

Adoption of Agritourism and Technology as a Panacea for Enhancing Rural Sustainable Development in Developing Countries

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Abstract

The over-reliance on agriculture by people living in rural areas is slowly becoming unviable because of various factors affecting the industry. The hopelessness of the agriculture industry is growing as a result of human activities on the environment, climate change, economic recession and global pandemics. As such, it is becoming increasingly necessary for farmers to explore alternative economic strategies so as to maintain the viability of their traditional farmlands. This chapter therefore sought to propose the possibility of adopting agritourism and technology as strategies for enhancing the sustainable development of communities in rural areas in less developed countries. A qualitative research approach in the form of reviewing related literature methodology was adopted in the study. Agritourism and technology were used as variables of assessment in the study. The results of the study confirmed the significance of adopting agritourism and technology concepts for the sustainable development of rural communities in developing countries. Therefore, it is recommended that governments of developing and less developed countries promote and support the adoption of agritourism and technology as strategies for maintaining the sustainable development of rural communities.

Keywords: Agriculture, Agritourism, Developing country, Sustainable development, Technology, Tourism