results can be viewed later in this article.

3.2. The study territory

Located in the south of Portugal, Algarve, representing a territory of 4960km², with about 467 475 inhabitants (INE, 2021a) is divided into the Western Region, which includes 8 Municipalities, (Vila do Bispo, Aljezur, Lagos, Monchique, Portimão, Lagoa, Silves e Albufeira) and the Eastern region which include the municipalities of Alcoutim, Castro Marim, Faro, Loulé, Olhão, São Brás de Alportel, Tavira, and Vila Real de Santo António (Figure 2).

With its unique temperate climate and characterized by a vast and rich natural heritage (Turismo de Portugal, 2017), shows great potential to offer nature related experiences (Agapito et al., 2014). Physiognomically it can be distinguished by its diverse natural landscapes (coast, midland “*barrocal*” and mountains) which in turn allows to explore various natural resources or participate in nature activities such as horse riding, fishing, safari, hiking and agricultural experiences (Guerreiro et al., 2016).

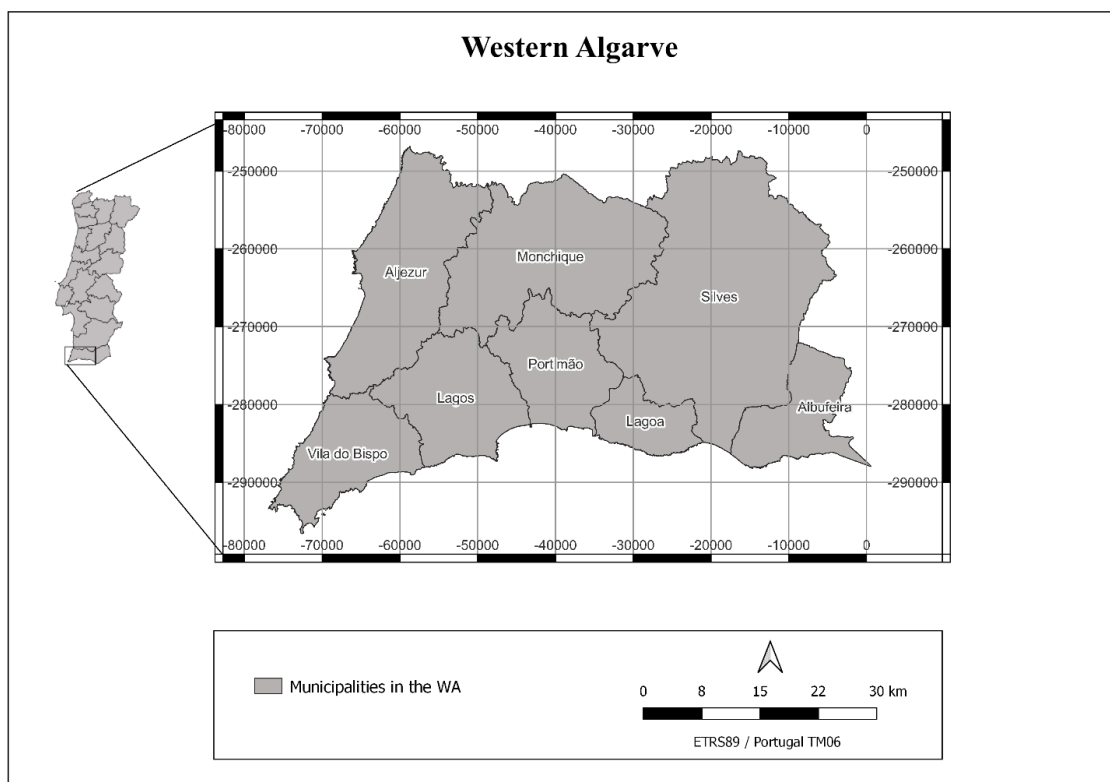


Figure 2 - Map of the study territory. Source: Own Elaboration with resource to QGis Software

3.22.9

4. Results and Discussion- Phase 2

Using QGIS Software 3.22.9, and "LAT" (latitude) and "LONG" (longitude) data collected in Phase 2, a coordinate system in which the points "LAT" and "LONG" (see Appendix 2- "RTE_DATA", "TAC_PM_DATA" and "TAC_CTA_DATA" spreadsheets) were inserted was discovered and a conversion of geographic coordinates of type EPSG4326 to ETRS8906 was performed. Figure 3 illustrates a map where it can be found a more real representation of all the georeferenced points, from the RTE and TAC included in the research, along western Algarve.

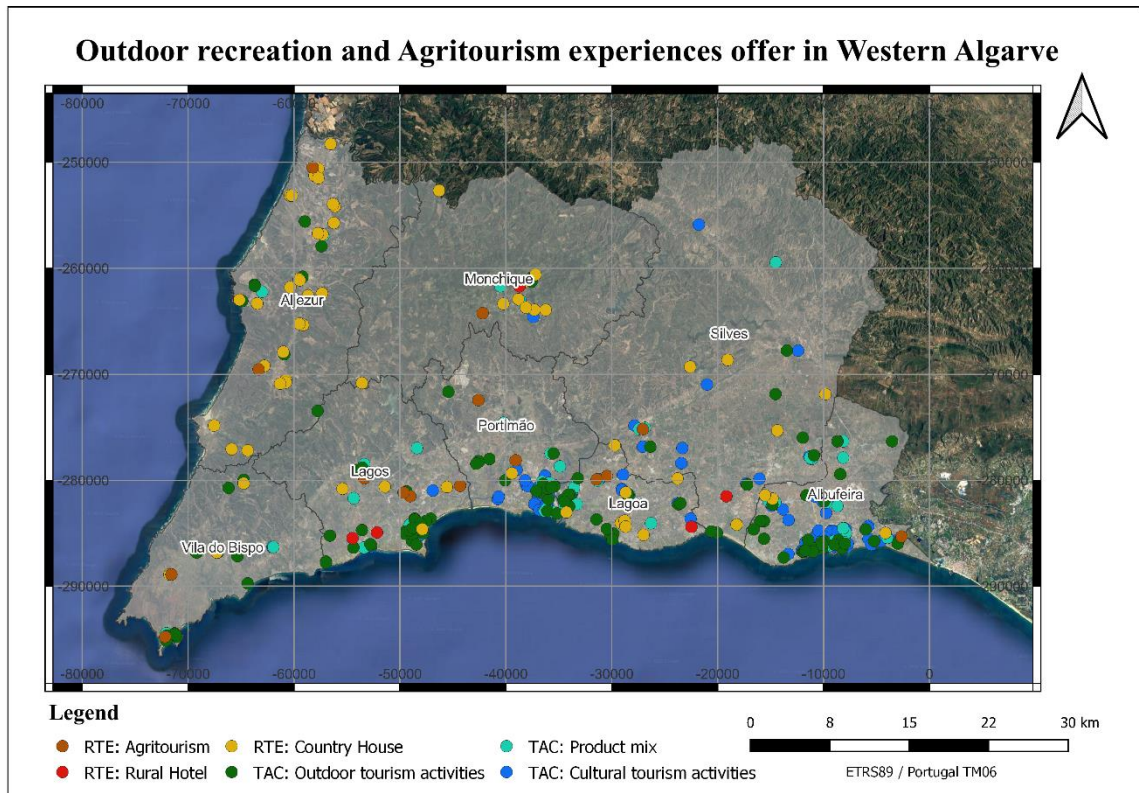


Figure 3-Map of the supply of outdoor recreation and Agritourism experiences in Western Algarve. Source: Own Elaboration with resource to QGIS Software 3.22.9

A general analysis of the Map shows that the supply of experiences associated with TACs is stronger along the coastal areas, while the supply of RTE accommodation is stronger in the more inland areas. This could be related to the need of create complementary product's among the various companies, and not only make known to the tourist of the coast, the fantastic experiences that can be lived in the most inland regions, but also facilitate the access of coastal activities to tourists who enjoy their holidays in the inland accommodations of Algarve (Guerreiro et al., 2016; CCDR Algarve, 2020).

From a more concrete analysis perspective, the following graphs illustrate the distribution of RTE (graph 1) and TACs (graph 2) by typology/activity in each municipality.

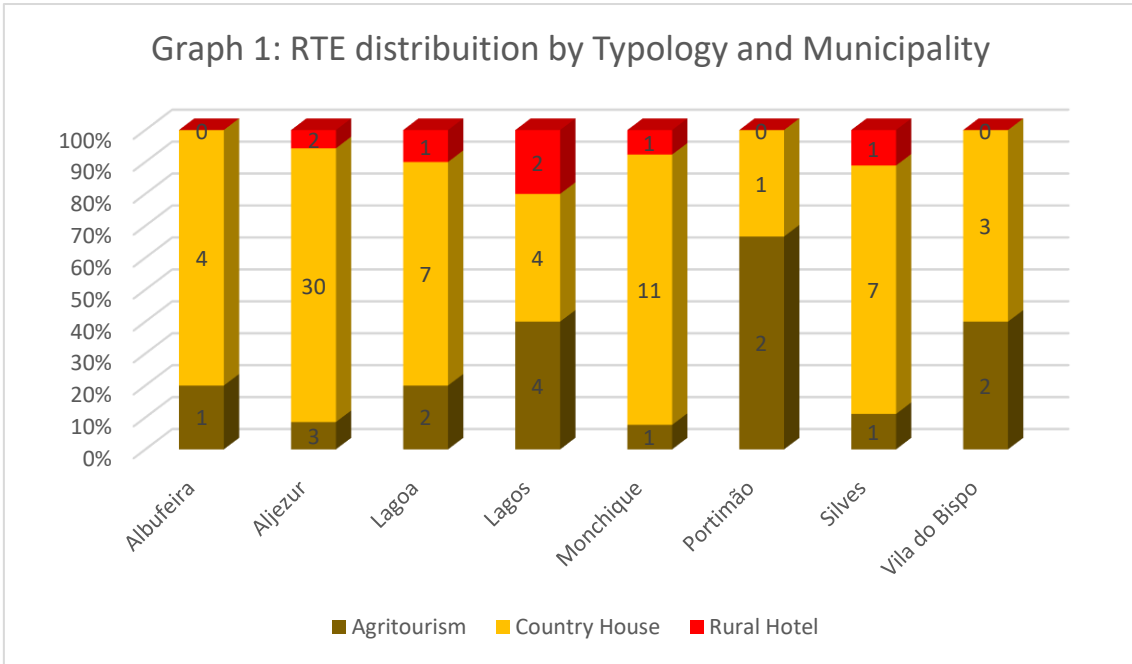


Figure 4- Graph 1-RTE Distribution by Typology and Municipality. Source: Adapted from TP (2022)

A total of 87 RTE were registered, of which 66 Country Houses, 16 Agritourism and 5 Rural Hotels. The municipality of Aljezur was the one that registered the most Country Houses (30), Lagos registered most Agritourism’s (4), and Vila do Bispo most Rural Hotel’s (2).

Although websites being a marketing tool that is particularly important for businesses located in regions and businesses distant from markets, such as the rural tourism lodgings located in interior rural areas (L. Pato & Kastenholz, 2017), in the study territory, from the 87 RTE, only 51% own a website as a way of promoting/communicating their products and services (n1 =44)

About the TAC, there are registered a total of 448, of which 157 include outdoor tourism activities, 221 include cultural tourism activities and only 70 frame the two types of activities. In the chart below it is possible to view the ratio of TAC's by activity type and by municipality.

From 448 TAC, only 35% use this digital strategy as a means of commercialization (n 2= 157). These percentages illustrate the lack of adherence to digital commercialization by companies associated with offering this type of

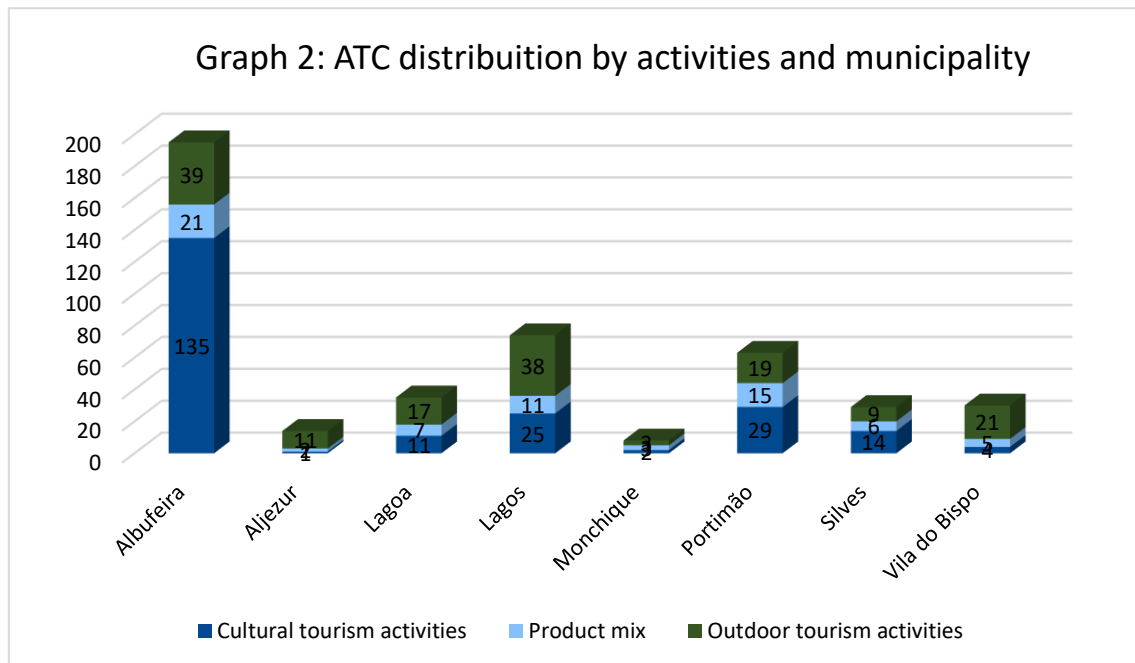


Figure 5- Graph 2. TAC distribution by activities and municipality. Source: Adapted from TP (2022)

experience, especially those TAC's who promote just Cultural Activities / scenic and cultural tourism activities, where just 13 % own websites (Pato & Duque, 2021) (M. L. Pato & Duque, 2021). On the other hand, TACs that promote a product mix of experiences have the highest percentage of companies that use websites (60%), followed by outdoor tourism activities TAC's, representing 56 %.

5. Results and Discussion- Phase 3

Before starting an exhibition and discussion of results, it is important to mention that during this process, some irregularities were detected. So, from the 44 RTE websites included in the sample, there was the existence of groups of enterprises with the same website (where 7 websites were contemplated, there were just 3), websites in maintenance (1); invalid link websites (1) and malware sites. Having the sample base, been reduced to (n= 37) websites.

5.1. Information and Process

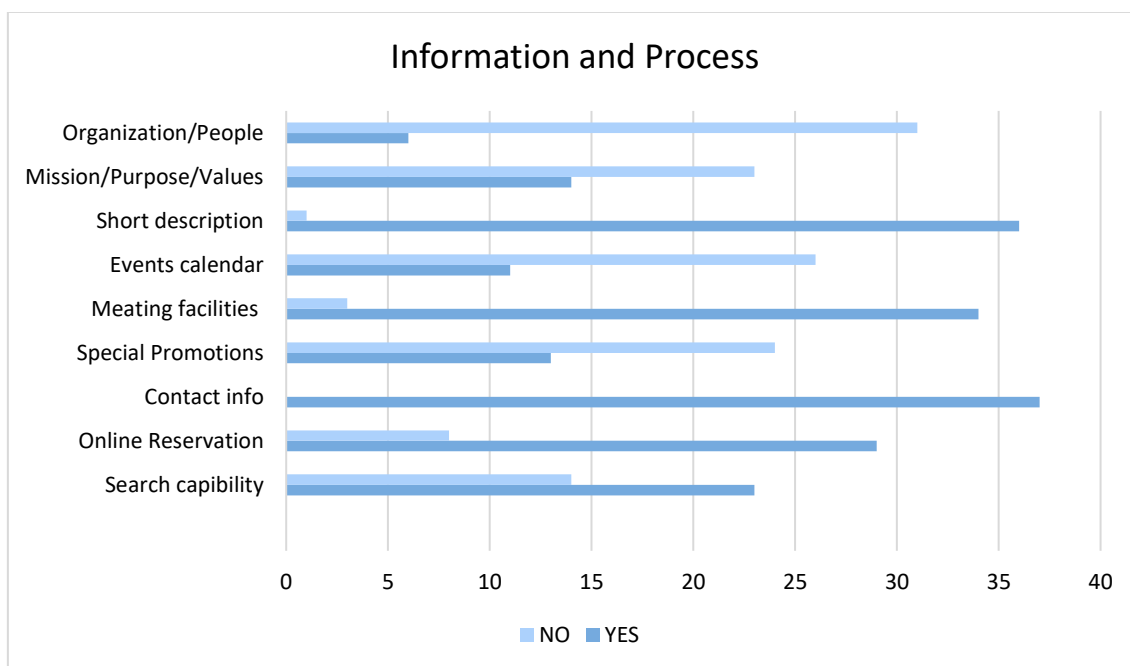


Figure 6- Information and Process. Source: Own computation based on data gathered from TP (2022)

The criteria that were present in all the websites were, the contact information, and the short description of the company, already regarding the information about the organization and about the mission, purpose and values, few were the websites that included them, representing only 6 % and 37% respectively (Figure 5.) , what goes along Mohamed et al. (2020) who highlighted in their research, that most rural tourism companies use websites to pass on some type of information to visitors Most websites contained information about their facilities (92%), also giving the possibility to book online (78%) and check the availability of the desired dates (62%). However, a significant number of websites do not have detailed offers or special promotions (64%), nor a calendar of events (70%). In this sense and despite, websites be the most used tools as a way of promoting / communicating products and services (D. J. Kim et al., 2007), there is the need to improve certain aspects (access to offers, promotions and the timing of events/activities) since the structure and accessibility are variables of strategic importance and can influence the destination choice (R. M. Fanelli, 2020).

5.2. Value Added

As a way of adding value to their enterprises, most companies not only identify experiences that can be made around their space, but also present on their websites a panoply of leisure activities (62%) (Figure 6) , which positively reinforces the diverse shared by authors that companies associated with rural tourism, should exploit the whole authentic, genuine (Loureiro, 2014) and recreative concept related to gastronomy, culture (Garibaldi & Pozzi, 2018), customs and unique nature resources of the region (H. Zhu & Deng, 2020).

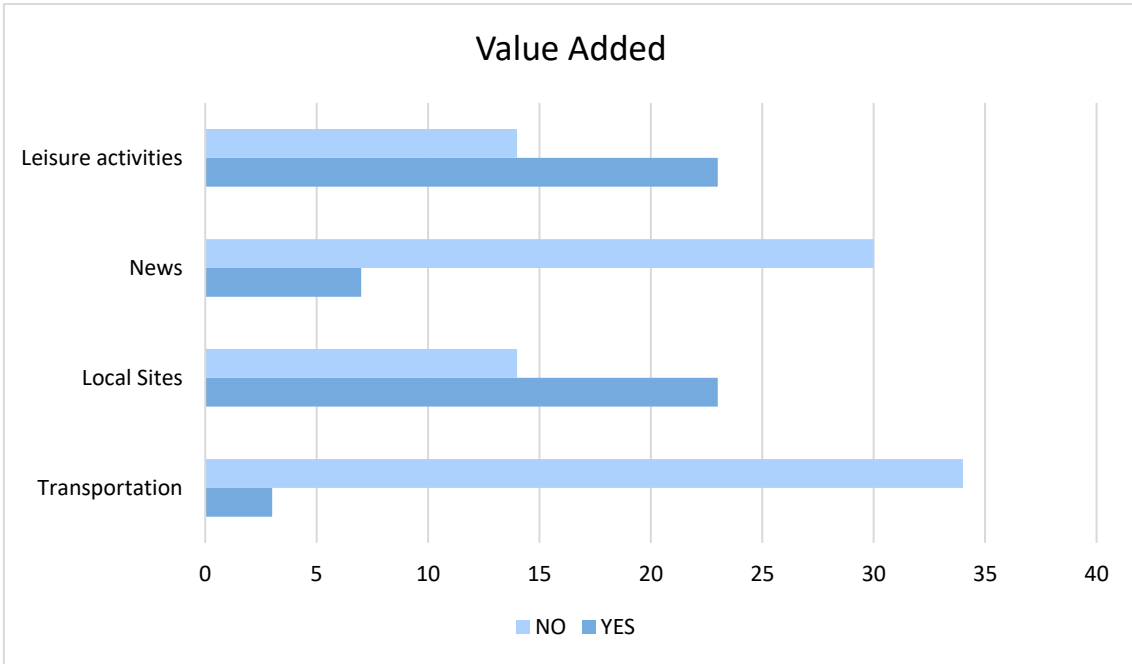


Figure 7-Value Added. Source: Own computation based on data gathered from TP (2022)

However, the parameters "News" and "Transport" were only present on a minority of the websites observed, corresponding to 19% and 8%, respectively.

5.3. Relationships

Regarding Relationships parameter (Figure 7) it can be noted that almost all the websites included in the synthesis, use cookies (81%), but conversely a minority has a guestbook (1%) or space to subscribe to a newsletter (16%).

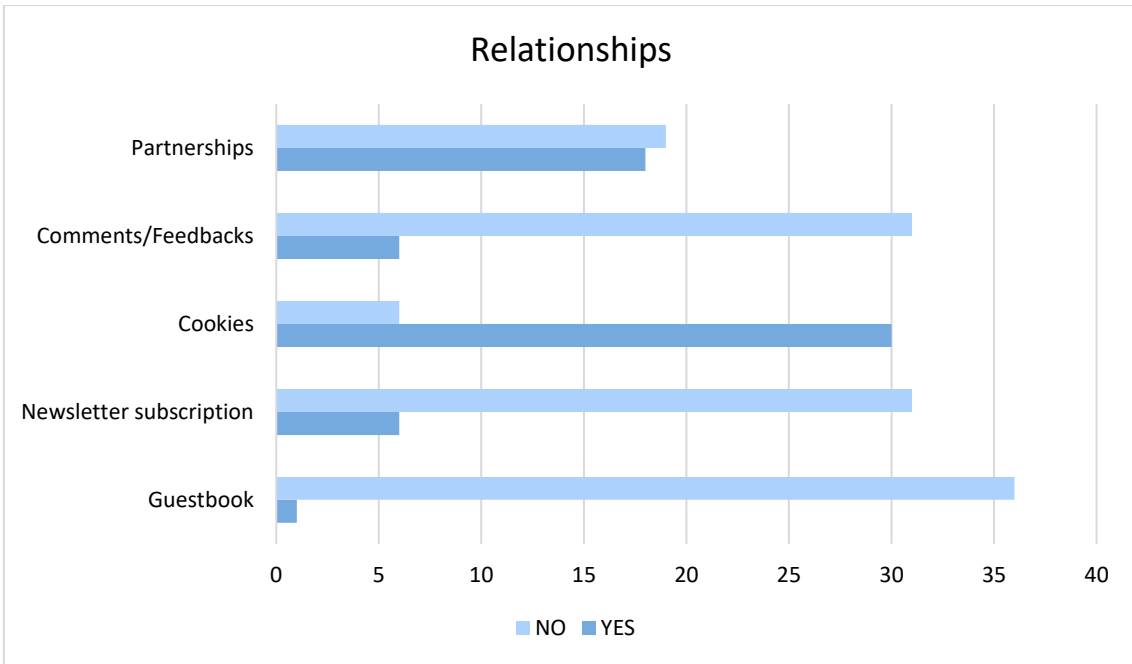


Figure 8-Relationships. Source: Own computation based on data gathered from TP (2022)

Few are also websites with room for feedback or comments (16%) which is a negative data, since consumers are greatly influenced by the information they read, taking comments from other visitors that play very important role in the intention of booking and consumer confidence (Sparks & Browning, 2011).

5.4. Design, Usability and Trust

With regard to design and usability parameter, it should be noted that almost all of the websites analyzed (86%) allow the possibility to access it through several languages, however there are very few that have popularity ranking (11%), what according to Sparks and Browning (2011) it is crucial for consumers trust.

However, you can praise them and, in the confidence parameter, the fact that most websites have copyright (62%), controversially to the privacy statement (49%) and the presence of last updated date (43%).

In one of the websites analyzed there was information on the availability of bookings for October 2021, this is one of the cases, where the information is not up to date and can make the consumer uncomfortable and suspicious and could suspend the reservation.

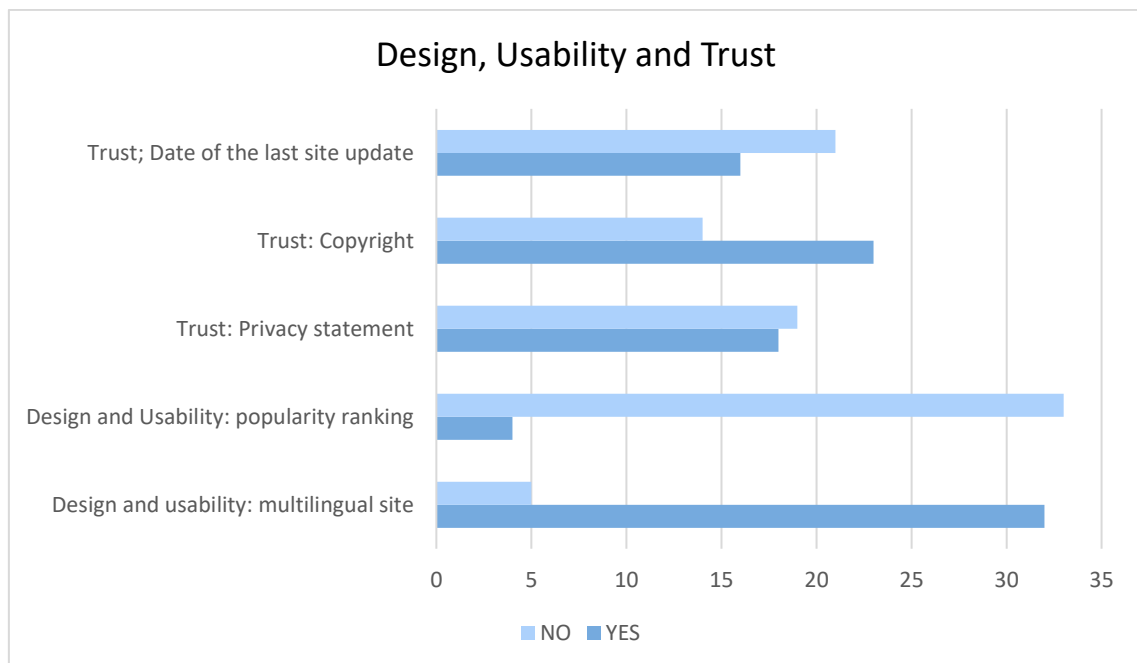


Figure 9- Design, Usability, and Trust. Source: Own computation based on data gathered from TP (2022)

5.5. Comparison of website fields between municipalities

A content analysis was performed, by using the filtering tools and the expression search of the Excel program. Through the filtering of each municipality, the search of “YES” expression, and frequency word count method, was assigned a score for each field in each municipality. Since each municipality had his own total sample of websites analyzed, each score was converted in percentage (consider the total sample of each municipality). The graph in Figure 9 shows these percentages and through the colors of the bars, illustrates the comparison of each field between municipalities.

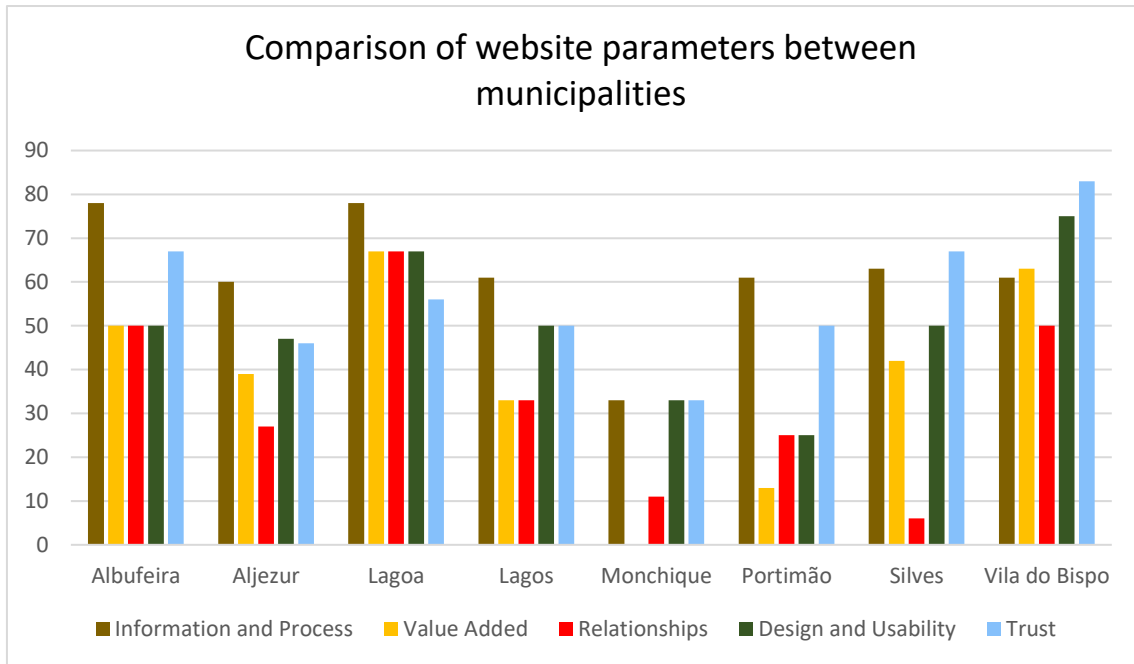


Figure 10- Comparison of website fields between municipalities. Source : Own computation based on data gathered from TP (2022)

In the field of "Information and process" the RET websites, which recorded the highest scores were those based in the municipalities of Albufeira and Lagoa (78%). The fields of "Value added" (67%) and relationships (67%) recorded higher scores, on the websites of enterprises based in the municipality of Lagoa. In the field of "Design and Usability", and in the field "Trust" the websites of enterprises based in the municipality of Vila do Bispo stood out obtaining the best scores 75% and 83% respectively. Cumulatively, and starting from a more general analysis, the websites of the RET belonging to the municipalities of Albufeira, Lagoa and Vila do Bispo stand out for the more uniform compliance of website parameters.

The data collected illustrates that there is some discrepancy between how entrepreneurs communicate and promote their products and services on websites, which may be related to the need to create more initiatives and provide more support and training to local entrepreneurs (Ciolac et al., 2020).

6. Conclusion

The comparison between the offer of RTE between municipalities allowed to realize there are more developments in the municipalities of Aljezur, Monchique and Lagoa, but the supply of outdoor activities and cultural tourism is more concentrated in the municipalities of Albufeira, Lagos and Portimão. This reinforces the initial idea of the need to create a network of partnerships that allows guests of the most interior areas access to the experiences promoted in the most coastal areas and vice versa. Problems such as the massification of the coast, seasonality can be mitigated, promoting the economic, environmental and social sustainability of all municipalities in the Western Algarve (CCDR Algarve, 2020). However, for this become possible there is a need to improve some strategies adopted to date and maximize others.

Although the data collection from phase 2 allowed access to the activities carried out by the TACs, and group all those who had the offer of the two types of outdoor and cultural experiences, it did not allow information on the activities, products and services provided by the RTE. On the other hand, it also did not allow to realize what content the enterprise owners use to commercialize their services and products. Having been the analysis of the websites of companies so important in this investigation, since it allowed to identify that there are already many companies connected to rural tourism in the scope of this research, which prioritize the use of websites as a strategy for communication and promotion of the products and services they have, which is quite positive, taking into account the importance of the digital presence, and the dissemination of information in the process of choosing the place of stay (Z. Zhu et al., 2021).

Although most of the websites observed do not promote the mission, values or organizational structure of the company, there is almost always a small description about the enterprise and a presentation of the commodities. Regarding the promotion of leisure activities, there is some lack of clarity about prices, and process of operation and scheduling, information and treatment that even carried out in partnership, should be clearer and accessible to the visitor.

Regarding the parameter of "Relationships", there was a failure, especially in the presentation of a space for comments and feedback scans of former customers of free access to visitors to websites, since nowadays the electronic Word-of-mouth (eWOM) is a great influencer for the consumer in the stage of choice of destination (Pandey & Sahu, 2020).

Planners and policy makers should give more support for entrepreneurs, to provide the creation of a network, between partners, accommodation, activities, leisure and transportation.

Although this case study presents a very specific methodology, it can be replicated in other territories, and considering that in this study, only RTE websites were analyzed, could be interesting, for future research, to develop a matrix for analysing TAC websites, and then tested it on the same territory or others, to understand how the activities commercialization is made, as well as whether there are partners associated with these companies. The definition of cases, by municipalities, with semi-structured interviews applied to the owners of tourist enterprises and TACs, as well as to regional development associations, could be also interesting, to find prospects for developing a network between partners could be collected.

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Appendix 2. Excel Spreadsheets for collected data organization and website analysis content



Appendix 2 .
RTE_TAC RTE_WCA_D

General discussion and conclusion

The outcomes of both studies provided a comprehensive overview on how agritourism experiences and outdoor recreation as a product mix can be beneficial to society, practitioners, and suppliers. The first study, an systematic overview of the literature allowed to understand how these two products mixes can impact participants, and how its application in rural tourism companies can contribute to sustainability of the region and the promotion of domestic tourism. Brought important management implications for DMOs who should promote the experience mix and assessment of whether participants perceived memorable and authentic experiences; and develop strategies to adapt their experiences offer to different segments and age groups in life-cycle contexts and for stakeholders, who should analyze the best strategies to promote the mix to contribute to better sustainable development. With the results of the first study, it was possible to apply some research future recommendations and do a second study, by exploring the potential of supplying agritourism and outdoor recreation in a South Portugal Territory, the western Algarve. In doing so, with an secondary data analysis of the companies that provide this kind of experiences, and further analysis of TER website content analysis, it was possible to highlight some commercialization strategies that should be maximized and others that should be improve.

Finally, as a general conclusion of this dissertation, and although both articles provide a significant number of managerial implications and extend literature research on website content analysis, this study presents limitations that must be considered. First, neither data mining approaches nor analysis methods were studied in depth during the literature review. Also, only articles written in English, Spanish and Portuguese and published from 2016 to 2022 were analysed. Regarding the second stage of this work, only RTE websites were analysed, registered in SIGTUR platform. Therefore, the results cannot be generalised to other markets. Future studies could consider other types of accommodation for both types of methodologies, validation of results from the most

recent studies, including the second stage of this work. Additionally, the methodologies applied in this work could be extended to other countries, time periods or different hotel attributes.

Annexe A. Proof of Reading Service

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20 April 2022

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Document title: Exploring nature sports and agritourism as a product mix experience in the context of new tourism trends and sustainability goals: A systematic analysis

Author(s): Carolina Coelho, Maria João Custódio, Luís Carvalhinho and Fernando Perna

Format: American English

Style guide: APA 7th at <https://www.scribbr.com/apa-style/apa-seventh-edition-changes/>

Annexe B-JLR- Proof of Submission

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Dear Carolina Coelho,

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Submission ID 226435708

Manuscript
Title

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mix experience in the new tourism trends
and sustainability context: A systematic
analysis**

Journal

Journal of Leisure Research

You can check the progress of your submission, and make any requested revisions, on the **Author Portal**.

Thank you for submitting your work to our journal.
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Journal of Leisure Research Editorial Office

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Annexe C-JLR- Proof of Submission Rejection

Journal of Leisure Research - Decision on Manuscript ID UJLR-2022-0101

Reencaminhou esta mensagem a seg, 02/05/2022 11:12



Carolina Coelho <carolina.coelho.personaltrainer@gmail.com>

Para: CAROLINA TIAGO COELHO



dom, 01/05/2022 04:25

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Subject: Journal of Leisure Research - Decision on Manuscript ID UJLR-2022-0101

To: <carolina.coelho.personaltrainer@gmail.com>

30-Apr-2022

Dear Dr. Coelho:

Thank you for submitting your paper to the Journal of Leisure Research. I regret to inform you that I have now considered your paper but unfortunately I believe it is unsuitable for publication in the Journal of Leisure Research. The Journal of Leisure Research publishes papers that explore leisure concepts, investigate leisure phenomena and/or interact with leisure studies literature. Your paper mentions leisure 12 times, but only three of these occurrences are in the body of your paper as 7 occurrences are in the reference list, and 2 occurrences in the tables. While your paper mentions recreation 58 times, it mentions tourism 185 times, tourist 33 times, travel 8 times and sport 92 times. Your title and keywords both mention nature sports and agritourism but not leisure. I believe that your paper is better suited for a tourism or a sports tourism journal. I hope you will find these comments to be constructive and helpful. You are of course now free to submit the paper elsewhere should you choose to do so.


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Annexe D-JTPD- Proof of Submission

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02-May-2022

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Your manuscript entitled "Exploring nature sports and agritourism as a product mix experience in the context of new tourism trends and sustainability goals: A systematic analysis" has been successfully submitted online and is presently being given full consideration for publication in Tourism Planning & Development.

Please note that there will be a delay in processing your submission. This is due to the sad event of the passing of our long-term Administrative Assistant Merz Hoare. We are now in the process of finding alternative administrative arrangements. Do bear with us at this moment.

Your manuscript ID is RTHP-2022-0141.

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Annexe E-JTPD-Proof of Submission Rejection



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20-Jun-2022

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Para: CAROLINA TIAGO COELHO qui, 11/08/2022 21:22

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Annexe L- Certificate of ITC participation



Annexe M-JORT-author Guidelines

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INTRODUCTION

Types of article

The *Journal of Outdoor Recreation and Tourism* (JORT) publishes original, empirical or conceptual/theoretical research on important international and regional issues in outdoor recreation and nature based tourism, with an emphasis on managerially and management relevant work. Most manuscript submissions take the form of full-length Research Papers, Shorter Research Notes, or Comments and Rejoinders.

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Given the problem-oriented nature of JORT, and its commitment to linking research and practice, submissions as Research Paper typically will address applied research questions and include a management orientation. In addition, more conceptual and/or theoretical work may also be submitted as a research paper. Whether conceptual or applied, all Research Papers must be based on sound theoretical, conceptual and methodological foundations and should describe the relevance of the work for planning, design, management and/or policy and its implications for outdoor recreation and nature based tourism. Research Papers are typically between 6000 and 9000 words in length, including manuscript text and references. Some exceptions to the upper length limit may be allowed for reports of large-scale interdisciplinary and transdisciplinary projects. An abstract (250 words or less), keywords (3-6), and a statement or list of management implications (150 words or less) are also required. Tables and figures should convey essential aspects about study concepts and findings. Other informative materials may also be submitted optionally, including Appendices, Acknowledgments, Graphical Abstracts, Google Maps (KML files), Embedded Audio and Video files, and Supplementary Material for online-only publication.

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A Research Note is a concise but complete description of a limited investigation that will not be included in a later paper. It provides one of the following functions: (1) presenting initial proof-of-concept results on new ideas, timely issues, or innovative approaches; (2) reporting replications or extensions of previously published research that does not merit another full-length treatment yet provides results that contribute to a greater understanding of the phenomena under study. Research Notes should typically be limited to 2000 to 3500 words and be sufficiently documented, both by reference to the essential literature and description of methods employed, clearly documenting the scholarly rigor of the research. A Research Note should include a brief (150 words or less) abstract, keywords (3-6). The title of the submission should be prefaced with the words "Research Note".

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Annexe N-TMS- Author Guidelines

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As part of the process, authors are required to confirm their submission's compliance with all the following items, and submissions may be returned to authors if manuscripts do not follow these guidelines.</p> <h4>Key content criteria for each submission</h4> <ol style="list-style-type: none">1. Plagiarism or other unethical research. Papers will be checked with TURNITIN. Whenever any ATTYCH of TRAG is detected, papers are rejected and their authors enter a black list and will not be allowed to publish in the journal in the future. This list may be published on the journal website to discourage such research misconduct.2. Clear studies not allowing any generalization of conclusions and implications.3. Comprehensive methods or poor quality of data.4. Lack of originality, but addressing a research gap.5. Poor English.6. Statement section missing. The same for Theoretical and practical implications.7. Out of scope.8. Non of linked interest for the journal readership.9. 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Annexe O- Necessary documents for submission in JORT

Statement of Authors interest

1. Carolina Coelho, Sports Recreation at University of Algarve, a57946@ualg.pt;
2. Maria João Custódio, High School of Tourism, Hospitality and Management, University of Algarve, mjcusto@ualg.pt;
3. Fernando Perna High School of Tourism, Hospitality and Management, University of Algarve, fperna@ualg.pt
4. Luís Carvalhinho, Sport Sciences School of Rio Maior-Polytechnic Institute of Santarém, lcavalhinho@esdrm.ipsantarem.pt;

Each named author has substantially contributed to conducting the underlying research and drafting this manuscript. Additionally, to the best of our knowledge, none of the above-suggested persons have any conflict or interest, financial or otherwise.

Highlights

- 1.** The current literature for outdoor recreation and agritourism is analyzed to identify possible emerging relations and benefits, in a form of Systematic Review.
- 2.** High relationship potential was found between agritourism and outdoor recreation, with the results of the systematic review focusing on the impacts of participation on tourism and the environment.
- 3.** Results provide evidence of the impacts that both tourism experiences can have on consumers and how this product mix can contribute to sustainability goals.
- 4.** The study highlight practical implications for managers and owners from both tourism products (e.g., promotion of the experience mix and assessment of whether participants perceived memorable and authentic experiences).

Management Implications

- DMOs should promote the experience mix between outdoor recreation and agritourism, an option that allows to add value by diversification within the agritourism offer.
- Experiences should be evaluated by assessment of whether participants perceived memorable and authentic experiences, an ongoing process that should take into consideration the consumers motivations and societal challenges framework.
- Despite the general tendencies and expected gains, there is not a solution one-size-fits-all, and DMOs should develop and implement strategies to adapt the territory experiences offer to different segments and age groups in life cycle contexts.
- This product mix experience will enable an increase of the acknowledgement and practice of sustainable procedures within each company and, simultaneously, as it is a compromise shared by local managers, consumers and DMOs, it will act as a positive driver in the context of sustainability achievement with the inherent companies, tourists and territory benefits.

Cover letter

Ulrike Pröbstl-Haider, PhD

Editor-in-Chief, Managing Editor, Co-Editors-in-Chief

Journal of Outdoor Recreation and Tourism

July ,29th, 2022

Dear Dr. Pröbstl-Haider,

I am writing to submit the manuscript entitled “Outdoor recreation and agritourism as a product mix experience in the new tourism trends and sustainability context: A systematic review”, for consideration to the *Journal of Outdoor Recreation and Tourism* as a research article. We explore the relation between outdoor recreation and agritourism through a systematic review and content analysis. Results provide evidence of a set of impacts that both outdoor recreation and agritourism experiences have on consumers, stakeholders, company owners and a detailed contribution to the United Nations Sustainable Development Goals (UNSDG).

Considering consumer trends, there is a desire for shorter and intense trips, to reconnect with nature, to participate in authentic and memorable experiences that allow an involvement with the destination and contribute to mental and physical wellbeing. The offer perspective needs to correspond to demand requirements, namely by creating strategies to improve services and products. According to new trends and the necessity to accomplish sustainability goals, we believe that the findings of our study will contribute to destination management and marketing organizations, stakeholders, practitioners in general and tourism and outdoor recreation researchers who subscribe to the *Journal of Outdoor Recreation and Tourism*.

This manuscript expands on the prior research, following some authors' recommendations. Firstly, from the research article “*Contribution of ‘agritourism’ activities in visitors’ wellbeing and improved mental health in society*” conducted by Rezaei, Roknia and Kim published in the *Journal of Iranian Journal of Public Health*, who highlighted that Agritourism experiences could promote nature connectedness and mental wellbeing and, simultaneously, the research article “*Covid-19 and outdoor recreation management: Increased participation, connection to nature, and a look to climate adaptation*” conducted by Beery, Olsson and Vitestam, published in the *Journal of Outdoor Recreation and Tourism*, that showed that outdoor recreation experiences also promoted contact with nature and psychological wellbeing, delivering a set of concerns in the new trends of the experience market.

Next, the author Xiao, in his research paper “*Research on the Integration and Development of Ecotourism Industry and Sports Health Industry Under the Background of Rural Revitalization Strategy*”, published in *Journal of Healthcare Engineering*, reinforces the idea that it is important to create strategies to promote the development of

sports tourism, as a factor of revitalization of rural areas. Finally, following the authors' Wanner, Pröbstl-Haider e Feilhamme recommendations in their research paper “*The future of Alpine pastures – Agricultural or tourism development? Experiences from the German Alps*”, published in *Journal of Outdoor Recreation and Tourism*, it is highlighted the need to deepen knowledge about tourism and the service of the experience industry, so that farmers and other stakeholders can provide an attractive and high-quality tourism offer.

Although prior research has identified that both outdoor recreation experiences and rural tourism experiences could not only improve mental and physical wellbeing, but also turn the destiny experience more memorable and authentic, few research papers were found that study these two products as a mix of experiences. Thus, our findings will allow your readers to understand how these two products mixes can impact participants, and how its application in rural tourism companies can contribute to sustainability of the region and the promotion of domestic tourism. In doing so, we hope that our research contributes not only to rural/ nature-based tourism literature but also to stakeholders, bringing a new spectrum of new outdoor recreation opportunities by the scientific analysis of new products in the scope of nature-based tourism.

Sincerely,

Thank you for your time and consideration