

**THE NATURE OF AGRITOURISM
IN THE BUFFALO CITY MUNICIPALITY**

by

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Dissertation submitted in fulfilment of the requirements for the

MTech Degree: Tourism and Hospitality Management

in the Faculty of Business

at the

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

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**Cape Town
December 2009**



DECLARATION

I, Lucille Hatley, declare that the contents of this dissertation represents my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

Signed

Date

ABSTRACT

In the Buffalo City Municipality (BCM) in the Eastern Cape Province of South Africa, there is a need to supplement income for farmers and to create employment to assist in the alleviation of poverty. Agritourism has been identified as an opportunity for growth and development as it has the potential to meet those needs. A study was undertaken to evaluate the nature of Agritourism in Buffalo City Municipality. The research was undertaken to investigate the characteristics of farms; demographic information of farmers; details of the type of farming and/or other relevant income-generating activities that are being undertaken; and the resources available. The study also included research into the activities that farmers would like to introduce on to farms; resources required and obstacles preventing farmers from developing Agritourism; and assistance required in developing Agritourism knowledge and skills.

Data was collected from farmers in BCM. Non-probability, purposive, snowball sampling was used due to the lack of an adequate database of rural land ownership in BCM although this did not lead to a sample that was representative of the population, it was the most suitable for the study. Thirty-six farmers were visited by fieldworkers who administered structured questionnaires. The data was then analysed using Statistical Package for Social Sciences (SPSS).

The key findings of the study revealed that most of the farms in BCM were less than 10 hectares in size and involved in subsistence farming. The majority of these farms were managed by the owners themselves who had owned the farms for more than 15 years. The number of workers on the farms ranged between 2 and 10 in most cases with more males than females being employed on the farms. Most farms were located close to East London and although public transport was available within 5km of most of these farms, the transport was not suited for tourist purposes. Generally, farms offer employment year round with only a few offering seasonal work. The ages of the majority of the farmers was between 36 and 65 years old with most of them married with dependent children still living at home.

Further results showed that the most prevalent types of farming involved poultry, cattle, horses, pigs and dairy cows; horticulture in the form of vegetables, herbs, fruit and plants grown in nurseries were also prevalent. The most popular activities offered on farms were bird watching, walking, farm chores, horse-trails, swimming, brewing of beer, volleyball and fresh water fishing.

Farmers expressed an interest in developing Agritourism, however, they indicated the lack of finance to be the biggest challenge. Further challenges mentioned were the inability to identify market demand, promotion of their farms and finding qualified employees. The farmers pointed out a need to attend training courses and more than half of them felt they would need assistance in learning about entrepreneurship.

Finally, it is important to reiterate that this study is not representative of all the farms in BCM. The nature of Agritourism in BCM should be investigated further in order for opportunities to be explored and lucrative, sustainable development to take place so that the benefits of generating employment and additional income can be realised.

ACKNOWLEDGEMENTS

I wish to thank:

- Prof Kamilla Swart, my supervisor for her availability, support and encouragement throughout my studies.
- Cape Peninsula University of Technology staff who gave me further support: Rolf Proske; Elizabeth van Aswegen; Mark Frier; and Corrie Strumpfer.
- BCM Farmers who participated in the study.
- Dimitri Tassiopoulos, Nancy Phaswana-Mafuya and Nimish Shukla for their encouragement and guidance.
- Management and colleagues from The Southern Institute of Technology (Invercargill, New Zealand) for assisting me with facilities and resources to enable me to complete my dissertation.
- Tracey Lutzke, my fieldworker for her time and persistence.
- Anne-Marie Lotz for her administrative assistance and for being the vital link between me (in New Zealand) and getting my work to Cape Town in hard copy.
- My parents, parents-in-law and friends who supported me throughout the study.

DEDICATION

This study is dedicated to my husband, Philip, and my children, Meghan, Gregory and Kate for their understanding, patience and support during my long hours of absence while working on this study.

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GLOSSARY

| Terms/Acronyms/Abbreviations | Definition/Explanation |
|-------------------------------------|---|
| ADM | Amatole District Municipality |
| AIDS | Acquired Immune Deficiency Syndrome |
| ATP | Agritourism Programme |
| B&B | Bed and Breakfast |
| BC | British Columbia |
| BCM | Buffalo City Municipality |
| DBSA | Development Bank of South Africa |
| DEAT | Department of Environmental Affairs and Tourism |
| EC-AEIDL | European Commission - European Association for Information on Local Development |
| ESCAP | Economic and Social Commission for Asia and the Pacific |
| ESKOM | Electricity Supply Commission |
| GIS | Geographical Information System |
| Ha | Hectares |
| IDC | Industrial Development Corporation |
| IDP | Integrated Development Plan |
| ISER | Institute of Social and Economic Research |
| KWT | King William's Town |
| MAFF | Ministry of Agriculture, Food and Fisheries |
| NDZ | No Development Zones |
| OECD | Organisation for Economic Co-operation and Development |
| PAC | Pan Africanist Congress |
| SANPAD | South Africa-Netherlands Research Programme on Alternatives in Development |
| SAPA | South African Press Association |
| SAT | South African Tourism |

| Terms/Acronyms/Abbreviations | Definition/Explanation |
|-------------------------------------|---|
| SDI | Spatial Development Initiative |
| SPSS | Statistical Package for the Social Sciences |
| THETA | Tourism, Hospitality and Sport Education and Training Authority |
| USDA | United States Department of Agriculture |
| WTO | World Tourism Organisation |

CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

Farmstay (n.d.) sets the scene for Agritourism in South Africa as being one of the few countries in the world that offer the agricultural tourist such a wide variety (and hospitality) as South Africa - whether it is a lazy farm holiday or a stay in a guest-house on a farm situated within a sector of your choice; an agricultural route around a specific sector, a day visit to a specialised farming unit such as a crocodile farm; or a hunting or fishing trip. Moreover, South Africa's rural environment is a paradise for the eco-tourist, with ecosystems, natural beauty and a cultural heritage waiting to be experienced (Farmstay, n.d.).

Prior to 1994, the agriculture and tourism sectors of the Eastern Cape, and South Africa in general, were beset by problems ranging from competitive globalisation, marketing regulations, restrictive labour legislation and pressure to transform land ownership (Nuntsu, 2002: 5). Since the advent of democracy in 1994, South Africa's rural areas have undergone continuous transformation in an effort to address some of the above-mentioned problems. The changes included returning farms back to their original owners in accordance with the Restitution Land Rights Act, 1994 (Nuntsu, 2002: 5). The key challenge is not just settling land claims, but to empower claimants, the majority of which are from a disadvantaged background, to develop their farms into commercial ones, thereby generating income to earn sustainable livelihoods. This implies that farmers have to look for new economic opportunities at their farms (Land Claims Report, 1999). The White Paper on the Development and Promotion of Tourism in South Africa (1996: 8) states that both the government and tourism private sector need to do a lot of work in order to win back the support of previously neglected groups and to demonstrate the benefits of tourism.

The White Paper on Agriculture (South Africa, 1995: 4) states that the Ministry of Agriculture has been striving to develop a new order of economically viable market directed to rural farmers, with the family as the basis broadening access to agriculture via land reform, focusing financial systems on the poor and beginner farmers, enabling them to purchase land and agricultural inputs, sustainable use of the natural and agricultural resources. This mission can be achieved by recognising the contribution of all farmers and ensuring equitable access to resources and services and the sustainable utilisation of agricultural resources and marketing (South Africa, 1995: 4).

Balsubrahmanyam and Born (1999: 11) point out that although not every family is willing or able to entertain the public, for those who enjoy meeting people or hosting groups, a farm entertainment enterprise is a good opportunity - Agritourism could be one of the profitable alternatives. Agritourism takes into account the natural, cultural and social environment while looking for an economically and financially sound balance thereby economically linking tourism and agriculture (Adam *et al.*, 1999: 11).

A few examples of Agritourism are farm tours for families and school children, day camps, hands-on chores, self-harvesting of produce, hay or sleigh rides, and overnight stays in Bed and Breakfast (B&B) accommodation. Some people have become involved in Agritourism as a way of supplementing their income, while others desire an opportunity to educate the public and introduce people to farming (Geisler, 2007: 1).

A definition by Williams, Paridaen, Dossa and Dumais (2001: 2) regards Agritourism as part of rural tourism that can be defined as the 'country experience' which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Agritourism's essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. A significant component of rural tourism is comprised of Agritourism. Various terms are used to refer to the concept of Agritourism. These include agricultural tourism, farm tourism, farm vacation tourism, wine tourism, agritainment, and agri-entertainment. Generally, these terms relate to forms of Agritourism and are associated with small scale enterprises and community events linked to local families and the agricultural traditions of such rural regions (Williams *et al.*, 2001: 2).

Williams *et al.* (2001: 2) give a further definition that refers to agri-entertainment - some farms with fruit and vegetable stands as well as farms with pick-your-own produce have incorporated 'entertainment farming' into their operations. Agri-entertainment can take many forms: festivals, hayrides, petting zoos, seasonal events and contests are some ways to delight visitors. Other innovations include Easter egg hunts, perennial plant tours, Halloween events, pancake breakfasts, moonlight pumpkin-picking parties and annual farm festivals. Williams *et al.* (2001: 2) continue in saying that Agritourism is defined as a combination of a natural setting and products of agricultural operations combined within a tourism experience. It includes providing tourists with opportunities to experience a broad spectrum of agriculturally based products and services ranging from fruit stand shopping to winery, orchard and alpaca tours, from farm based bed and breakfast accommodation to tourist participation in cattle drives.

Value-added processing is also part of Agritourism - this involves taking basic farm commodities and processing them into higher value consumer products (Williams *et al.*, 2001: 3). Value-added processing includes a spectrum of on-farm products ranging from bagged lettuce or dried tomatoes to jams, jellies and llama sweaters. In some situations, valued added processing can be a form of Agritourism. In such contexts, agricultural resources are packaged in formats which are capable of motivating travellers to visit and purchase these products and services as part of their tourism experience (Williams *et al.*, 2001: 3). From the above it can be concluded that there are a number of different terms and definitions that describe the combination of tourism and/or entertainment and agriculture.

The rationale for Agritourism as described by Williams *et al.* (2001:3) is not just to supply visitors with entertainment or an educational experience. Williams *et al.* (2001:3) also describe Agritourism as a diversification option for many farm operators because cost/price pressures and associated crises in agricultural overproduction have forced farmers to augment their income through diversification both within agriculture itself as well as through the adoption of non-agricultural pursuits.

Furthermore, increasing discretionary incomes and demand for more specialised forms of vacation experiences within society has stimulated growth for tourism and recreational activity in rural environments (Williams *et al.*, 2001: 3). Specific interest in farm-based tourism, from a demand perspective, comes from the desire of predominantly urban populations to experience the rural environments and nostalgia associated with a working farm enterprise. Williams *et al.* (2001: 3) explain that these urban populations are seeking such destinations for many reasons including a desire for peace and tranquillity, interest in rural and natural environments, escape from more overcrowded centres, inexpensive rural recreation and curiosity about the farming industry and lifestyle. Williams *et al.* (2001: 3) continue to explain that these drivers, in combination with better access to rural areas and an expanding desire to experience rural and wilderness areas, have made Agritourism a popular development for a growing number of farmers, rural regions and communities and the tourism industry.

The White Paper on the Development and Promotion of Tourism (1996: 11) gives eighteen reasons for tourism's ability to act as an engine of growth and rejuvenate other sectors of the economy (South Africa, 1996: 11). Tourism economic linkages with agriculture can benefit the agriculture sector in increasing the demand for new agricultural products and services such as organic agriculture and farm tourism (South Africa, 1996: 5). Many international tourism destinations have successfully used the

tourism industry to encourage other sectors of the economy and to generate new and innovative employment opportunities (South Africa, 1996: 5).

The Purdue Tourism Hospitality Research Centre (n.d.) describes the potential benefits of Agritourism for local agriculture as varied. Agritourism may generate diversification opportunities for local farmers to increase revenues and enhance the viability of their operations. It may also be an excellent tool to educate the public about the importance of agriculture and its contribution to the economy and quality of life. Agritourism may provide economic incentives and reduce friction in the agricultural-urban interface, thus helping preserve agricultural land and it may enhance the appeal and demand for local products, foster regional marketing efforts and create value-added and direct-marketing opportunities that may stimulate economic activity and spread the benefits to various communities (Purdue Tourism Hospitality Research Centre, n.d.).

According to Williams *et al.* (2001: 4):

A wide range of benefits has been identified as potential outcomes associated with promoting the development of Agritourism. Overall, Agritourism and other forms of related value added processing are seen by both the farming community and government as diversification options for maintaining business viability in the agricultural sector. However, the potential advantages of Agritourism development extend much further. More specifically they can be linked to the individual farmer, the local community, and the region as a whole.

From an agricultural industry perspective, Agritourism is perceived to be a means of expanding farm operations; using farm based products in new and innovative ways; improving farm revenue streams; developing new consumer market niches; increasing awareness of local agricultural products; increasing appreciation of the importance of maintaining agricultural land uses; channelling additional on-farm revenues directly to family members who might otherwise have to work off the farm; giving a stimulus to upgrade farm living and working areas, as well as leisure facilities; providing opportunities to acquire managerial skill and entrepreneurial spirit, and increasing the long term sustainability for farm businesses.

From a tourism viewpoint, Agritourism can be a means of diversifying the mix of tourism products and services available to visitors; increasing tourism flows into rural and under-utilised but attractive destination regions; increasing the length of season for tourism operators in rural regions; uniquely positioning rural regions and communities for tourism markets; bringing more money particularly foreign currency to local businesses.

The benefits of tourism for local communities and the significant spin-offs for small-scale farmers in the Eastern Cape's highly successful farming industry have been recognised as key driving forces for economic development (National Integrated Development Plan (IDP) Hearings, 2005). One of the key challenges is the integration of rural areas of the district municipality and the development of a clear sustainable rural infrastructure investment plan. The District Municipality has paid attention to allocating budget to rural and social development and should aim to continue to focus on nodal zones.

However, according to a study conducted on farms in Britain by Rilla (1997: 22), the challenge before reaping the benefits is to determine what type of Agritourism would be most suitable and profitable. These British farmers determined which enterprises were most suitable and profitable by what they saw other farmers around them doing and what their time, interest and building infrastructure allowed them to do. In some cases it was an in-house B&B, others developed self-catering units, and some developed a simple bunkhouse or camping barn (Rilla, 1997: 22). All of them grew their added farm endeavours over time as the business evolved (Rilla, 1997: 22).

A wide variety of Agritourism activities exist and are currently being undertaken in various countries. These range from rural weddings, wineries and adventure to culture, history, education and festivals to mention but a few (Miller, 2004: 3). Agritourism activities are further explored in Chapter 3 of this dissertation.

A wide array of products and services can be offered to travellers interested in Agritourism products and services. Three broad categories of such Agritourism products and services are fixed attractions, events and services Williams *et al.* (2001: 53).

Williams *et al.* (2001: 53) describe *fixed attractions* as current or potential generators of tourism. They range from historic farms, whose primary purpose is to attract visitors, to existing agriculture facilities where attracting visitors is secondary to the main purpose of the operation. Furthermore, four primary types of fixed attractions mentioned are historic farms, living farms, museums and food processing facilities.

Events in the context of Agritourism are described by Williams *et al.* (2001: 53) as occasions based upon an agricultural theme, whether current or historic. Events take place on a specific date or season, and outside of these times, have limited ability to generate tourism. These events function as attractions and/or destinations, and differ from fixed attractions because of their limited visitation period. This product group can be divided into the categories of conferences/conventions, rodeos, agricultural fairs, historic events and festivals/events (Williams *et al.*, 2001: 53).

Williams *et al.* (2001: 53) further describe suppliers of Agritourism *Services* in four primary categories:

- *Accommodations* such as bed and breakfasts and vacation farms;
- *Tours* associated with production or processing facilities (for example, dairy operations, wineries), or scenic environments (for example, botanical gardens, vineyards). These tours may be delivered by outside agencies (for example, tour operator) or on-site farm operators (e.g. tours of botanical gardens);
- *Retail sales* associated with local produce and farm-processed products (for example, jams and pickles) at their farm gate; 'U-pick' fields and orchards; off-site produced gifts, crafts and baked goods; and
- *Leisure/recreation activities* associated with hunting and fishing, golfing and hiking.

According to Williams *et al.* (2001: 57), informants at a North American Direct Marketing Conference in January 2001 suggest that a wide array of innovative products and services can be offered to the portfolio of traditional Agritourism offerings. These are also discussed further in Chapter 3.

In addition to the opportunities and benefits offered through the development of Agritourism there are also obstacles and constraints. Key constraints that limit the tourism industries role in the national economy are outlined in the White Paper on the Development and Promotion of Tourism in South Africa (1996: 6).

Some of the key constraints are that tourism has been inadequately resourced and funded; a myopic private sector; there is limited integration of local communities and previously neglected groups into tourism; inadequate tourism education, training and awareness; inadequate protection of the environment; poor service; lack of infrastructure, particularly in rural areas; a ground transport sector not geared to service tourists; lack of inclusive, effective national, provincial and local structure for the development, management and promotion of the tourism sector; and the growing levels of crime and violence on visitors (South Africa, 1996). These constraints apply to the development of Agritourism as well. Obstacles and solutions to developing Agritourism are further explored in Chapter 2.

1.2 RESEARCH PROBLEM

Agritourism in the Eastern Cape of South Africa is under-researched and there is little information available on the subject. According to the Eastern Cape Tourism Board (n.d.), tourism has been identified as one of the key growth sectors for the South African economy. Furthermore, agriculture is the principal economic activity in the Amatole District Municipality (ADM) and provides 12% of formal employment. Approximately two-thirds of the district is made up of former homeland areas with cultural tourism and agricultural potential, so opportunities need to be explored (Eastern Cape Tourism Board, n.d.).

Further to the lack of information on Agritourism, another problem is the lack of marketing of Agritourism products and services. This was pointed out by Peter Myles, Tourism 2000 Network director. According to Carlisle (1999:1), in his speech at the MTN Eastern Cape Agritourism seminar Myles said that Agritourism and 'farm stay' holidays in the country have been under-marketed. Myles suggested that the marketing of Agritourism should be addressed so that opportunities such as the six million overseas tourists that are expected in 2010 can be targeted (Carlisle, 1999).

The identification of Agritourism possibilities through research, the marketing of it through extension work and the necessary training programmes are but some of the major problems that have to be overcome in many a regions (Nuntsu, 2002: 6).

To reiterate, the research problem for this study, therefore, is to investigate the nature of Agritourism in BCM.

1.3 THE AIMS AND OBJECTIVES OF THE STUDY

This section discusses the intended aims and objectives of the study.

This study was initially aimed to be a baseline study of the nature of Agritourism in the Amatole District Municipality (ADM), however, upon further investigation, it was decided that the scope was too broad therefore the study area was changed to Buffalo City Municipality (BCM) which is one of the local municipalities that falls within the ADM.

Buffalo City Municipality stretches from the port of East London in the east to Dimbaza in the west and covers an area of 2 510km². According to Census 2001 statistics, approximately 700 000 people live in Buffalo City. There are a considerable number of disadvantaged communities inside and outside the formal boundaries. These scattered and diversely developed areas pose an economic and service delivery challenge for the most populous local municipality in the country (Eastern Cape Tourism Board, n.d.). The significance of the study to the Agritourism industry (farms in the BCM) is that the outcomes will give the District 'an ever-needed economic injection', according to Pan-Africanist Congress (PAC) Councillor to the ADM, Mr Lughando Mbinda. District Attorney and Councillor to the ADM, Mr Ronnie Dawson stated that 'this is a significant milestone for tourism and the farming community in particular and it will have major spin-offs for the region' (Author unknown, 2003: 4).

According to the South Africa Year Book (2007: 87), fifty-six Agritourism Programmes (ATP's) have been identified within South Africa. These programmes are expected to create 2 500 jobs and aim to accelerate economic (employment) benefits by promoting Agritourism and taking advantage of the fast-growing tourism sector. ATP's further aim to create an increase in demand for agricultural products and services in poverty-stricken areas and promote agricultural operations in rural and urban areas as preferred destinations that would offer local and foreign tourists with a unique experience (South Africa, 2007: 87).

The primary aim of the study, to research the Nature of Agritourism in Buffalo City Municipality and the secondary aims are:

- To investigate the nature of Agritourism in the BCM
- To identify the demographic profile of farmers and farm workers in BCM
- To identify the profile and the characteristics of the farms in the BCM
- To draw up an inventory of Agritourism activities and products at present in ADM
- To identify the obstacles that limit the establishment of Agritourism activities in BCM
- To review the growth possibilities within the Agritourism sector and the necessary structural changes needed to adapt successfully

To fulfil the aims of the study the following objectives were set:

- To review secondary data on Agritourism
- To review the literature on the subject
- To design and administer questionnaires
- To analyse and interpret the findings
- To make recommendations

The research undertaken in this study was conducted to explore the opportunities that tourism has to offer in relation to agriculture in the BCM, especially with agriculture and tourism being the main potential growth industries (Nuntsu, 2002: 5). Furthermore, this research will contribute to the currently limited information that is available on Agritourism in BCM and South Africa.

Research which assists in the development of Agritourism will ultimately assist these South African government programmes and initiatives. The government is continually searching for ways to alleviate poverty in the country. The development of Agritourism would assist in the creation of jobs for the unemployed.

People employed in Agritourism will need training and skills development. Skills development can only be instituted once training needs are identified and training needs can only be identified once more information is available on the nature of Agritourism, which is the main aim of this study.

1.4 RESEARCH QUESTIONS

To address the main aim of the following questions were constructed:

- What is Agritourism?
- What is the demographic profile of farmers?
- Who is employed on the farms?
- What is the profile of the farms?
- What are the characteristics of the farms?
- Which Agritourism activities are currently being undertaken on the farms?
- What obstacles are limiting the establishment of Agritourism in BCM?
- What growth possibilities exist on the farms?

1.5 RESEARCH APPROACH AND METHODS

1.5.1 Research design

Agritourism has been identified as an area of opportunity for growth and development of enterprises on farms, thereby providing employment opportunities which aims to alleviate poverty in BCM. This study on the nature of Agritourism in BCM provides a basis for further investigation of the marketing and training needs of farmers who wish to develop Agritourism on their farms. A questionnaire that was exploratory and quantitative in design was used to gather data from respondents - the farmers - in BCM.

1.5.2 The survey population and sample size

The survey population included farmers in the BCM.

1.5.3 Sample selection

The sampling approach included an attempt by the researcher to interview all farms in the area who were either involved in some aspect of Agritourism, or showed an interest in developing some form of Agritourism, so the identification was primarily done with key informant interviews. It is important to note that many farmers declined to participate and a sampling size of 36 was realised amongst those farmers who were willing to participate.

In applied social research there may be circumstances where it is not feasible, practical or theoretically sensible to do random sampling. Here, nonprobabilistic methods are used. According to Trochim (1006: 1), purposive sampling is one of the methods of nonprobability sampling and is approached with a specific plan in mind and targets a specific sample. Purposive sampling is further subcategorised - Snowballing is one of those subcategories and capitalized on informal social networks to identify specific respondents who are otherwise hard to locate (Trochim, 2006: 1). Trochim (2006: 1) further explains that in snowballing you begin by identifying a suitable person (who meets the criteria for inclusion). The suitable person is then asked to recommend others who they may know who also meet the criteria. Although this method does not usually lead to representative samples, Trochim (2006: 1) states that there are times when it may be the best method available.

1.6 METHODS AND TOOLS OF DATA COLLECTION

1.6.1 Secondary sources of information

Secondary sources of information were used in gathering information cited in this dissertation. These sources were used to find information on Agritourism on a local, national and global context and assisted in drawing up the survey tool, a quantitative questionnaire. The following sources of information were used:

- Government published documents
- Journals
- Books
- Newspapers
- The Internet
- Dissertations and theses

Throughout this dissertation regular reference is made to the White Paper on the Promotion and Development of Tourism (1996). Although this paper is 11 years old, much of the information is still relevant, especially with regards to Agritourism, which is still a relatively new concept. The South African Yearbook (2006/2007) makes reference to the White Paper on Tourism as a guiding document in the development of tourism (South Africa Yearbook, 2006/2007: 536, 539) which suggests that although it is more than 10 years old, it is still relevant.

1.6.2 Primary sources of information

A study on Agritourism conducted by Hatley (2004) was used as a pilot for developing a structured questionnaire. The original questionnaire was modified for the purpose of this study. The same questionnaire was administered to all the farmers to ensure validity and reliability of the findings.

The structured questionnaires administered to farmers supplied information on farms and their characteristics, demographics of farmers, the nature of the farming operations and income-generating activities, activities on farms, attractions in close proximity, Agritourism status, motivating factors, resources required, obstacles faced by farmers in developing Agritourism, assistance required in developing Agritourism and farmers' perceptions of Agritourism.

1.7 DATA ANALYSIS

Quantitative data analysis was used in the survey. The responses were analysed by entering the data using computer software, Statistical Package for Social Sciences (SPSS for Windows). The output generated was in the form of tables, bar charts and pie charts.

The hard copy questionnaires were manually entered into SPSS. The disadvantage of this is that it is time consuming and open to human error so required further checking once the data had been captured to ensure accuracy.

The advantage of using SPSS is that data, once entered, the data can easily be manipulated to investigate a range of statistics. The information can further be transformed to be displayed in the forms of tables or charts.

1.8 MOTIVATION FOR INVESTIGATION

There is a need for fundamental research into Agritourism in order to develop farming systems that are sustainable and environmentally, economically, socially, politically acceptable and scientifically sound. In the past, ensuring food self-sufficiency was a goal of agricultural policy and the development of small-scale farming was seen as detrimental to this goal (South Africa, 1995: 4). Therefore, agricultural and economic policies encouraged commercial farmers to increase farm size and substitute labour with capital. Such a conception counteracted the comparative advantage of many production areas and had serious economic and social implications for the country, neither was it conducive to the development of small and decentralised Agritourism businesses in the rural areas that could lead to further growth. Addressing this legacy created the new policy (South Africa, 1995: 4) which recognises the potential and role of small-scale farmers in economic growth and development. It stipulates that government research institutes, academics at universities and technicians and experts in the private sector should conduct appropriate research in order to develop the potential of small-scale farmers. The development of small-scale farming, as stipulated in the White Paper on Agriculture (1995: 4), would lead to the realisation of the vision of a new agriculture in South Africa which influences the rest of the economy and society (South Africa, 1995: 4).

1.9 OPERATIONAL DEFINITIONS

Agritourism

Agritourism is tourism in which tourists visit a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation (Statistics South Africa, 2007: 6).

Farmer

Someone who owns or operates a farm (Encarta Dictionary, 2007).

Farm

An area of land where crops are grown or animals are reared for sale, for commercial purposes, together with appropriate buildings; an area of land or water where particular animals, birds, fish, or crops are raised for commercial purposes; or, a piece of land on which something is stored, produced, or processed (Encarta Dictionary, 2007).

Commercial farming

Commercial farming consists of family farms where a major part of the family income is from a farm operation, and agricultural businesses that support such farms (Missouri Commercial Agriculture Program, 2005).

Subsistence farming

Subsistence farming is a form of farming in which nearly all of the crops or livestock raised are used to maintain the farmer and his family, leaving little, if any, surplus for sale or trade. Pre-industrial agricultural people throughout the world have traditionally practiced subsistence farming. Some of these people moved from site to site as they exhausted the soil at each location. As urban centres grew, agricultural production became more specialized and commercial farming developed, with farmers producing a sizable surplus of certain crops, which they traded for manufactured goods or sold for cash (Encyclopaedia Britannica, 2007).

Agriculture

Agriculture can be defined as the systematic and controlled use of living organisms and the environment to improve the human condition (Agricultural Land Reserve, n.d.) or the occupation, business, or science of cultivating the land, producing crops, and raising livestock (Encarta Dictionary, 2007)

Tourism

Tourism, from a supply side, can be defined as 'all those firms, organisations and facilities that are intended to serve the specific needs and wants of tourists' (Cooper, Gilbert, Fletcher & Wanhill, 1993: 9).

A further definition of tourism, from a demand side, that emanated from a Joint WTO/ESCAP (World Tourism Organisation/Economic and Social Commission for Asia and the Pacific) Regional Seminar on Tourism Statistics and the Development of Tourism Satellite Accounts in Bangkok, 21-24 February 2001, defines tourism as 'the activities of persons travelling to and staying in places outside their usual environment

for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited' (WTO/ESCAP, 2001).

1.10 OUTLINE OF THE STUDY

This chapter provides a background to Agritourism on a global scale and recognises that Agritourism has been identified as an opportunity for growth and development in South Africa which in turn will assist in job creation and poverty alleviation. The chapter also gives an overview of the aims and objectives of this study, the research approach and the methods and tools used for collecting primary and secondary data.

Chapter Two is a literature review that provides a theoretical overview of Agritourism focusing specifically on various definitions, history, characteristics, benefits, opportunities, barriers to development, demographic profiles of present and potential Agritourism farmers and their farms, activities, suppliers and success factors of established Agritourism developments.

Chapter Three provides a discussion of the methodology used in this study. This chapter includes details of the research design, identifies the survey population, methods and tools of data collection, sample size and gives an explanation for the limited participation of respondents.

Chapter Four focuses on analysis of the data collected. The data generated in SPSS has been transformed into tables and charts and the outcomes analysed and discussed.

Finally, Chapter Five provides a conclusion, discusses briefly the limitations of the study and recommendations for further research on this topic.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter provides an overview of Agritourism. The history of Agritourism; various definitions used in the different parts of the world; general characteristics of Agritourism; benefits of Agritourism; and the opportunities and barriers to the development of Agritourism are reviewed. An adopted definition for the purpose of this study will then be established. This chapter also explores the demographics of current and potential Agritourism farmers; Agritourism activities, products and services; Agritourism suppliers; and Agritourism stakeholders.

2.2 Overview of Buffalo City Municipality

In an Integrated Development Plan (IDP) Review for 2007/2008, the Buffalo City Municipality Geographical Information Systems Unit describes BCM as situated in the central Eastern Cape Province, South Africa's second largest province and covers about 169,580 square kilometres, which is 13,9% of South Africa's total land area. The province has the third largest population of South Africa's Provinces, approximately 6.4 million people (Census, 2001), which is 14,1% of South Africa's people. The province is generally seen as one of the two poorest in South Africa. There are two major urban conurbations within the Province, Nelson Mandela Metropolitan and Buffalo City (BCM IDP, 2007: 4).

2.2.1 Size

Buffalo City's land area is approximately 2,515 km², with 68km of coastline (BCM IDP, 2007: 4).

2.2.2 Economy

East London is the dominant economic centre, King William's Town is a Regional Service Centre and together with Bhisho, is the Provincial Administrative Centre and contains the seat of the Provincial Government of the Eastern Cape Province (BCM IDP, 2007: 5).

2.2.3 Land use

Buffalo City is broadly characterised by three main identifiable land use patterns – industry and service sector; the fringe peri-urban and rural settlement areas with distinctive character and land use patterns; and the commercial farming areas. The farming areas are dominant in the north-eastern and south-western (coastal) sectors of the Municipality and are characterised by extensive land uses, with certain areas making use of intensive farming (irrigation-based) (BCM IDP, 2007: 5).

2.2.4 Population

According to Statistics South Africa (BCM IDP, 2007: 5), the total population of Buffalo City in 2001 was 701 890. Since the 2001 census, no new official population statistics have been produced at a municipal level. Growth statistics show the population has grown relatively slowly from 1996 - 2001 at 2.87%, an average of 0.6% per annum (BCM IDP, 2007: 5).

2.2.5 Household growth

Households have grown as extended households 'disaggregate'. The growth rate for households over the five year period was 19.82%, an average annual household growth of 3.68% (BCM IDP, 2007: 5).

2.2.6 Gender split

Table 2.1 details the gender split, with 53 % of the population being female and 47% male in 2001 and in 1996 (BCM IDP, 2007: 6).

Table 2.1: Adapted from Gender 2001 & 1996 (Census) (BCM IDP, 2007: 6)

| 2001 | | 1996 | |
|---------------|---------------|---------------|---------------|
| Female | Male | Female | Male |
| 372 730 (53%) | 329 159 (47%) | 362 650 (53%) | 324 297 (47%) |

2.2.7 Demographic information – age and gender statistics

According to BCM IDP (2007: 6), the 2001 Census revealed that 5,43% of the population were older than 65 years; 52,15% were between the ages of 20 and 64 years old; 33,21% of the population were between 5 and 19 years old; and 5,43% of the population were under 4 years old (BCM IDP, 2007: 6).

Detailed below in Figure 2.1 is the population pyramid showing the difference in population between 1996 and 2001 Census by age and gender (BCM IDP, 2007: 6).

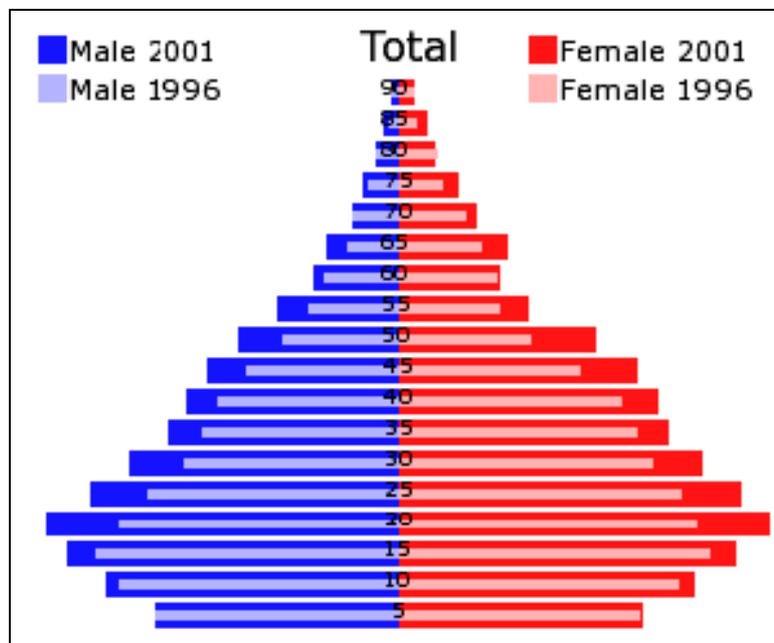


Figure 2.1: Age and Gender Population Pyramid (1996 & 2001)

Table 2.2 details the age split within the population. The percentage of the population aged 15 – 64 has grown since 1996, indicating an increased number of people looking for employment opportunities (BCM IDP, 2007: 6).

Table 2.2: Age 2001 & 1996 (BCM IDP, 2007: 6)

| | 2001 | 1996 |
|-------------------------------------|-------|-------|
| % of Cities Population Aged 0- 4 | 7,15 | 8,40 |
| % of Cities Population Aged 5 - 14 | 18,62 | 20,82 |
| % of Cities Population Aged 15 - 34 | 37,77 | 37,35 |
| % of Cities Population Aged 35 - 64 | 30,25 | 27,69 |
| % of Cities Population Aged >65 | 6,21 | 5,74 |

2.2.8 Unemployment

Almost a third of Buffalo City's adults are unemployed. About four out of every ten people are either formally or informally employed, or self employed (Buffalo City Municipality, 2006: 7).

Forty-one percent of the population of Buffalo City is 19 years of age and younger. Fifty-two percent of the population is aged between 20 and 59 years and 7% is aged between 60 and 80 + years. Jobs and education will therefore be important issues for the area for a long time to come (PRU, Rhodes University, 2000 in Buffalo City Municipality, 2006: 8).

2.2.9 Household income

In Buffalo City, the average monthly household income is just over R2655. The most commonly earned monthly household income is between R1 and R1500. Seventy-one percent of the city's population earns less than the household subsistence level (+ R1500 per month) (Buffalo City Municipality, 2006: 8).

2.2.10 Education

In 2002, a Quality of Life Survey conducted by The Institute of Social and Economic Research (ISER), Rhodes University revealed that more than 40% of people have completed Grades 8 to 12 in school, almost 21% had no schooling, 3% had some tertiary education and literacy rate average was 65% (Buffalo City Municipality, 2006: 8). This situation clearly indicates that education needs to be a key concern for the area (Buffalo City Municipality, 2006: 8).

2.2.11 Infrastructure

East London and King William's Town are crossings for many major roads, from Durban, Cape Town and the Free State. Repairing existing road infrastructure was the most important function of the municipality over the last three financial years, however, the current infrastructure is fairly sound and usable (Buffalo City Municipality, 2006: 9).

2.3 The link between Tourism and Agriculture

In a keynote address by the Honourable Minister of Agriculture and Land Affairs, Ms Thoko Didiza, at the National Stakeholder Consultative Workshop on Agritourism 2005, pointed out that Tourism has been identified as one of the fastest growing sectors in South Africa and internationally (Didiza, 2005: 2). Its growth offers an opportunity for the agricultural sector in terms of supply of food and beverages. To be able to do this, it is important to understand the tourism market in terms of its needs and how it could be met. The Agritourism Programme (ATP) is a response by the Department of Agriculture of South Africa in linking the two sectors of agriculture and tourism. Agriculture offers goods and services required by the tourists whilst tourism becomes the market. The objective of the ATP is to ensure that farmers are capacitated and empowered to participate in the Agritourism sector. This would result in increased demand for agricultural products and services and in turn this demand would lead to good prices, increased revenue, employment and investments (Didiza, 2005: 2).

The White Paper on Tourism (South Africa, 1996: 10) states that tourism, perhaps more than any other sector, has the potential to contribute to economic development through its linkages with the agricultural sector and that there is an increase in the demand for new products and services such as Agritourism. Many international tourism destinations have successfully used the tourism industry to encourage other sectors of the economy and to generate new and innovative employment opportunities (South Africa, 1996: 10).

2.4 Agritourism defined

The literature review for this study revealed that various definitions exist for the term 'Agritourism'. These definitions are discussed later in this section.

2.4.1 Agritourism

Agritourism, sometimes known as agro-tourism or farm tourism, is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and to generate additional farm income; refers to the act of visiting a working farm to watch or take part in any agricultural, horticultural or agribusiness operation; it is a vacation on a farm which combines hospitality and at the same time offers visitors the opportunity to assist with farming tasks (Purdue Tourism Hospitality Research Centre, n.d.: 1)

Williams *et al.* (2001: 12) provide a further description for agri-entertainment by referring to 'some farms with fruit and vegetable stands as well as farms with pick-your-own produce have incorporated 'entertainment farming' into their operations. Agri-entertainment can take many forms: festivals, hayrides, petting zoos, seasonal events, and contests are some ways to delight visitors. Agritourism is defined as a combination of a natural setting and products of agricultural operations combined within a tourism experience' (Williams *et al.*, 2001: 12).

A few more examples of Agritourism are farm tours for families and school children, day camps, hands-on chores, self-harvesting of produce, hay or sleigh rides, and overnight stays in a B&B. Some people have become involved in Agritourism as a way of supplementing their income, while others desire an opportunity to educate the public and introduce people to farming (Miller, 2004).

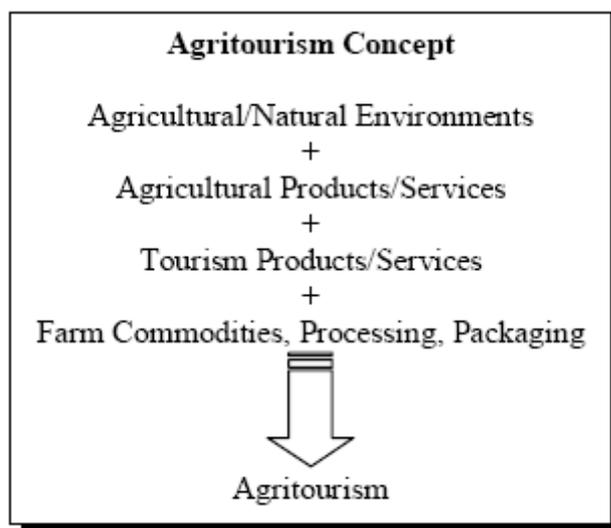


Figure 2.2: British Columbia Ministry of Agriculture and Lands (Williams *et al.*, 2002: 1)

The British Columbia Ministry of Agriculture and Land's diagram above gives a diagrammatic overview of the Agritourism Concept and sums up the information described in the other definitions. Agritourism Products and Services are discussed in more detail in this Chapter in Section 2.11.

2.4.2 Agritourism as a sub-sector of rural tourism

Jolly's (n.d: 1) definition for Agritourism is similar to those provided above but he also points out that there is a distinction between Agritourism and Rural Tourism. Jolly (n.d: 1) states that Agritourism is a commercial enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner, whereas rural tourism includes resorts, off-site farmers' markets, non-profit agricultural tours, and other leisure and hospitality businesses that attract visitors to the countryside.

Farm tourism is a sub-sector of rural tourism according to Roberts and Hall (2001) who indicate that farm tourism is one of the five categories of rural tourism, the others being ecotourism, cultural, adventure and activity tourism (cited by Coomber *et al.*, n.d.: 2).

Figure 2.3 shows farm stays and farm holidays as the core products of rural tourism (Knowd, 2001: 25). Knowd (2001: 25) further describes Agritourism and farm tourism as being one and the same phenomena and activities included in these are variously described as 'hosting' and 'holidays'. Farm Hosting involves the visitor and host sharing time, meals and accommodation space and farm tourism refers to the active, working farms that supplement their primary agricultural function with some form of tourism business (Williams, 1995; Hall, 1997; Hill *et al.*, 1996; Swartbrooke, 1996 in Knowd, 2001: 25).

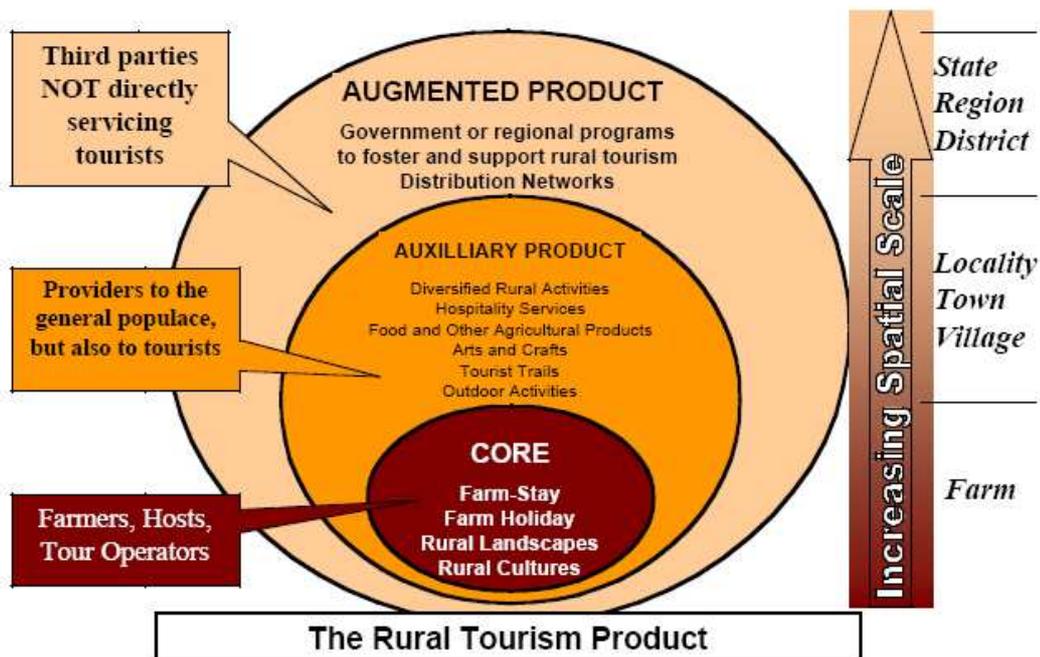


Figure 2.3: Farm stays and farm holidays as the core products

Williams *et al.* (2002: 2) define rural tourism as the 'country experience' which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments (Williams *et al.*, 2002: 2).

A significant component of rural tourism is comprised of Agritourism environments (Williams *et al.*, 2002: 2). Williams *et al.* (2002: 2) further explains that various terms are used to refer to the concept of Agritourism - these include agricultural tourism, farm tourism, farm vacation tourism, wine tourism, agritainment, and agri-entertainment. Generally, these terms relate to forms of Agritourism and are associated with small-scale enterprises and community events, linked to local families, and the agricultural traditions of such rural regions (Williams *et al.*, 2002: 2).

Jolly (n.d.: 1) reiterates that rural tourism differs from Agritourism in two ways. Firstly, rural tourism enterprises do not necessarily occur on a farm or ranch, or at an agricultural plant and they do not generate supplemental income for the agricultural enterprise.

Opperman (1996 in Knowd, 2001: 8) views rural tourism as farm and non-farm tourism in rural areas but does not include activities in outdoor recreation areas such as national parks, forest or wilderness areas whereas in Alabama, Vansant (2005: 15) describes Agritourism as an opportunity for forest landowners to raise capital while dealing with tourists. Iakovidou *et al.* (1995) in Knowd (2001: 8) describe 'Agrotourism' as tourism activities carried-out in non-urban regions by individuals mainly employed in the primary and secondary sector of the economy; and in Europe, 'rural tourism' is usually used to describe Agritourism (tourism on farms) but expands to encompass basically all tourism activities in the countryside when needed (EC-EIDL 1997 in Knowd, 2001: 8).

2.5 History of Agritourism

The history of Agritourism as set out in the following sections shows that Agritourism has been around for many years, although the term and concept of Agritourism is relatively new.

2.5.1 United States

Holland and Wolfe (2001: 3) refer to the term 'Agritourism' as being recently contrived but state that it is not a new concept - in the United States, it can be dated back to the late 1800s, when city dwellers would visit friends and family in the county in an attempt to escape the heat and stress of the city. Holland and Wolfe (2001: 3) also mention that, similarly, agriculturally-based entertainment is nothing new. After World War II, many people visited rural areas for a change of scenery and recreation and it was during this time that horseback riding for recreational purposes became popular with urbanites (Holland & Wolfe, 2001: 3).

Holland (2004: 1) states that visiting the country became even more popular with the widespread use of the automobile in the 1920s. Rural recreation gained interest again in the 1930s and 1940s by folks seeking an escape from the stresses of the Great Depression and World War II (Holland, 2004:1). These demands for rural recreation led to widespread interest in horseback riding, farm petting zoos and farm nostalgia and according to Holland (2004: 1) during the 1960s and 1970s and in the 1980s and 1990s farm vacations, bed and breakfasts and commercial farm tours became popular.

Holland (2004: 1) further states that today recreation-related enterprises are becoming an increasingly important American business. Increased leisure time and discretionary, disposable income, greater mobility and the social thrust toward relaxation, leisure and satisfying personal wants are creating exciting, new recreation opportunities that did not exist a decade ago. The demand for a slower-paced farm experience, once supplied by rural family members, seems to be somewhat difficult to satisfy today because of the four-and five generation gap between farm and non-farm citizens (Holland, 2004: 2).

2.5.2 Europe

In Europe the origin of farm tourism dates back to nineteenth century when the only form of accommodation in rural areas was offered mainly by farmhouses (Nilsson, 1998). Nilsson (1998) describe the mountainous rural landscape of the Alps, for example, as an attraction that drew visitors from within and outside host countries (Taguchi & Iwai, 1998). In the UK, the antidote to unpleasant and unsanitary urban living conditions was to seek refreshment in the countryside, and by the end of the nineteenth century a marked interest in rural visiting was evident (Cherry & Sheail, 1993). Farm tourism was largely a form of 'social tourism', characterised by its low cost as well as the contact it allowed between different cultures (Nilsson, 1998).

2.5.3 Australia

Australian Farmhost Holidays began marketing Agritourism to the international travel industry in the early 1970s. Australian Agritourism suppliers offer a wide range of products and activities and Agritourism has become one of the most sought after 'Aussie experiences' for inbound visitors (Williams *et al.*, 2001: 26). There are approximately 1300 holiday farms in Australia and over forty international standard

farms that can host groups of 20 to 200 guests at one time. Agritourism experiences in Australia include farm holidays, horse-riding treks, day farm visits, and wine tasting tours for individual travellers and groups (Williams *et al.*, 2001: 26). Farm stay tourism is regarded as a strategic tactic in the farm industry's search for income supplements and business diversification opportunities (Williams *et al.*, 2001: 26). The Australian Tourism Industry Association also promotes farm stay tourism as a component of its overall tourism product portfolio (Williams *et al.*, 2001: 26).

2.5.4 New Zealand

Agritour, New Zealand's only tourism company devoted solely to agricultural, horticultural and rural tourism with access to leading farms, research establishments, agribusiness, orchards and forests throughout the country was formed in 1984 (Agritour.co.nz, n.d.). Their Agritourism offering is specialised in the areas of dairying, kiwifruit production, sheep farming, beef raising, sheep and cattle breeding systems, meat packing, meat industry research, agricultural broadcasting and print media journalism (Agritour, n.d.).

2.5.5 South Africa

In South Africa, Agritourism is a relatively new concept but it is becoming a product that encourages more tourists to the country, particularly in the Eastern Cape and KwaZulu-Natal holidays (Discover our Drakensberg, 2006). In the past, Agritourism and farm stay holidays have been under-marketed. South Africa is the fastest-growing tourism destination in the world so with over six million overseas tourists it is expected that Agritourism will become an integral part of South African holidays (Discover our Drakensberg, 2006).

2.6 Reasons for developing Agritourism

In this section, the reasons for people wanting to visit farms are discussed (demand side) as well as the reasons why farmers are driven to develop Agritourism on their farms (supply side).

2.6.1 Demand side

There is an inclination for people to seek Agritourism destinations for reasons including a desire for peace and tranquillity, interest in rural and natural environments, escape from more overcrowded centres, inexpensive rural recreation, and curiosity about the farming industry and lifestyle (Government of Manitoba, 2000).

2.6.2 Supply side

Farm tourism has often been proposed as a sustainable development option to revive rural economies and to diversify income sources, largely building on endogenous growth potentials (Gössling & Mattsson, 2002: 1). The types of Agritourism activities, products and services which are currently being offered, as well as those which can potentially be developed, are discussed further in this section under 2.11.

2.7 Benefits of Agritourism

Agritourism can have significant benefits for farmers and communities involved in such ventures. Research results from various studies indicate that Agritourism has substantial economic impact on local economies and opportunities for diversification for Agritourism suppliers (Lobo, Goldman, Jolly, Wallace, Schrader & Parker, 1999).

According to Williams *et al.* (2001: 3), a wide range of benefits have been identified as potential outcomes associated with Agritourism. Overall, Agritourism and other forms of related value added processing are seen by both the farming community and government as diversification options for maintaining business viability in the agricultural sector. However, the potential advantages of Agritourism development extend much further. More specifically they can be linked to the individual farmer, the local community, and the region as a whole.

According to Clemmens (2004: 8), in the European Union (EU) policies that support Agritourism are linked to efforts to market high-value foods based on a region's historical, cultural, and social traditions. These efforts include the protection against production in any other region or country, regional products that are protected by a national government against production in any other part of that country and local products which are linked to a local area's culture and history (Clemmens, 2004: 8).

The overall effect has been a gradual change in the way some E.U. farmers are using the land to produce and market agricultural products (Clemmens, 2004: 8). Clemmens (2004: 8) states that E.U. member-states have followed suit by enacting complementary national policies to encourage Agritourism as a method of revitalizing rural areas by increasing farm income, creating new jobs in rural communities, adding value to agricultural products, and diversifying the country's tourism sector.

In British Columbia, three distinctive goals of the Ministry of Agriculture, Food and Fisheries (MAFF) are to assist in the development of emerging industries; to facilitate diversification options for farm operators; and, to continue to promote Agritourism as a method of diversification for farmers in British Columbia (British Columbia Ministry of Agriculture, Food and Fisheries, 2002: 6).

According to Petric (2003: 6), the importance of rural tourism as a part of the overall tourism market depends on each country's recreation/tourism resources, infrastructure image, market access and the presence of other types of tourism products. Even if rural tourism may be minor in relation to the overall tourism market of many countries its importance to the development of specific rural areas may be critical. Thus, the multiplier effect is often more impacting in rural areas where the entire rural lifestyle is looked for as a main attraction.

Petric (2003: 6) maintains that Agritourism activities based in rural areas can be developed locally with participation from local government and small businesses thus not depending on outside firms and companies. Since it could be started as a small business initiative, an Agritourism business can be developed with relatively little investment credit, training and capital and yet generate important secondary incomes for farm households (Petric, 2003: 6). It would also provide an opportunity to support local employment and improve demographic structure of the rural areas (Petric, 2003: 6). Agritourism South Africa (2005) aims to link community driven agricultural projects with tourism to alleviate poverty and stimulate economic growth within identified poverty nodes.

The tourism multiplier effect, the idea that increased spending in one part of the economy will lead to bigger effects in other parts (Encarta n.d.) is also important when considering the benefits of any tourism development. A taxi ride from the airport, wildlife viewing and restaurant meals all accrue to the local economy – the challenge is to maximise it by reducing leakages and developing the multiplier effect (DEAT, 2002). Tourist enterprises attract domestic and international tourists and create

opportunities for small entrepreneurs and economic linkages, for example agriculture, hunting, handicraft production, and a wide range of service industries which tourists are likely to consume in the destination (DEAT, 2002).

In a report on *Tourism Strategies and Rural Development*, Te Kloeze (1994: 17) discusses the bibliography of Rural Tourism for the Organisation for Economic Co-operation and Development. Te Kloeze (1994: 17) states that farm tourism is the largest single special category of rural tourism in terms of published works. The report also mentions two myths about rural tourism - one myth is that rural tourism is farm-based tourism and the second is that the farming community will be 'saved' by diversifying into tourism. The report states that the role of farm-based tourism has been exaggerated due to the attention it has received from both agriculture ministries and academics (Te Kloeze, 1994: 18). The issue of Agritourism as a sub-sector of rural tourism has already been addressed in 2.4.2. The second myth, that the farming community will be 'saved' by diversifying into tourism, is controversial – for example Knowd (2001: 18) clearly states that German farming families, Australian farmers in Victoria and farmers who operate farm stays in New Zealand all admitted that the social benefits of Agritourism were the dominant reason for operating Agritourism. Carlsen and Getz (2001: 28) on the other hand, mention a farmer in Australia who indicated that her wine/tourism land was more valuable than her dairy/beef farming.

2.8 Characteristics of Agritourism

Different forms of rural tourism have developed in different regions and hence it is hard to find characteristics that are common to all of the countries (Petrić, 2003: 3). However, according to Williams *et al.* (2000: 3), from an agricultural industry perspective, Agritourism is perceived to be a means of expanding farm operations; using farm based products in new and innovative ways; improving farm revenue streams; and developing new consumer market niches. Awareness of local agricultural products and the importance of maintaining agricultural land uses is increased through Agritourism (Williams *et al.*, 2003: 3).

Williams *et al.* (2003: 3) state that, furthermore, Agritourism is a means of channelling additional on-farm revenues directly to family members who might otherwise have to work off the farm. Developments also stimulate farmers to upgrade farm living and working areas as well as leisure facilities and provide opportunities to acquire managerial skills and entrepreneurial spirit; and increasing the long term sustainability for farm businesses (Williams *et al.*, 2003: 3).

2.9 Characteristics of Agritourism farms

Not much literature seems to be available on the ideal farm characteristics for Agritourism development. This is probably largely due to the enormous diversity between farms, not only in size but also in the type of farming activities conducted on the farms discussed in the literature review. Some literature does, however, suggest that farms do not need to be large in order to be successful.

In an article by LaDue and Smith (2001: 4), 92% of all farms counted by the United States Department of Agriculture (USDA) are small farms. On many of these farms, farming is not the primary occupation of the operator. Often the operator has a full time job off the farm, especially in cases where farm income contributes less than ten percent of family income. LaDue and Smith (2001: 4) continue, saying that although economies of scale do exist, they are not as important as some suggest. Well-run small farms are competitive on a cost per unit basis - some small farms have lower costs per unit of production than many large farms. Many small farms provide quite comfortable levels of living for the operator's family, either solely from the farm or from the farm in combination with off-farm work by some family members (LaDue & Smith, 2001: 4). In some cases, even though the farm income is modest, it exceeds the alternative non-farm employment opportunities available to the operator. Many small farms achieve lower levels of performance on a variety of standard management variables (LaDue & Smith, 2001: 4). Although, in some cases this results from production for a different market, for many farmers it represents an opportunity for improving the performance of the farm business and the contribution the farm makes to family living, thus, research and education can make a difference for these farm families (LaDue & Smith, 2001: 4).

LaDue and Smith (2001: 4), in their description of the small farm population, explain that the small farm population is not constituted largely of older farmers 'coasting to retirement'. The proportion of small farm operators who are in their middle productive years (35-54 years of age) is similar for small and large farms. A specific goal of many small farmers of all ages is in fact to keep the farm small (LaDue & Smith, 2001: 4). Small farms contribute to local communities by participating in the local economy through farm and family purchases and provision of a part time skilled labour force, providing green space and family businesses that make up a part of the aesthetics of rural areas, and supplying basic agrarian values that represent a core component of the social fabric of rural areas (LaDue & Smith, 2001: 14).

In South Africa, a term which is often used for small farm is 'small holding'. A definition for 'small holding' could not be found. In a report by the South African Police Service, there is a statement that explains that the Human Rights Watch understands farms to mean 'large commercial farms which provide the sole or main form of income to those who own them', while smallholdings are 'small plots of land mostly surrounding the big cities, where people live and may grow some crops, but which do not form the principal source of livelihood for their owner, who usually work in other employment or are retired' (South African Police Service, 2003: 9).

2.10 Demographic profile of Agritourism farmers

In this section, the demographic information relating to farm workers in general are discussed. The role of women and the role of men in Agritourism are also discussed separately as their roles differ.

2.10.1 Farm workers

Labour has a critically important role to play in improving the quality, productivity and competitiveness of the tourism industry. While it is often believed that the key to quality is the physical features of the tourism product, it is actually the quality of the experience delivered by the labour force that determine the true quality of the tourism experience (South Africa, 1996: 52). At the same time, labour is often taken for granted - rooms and equipment, walls and furniture are regularly upgraded but the skills of employees are rarely refurbished (South Africa, 1996: 52).

In particular, many front-line employees – the first and often the most frequent point of contact for visitors – are often not adequately trained or prepared for the job at hand (South Africa, 1996: 52). In the tourism industry as in other industries, labour is far more than just a production cost – labour holds the key to quality (South Africa, 1996: 52).

In an Agricultural Business Profile on Agritourism (Prince Edward Island Agriculture and Forestry, 2000: 3), it is stated that a new Agritourism business will affect labour in that farmers will need to make decisions as to who will be the primary manager of the new enterprise and whether or not family labour will be able to handle the extra responsibilities or if the regular farm employees will need to devote extra time to the new venture. A suggestion is also made to include children as a resource for labour if they are mature and show an interest in participating.

According to Comen and Foster (2006: 15), farm-based tourism enterprises tend to be relatively small. Families generally make up the labour force with women taking on the role of hostess. In a study conducted by The Institute for Integrated Rural Tourism and Vermont Department of Agriculture on Agricultural Diversification and Agritourism: Critical Success Factors (Comen & Foster, 2006: 15), it became apparent that in some cases two generations of family members were often required to successfully operate two enterprises simultaneously, with the older generation supporting the enterprises in the form of labour, finances and debt-free land. This intergenerational support appears to be a requirement for this type of enterprise to grow successfully (Comen & Foster, 2006: 15).

2.10.2 The role of women

South Africa's White Paper on Tourism (1996: 53) contains information regarding the role of women in tourism. The White Paper on Tourism (1996: 53) states that women, especially in rural communities, have a particularly important role to play in the development of responsible tourism. In a survey conducted among women farm workers in the Lowveld, it was demonstrated that a strong correlation exists between salaries and household welfare among employed women (South Africa, 1996: 53).

The potential employment impact of the tourism industry on both men and women in rural areas will considerably improve family life although the urban drift among men who migrate to cities and mines in search of employment has had a damaging effect on rural women who continue to suffer not only from hard labour in the rural fields, poor access to infrastructure and basic necessities such as water, but also from the impact of Acquired Immune Deficiency Syndrome (AIDS) (South Africa, 1996: 53).

According to the White Paper on the development and promotion of tourism in South Africa (1996: 53) there are many special roles that women can play in the new tourism drive of South Africa: They can act as teachers, mothers and mentors in generating awareness of the potential of tourism to stimulate community growth and development; actively assist in shaping a responsible tourism industry in South Africa as policy-makers, entrepreneurs, entertainers, tour guides, restaurateurs, workers, managers (of employees), guest house operators and other leading roles in the tourism business environment (South Africa 1996: 53). They can organise themselves and lead the implementation of community projects that will have positive environmental, social and economic impacts and ensure equality in the condition of employment of women (South Africa, 1996: 53). They can promote and, where possible, ensure respect for and dignity of women in the development, marketing and promotion of tourism (South Africa, 1996: 53). Women can lobby the support of developers and local authorities for the provisions of services and infrastructure; secure the provision of craft training and other opportunities to expand the skills base of rural women; and give special attention to the needs of women tourists (South Africa, 1996: 53).

Research on rural tourism and Agritourism in the Netherlands has shown that most of the work in this field is done by women (Te Kloeze, 2000: 1). Moreover, without the consent initiative of the women, no agritourist activities would have been started. The Dutch Ministry of Agriculture, Nature Management and Fisheries (Te Kloeze, 2000: 1) postulates that women play an important role in Agritourism while resolving conflicts between different functions of the countryside. The ministry says that future policy should focus on integration of women in decision-making and consultative bodies; realise the economic independence of women; and the increase of women's influence on use, design and management of the countryside. Women are focused on part-time jobs in women's sectors of the labour market, and in the lower levels of the hierarchy, partly due to business culture (Hooghiemstra & Niphuis-Nell 1993 in Te Kloeze, 2000: 1).¹

¹ Hooghiemstra, B.T.J. and M. Niphuis-Nell (1993), *Sociale atlas van de vrouw*. Deel 2:

Research has shown that agrarian women play an active role in the search for new economic challenges in rural areas and that these same women could play a role in the improvement of rural life. It appears that agrarian women are more open to change than men and pay attention to the social aspect of living conditions in rural areas. Social entrepreneurship aims at innovative opportunities and promotion of the economic independence of women (²Hooghiemstra & Niphuis-Nell 1993 in Te Kloeze 2000).

The significant role played by women in the organisation of new business in the rural sphere does not only apply to the Netherlands. In all of Europe women seem to have a stimulating influence on rural innovation. Besides their economic activity, they contribute significantly to the quality of life of their family and the living conditions of their village (²Braithwaite 1994 in Te Kloeze 2000: 2).

Te Kloeze (2000: 8) explains that task sharing in recreation enterprises in the Netherlands is largely determined by gender. A combination of working in the enterprise and the housekeeping and the upbringing of the children was mainly a question of good improvisation and organisation (Te Kloeze, 2000: 8). The daily duties of women in the recreation enterprise vary because enterprise, family and household are interwoven. Te Kloeze (2000: 8) further explains that it is taken for granted that the woman takes care of housekeeping and child rearing and this is the reason why the woman (wife) is more tied to the enterprise and home than the man (husband). One woman said that women are capable enough and that they think differently to men. She went on to say that men are more interested in the technical aspects of the enterprise, while women stress more personal things such as contact with guests (Te Kloeze, 2000: 8).

In Greece, the Secretariat for Equality of the Ministry of Presidency decided on exclusive promotion of women's agritourist cooperatives (Te Kloeze, 2000: 10). The best known activities of these cooperatives included provision of tourist lodgings with or without bed and breakfast; provision of traditional meals; and preparation and provision of local agricultural products such as home-made traditional food and

¹ Hooghiemstra, B.T.J. and M. Niphuis-Nell (1993), *Sociale atlas van de vrouw*. Deel 2: Arbeid, inkomen en faciliteiten om werken en de zorg voor kinderen te combineren. Rijswijk: Sociaal en Cultureel Planbureau

²Braithwaite, M. (1994), *Economische rol van de positie van de vrouw op het platteland*. Brussels Europese Commissie

handicrafts. The most obvious changes were the increase of income in the community and households; return of young people to their villages and involvement in agricultural activities as well as in tourist enterprises; expansion of the village to more built-up areas; the rising of land value; and changes in behaviour and social relationships. The difference between the effects of mass tourism and rural tourism on local communities is striking. ³Garcia-Ramon in Te Kloeze (2000: 11) made clear that the work of women is the key to the development of rural tourism. The tasks required are similar to those traditionally performed in the home. Women view this work as an extension of their domestic work, equivalent to taking care of their 'extended family'. It is ironic that traditionally there was separation of domestic and agricultural work by gender but in Agritourism women value the opportunity to interact with the outside world more than their husbands do and so they are the ones who are involved in Agritourism (Te Kloeze, 2000: 11).

According to Comen and Foster (2006: 16), it is common that the female in the family manages the farm-based tourism enterprise, especially the lodging and retail components. Over time it is quite possible for the tourism enterprise to generate more profit than the farming enterprise. Even when this is not the case, the literature points out that the role of the women in the household shifts due to increased earning power. Comen and Foster (2006: 16) states that the following roles were taken on by women:

- Financial management through book keeping
- Marketing and advertising
- Computer systems and especially the Internet and websites
- Managing employees when it became necessary to hire outside help
- Liaison with local community
- Supplier relationships for the farm-based tourism enterprise
- Consumer education
- Tour organising and leading
- Retail sales

³ Garcia-Ramon, M. Dolors, G. Canoves and N. Valdovinos (1995), Farm Tourism, gender and the Environment in Spain. In: *Annals of Tourism Research*, Vol. 22, No. 2, pp. 267-282

2.10.3 The role of men

The role of the men, on the other hand, especially in farm-based lodging operations, seems to change little (Comen & Foster, 2006: 17). According to Comen and Foster (2006: 17), men might interact with the visitors on a limited basis, telling stories, showing off the farm, or driving the tractor for the wagon ride. From this limited perspective, farm-based tourism enterprises, especially those mentioned above, become the domain of the women of the household (Comen & Foster, 2006: 17). The literature suggests that the role of women becomes more prominent in the household income mix and that farm-based tourism provides opportunities for women to stay on the farm rather than enter the workforce away from the home (Comen & Foster, 2006: 17).

As farm-based tourism enterprises succeed and the women of the household become more engaged in meeting the needs and expectations of the visitor, however, valuable resources including labour, may drift away from the agricultural enterprise. Comen and Foster (2006: 17) point out that women were unable to help with farm chores and summer cropping duties because they were required to attend to the tourist business. When asked why outside help was not hired to assist in either the tourism or the farm enterprise, the common answer was that there wasn't quite enough money to hire part time, seasonal help (Comen & Foster, 2006: 16).

2.11 Agritourism activities, products and services (present and potential)

This section provides a discussion of the enormous diversity in the many different types of Agritourism activities, products and services that are currently being offered on Agritourism farms around the world. There does not seem to be much information on Agritourism activities, products and services in BCM specifically. However, the listed activities, products and services included in this section demonstrate the ideas for Agritourism development that could be considered for development in this region and, in some examples, the spin-offs related to the developments are discussed.

The rationale for Agritourism is not just to supply visitors with entertainment or an educational experience. Agritourism has become a diversification option for many farm operators because cost/price pressures and associated crises in agricultural overproduction have forced farmers to augment their income through diversification both within agriculture itself as well as through the adoption of non-agricultural

pursuits (Williams *et al.*, 2002: 3). Williams *et al.* (2002: 3) further explain that increasing discretionary incomes and demand for more specialised forms of vacation experiences time within these same societies have further stimulated growth for tourism and recreational activity in rural environments. Specific interest in farm-based tourism, from a demand perspective, comes from the desire of predominantly urban populations to experience the rural environments and nostalgia associated with a working farm enterprise (Williams *et al.*, 2002: 2). They are seeking such destinations for many reasons including: a desire for peace and tranquillity, interest in rural and natural environments, escape from more overcrowded centres, inexpensive rural recreation, and curiosity about the farming industry and lifestyle (Government of Manitoba, 2000). These drivers in combination with better access to rural areas, and an expanding desire to experience rural and wilderness areas have made Agritourism a popular development for a growing number of farmers, rural regions and communities, and the tourism industry (Williams *et al.*, 2001: 3).

As previously mentioned, change in the agricultural industry has forced farmers to look beyond traditional farm enterprises to generate income. These include direct farm marketing and other farm-based businesses. A form of secondary enterprise that offers much promise in adding value to a growing number of farm operations is Agritourism - an emerging sector with economic potential (British Columbia Ministry of Agriculture, Food and Fisheries, 2003).

The tourism sector provides a number of unique opportunities for activities that includes operators of tourism infrastructure such as small guest houses or bed and breakfast establishments; taverns, shebeens, bars, restaurants, taxi services, tours trips, airport and other transfers, attractions, museums, entertainment (music, dance, theatre, story-telling amongst others), florists, art galleries and craft shops (South Africa, 1996: 12-13). Further examples might include swimming, livestock auctions, history festivals, horse riding, walking tours, birding, picnicking, farm trails, self-guided tours, country fairs, food festivals, cook-offs or bake-offs, outdoor barbecues (braais), on-farm camping, rent-a-tree and petting farms, seasonal festivals, nature-studies, pick-your-own operation, antique shops, egg hunts, soil and water conservation, proper animal treatment, harvesting, integrated pest management, organic growing, composting, new technology, fee fishing, picnic areas, boating, canoe rentals, motorcycle trails, golf or merely providing areas for activities (Leones, Dunn, Worden & Call, 1994: 23).

According to the White Paper on the development and promotion of tourism in South Africa (1996: 7), opportunities for providing services to the industry include tour operator services, tour guides, marketing services and training services. Potential suppliers to the industry could include suppliers of laundry services, portering services, production and selling of crafts, interior design (rugs, wall hangings, furniture, textiles, art), construction (collection of materials and activities such as thatching), environmental services (such as gardening, bush clearing and composting), specialty agriculture such as herbs or organically grown produce, and specialty tourism produce such as traditional hunting, traditional medicines and herbs (South Africa, 1996: 7).

In South Africa, some forms of Agritourism are a strong anchor of some rural areas. The wine industry in the Western Cape, for example, derives a significant portion of its revenue from tourism (Didiza, 2005: 3). Agritourism programmes have been initiated to ensure that similar linkages are created between agricultural enterprises and the tourism industry (Didiza, 2005: 3). In 2003, the wine industry contributed an estimated R16,3 billion to South Africa's gross domestic product (GDP) according to the South African Wine Industry Council (2007: 8) and this figure rises to R22.5 billion when tourism is included. The industry sustains about 260 000 job opportunities (including 20% through wine tourism), although much of this is seasonal labour, and employs capital in excess of R50 billion (South African Wine Industry Council, 2007: 8).

Another example of Agritourism is given on the home page of the Bathurst (town in the Eastern Cape) website, www.bathurst.co.za. A giant pineapple was constructed of fibreglass, steel and concrete. It stands 16.7m high and has three floors. The superstructure includes a gift shop full of pineapple goodies such as jams and chutneys, locally made pottery and puzzles as well as t-shirts and hats amongst other gifts. There is also tourist information and static displays of the Pineapple Story, a continuous DVD on the Eastern Cape pineapple industry and an observation deck on the top with a magnificent 360 degree view over rolling farmlands that lead down to the Indian Ocean (Bathurst, n.d.).

According to Sayre (2004: 1), in Hawaii the value of Agritourism related activities was \$26 million in 2000 from 126 farms and another 84 farms reported intentions of starting Agritourism activities. According to Geisler (2001: 1), the leading category of revenue (totalling \$13.5 million) was from on-farm sales direct to farm visitors, followed by retail sales of products from other farms or souvenir items. Other revenue-generating activities included outdoor recreation, accommodation, meeting rooms, entertainment and education (Geisler, 2001:1).

Aldous (2001: 1) stated that in Vermont, 31% of farms received income from Agritourism which totalled \$10.5 million during 2000, according to a state survey. On-farm sales of commodities such as maple syrup and maple products, Christmas trees, fruits, vegetables, cut flowers, nursery products, cheese, and an assortment of other items produced were the most common source of Agritourism income (Aldous, 2001: 1). Other categories of Agritourism included outdoor recreation, education, accommodations, and entertainment, visiting sites for the purpose of enjoying the scenery, including plant and animal wildlife including hunting, fishing, photography and bird watching (Aldous, 2001: 1).

A study conducted in Philadelphia (Kelly, 2004: 1) showed that many farms are developing entertainment (called 'agritainment') to earn additional revenue. In some cases the new attractions are responsible for 100% of the farm's annual income. Types of agritainment that features on the farms surveyed include pick-your-own vegetables and fruits, petting zoos, hay rides; children's play areas, children's discovery farms and destination mazes (Kelly, 2004: 1). Farms also include stores featuring fresh farm produce, a bakery, country kitchen, and ice cream; greenhouses; children's animal area; and picnicking tents (Kelly, 2004: 1). The farms are a popular destination for school field trips and families; Davis' Farmland in Sterling, Massachusetts, features Adventure Play & Spray which features two spray pads, one for toddlers and one for children 3-8 years old (Kelly, 2004: 1). The spray pads cover approximately 8,000 square feet and feature every kind of water spray and play imaginable, from ground bubblers and misters to a pretend car wash, other areas of the Adventure Play & Spray addition have children's dry play including: boulder and log climbing, a prehistoric dinosaur dig with immersion bamboo landscaping, woven huts in a grasslands, 'Moo Works' (a sand play piece of equipment themed to look like a Guernsey cow), a two-dimensional maze, climbing equipment for toddlers (2-5s and 5-8s) and a pedal go-kart track through a pine forest; Endangered farm animals (not for sale) also featured (Kelly, 2004: 1).

In her *Agritourism Workbook*, Russell (2003: 13) lists potential activities to help those interested in developing Agritourism on their farms get thinking about how their current farming operation can be augmented with a tourism enterprise. Russell (2003: 13) is of the opinion that options are limited only by imagination and regulations. Her list of possible Agritourism activities includes the following:

| | | |
|--|--|--|
| Outdoor recreation (fishing, hunting, wildlife photography, horseback riding) | Children's Camps | Horseback Riding |
| Educational experiences (farm and cannery tours, cooking classes, wine tasting, cattle drives, or help work the ranch) | Corporate picnics | Hunting Dog Training and Competition |
| Entertainment (harvest festivals or corn mazes) | Cross-country Skiing | Off-Road Motorcycling |
| Hospitality services (farm and ranch stays or guided tours) | Educational or Technical Tours | Mountain Biking |
| On-farm direct sales (u-pick operations or roadside stands) | Elderhostel | Pack Trips |
| Off-the-farm direct sales (farmers' markets, county and state fairs, special events) | Family Reunions | Petting Zoo |
| Agriculture Food and Craft Shows | Farm or Ranch Work | Photography/Painting |
| Animal Feeding | Experience (roundup, haying, fencing, calving and, cutting wood) | Ranch Skills (horseshoeing, leatherwork, camp cooking, horse training, etc.) |
| Archery Range | Fee-Hunting | Roadside Stands and Markets |
| Fossil/Rock Collecting | Fee-Fishing | Rock Climbing |
| Barn Dances | Floral Arrangements | Rodeo |
| Bed and Breakfast | Flower Shows or Festivals | Self-Guided Driving Tours |
| Bird Watching and Wildlife Viewing | Fly Fishing and Tying Clinics | School and Educational Tours and Activities |
| Boating and Canoeing | Food Festivals | Snowmobiling |
| Camping/Picnicking | Gardens (flowers, greenery, herbs, dried flowers) | Swimming |
| | Guided Crop Tours | Trap and Skeet Shooting |
| | Guiding and Outfitting | Tubing and Rafting |
| | Habitat Improvement Projects | U-Pick Operations |
| | Harvest Festivals | Wagon Trains |
| | Hay Rides/Sleigh Rides | Wilderness Experiences' |
| | Hiking/Cave Exploring | |
| | Historical Museums and Displays | |

AgritourismWorld.com (n.d.) lists further Agritourism activities and services from around the world. An extract from their web pages states that Agritourism India (which includes farm tours, farm-based Bed and Breakfast operations, farm vacations, seasonal festivals, and other forms of Agritourism) is attracting growing numbers of local, regional and even international visitors (AgritourismWorld.com, n.d). Onsite accommodation facilities and amenities include dining facilities with genuine homely made food, window screens and coverings, clothes storage and door locks, an electricity generator back-up facility, on-site Medical Help and Doctors on call, 24-

hour security personnel, dormitory accommodation hall for 200 people. According to AgritourismWorld.com (n.d.) guests here are welcomed in a traditional way with kumkum (a paste made from turmeric and a dot applied to the face or neck) and garlands, and then invited to partake of an authentic breakfast made by local farmer.

Other examples from AgritourismWorld.com (n.d.) include tours of fruit plantations and the medicinal value of plants in day to day life is explained. Visitors can experience practical demonstrations of various experiments on crops and fruits and modern methods of water irrigation. They are taken through the nursery and taught about the different types of saplings. Visiting farmers are also educated on various topics that include irrigation water and soil analysis, fertilizers plants and animal feed. Rural games are played and tractor rides enjoyed. Another opportunity for agritourists is to visit a Bee Hive Demonstration Farm, souvenir shop and fruit stalls: Here tourists can buy the small wooden bullock cart, mud articles, specialty pickles, milk products, sugar cane, fruits, food grains, village and rural theme paintings, plant saplings, silk cloth and sarees, and many more rural specialty products as souvenir gifts (AgritourismWorld.com).

AgritourismWorld.com continues in giving examples of Agritourism offsite attractions which include attractions nearby. These include museums, domestic airports stations and airstrips, village fairs and weekly bazaars, educational campuses, wineries, sugar factories, water percolation tanks, old religious temples on scenic locations, milk collection centres, back water observation tours with Flamingo Birds, visits to dairy farms and emu (Australian Ostrich Bird) farms.

Williams *et al.* (2001: 54) state that a wide array of products and services can be offered to travellers interested in Agritourism products and services. Three broad categories of such Agritourism products and services are fixed attractions, events and services, as described next.

Fixed Attractions are current or potential generators of tourism. They can range from historic farms, whose primary purpose is to attract visitors, to existing agriculture facilities where attracting visitors is secondary to the main purpose of the operation. The four primary types of fixed attractions are historic farms, living farms, museums, and food processing facilities (Williams *et al.*, 2001: 54).

Events are occasions based upon an agricultural theme, whether current or historic. Events take place on a specific date or season, and outside of these times, have limited ability to generate tourism. These events function as attractions and/or destinations, and differ from fixed attractions because of their limited visitation period. This product group can be divided into the categories of conferences/conventions, rodeos, agricultural fairs, historic events, and festivals/events (Williams *et al.*, 2001: 54).

Suppliers of Agritourism services, according to Williams *et al.* (2001: 54), can be divided into four primary categories, namely accommodation, tours, retail sales or leisure/recreation activities. Accommodation includes bed and breakfasts and vacation farms (Williams *et al.*, 2001: 54). Tours can be conducted either by tour operators or on-site farm operators and are associated with production or processing facilities such as dairy operations and wineries or scenic environments such as botanical gardens or vineyards (Williams *et al.*, 2001: 54). Williams *et al.* (2001: 54) describe Agritourism retail sales as sales associated with local produce and farm-processed products such as jams and pickles usually sold at the farm gate. Williams *et al.* (2001: 54) also include 'U-pick' fields and orchards as well as gifts, crafts and baked goods (produced off-site but sold on-site) in the retail sales category. The fourth category according to Williams *et al.* (2001: 54), is leisure/recreation activities associated with hunting, fishing, golfing and hiking.

According to the Small Farm Centre (n.d.), California website farmers interested in developing Agritourism should first assess the potential attractions that already exist on their property, rather than spend money on creating something new. Farmers should start by assessing their physical resources - they should list what they have such as deeded, leased private property, state allotments, rangeland, woodland, hay meadows, cropland, riparian/wetlands, acreage, location proximity, elevation, topography, location of feed-grounds and/or any other description of the property (Small Farm Centre, n.d.).

Weather patterns and temperature should also be assessed so that the farmer can take into account the effects of weather and how it will affect the types of activities they might provide (temperature, precipitation or snow) and assess any developments or improvements (buildings, fences, corrals and other working facilities, equipment, road and trails, etc.). Also, the farmer should list those things that might enhance the operation to a visitor, such as wildlife, streams, ponds, fishing, livestock, proximity to natural or man-made points of interest, etc. (Small Farm Centre, 2004).

The Small Farm Centre (2004) also suggests that farmers should consider the operations and management of the potential operation by listing those intangible assets that can assist in a farm/ranch recreation operation (for example 'people's person', marketing ability, knowledge or special skills such as horse riding, livestock management, cooking and knowledge about historical sites in the area, amongst others) and list those skills and strengths that family members add.

The farmer should list any activities that take place on their operation that might appeal to the public, remembering that what seems routine to them may be considered unusual and interesting to the non-farm public. To begin with farmers should be free with their ideas - they will evaluate them later. Some activity examples might include: cattle drives, calving or lambing, trail rides, roadside produce stands, machinery operations (harvesting, planting, cultivating) or on site food processing (Small Farm Centre, 2004).

A further suggestion made by the Small Farm Centre (2004) is that farmers can tap into business markets by offering retreats and corporate parties offer team building opportunities. Elaborate mazes, barbecues and informal 'farm' facilities provide the backdrop for this type of venture and the tourist season and destination can be extended by incorporating farm stores, farm stands and high-end gift shops into farm direct marketing operations, all of which will assist in increasing cash flow (Small Farm Centre, 2004).

In the United States, conducting on-site festivals have become very popular (Small Farm Centre, 2004). Pumpkin festivals, for example, are growing in popularity. Two major Halloween trade shows in Chicago and Las Vegas offer opportunities to learn about the methods of building excitement concerning on-site farm events with Halloween themes (Small Farm Centre, 2004). Further Agritourism exists where farmers have turned portions of farms into destination sites through the development of attractions and events including playgrounds (offering farm toys kids cannot find in the city).

The following list of examples is from Williams *et al.* (2001: 58):

- Pig races
- Goat races
- Slides
- Enchanted forests
- Scarecrow making
- Farm meals
- On-farm bakery
- Nature walks
- Animal patches
- Picnic areas
- Christmas themes
- Mazes
- Easter egg and bunny hunts
- Inflatable caterpillars
- Music
- Face painting
- Bringing in craft or auto shows
- Scavenger hunts

The Purdue Tourism Hospitality Research Centre (n.d.: 2) states that the potential benefits of Agritourism for local agriculture are varied. Agritourism may generate diversification opportunities for local farmers to increase revenues and enhance the viability of their operations. It may also be an excellent tool to educate the public about the importance of agriculture and its contribution to the economy and quality of life. It may provide economic incentives and reduce friction in the agricultural-urban interface, thus helping preserve agricultural land and it may enhance the appeal and demand for local products, foster regional marketing efforts and create value-added and direct-marketing opportunities that may stimulate economic activity and spread the benefits to various communities (Purdue Tourism Hospitality Research Centre, n.d.: 2).

Opportunities for providing services to the industry include tour operator services; tour guides; marketing services and training services. Potential suppliers to the industry could include suppliers of:

- laundry services
- portering services
- production and selling of crafts
- interior design items (rugs, wall hangings, furniture, textiles, art)
- construction (collection of materials and activities such as thatching)
- environmental services (such as gardening, bush clearing and composting)
- specialty agriculture such as herbs or organically grown produce
- specialty tourism produce such as traditional hunting, traditional medicines and herbs

(South Africa, 1996: 7)

As mentioned by Black and Nickerson (1997 in Keith, Rilla, George, Lobo, Tourte & Ingram, 2003:1) in their discussion on opportunities for Agritourism in California, there is plenty of opportunity for Agritourism but entry into Agritourism is complicated by issues such as limited landowner experience, a short supply of information, and a complex regulatory system (Black & Nickerson, 1997 in Keith *et al.*, 2003: 1). Obstacles preventing the development of Agritourism are discussed further in the next section.

2.12 Obstacles preventing the development of Agritourism

General key constraints to the tourism industry in South Africa are outlined in the White Paper on the Development and Promotion of Tourism (South Africa, 1996: 25). As mentioned earlier in this chapter, Agritourism is a combination of Agriculture and Tourism, therefore Agritourism forms part of the tourism industry and most of the constraints mentioned in this paper are relevant to the development thereof.

A number of factors limit the tourism industry's role in the national economy (South Africa, 1996: 11). Some of the key constraints are that tourism has been inadequately resourced and funded; a myopic private sector; there is limited integration of local communities and previously neglected groups into tourism; inadequate tourism education, training and awareness; inadequate protection of the environment; poor service; lack of infrastructure, particularly in rural areas; a ground transport sector not geared to service tourists; lack of inclusive, effective national, provincial and local structure for the development, management and promotion of the tourism sector; and the growing levels of crime and violence on visitors (South Africa, 1996: 31).

The White Paper (South Africa, 1996: 11) states that the South African government has had limited view of the potential of the industry and, as a result, marginal resources have been devoted to developing and promoting the sector. Tourism is still narrowly viewed as tourists and hotels (South Africa, 1996: 11). In many quarters, the tourism industry is still seen as a thing of the past – a plaything for the previously privileged class and that the true wealth-creating potential of the sector has not been fully grasped by policy-makers (South Africa, 1996: 11).

The White Paper (South Africa, 1996: 11) also describes the private sector as being short-sighted in their statement that 'hotels and other establishments tend to have a limited view of the product they offer – limited to the goods and services within their four walls'. Experience indicates that hotels that have taken a much broader view of their product tend to be more successful. In South Africa, signs of a more forward-looking private sector are emerging. Various ecotourism and conservation organisations are promoting meaningful community participation in tourism ventures (South Africa, 1996: 11).

Also, according to the White Paper (South Africa, 1996: 12), another problem facing the South African tourism industry is the poor involvement of local communities and previously neglected groups in the industry. While this has been largely due to the previous government's policies, the need to reverse this situation is of urgent importance. The opportunities for involving previously neglected groups are mentioned under Potential Agritourism Activities above.

In the US, the results of an Agritourism and Natural Resources Forum published by Maetzold and Edwards (n.d: 104) revealed that Agritourism, recreation and alternative enterprise development, by an individual or a community, are limited by the lack of information about how to make an assessment of the opportunities, how to manage, how to finance and how to promote and market products. Maetzold and Edwards (n.d: 104) state that there is a perceived lack of information on forming cooperatives and partnerships, how to attract clientele, such as ethnic groups, facility design, marketing partnerships, tourism industry information and agricultural tourism assessment. The biggest barriers are 'How to do it?' and 'Help me get started?' and furthermore, there is a general lack of knowledge of where to get information or expert advice in developing rural Agritourism, recreation and alternative enterprise (Maetzold & Edwards, n.d: 104). Maetzold and Edwards (n.d.: 104) also point out that the laws and regulations need to be updated for small alternative enterprises. Furthermore, lending institutions need to understand that Agritourism is another farm enterprise and not a 'risky' investment. Liability is a concern and there is a lack of staff to assist in Agritourism (Maetzold & Edwards, n.d: 104). These are just some of the information and technical assistance needs of farmers and ranchers in developing Agritourism (Maetzold & Edwards, n.d: 104).

Some of the obstacles mentioned in the previous paragraph are similar to those that appear in the White Paper on the Promotion and Development of Tourism (1996: 13). The paper mentions that despite the obvious and available opportunities, many factors limit the meaning of involvement of local communities in the tourism industry (South Africa, 1996: 13). These include the lack of information and awareness; lack of know-how and training; lack of finance; lack of interest on the part of existing establishments to build partnerships with local communities and suppliers; and lack of incentives to reward private enterprise that build or develop local capacity and create job opportunities (South Africa, 1996: 13).

Petrić (2003: 7) points out that there is also, however, a negative side to tourism based development and the counter arguments can be outlined. Tourism development is inherently uneven and differentiates between regions and localities (Petrić, 2003: 7). Due to the small scale economy and fragmented nature of the business within rural tourism there is no growth orientation. Business owners are mostly 'lifestyle entrepreneurs or autonomy seeking business owners' who, with the additional source of income, try to maintain their lifestyle and keep their family together which makes them very hard to control and manage by the local authorities (Dunn 1995; Getz & Carlsen 2000; Dewhurst & Horobin 1998 in Petrić, 2003: 7). Tourism in a rural community may generate wider social or environmental costs, resulting in prejudice against visitors (Petrić, 2003: 7). Change and development is one of the biggest problems (Petrić, 2003: 7). The trends towards counter-urbanisation have brought new grips into rural communities many of whom receive incomes from outside, non-rural sources and who wish to freeze their picture of the country-side into a bucolic 1950s time warp (Lane 1990 in Petrić, 2003: 7). Environmental degradation and pollution of all kinds is one of the most obvious problems of (uncontrolled) rural tourism development. Unfortunately there is no precise formula by which we can predict whether the balance of advantages will outweigh the disadvantages in any particular community (Petrić, 2003: 7). Although there is still a deep lack of understanding of many fundamental features of tourism, one thing is for sure and that is the necessity of integral planning of tourism development within rural areas so as to avoid many problems some established tourist destinations have experienced because of the lack of planning and general management (Petrić, 2003: 7).

Caution emerges from a recent research in the Wild Coast region of South Africa on the development of an Agritourism Spatial Development Initiative (SDI) that points out that delays in the implementation of land reform have been problematic for the SDI according to Kepe *et al.* (2001). The opportunities promised through the SDI lead to nepotism and elite control over access to training and to jobs. Communities face many obstacles to their effective participation in tourism, and local people making their own investments in anticipation of a tourism boom have been affected by the slow pace of the programme (Kepe *et al.*, 2001).

The findings of a survey conducted by the Canadian Ministry of Agriculture, Food and Fisheries (2002) revealed that Agritourism operators were facing legal and regulatory constraints, which in turn is affecting the overall growth of the industry. This survey attempted to identify the particular regulatory areas that are affecting the industry and the effect these regulations have on the economic viability of the industry. One of the major objectives of this study was to improve government's role in the Agritourism industry in British Columbia (BC) (Ministry of Agriculture, Food and Fisheries, Canada 2002).

It is also feared that a major threat to the further development of the tourism industry is the rapid degradation of the environment. Among the population at large, there is an alarming disregard for the environment; litter has become a national problem; there is little awareness of the benefits of conserving the environment and for many, environment conservation is rather a luxury – finding jobs and food to eat take priority (South Africa, 1996: 17). South Africa does not as yet have an integrated approach to environmental development and conservationists consider the country to have an extremely poor record in land-use planning (South Africa, 1996: 17).

Communities also need to play a vital role in the development of tourism. Many communities, particularly those in rural areas that have not actively participated in the tourism industry, possess significant tourism resources that could be used to develop tourism (South Africa, 1996: 52).

The previously referred to report on *Tourism Strategies and Rural Development* mentions that some of the reasons that farm-based tourism has been slow to develop in most parts of German-speaking Europe is due to:

- '-- Long distances to the urban holiday market;
- Medium and large sized farms which did not need to diversify, or were amalgamated to create larger units;
- Rented farms which either failed to receive the owner's permission to diversify, or were amalgamated to create larger units;
- Very poor and very small farms which had no surplus accommodation;
- Coops and local councils and tourist boards which did not help with marketing and infrastructure provision;
- Scenery/heritage/activity attractions which were poor;
- A short, single season'

(Organisation for Economic Co-operation and Development, 1994: 18)

Furthermore, developing countries in general face challenges.

2.14.1 Institutional obstacles

Despite the available opportunities, many factors limit the meaningful involvement of local communities in the tourism industry. These include lack of information and awareness; lack of know-how and training; lack of finance; lack of interest on the part of existing establishments to build partnerships with local communities and suppliers; and lack of incentives to reward private enterprise that build or develop local capacity and create job opportunities (South Africa, 1996: 13).

In a National Stakeholder Consultative Workshop on Agritourism Programmes held by the South African Department of Agriculture, Didiza (2005: 3), stated that the market is the key to the success of any business venture and that farmers need it is necessary to know how the market works and how it can be accessed. Furthermore, Didiza (2005:3) said that emerging farmers have the opportunity to benefit from Agritourism, however, they need to be trained and capacitated on how the Agritourism sector operates.

Didiza (2005: 3) also stated that Agritourism is a strong anchor in rural areas within the First Economy in South Africa and in other countries abroad. For example, the wine industry in the Western Cape generates a significant portion of its revenue from tourism. The objective of the ATP is to ensure that similar linkages between the Second Economy agricultural enterprises and the established tourism industry are

created - this is not an easy exercise because of the various challenges experienced in the Second Economy such as lack of water, institutional arrangements, infrastructure, telecommunications and electricity (Didiza, 2005: 3). Didiza also mentioned that the government has targeted interventions such as the Expanded Public Works Programme (EPWP) and other organisations for support (Didiza, 2005: 3).

In the same year, the Minister of Agriculture and Land Affairs stated that DEAT (Department of Environmental Affairs and Tourism) was the first point of call at the start of the ATP (Agritourismsa.com, 2005). DEAT immediately linked the ATP to their already funded Poverty Relief Projects (Agritourismsa.com, 2005). Other strategic partners who have embraced the ATP initiative are IDC, DBSA, THETA, NDZ and the ESKOM foundation. The minister continues to say that like all long-term solutions, the ATP process may not be showing the anticipated results but “surely, if the linkages between these two sectors are well-defined, conceptualised and planned implementation becomes quite easy” (Agritourismsa.com, 2005).

The last statement in the previous paragraph suggests that the ATP is not showing any results. Furthermore, literature review (into ATP success in the Eastern Cape) did also not show any results. This suggests that support in the way of ATP's is lacking in the Eastern Cape (including Buffalo City).

The South African Tourism 2005/2006 Annual Report states its mission: “To develop and implement a world class international tourism marketing strategy for South Africa. In pursuit of this, South African Tourism will facilitate the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa; Remove all obstacles to tourism growth; Build a tourist-friendly nation; and, ensure that tourism benefits all South Africans” (South African Tourism Year Book, 2005/2006: 6). There is no mention specifically to Agritourism – this, once again, suggests a certain lack of commitment from South African Tourism.

The above paragraphs suggest that there are programmes and initiatives in place that aim to support the development of Agritourism, however, the lack of literature that details results of the initiatives suggests that there are obstacles preventing successful development from taking place.

2.14.2 Economic obstacles

The availability of finance to develop and promote the tourism industry is critically important for the industry's further growth and development. A number of policy guidelines should guide the increased financial commitment to the development of tourism in South Africa. A major problem limiting tourism development is the unavailability of finance on favourable terms over a long period of time to invest in tourism development (South Africa, 1996: 34). The Industrial Development Corporation has been operating two tourism financing schemes since 1992, namely the Ecotourism Scheme and The General Tourism scheme but these have been aimed at the larger operator and requiring substantial collateral before loans are approved (South Africa, 1996: 34). Specific factors limiting access to finance include the requirement of substantial security and collateral; the lack of assets that would act as security for loans; administrative red tape; request for submissions such as business and marketing plans and little 'technical assistance' or guidance in the preparation of such; and lack of localised institutions that provide funding (South Africa, 1996: 34).

More recently, the South African Press Association (SAPA, 2005) reported that "although government did not have a specific budget for promoting agricultural tourism, funding for such ventures came from poverty alleviation and land care programmes for rural areas, said Didiza". This suggests a lack of financial commitment by government regarding Agritourism.

2.14.3 Social obstacles

According to the White Paper on Tourism Development and Promotion (South Africa 1996: 17), there is a general culture of poor service in the tourism industry and related sectors - there is little excitement in delivering service or to go the extra mile to satisfy the customer and the problem is that this seems to be an accepted norm by most domestic tourists. Even worse, because many establishments are performing well as a result of the unexpected new demands, many owners and managers believe that the product they offer is acceptable.

The White Paper (South Africa, 1996: 27) goes on to state that communities also need to play a vital role in the development of tourism - many communities, particularly those in rural areas have not actively participated in the tourism industry and they possess significant tourism resources. These rural communities need to organise themselves at all levels (national, provincial and local) to play a more effective role in the tourism industry and interact with government and role players at all levels (South Africa, 1996: 27).

The White Paper (South Africa, 1996: 27) also recommends that communities should be involved in identifying potential tourism resources and attractions and exploiting opportunities for tourism training and awareness, finance and incentives for tourism development. Furthermore, communities should seek to establish partnerships with the established tourism private sector in order to maximise the sharing of information and to educate communities in tourism issues. They should participate in decision-making with respect to major tourism developments planned or proposed for the area and work toward enhancing the positive benefits of tourism and minimise the negative impacts (South Africa, 1996: 53).

2.14.4 Physical obstacles

It is often said that South Africa has a First World infrastructure, however, there is a lack of infrastructure in the rural areas, which severely limits the participation of rural communities in the tourism industry (South Africa, 1996: 17). The infrastructure for tourism is critically important and wide-ranging. It includes telecommunications, rail and road networks, signage, information centre, convention and conference facilities, etc. In addition, the absence of adequate transportation services effectively prevents rural communities from participating in the industry both as potential suppliers of products and services and as tourists themselves (South Africa, 1996: 17).

In comparison to the physical obstacles outlined in the White Paper on development and promotion of tourism, a study conducted in Saskatchewan, Canada, Fennel and Weaver (1997: 69) stated that respondents indicated that the main difficulties encountered there were unpredictable weather, a lack of clientele, the need for facility development, and government regulations (Fennell & Weaver, 1997: 69). They also indicate that the rural landscape, wildlife, local social events, minimal cultural or economic barriers, and government support create opportunities in the Agritourism industry (Fennell & Weaver, 1997: 69).

2.15 Success factors

Williams *et al.* (2001: 33) suggest that the following success factors tend to be associated with farm operations in British Columbia: Capability of farm operator to accommodate demands of Agritourism; accessibility to major travel route/s and urban centres; capability of farm facilities and design to accommodate Agritourism; farmer's attitude and commitment (resources) to Agritourism product development; advertising and marketing skills of farm operators; and capital and financial commitment to Agritourism product development (Lack 1997 in Williams *et al.*, 2001: 33).

Further success factors are discussed in this paragraph. Social skills are important as visitors should be treated as guests and extended unconditional friendliness and hospitality to ensure their return. Farms should be neat and clean and should be in a good location (easy to find and near an urban centre or tourism area). Farmers should engage in safe, up-to-date farming practices and comply with regulations; an important role of the manager is to develop and maintain a flow of customers that will yield a good profit margin; and performance and experience will prove helpful (author unknown, Cornell Cooperative Extension, Wayne County, 2002).

Comen and Foster (2006:1) stated that, in a study conducted in Vermont by the Institute for Integrated Rural Tourism and the Vermont Department of Agriculture, an attempt was made to understand the critical success factors of both agriculture as well as tourism, assuming that Agritourism is a combination of the two. The critical success factors for Agritourism identified during this research project included:

- Location (proximity to other attractions)
- Financial/Enterprise Analysis
- Marketing/understanding customer needs and expectations
- Ability to match core assets with customer requirements
- Passion for learning
- Strong social skills
- Creativity
- Ability to manage the visitor experience

According to Comen and Foster (2006: 1) another interesting factor that emerged was that enterprises that have the capacity to learn will also have more of an ability to change. Enterprises that listen and learn from consumers are more likely to successfully adapt to change than those organizations that are merely product driven (Comen & Foster, 2006: 1).

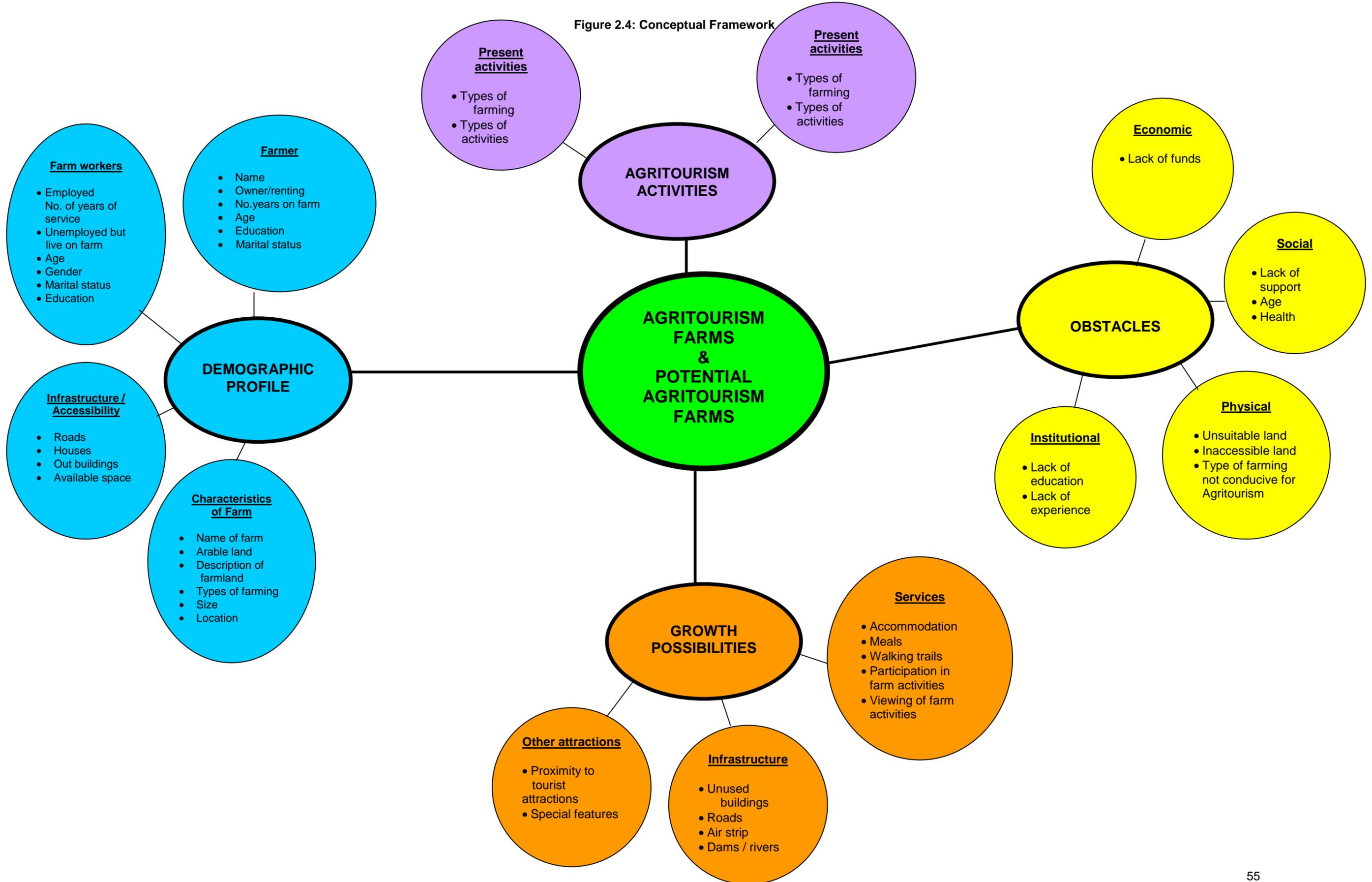
2.16 Support required

In British Columbia, three distinctive goals of the Ministry of Agriculture, Food and Fisheries (MAFF) are to assist in the development of emerging industries; to facilitate diversification options for farm operators; and, to continue to promote Agritourism as a method of diversification for farmers in British Columbia (Ministry of Agriculture, Food and Fisheries, 2003).

2.17 Conceptual and Theoretical framework

Taking into consideration the aims of the study and the literature that was reviewed the conceptual framework, that follows on the next page is a basic mind map of the issues that were reiterated in the literature reviewed during the planning stages of this research project. The issues were grouped into themes and used to develop the questionnaire.

Figure 2.4: Conceptual Framework



Following on from the conceptual framework, the following theoretical framework was constructed to outline the questions that would be addressed in the research project.

| | | |
|--|--|---|
| What are the characteristics of the farms? | What type of farming is undertaken on the farms? Is it seasonal? | Is the type of farming commercial or subsistence? Is the |
| | What are the sizes of the farms? | What size (in hectares) is the land? |
| | How is the farm managed? | Who manages the farms? |
| | How long has the farm been in operation? | For how many years has the farm been in operation? |
| | How many farm workers are employed on the farms? | Are there less than two farm workers, between 2 and 30, or more than 30 workers employed on the farms? How many are male? How many are female? |
| | How many building are there on the farms? | How many houses are there for personal use? How many houses are there that are rented out? How many outbuildings are there on the farms? |
| | What is the nearest town to the farms? | Are the farms closest to East London, King William's Town or Bhisho? How far is the nearest town? |
| | What is the nearest main route number to the farms? | Are the farms closest to the N2 or the N6? |
| | Is there public transport available to and from the farms? | Are there buses, taxis or trains available? How far is it to these facilities? |
| | What are the conditions of the farms roads? | Are the roads tarred, dirt, gravel or only accessible by 4x4 vehicle? |
| | What is the altitude/level of the farm? | Is the farm flat, uneven, hilly or mountainous? |
| Who owns the farms? | What are the demographics of the farm owners? | What are their names, addresses and contact numbers? What is the gender of the farmers? How old are the farmers? At what stage in the life cycle are they? What is the size of the households? How much money do they earn and how much of the money comes from farming? What is the level of education of the farmers and what is their home language? |

| | | |
|--|--|---|
| What is the nature of the farm? | What type of farming is undertaken on the farms? | Are the farms undertaking animal husbandry (for example, cattle, horses, pigs)? Are the farms used for growing plants, trees or other crops? Are products being processed on the farms? |
| | What are the various types of activities that are offered on farms generally (detailed list)? | Which activities occur on the farms in the sample? |
| Where are the farms' main sources of income? | What are the various types of income-generating activities offered on farms generally (detailed list)? | Which income-generating activities are undertaken on the farms in the sample? |
| What accommodation is available on the farms? | What facilities are offered on the farms? | What type of accommodation is available? What facilities are available in the accommodation? |
| What attractions are in close proximity to the farms? | What are the various types of attractions within the BCM (detailed list)? | Which attractions are close the farms in the sample? |
| Are the farms operating as Agritourism farms? | What is the status of the farms regarding Agritourism? | Are the farms already operating Agritourism? Are they interested in developing Agritourism? |
| What are motivating factors for developing/offering Agritourism? | What are the different reasons that farmers could have for operating or developing Agritourism (list of options)? | Which motivating factors (if any) apply to the farms in the sample? |
| What would farmers like to offer on their farms? | If farmers are interesting in developing Agritourism, what activities could they like to introduce (list of options)? | Which activities would farmers introduce specifically on their farms? |
| What resources are required to develop Agritourism? | What do farmers think they need to develop Agritourism? What resource choices/options are available? | Which resources do farmers think they need specifically to develop Agritourism on their farms? |
| What is preventing farmers from developing Agritourism? | What the possible obstacles that could be faced by farmers who are wanting to develop Agritourism but are not doing so (list)? | Which obstacles specifically are faced by the farms in the sample? |

The frameworks above were used to develop the questionnaire that was administered to farmers in order to find answers to the research questions.

2.18 Summary of the Chapter

The literature review started with an overview of Buffalo City Municipality to give some background on the area in which the study took place. This section contained information on the size, economy, land use, population, household growth, gender split, demographic information, unemployment, household income, education and infrastructure.

The concept of Agritourism and the various definitions of the term is explained as well and the link between Tourism and Agriculture. The definitions also distinguish Agritourism from rural tourism and describe Agritourism as being a sub-sector of rural tourism. Some authors seem to have conflicting ideas of what is considered rural tourism but not necessarily Agritourism. Different countries seem to have slightly differing views that depends on the nature of Agritourism. A summary of the definitions for Agritourism was compiled: Agritourism, from a demand side, encompasses education, enjoyment, visiting a working farm and observing or being actively involved in the activities presented to the visitor. From a supply side, an Agritourism is a concept that includes a commercial enterprise combined with hospitality that promotes products and services on the farm and generates additional income without disturbing the normal farm operations.

The history of Agritourism is included to illustrate that Agritourism is not a new concept, that it has been successful in many countries for many years and therefore can be successful in BCM. In some countries such as South Africa and New Zealand the concept of Agritourism is still relatively new but a review of relevant literature cited in this chapter shows that Agritourism has been around for some time in countries such as the United States and Europe which dates back as far as the 1800's.

A brief explanation of the reasons for developing Agritourism was included to show that there is a demand for Agritourism and the potential there is for Agritourism development in BCM to meet that demand. Following on from the explanation on the demand for Agritourism is an explanation of how Agritourism can benefit farmers and the community. This discussion motivates Agritourism as a stimulant for economic growth and opportunities for diversification.

Agritourism characteristics are discussed as well as some main points from the literature to show that Agritourism farms are not generic and that almost any farm has the potential to develop some form of Agritourism.

The demographic profile includes information on farmers and the workers on the farms. The role of women and men were discussed separately because the literature indicates that the roles are different.

The section on Agritourism activities, products and services summarises the present activities, products and services available and the potential that exists for Agritourism development by revealing what activities, products and services are being offered in other countries. The opportunities presented through the development of Agritourism were outlined along with a few examples of the type of activities, facilities and services that can be developed or offered on potential Agritourism farms. These are discussed in more detail in Chapter 3.

Obstacles preventing the development of Agritourism are included as they will need to be addressed during the Agritourism development stage. These were split into themes - institutional, economic, social and physical obstacles. Obstacles range from lack of information to misconceptions about support offered, lack of knowledge about the industry and some people simply do not know where to start with an Agritourism development. Other obstacles include unsupportive government policies, legal constraints, the delayed implementation of land reforms, the threatening degradation of the environment, an under-developed infrastructure, incompetent management and planning and for some, even unpredictable weather seemed to cause problems.

Success factors were included to show the factors that would contribute to a successful Agritourism development and could be used as a benchmark for Agritourism development in BCM. A discussion on the support needed to assist farmers in overcoming obstacles and developing Agritourism successfully follows the obstacles and success factors was also provided in this section.

This chapter concludes with a conceptual and theoretical framework. The conceptual framework was a map of the issues that were raised during the initial literature review stage and formed a base for the theoretical framework which was used as a guide for drawing up the questionnaire that was used during the data gathering stage.

Finally, the literature confirmed that farming areas are dominant in the north-eastern and south-western sectors of the BCM region, households and unemployment have grown over the five year period preceding 2007, indicating a need for employment opportunities, there are slightly more females than males in the BCM, education is a general concern in the BCM region and the infrastructure is fairly sound and usable in BCM. The literature further

confirmed that tourism has been identified as one of the fastest growing sectors in South Africa, there are already some Agritourism initiatives taking place known as Agritourism Programmes (ATP's) which are underway in BCM and that Agritourism can be developed on any farm, regardless of the size of the characteristics of the farm.

After reviewing the literature, other facts that are known are that Agritourism is a relatively new concept in South Africa, however, it has been around for many years in other countries and therefore has the potential to be successful, there is a demand for people who seek peace, tranquillity and want to escape from overcrowded centres to rural areas. The literature has also revealed that Agritourism has many benefits for farmers and communities, there are obstacles that prevent the development of Agritourism and also some of the general success factors.

There is information that could not be found in the literature and so, further research was required. The literature did not state the total or individual sizes of the existing or potential Agritourism farms, the exact types of farming on each of the farms in BCM, demographic information that relates specifically to farmers or the type of work that is being undertaken by people living on the farms (or unemployment rates specifically for rural areas).

The literature did also not reveal whether farms are owned or managed by the people living on the farms, the exact details of the obstacles or perceived obstacles that prevent development of Agritourism in BCM, specific Agritourism success factors for BCM or the specific support required by farmers in the BCM.

The main points contained in this summary were reiterated throughout the literature with no major areas of controversy being revealed. As Agritourism is further developed in countries, areas of controversy may emerge, however, this would need further research.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter provides a detailed plan for the study. Agritourism has been recognised as an area of opportunity for growth and development which will assist in creating jobs and the alleviation of poverty in the Eastern Cape and South Africa as a whole. The purpose of this study was initially intended as the first of a three-part, SANPAD (South African-Netherlands Research Programme on Alternatives in Development) funded study on the Strategic Development of Agritourism in the Amatole District Municipality of the Eastern Cape of South Africa. This part of the study was to research the nature of Agritourism.

The research methodology in this chapter includes the research design, the survey population and the methods and tools used to collect data. The sample size of the study will be discussed and an explanation given for the low number of responses. The sampling procedure, respondents and a brief discussion on the data analysis is provided.

3.2 RESEARCH DESIGN

The study was descriptive, exploratory and analytical in design. The study was descriptive and exploratory as it aimed to describe the nature of Agritourism in BCM, exploratory as the research explored the nature of Agritourism to gather information in an area that is under-researched and analytical as the findings from the questionnaires were analysed in order to form a profile on the nature of Agritourism in BCM. The conceptual framework in Section 2.17 showed the various concepts and themes that were identified during the literature review process. The theoretical framework followed on from the conceptual framework by transforming the concepts shown on the framework into main research questions and sub-questions. These questions were addressed in order to provide the necessary information to achieve the aims and objectives of the study.

The structured questionnaire was constructed around the questions as shown in the conceptual and theoretical framework and provided information on the characteristics of participating farms, information on the farmers, type of farming that is being undertaken, income-generating opportunities and farmers' interest in developing

Agritourism. Further information was collected on the motivating factors, obstacles and the resources that farmers indicated as a requirement to develop Agritourism. The data that was collected consisted of counting the responses indicated in the check boxes, making it quantitative in nature.

All the information collected was quantitative and provides facts along with figures to describe the Nature of Agritourism in Buffalo City Municipality. The study is exploratory because no evidence could be found of any previous studies conducted on the Nature of Agritourism in Buffalo City.

3.3 THE SURVEY POPULATION

In this study, the survey population includes farmers within the boundaries of Buffalo City Municipality. Questionnaires were administered to respondents on their farms and by appointment only. Information from Buffalo City key documents cited in the literature review in Chapter 2 revealed that the size of Buffalo City is 2 515km². This includes the industry and service sector; peri-urban and rural settlement area; and the commercial farming areas which is where the survey population is located.

Initially, it was intended to use systematic, random sampling. Systematic, random sampling can be used when dealing with a large, unnumbered sampling frame. A random start and a random interval is selected and used to select possible respondents. The sampling interval depends on the size of your population and the number of units in your sample (Bernard, 2005: 151). An accurate number of farms in Buffalo City could not be established therefore convenience and snowball sampling was used in this research study.

The approved cadastre of Buffalo City Municipality (2007) which consists of a spreadsheet with a list of farms (erven) in BCM revealed that there were 6180 sections of land listed under farmland in this municipal area. The sizes of portions of land listed varied in the units in which they were described – at least seven different units were identified on the list, ranging from hectares to morgen to Cape Square feet, amongst others. This variance in units made it very difficult to work out the exact sizes of the farms.

Furthermore, many of the farms appear on the list a number of times (example, one erf number may appear once while another one may appear fifteen times on the list).

This means information is duplicated making it impossible to get an accurate figure of the exact number of farms in BCM. A large number of the erven on the list are not privately owned farms. They belong to various departments such as Amatole District Council, Amatole District Municipality, Amatole Regional Services Council, Ciskei People's Development Bank Ltd, Ciskeian Agricultural Bank, Divisional Council of East London, Divisional Council of Kaffraria, East London TLC, Tribal land, Land and Agricultural Bank of South Africa, Local Municipality of Buffalo City, Minister of Land Affairs, Minister of Public Works, Minister of Regional and Land Affairs, Provincial Government of the Eastern Cape, Republic of Ciskei, Republic of South Africa, South African Bantu Trust, South Africa Development Trust, South African National Roads Agency Ltd, South African Native Trust, South African Roads Board, Transnet Ltd and others. The land owned by the institutions mentioned here account for a large number of the 6180 erven listed on the spreadsheet therefore there was no accurate sampling frame from which to work.

Purposive sampling involves the researcher making a decision based on their knowledge about who or what study units will be involved in the study. The researcher bases the choice of study units on the closeness of fit to criteria associated with the study's focus. The advantage of this type of sampling is that it saves time and money (Jennings, 2001: 139).

Many farmers were reluctant to participate in the study, as discussed in Chapter 4. The result was that the researcher ended up using purposive, convenience and snowball sampling. According to Babbie (2005: 248), snowball sampling is appropriate when the members of a special population are difficult to locate. Data is collected on a few members of the population whom one is able to locate and then asking those individuals to provide information needed to locate other members of the population whom they happen to know. The term *snowball* refers to the process of accumulation as each suggested subject suggests other subjects (Babbie, 2005: 248). In the case of this study, farmers who were *willing to participate* were difficult to locate and the researcher and fieldworker found that a snowball approach resulted in a better response rate as farmers were more willing to participate in cases where they were told that their names had been provided by fellow farmers.

3.4 METHODS AND TOOLS OF DATA COLLECTION

A structured questionnaire was used in a pilot study (discussed in Chapter 1), modifications made and the new, modified questionnaire was used to collect the data required for this study (Attached as Appendix A). Jennings (2001: 230) explains that the terms 'surveys' and 'questionnaires' are sometimes used interchangeably, however Sarantakos (1998: 223) points out that they are quite different when stating that in general, surveys are methods of data collection in which information is gathered through oral or written questioning. Oral questioning is known as interviewing whereas written questioning is accomplished through questionnaires (Sarantakos, 1998: 223 in Jennings, 2001: 230).

The questionnaire used was a lengthy document that contained detailed lists that described farm characteristics; farm details and demographic information; nature of the farming activities; income-generating activities; accommodation facilities; attractions in close proximity to the farm; Agritourism status (whether or not they are already operating as an Agritourism farm and/or whether or not they intend developing Agritourism). Farmers were further asked to indicate the motivating factors for getting involved with Agritourism and what type of activities, products or services they would like to offer. They were questioned on the resources they perceived were necessary to start up a venture; challenges that they would or did face; the assistance they perceive to be essential or useful in developing Agritourism; and lastly, their perception on the importance of Agritourism as part of any agricultural business.

The questionnaire was administered by a field-worker, who was selected for similar attributes as described by LeCompte and Schensul (1999: 168). LeCompte *et al.* (1999: 168) describes a good fieldworker as adventurous, resourceful, self-motivated and trustworthy. A good fieldworker is a sociable person who enjoys talking with others and does not mind asking personal questions. Furthermore, they should understand the context of the research being undertaken and be able to record the details objectively without confusing these details with his or her own value judgement (LeCompte *et al.*, 1999: 168).

The fieldworker was trained by the researcher. The researcher and fieldworker visited several farmers together and completed some questionnaires together with the farmer so that the fieldworker could firstly observe the administration process, and thereafter, administer the questionnaire while being observed by the researcher. Many

of the farmers requested that the questionnaire be left with them to complete in their own time, due to the length of the questionnaire. These requests were granted, given that the fieldworker was having difficulty in finding farmers who were willing to participate. The advantage of leaving the questionnaires with participants (in this case, farmers) to self-complete is that the participants could complete the questionnaire at their own pace and at a time that was convenient to the respondents (Jennings, 2001: 234).

Jennings (2001: 235) points out that there are, however, also disadvantages to self-completion of questionnaires in that the researcher cannot be sure that the targeted person has responded to the questionnaire unless the researcher has personally handed the questionnaire to the respondent and waited for its completion. The respondent is unable to seek clarification unless the researcher is present (Jennings, 2001: 235). Furthermore, Jennings (2001: 235) mentions that the respondent may not understand the language of the questionnaire, resulting in a partially completed or non-completed questionnaire. Lower response rates can result if the researcher is not present or a suitable time is not arranged for collection of the completed questionnaire (Jennings, 2001: 235).

Informal, telephonic and face-to-face conversations with farmers revealed reasons for the lack of interest in developing Agritourism and reluctance to participate in the study. This is discussed in more detail at the beginning of Chapter 4.

the counting of responses and no open-ended questions or opportunities to add their own further comments were provided.

3.5 SAMPLE

As explained in 3.3, purposive, convenience and snowball sampling was used. The intended sample was 50 and the response rate was 36. The only criterion used to identify respondents was that they had to be a farmer within the boundaries of BCM. Many farmers refused to participate for reasons discussed in Chapter 5.

3.6 DATA ANALYSIS

The responses to the questionnaire were inputted into computer software, namely, Statistical Package for Social Science (SPSS for Window Version 14). This quantitative data could then be analysed through frequency tests which generated the tables and charts used to display results shown and discussed in Chapter 4. Further

analysis was done through cross-tabulations where information was compared and analysed.

3.7 SUMMARY OF THE CHAPTER

This chapter described the methodology of this research study which includes details of the research design, survey population and the methods and tools used to collect the data. The sampling procedure, respondents and a brief discussion on the data analysis was provided.

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Introduction

Chapter four provides a summary and discussion of the results of the study. The data from the questionnaire were entered into SPSS and the results then analysed.

The aims and objectives of the study, as outlined in Chapter 1, were:

- To investigate the nature of Agritourism in the BCM
- To identify the demographic profile of farmers and farm workers in BCM
- To identify the profile and the characteristics of the farms in the BCM
- To draw up an inventory of Agritourism activities and products at present in BCM
- To identify the obstacles that limit the establishment of Agritourism activities in BCM
- To review the growth possibilities within the Agritourism sector and the structural changes needed to adapt successfully

To achieve the above aims and objectives, a questionnaire was developed and administered to farmers that were willing to participate in the study.

As mentioned in Chapter 1 of this dissertation, the structured questionnaires administered to farmers supplied information on farms and their characteristics, demographics of farmers, the nature of the farming operations and income-generating activities, activities on farms, attractions in close proximity, Agritourism status, motivating factors, resources required, obstacles faced by farmers in developing Agritourism, assistance required in developing Agritourism and farmers perceptions on the importance of Agritourism.

The results of the study are displayed using frequency tables, bar charts and pie charts in this Chapter. Cross tabs were also run to determine whether there is a relationship between certain variables.

The questionnaire was administered to 36 farmers on their farms. The administering of questionnaires proved to be a difficult task. Many farmers were not willing to participate for various reasons not discussed as this was not part of the research project.

Many of the farmers that were approached indicated that they did not have time to complete a questionnaire. The management of their farms kept them occupied full-time and they were not available to get involved with research projects such as this one.

According to Koelle and Oettle (2003: 4), in the past, farmers have had hard times but at the same time, have had a good life. However, Eastern Cape farmers have raised concerns about the deteriorating lifestyle of farmers (Koelle & Oettle, 2003: 4). Many farmers put the blame on the deterioration of social networks and increasingly on insufficient perceived personal and farm security (Koelle & Oettle, 2003: 4). Koelle and Oettle (2003: 4) stated that the safety issue is driving a lot of people from the farms and farmers wonder if it is worth the effort and putting their lives in danger.

Koelle and Oettle (2003: 4), continue in saying that this perception might be one of the major concerns of farmers for the future especially with the recent forced changes in land tenure on commercial farms in Zimbabwe raise concern that a similar situation might arise in South Africa. Koelle and Oettle (2003: 4) notes that this perception of insecurity could impact on farmers management decisions. Insecure farmers are likely to focus on short-term gain rather than sustainable farming practices.

In a policy document by Didiza (1998: 2), the then Deputy Minister of Agriculture mentions the lack of awareness about the scope of opportunities and economic diversity of agricultural enterprises. Didiza (1998:2) also states that agricultural awareness, training and education are not adequately addressed in primary or secondary school curricula. The raising of awareness in the abovementioned issues may result in a positive outcome for research in that farmers may be more interested in participating in research in this field.

The results of the questionnaire have been divided into the following themes: Background of respondents; characteristics of farms; socio-economic profile of farms; current farming patterns; and farmer's attitudes towards Agritourism.

4.2 Background of respondents

This section gives some insight into the background of the respondents. Information such as the gender, age, the stage of the family life cycle, their highest level of education and language is discussed.

4.2.1 Gender of farmer

According to the results of this study shown in Table 4.1, 61.1% of the farmers were male.

Table 4.1: Gender of farmer (%)

| Gender of farmer | (n=36) |
|-------------------------|---------------|
| Male | 61.1 |
| Female | 30.6 |
| No response | 8.3 |

The literature reviewed suggests that women are important in the development of Agritourism. In section 4.2.3 which discusses the family life cycle of the farmers, 75% of the farmers indicated that they were married so the fact that 61.1% of the farm owners are males should not be seen as an obstacle in developing Agritourism in BCM. The main issue here is that there are women on most of the farms that could be involved in providing some of the necessary skills that are considered important for most types of Agritourism discussed in 4.4.6.

4.2.2 Age of farmer

A majority of the farmers were between 36 and 65 years old – 36.1% were in the 36 to 50 years old category and 36.1% were in the 50 to 65 years old category as illustrated in Table 4.2. Only a small percentage (11.1%) of the farmers were in the 26 to 35 years old category. A smaller percentage of the farmers (8.3%) did not disclose their age.

Table 4.2: Age of farmer (%)

| Age of farmer | (n=36) |
|-------------------------|--------|
| 26 to 35 years old | 11.1 |
| 36 to 50 years old | 36.1 |
| 50 to 65 years old | 36.1 |
| Older than 65 years old | 8.3 |
| No response | 8.3 |

The ages of the farmers are included in a discussion under 4.2.3 family life cycle, below.

4.2.3 Family life cycle

As indicated in Table 4.3, just under half of the farmers (47.2%) are married with dependent children at home. A lesser percentage of the farmers (25%) are married with no dependent children; 2.8% are single; and 2.8% are married with no children. The percentage of farmers who are divorced is 13.9% and 2.8% are widowed. The literature stresses the importance of women in the development of Agritourism so in cases where farmers are males and divorced or widowed, the development of Agritourism is unlikely.

Table 4.3: Family life cycle (%)

| Family life cycle | (n=36) |
|---|--------|
| Single - no kids | 2.8 |
| Married - no kids | 2.8 |
| Married - with dependent children (at home) | 47.2 |
| Married - no dependent children (not at home) | 25.0 |
| Divorced | 13.9 |
| Widowed | 2.8 |
| No response | 5.6 |

According to the results of a survey undertaken in Weilkopolska, Poland in 2000, Hall *et al.* (2003: 211) found that 75.8% of the rural and Agritourism entrepreneurs were married and aged between 41 and 50 years old. There were very few young farmers. Seventy-three point five percent of the farmers were quite well-educated as they had completed secondary school (Hall *et al.*, 2003: 212).

The results discussed by Hall *et al.* (2003: 211) compared to the results displayed in Table 4.2 and Table 4.3 are similar in that there are not many young farmers and most of the farmers (76.5%) of the farmers are married. The results in Table 4.5 indicate that 91.2% of the farmers are well-qualified, having completed a tertiary qualification.

The survey population undertaken in Weilkopolska (Hall *et al.*, 2003: 211) consisted of rural tourism and Agritourism entrepreneurs only which suggests that all the respondents are actively involved in one of these types of tourism. These results suggest that rural tourism and Agritourism entrepreneurs could be more likely to get involved and successfully develop Agritourism on their farms if they are married, older than 41 years and quite well-educated. If this is the case, and if the findings of the study undertaken in BCM could be used to estimate the ages, family life-cycle and level of education of the BCM farmers, then this would suggest that the farmers in BCM are of the right age, family life-cycle and level of education to successfully develop Agritourism.

4.2.4 Current place of residence (within BCM)

As displayed in Table 4.4, 83.3% of the farmers live on the farm, whereas 8.3% of the farmers live in town.

Table 4.4: Current place of residence (within BCM) (%)

| Current place of residence | (n=36) |
|----------------------------|--------|
| Farm | 83.3 |
| Town | 8.3 |
| Large urban area | 2.8 |
| No response | 5.6 |

The above results suggest that most farmers in BCM are directly involved in their farming operations which would make it easier for them to develop Agritourism.

4.2.5 Highest level of education

Table 4.5 shows that the farmers that participated in this study have a high level of education with 86.1% having completed some form of tertiary education. Only 2.8% had only completed primary education and 5.6% had completed secondary education.

Table 4.5: Highest level of education (%)

| Highest level of education | (n=36) |
|----------------------------|--------|
| Primary | 2.8 |
| Secondary | 5.6 |
| Tertiary | 86.1 |
| No response | 5.6 |

The highest level of education of the farmers and its relevance to the nature of Agritourism was included previously in the discussion in 4.2.3 Family life cycle, above.

4.2.6 Home language

The results show that 80.6% of the farmers speak English (as their home language); 8.3% are Afrikaans-speaking; and 5.6% are Xhosa-speaking as per Table 4.6 below.

Table 4.6: Home language (%)

| Home language | (n=36) |
|---------------|--------|
| Afrikaans | 8.3 |
| English | 80.6 |
| Xhosa | 5.6 |
| N/A | 5.6 |

The various home languages of the farmers in BCM needs to be taken into consideration when developing and conducting training and workshops on Agritourism or distributing literature to farmers.

4.3 Characteristics of farms

4.3.1 Size of land

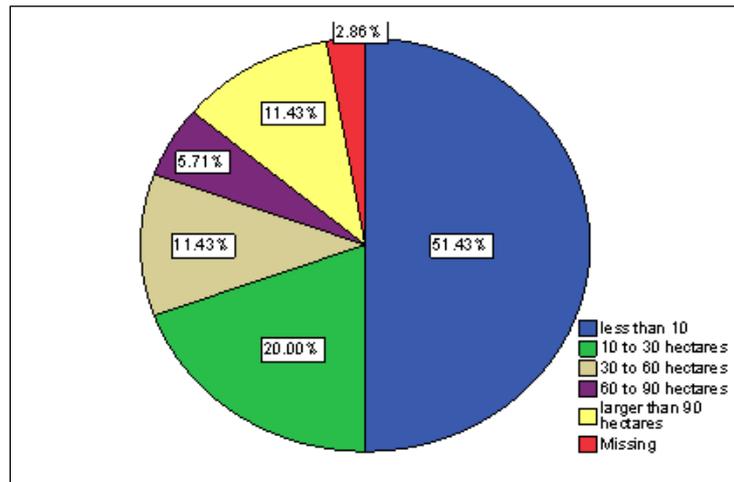


Figure 4.1: Size of land (in hectares)

Respondents were asked to indicate the size of their farms, expressed in hectares. These results displayed in Figure 4.1 above show that 51.4% of the participating farms are smaller than 10 hectares (ha). Only 11.4% of the farms were larger than 90 hectares.

Hall, Roberts and Mitchell (2003: 220) provide a three-fold classification of Agritourism farms according to their agricultural production function. Type I are enterprises directed at tourism activity as their main source of income with quite large agricultural areas and agricultural commodity production; Type II are described by Hall *et al.* (2003:220) as typical small-scale family farms which make a living by agricultural production and supplement their income through Agritourism; and Type III are described as very small agricultural farms or rural households where Agritourism is usually the main or only source of income (Hall *et al.*, 2003: 220).

If we consider the Hall *et al.*'s. (2003:220) discussion in the above paragraph, it appears that Agritourism enterprises can successfully be developed on all sizes and types of farms, whether small, large, and commercial or subsistence. Therefore, no farms in BCM should feel that they are excluded, due to size or type of farm, from the opportunity to develop Agritourism.

4.3.2 Number of houses/cottages for personal use on your farm

Farmers were asked to indicate the number of houses or cottages (referred to as dwellings) for personal use on their farms. More than half, 52.8%, of farms have less than two dwellings on their farm and 41.7% have 2 to 10 dwellings as presented in Table 4.7. One farmer had quite a large number of dwellings – between 11 and 20 for personal use. This result could be linked to the farmer who employs a large number of staff who are probably provided with housing on the farm.

Table 4.7: Number of houses/cottages for personal use on farms (%)

| Number of houses/cottages for personal use | (n=36) |
|--|--------|
| Less than 2 dwellings | 52.8 |
| 2 to 10 dwellings | 41.7 |
| 11 to 20 | 2.8 |
| No response | 2.8 |

There is no evidence in any of the literature reviewed to suggest that there is a link between the number of dwellings and the successful development of Agritourism. Farmers that do have more dwellings, especially if they are not occupied, could consider modifying the dwellings to be able to rent out the accommodation to guests. Some farmers may not have a large number of dwellings but may have a large home that lends itself to the development of a guest house where guests will stay in the house with the farmer. This may be especially relevant to farmers whose children may have left home and who is now left with unused rooms in the house. Table 4.2 which shows the results of the age of the farmers revealed that 36.1% of the farmers were between 50 and 65 years old and 8.3% were older than 65 years old. These farmers could be in or near to the stage in life where their children may have left home and where they may have extra rooms in the house that are no longer being used. They may have the potential of developing B&B's or guesthouses.

4.3.3 Number of outbuildings on your farm

The results displayed on Table 4.8 show that nearly half of the farms included in this study have between 2 and 10 outbuildings. Smaller percentages (22.2%) of farms have 11 to 20 outbuildings on the farms.

Table 4.8: Number of outbuildings on the farms (%)

| Number of outbuildings on the farms | (n=36) |
|--|---------------|
| Less than 2 dwellings | 11.1 |
| 2 to 10 dwellings | 47.2 |
| 11 to 20 dwellings | 22.2 |
| 21 to 30 dwellings | 8.3 |
| More than 30 dwellings | 5.6 |
| No response | 5.6 |

In BCM there is potential for converting outbuildings into accommodation or workshops. Agritourism activities could be offered in unused buildings on the farms.

Van Rooyen (2005: 6) conducted a study in Limpopo Province, South Africa, in which Agritourism facilities were designed in the realm of local community development. In this project a sheep-shearer barn that was no longer being used was converted into tourist accommodation for 54 people, a skills training facility for 20 people and a conference facility for 24 people. The project also included cultivations of various vegetables and immediate packaging of products after harvesting.

This study by Van Rooyen (2005) is evidence of the possibilities that exist for Agritourism development. In the building of this project, labour and materials were sourced from the local community which benefited the local population through the creation of jobs. Some of the jobs were for the duration of the development phase of the project only but other employment was created as a direct result of the development. Positions were created for two managers, one assistant manager, one foreman, 6 permanent agriculture staff, 20 temporary agriculture harvesting staff, one chef, 4 kitchen assistants, 6 temporary cleaning staff, one site caretaker and two security staff. Further potential development mentioned was the conducting of cultural tours of the surrounding areas with farm staff as tour guides (Van Rooyen, 2005: 6).

This type of project could be implemented in BCM where farmers have unused facilities in the way of outbuildings. Agritourism operations such as this one could be self-sustainable where the original capital would be supplemented by the income generated from the tourism sector and agricultural produce (Van Rooyen, 2005: 6).

4.3.4 Nearest town

As indicated in Table 4.9, the majority of farms (94.4%) included in this study were close to East London. Only 2.8% of the farms were located close to King William's Town. This result was to be expected due to snowballing sampling – the fieldworker was situated close to East London and therefore the farms in the East London district were easier to access.

Table 4.9: Nearest town (%)

| Nearest town | (n=36) |
|--------------------|--------|
| East London | 94.4 |
| King Williams Town | 2.8 |
| No response | 2.8 |

4.3.5 Nearest route number/exit

Table 4.10 below shows which route numbers were closest to the farms that are included in this study.

Table 4.10: Nearest route number/exit (%)

| Nearest route number/exit | (n=36) |
|---------------------------|--------|
| N2 | 30.6 |
| N6 | 63.9 |
| No response | 5.5 |

The N6 was the closest exit to 63.9% of the participating farms and the N2 was the closest exit to 30.6% of the participating farms. This ties in with the results on Table 4.11 that shows that most of the farms were in close proximity to East London where the N6 is one of the main highways.

4.3.6 Distance (in kilometres) to nearest town

Most of the farms were within 6 to 10km of the nearest town, which in 63.9% of the cases was East London as illustrated in Table 4.11. A fewer number of farms (30.6%) were less than 5km away from the nearest town and 2.8% of the farms were 16 to 20km away from the nearest town.

Table 4.11: Distance to nearest town (%)

| Distance to nearest town | (n=36) |
|--------------------------|--------|
| Less than 5km | 30.6 |
| 6 to 10km | 63.9 |
| 16 to 20km | 2.8 |
| No response | 2.8 |

Williams *et al.* (2001: 55) suggests that accessibility to major travel routes and urban centres are some of the success factors that tend to be associated with Agritourism. The above results suggest that the farms that are included in this study are in a good location for Agritourism to be successfully developed as tourists will have easy access to other attractions or amenities that are offered in East London.

4.3.7 Distance (in kilometres) to nearest public transport access (bus, taxi or rail)

As indicated in Table 4.12, 63.9% of farms were less than 5km from some form of public transport; 27.8% were 6 to 10km from public transport; 2.8% were 16 to 20 km; and 2.8% were more than 20km away from the nearest public transport. Public transport for tourists to visit Agritourism sites could prove to be a problem as the literature suggests and is mentioned below.

Table 4.12: Distance to nearest public transport access (%)

| Distance to nearest public transport access | (n=36) |
|---|--------|
| Less than 5km | 63.9 |
| 6 to 10km | 27.8 |
| 16 to 20km | 2.8 |
| More than 20km | 2.8 |
| No response | 2.8 |

Public transport has been identified as problematic in the development of tourism in South Africa. Van Schalkwyk (2007: 5) praised the growth in the airline industry but identified areas of need in the public transport sector. He said that 'the obvious reality with regards to tourism is that the current public transport system is not geared to serving the needs of accommodation establishments and attractions' (Van Schalkwyk, 2007: 5).

South Africa's informal public transport system is dominated by minibus taxis which are used by most of the working population (and not tourists) and penetrates every last sector. Unfortunately minibus taxis also provide some of the most serious threats to road safety as many of them are old and in poor condition. The drivers are notorious for speeding and unsafe driving (ArriveAlive.co.za, 2006).

4.3.8 Distance (in kilometres) to nearest airport/airstrip

Results displayed in Table 4.13 show that 75% of the farms in this study were more than 20km away from the nearest airport or airstrip and 19.4% were 16 to 20km away from the nearest airport or airstrip

Table 4.13: Distance to nearest airport/airstrip (%)

| Distance to nearest airport/airstrip | (n=36) |
|--------------------------------------|--------|
| 11 to 15km | 2.8 |
| 16 to 20km | 19.4 |
| More than 20km | 75.0 |
| No response | 2.8 |

Due to South Africa's informal public transport system that needs improvement, as discussed in 4.3.7, most visitors to Agritourism farms would probably drive to the farms in their own transport (either their own or hired cars). If visitors were driving from the airports which are, at most, 20km away, this is not a very long distance. If tourists had to pay a taxi fare to go as far as 20km this would be quite expensive, however, if they were in a hired car then 20km would not work out that expensive. Therefore, the distance to the nearest airport/airstrip should not discourage Agritourism development on the farms in BCM.

Farmers that develop Agritourism on their farms (especially those that will host overnight visitors) could offer transport from the airport to the farm as an extra service that could appeal to visitors. This could be added income for the farmer as they could charge guests for this service (or offer it as a 'free service' but recoup it from the rate charged for accommodation).

4.3.9 Road condition

As expected, most of the farms (69.4%) of farms were on a dirt road and surprisingly, as many as 27.8% had tarred roads. The results suggest that the 27.8% are farms that are likely to be located on a main tarred route and that the farm house is located near that route which provides tarred access.

Table 4.14: Road condition (%)

| Road condition | (n=36) |
|----------------|--------|
| Tarred | 27.8 |
| Dirt | 69.4 |
| No response | 2.8 |

In Table 4.28 the results show that 87.5% of the farmers believe that they needed to have very good roads on their farm in order to develop Agritourism. The Eastern Cape Development Corporation (n.d.) acknowledges the opportunities that are available for expanding and diversifying farming in the Eastern Cape but also realised that one of the challenges is to improve the road access to remote areas.

Farms with really bad dirt roads that may be accessed with 4x4 vehicles only should not see this as an obstacle in developing Agritourism but should rather see this an opportunity. Many people own 4x4 vehicles (many as a fashion statement) but do not get the opportunity to use the 4x4 feature for the purpose for which it is intended. Farms with really bad dirt roads could offer visitors the opportunity to drive their vehicles on '4x4 access only' roads as a leisure activity or an adventure.

4.3.10 Altitude/farm level

In this study, the majority of farmers (61.1%) described their farms as being mountainous as per Table 4.15. A smaller number described their farms as being uneven or flat and only a few described their farm as being hilly.

Table 4.15: Altitude/farm level (%)

| Altitude/farm level | (n=36) |
|---------------------|--------|
| Flat | 11.1 |
| Uneven | 19.4 |
| Hilly | 2.8 |
| Mountainous | 61.1 |
| No response | 5.6 |

Farms that are mountainous lend themselves to the development of walking or hiking trails, mountain-biking and 4X4 routes. Flat farms, on the other hand could be good for developing camping grounds or recreational facilities such as tennis courts or offer facilities for field days or other events. Different farm altitudes and farm levels could present different opportunities for development. Farmers should not see the altitude or farm level, regardless of the description, as an obstacle in the development of Agritourism.

4.3.11 Attractions in close proximity

The results of the study show that 25 of the farms are close to woods/forest areas; 25 farms are close to lakes/dams; 24 farms are close to wildlife; 16 farms are close to a river as indicated in Figure 4.2. Other attractions that were in close proximity were only close to a few of the farms. These results suggest that if farms were to offer Agritourism, the majority of them would offer out-door recreation rather than the types of recreation offered indoors.

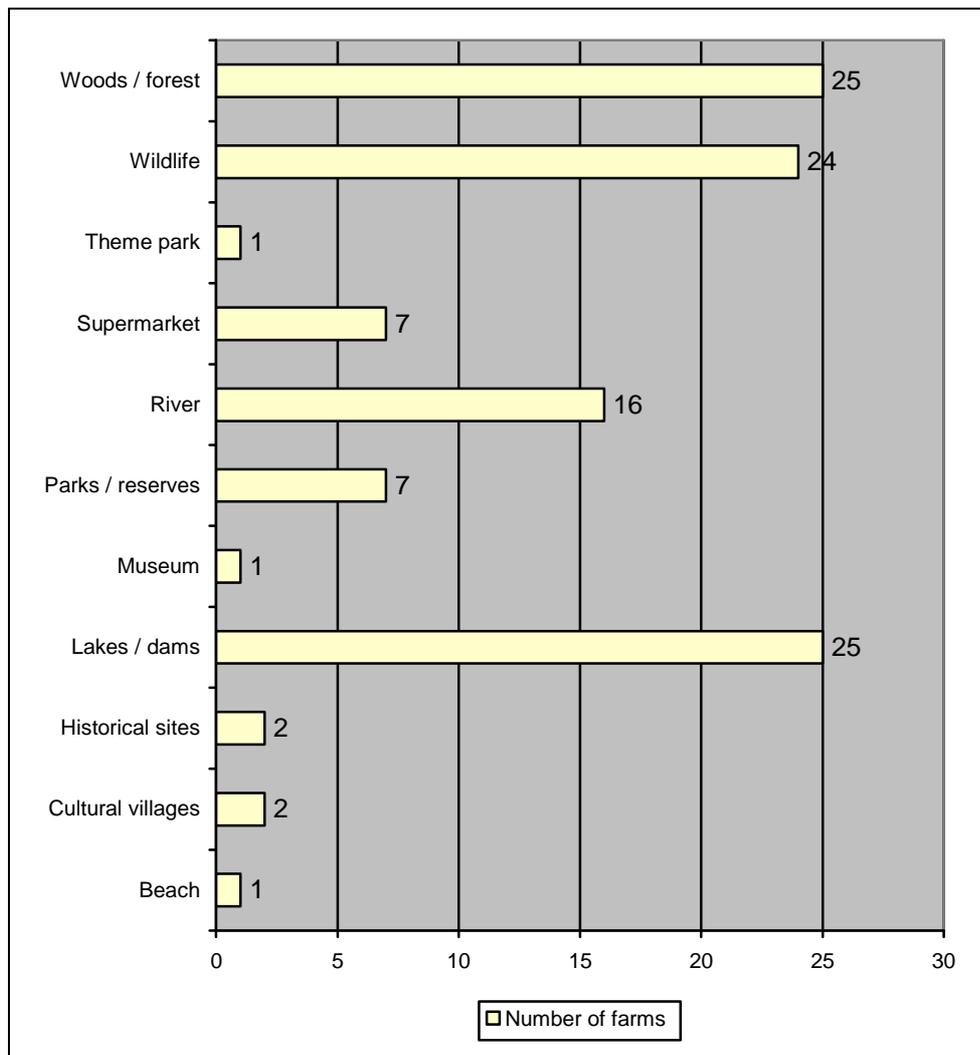


Figure 4.2: Attractions in close proximity (frequency)

O'Connor (2006: 124) states that the proximity of urban centres or high tourist flows can be an important success factor. Agritourism is mainly successful in areas with attractive cultural landscapes, in coastal hinterlands or the vicinity of other tourist attractions.

The implications for BCM farms is that most of the farms are in close proximity to one or more attractions and to East London (a major urban centre) which, according to the literature reviewed, is an important success factor.

4.4 Socio-economic profile of farms

4.4.1 Type of farm

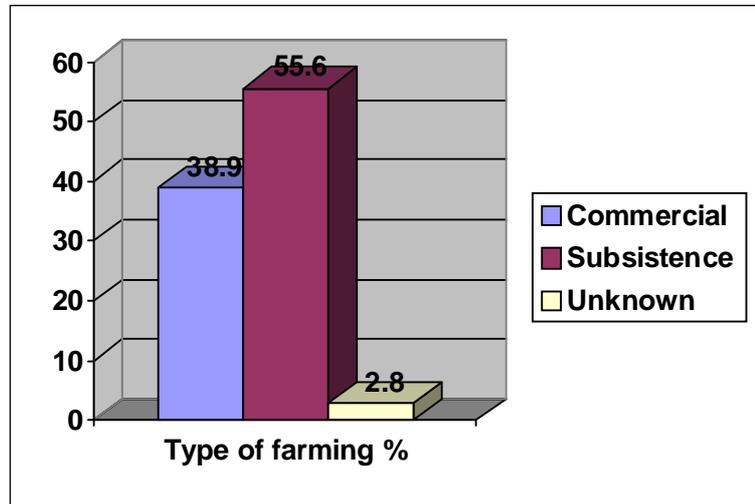


Figure 4.3: Type of farm (%)

The results displayed in Figure 4.3 show that 55.6% of the farms undertake subsistence farming and 38.9% undertake commercial farming activities. A small number (2.8%) of participants did not indicate their type of farming. The literature reviewed did not show suggest that Agritourism is limited to any specific type of farming. This suggests that Agritourism is an opportunity that both commercial and subsistence farmers can develop on their farms in BCM.

4.4.2 Management of farm

Table 4.16 indicates the management of the farm, that is, whether the farms are managed by the owners of the farms or by an outsourced manager. In some cases the farms were managed by a combination of the owner and an outsourced manager.

Table 4.16: Management of farm (%)

| Management of farm | (n=36) |
|--------------------|--------|
| Self-managed | 77.8 |
| Outsourced | 13.9 |
| Combination | 2.8 |

Results of the survey show that 77.8% of farms are managed by the owners themselves. Five percent of farms were being run by managers and 2.9% of the farms were run by a combination of the owner and some form of outsourced management.

4.4.3 Number of years in operation

The majority of farms (27.8%) in the study have been the property of the current owners for more than 15 years as per Table 4.17. Twenty-five percent of the farmers have owned their farms for 1 to 5 years; 25% have owned their farms for 6 to 10 years and 13.9% of the farmers have owned their farms for 11 to 15 years. Only a small percentage of the farmers had recently bought or started a farming operation within the last year.

Table 4.17: Number of years in operation (%)

| Number of years in operation | (n=36) |
|------------------------------|--------|
| Less than 1 year | 5.6 |
| 1 to 5 years | 25.0 |
| 6 to 10 years | 25.0 |
| 11 to 15 years | 13.9 |
| More than 15 years | 27.8 |

None of the literature reviewed supported any suggestion of a link between the years of ownership and the development of Agritourism. This does suggest that farms in BCM that have been operating for any period of time, whether for many years or only a few months, can consider developing Agritourism.

4.4.4 Number of farm workers

Farmers were asked to indicate the number of farm workers on their farm in order to give an indication of the number of jobs that were created due to their farming operation. The majority of the farmers, 61.1%, employed between 2 and 10 farm workers as shown in Table 4.18. The next highest result was the 19.4% percent of the farmers who employed less than two workers. Only 2.8% employed more than 30 workers on their farms.

Table 4.18: Number of farm workers (%)

| Number of farm workers | (n=36) |
|------------------------|--------|
| Less than 2 | 19.4 |
| 2 to 10 workers | 61.1 |
| 11 to 20 workers | 8.3 |
| 21 to 30 workers | 5.6 |
| More than 30 workers | 2.8 |
| No response | 2.8 |

The potential of the number of farm workers to be increased through the development of Agritourism in BCM is included in a discussion in 4.4.6.

4.4.5 Number of males employed

The results shown in Figure 4.4 correspond with the results that show the number of farm workers employed on the farm in that the majority of the farmers employed between 2 and 10 male farm workers; the next higher result was 23.5% who employed less than 2 males. The smallest number of farms, 2.9% employed either 21 to 30 or more than 30 males in jobs on their farms. A small percentage, 5.9%, of the respondents did not indicate the number of males – this could suggest that either they do not employ any farm workers or that they only have females employed to work on their farms.

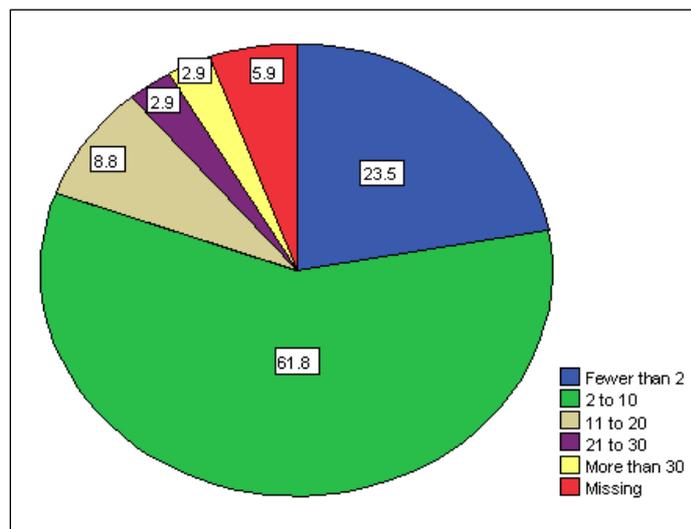


Figure 4.4: Number of males employed (%)

According to Comen and Foster (2006: 16) the role of the men in Agritourism may include telling stories, showing off the farm or driving the tractor for a wagon ride.

Farm-based tourism enterprises seem to become the domain of the women of the household (Comen & Foster, 2006:16).

4.4.6 Number of females employed

The results from this part of the study are illustrated in Figure 4.5 and show that there is a difference in the number of females employed as compared to the number of males employed on the farms. Sixty-one percent of the farmers employ between 2 to 10 females and 38.2% employ fewer than 2 females. None of the farmers employ more than 10 females on their farms.

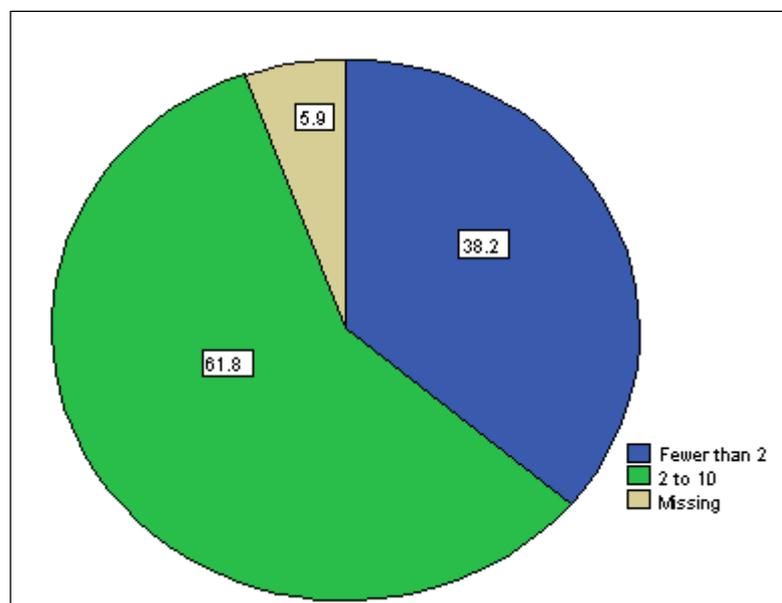


Figure 4.5: Number of females employed (%)

The reason for the difference in numbers of employment of males vs. females is not included in this study; however, this is an interesting finding that should be further researched. Literature on Agritourism in various countries around the world highlights the important role of women in the successful development of Agritourism. Further consideration needs to be given to the role of women in the successful development of Agritourism in BCM and in South Africa.

The White Paper on the Promotion and Development of Tourism (1996: 53) recognises that women can act as teachers, mothers and mentors in generating awareness of the potential of tourism to stimulate community growth and development and actively assist in shaping a responsible tourism industry in South Africa (South Africa, 1996: 53).

An article by Szymoniuk (2003: 4) describes rural clusters in the Lublin region of Eastern Poland. She highlights the essential feature of Agritourism farms as being the potential to involve rural women in finding ways of earning money irrespective of their age or level of education (Szymoniuk, 2003: 4). Women's traditional skills involve household management, cooking traditional dishes, handicraft and knowledge of folklore – all of which are appreciated. In most of the clusters, over 75% of farms are owned and managed by women (Szymoniuk, 2003: 4).

As discussed previously in Chapter 2, research on rural tourism and Agritourism in the Netherlands has shown that most of the work in the field of Agritourism is done by women and it appears that agrarian women are more open to change than men and pay attention to the social aspect of living conditions in rural areas (Hooghiemstra & Niphuis-Nell 1993 in Te Kloeze, 2000).

Also discussed in more detail in Chapter 2 is the point made by ⁴Garcia-Ramon in Te Kloeze (2000: 11) that the work of women is the key to the development of rural tourism and that the tasks required are similar to those traditionally performed in the home (Te Kloeze, 2000: 11).

According to Comen and Foster (2006:16) it is common that the female in the family manages the farm-based tourism enterprise, especially the lodging and retail components.

The implication for Agritourism in BCM is that there may be a large number of unemployed women who have the potential of developing new Agritourism ventures or getting involved in existing or planned developments. They also may not need the amount of training that some farmers may perceive is necessary as the literature indicates that many of the Agritourism activities and roles undertaken by women are based on traditional skills such as housekeeping, cooking and handicrafts.

These are skills that women learn as a way of life, rather than through formal training. Furthermore, women may not be aware of the potential opportunities presented by Agritourism and that they possess many of these necessary skills. It may well be that awareness needs to be raised and other training issues such as entrepreneurship

⁴ Garcia-Ramon, M. Dolores, G. Canoves and N. Valdovinos (1995), Farm Tourism, gender and the Environment in Spain. In: *Annals of Tourism Research*, Vol. 22, No. 2, pp. 267-282

and how to deal with tourists needs to be the focus. The other skills are already in place, they just need to be explored.

4.4.7 Number of houses/cottages for paying visitors

The majority of the farms (58.3%) do not have houses or cottages that they let out to paying visitors as indicated in Table 4.19. A smaller number of farmers (19.4%) have 2 to 10 dwelling that they rent out to paying visitors and 13.9% have less than two dwellings that are available for paying visitors to rent.

Table 4.19: Number of houses/cottages for paying visitors (%)

| Number of houses/cottages for paying visitors | (n=36) |
|---|--------|
| Less than 2 dwellings | 13.9 |
| 2 to 10 dwellings | 19.4 |
| None | 58.3 |
| No response | 8.3 |

In Figure 2.3, the diagram by Knowd (2001:25), farm stays are shown to be at the core of the rural tourism product. The results above suggest that the farm accommodation sector may be a market in BCM that has a huge amount of potential for development and one that should be further investigated.

4.4.8 Household size

More than half (55.6%) of the participants indicated that their household consisted of 5 people or more with a smaller percentage (25%) that consisted of 4 people as per Table 4.20. The minority of farm households were small, consisting of 3 people or less. Only one household consisted on a single person. This ties up with the previous table that shows that 2.8% of the farmers are single.

Table 4.20: Household size (%)

| Household size | (n=36) |
|------------------|--------|
| 1 person | 2.8 |
| 2 people | 5.6 |
| 3 people | 5.6 |
| 4 people | 25.0 |
| 5 people or more | 55.6 |
| No response | 5.6 |

Farmers with families that include children at school should not be discouraged from developing Agritourism. Children who are involved in the Agritourism activities will be able to learn from their parents (or other staff) how to deal with people and will develop a basic understanding of entrepreneurship that relates to agricultural business.

4.4.9 Household income (per annum)

The results in the table below show that 38.9% of the household income (per annum) was R80 000 to R120 000; 16.7% showed income per annum as being in excess of R120 000 and 8.3% indicated a household income per annum of less than R49 999.

Table 4.21: Household income (per annum) (%)

| Household income | (n=36) |
|---------------------|--------|
| Less than R49 999 | 8.3 |
| R50 000 to R79 999 | 27.8 |
| R80 000 to R120 000 | 38.9 |
| R120 000 or more | 16.7 |
| No response | 8.3 |

In Buffalo City, the average monthly household income is just over R 2 655 (Buffalo City Municipality Annual Report, 2006: 8). Agritourism is an opportunity that has the potential to increase the income generated by farmers and also provide incomes for the unemployed through the creation of jobs.

4.4.10 Percentage income from farming

In Table 4.22 the results showing the percentage of income from farming indicate that 41.7% of the farms generate less than 20% of their income from farming. This suggests that households are generating additional income from a source independent from the farm, such as from other employment or businesses. The percentage of income from farming could be increased through the development of Agritourism.

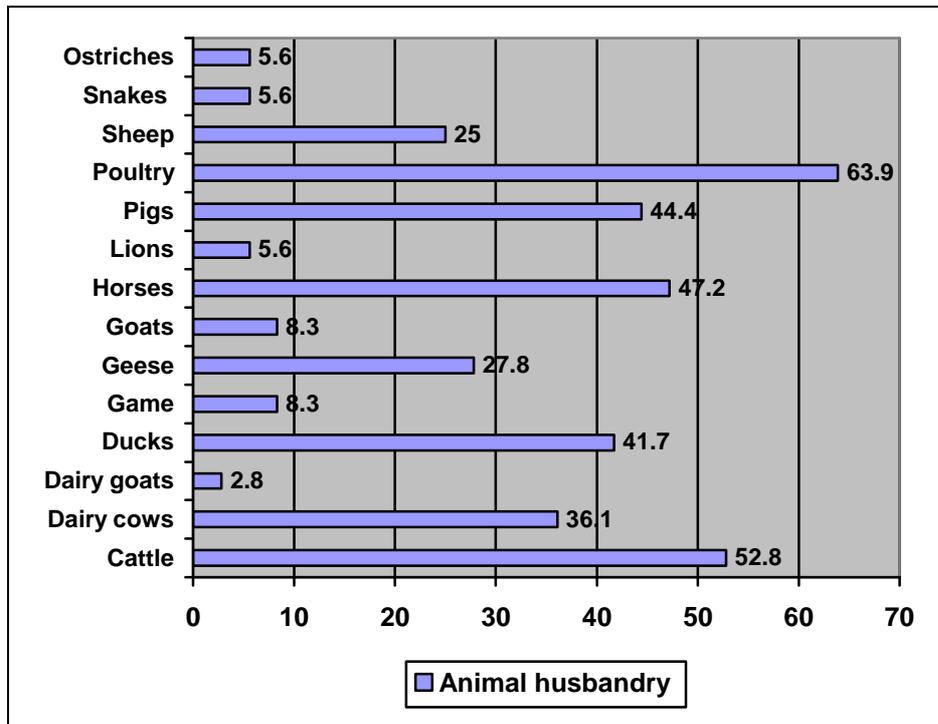
In 4.6.1 and according to the results on Table 4.27, one of the motivating factors indicated as a reason for developing Agritourism was economic suggesting that some farmers have developed Agritourism to generate income.

Table 4.22: Percentage income from farming (%)

| Percentage income from farming | (n=36) |
|--------------------------------|--------|
| Less than 20% | 41.7 |
| 20 – 40% | 8.3 |
| 40 – 60% | 8.3 |
| 60 – 100% | 36.1 |
| No response | 5.6 |

Over a third of the farmers generate 60 – 100% of their income from farming. These farmers could supplement this income through the development of Agritourism.

4.4.11 Nature of farm : Animal husbandry



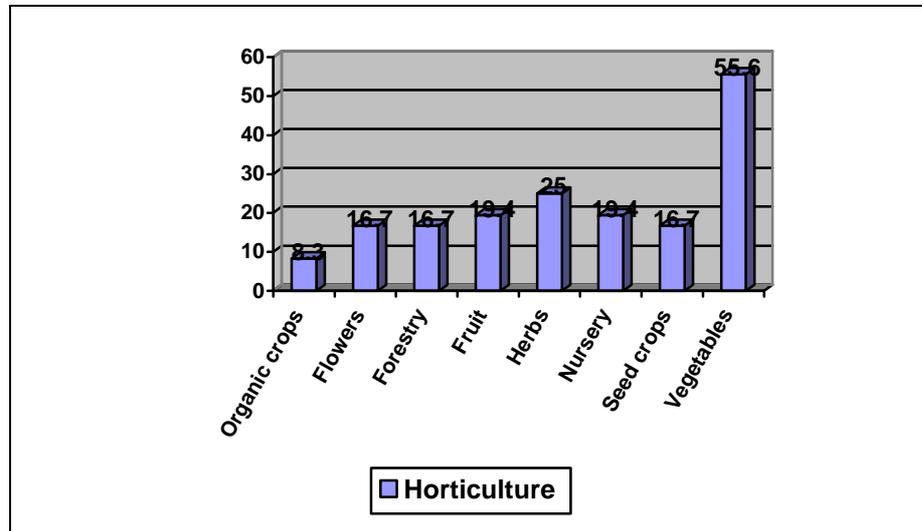
n=36

Figure 4.6: Animal husbandry - type and number of animals (%)

The results of the nature of animal husbandry are displayed in Figure 4.6. The most prevalent of the animals were poultry (63.9%), cattle (52.8%), horses (47.2%), pigs (44.4%) and dairy cows (36.1%).

4.4.12 Nature of farm: Horticulture

Figure 4.7 indicates that the type of horticulture that was most prevalent was vegetables. A smaller number of farms were involved with growing herbs, fruit and growing plants in a nursery. Organic crops were grown by a small minority.



n=36

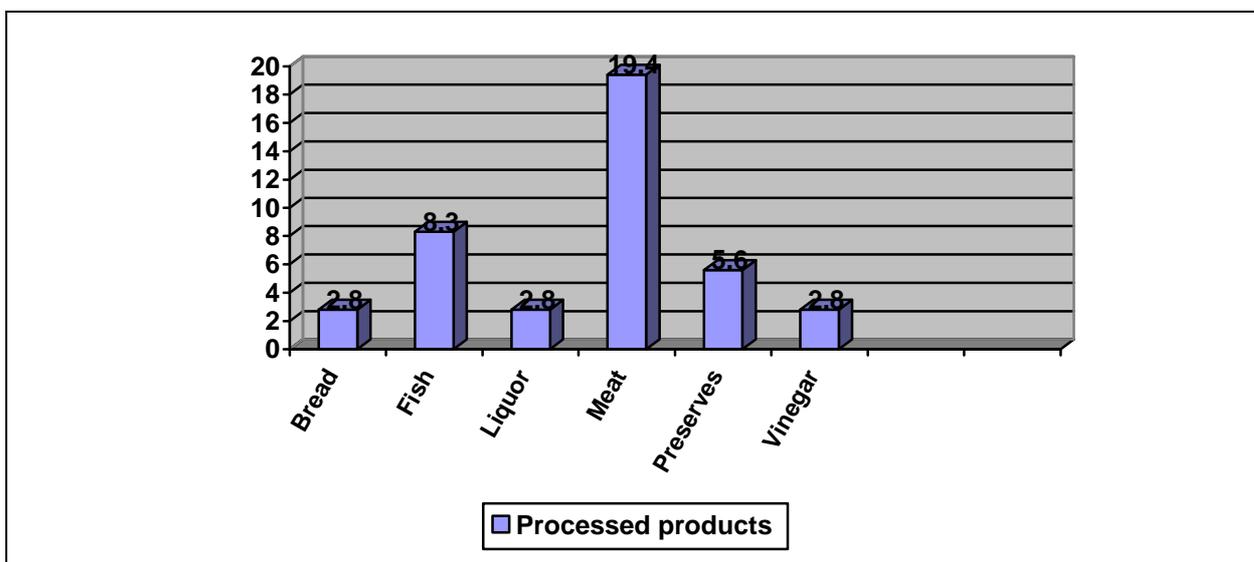
Figure 4.7: Horticulture - type and number of horticulture operations (%)

According to the Eastern Cape Development Corporation (n.d.), the Eastern Cape is a major producer of pineapples, deciduous fruit, tomatoes, chicory and tea in South Africa. The range of possibilities for growing crops is immense - the climate is stable and diverse and access to ports and airports is excellent. Planners have also turned their attention to producing organic vegetables, olives, herbs and spices, essential oils, honey and beeswax, sub-tropical fruit, grapes and aloe vera (for medicinal purposes).

The above paragraph reiterates the range of opportunities for development that exist. There is a wide range of products and activities that the Eastern Cape has to offer and all these have the potential to be developed into Agritourism offerings.

4.4.13 Nature of farm: Processed products

Figure 4.8 indicates the products that are processed on the participating farms. Meat appeared to be the processed more than any other product, followed by a smaller number of farms that processed fish (8.3%), preserves (5.6%), bread (2.8%), liquor (2.8%) and vinegar (2.8%).



n=36

Figure 4.8: Processed products - type and number of product processing facilities (%)

There is no limit to the variety of types of farming that can be adapted to include Agritourism in their operation. A list by Russell (2003: 13) included in Chapter 2 of this dissertation gives examples of the types of Agritourism activities offered on farms.

In Figure 4.6, the most prevalent types of animal husbandry operations were shown to be poultry, cattle, horses, pigs and dairy cows. The possibilities for development could include educational tours where farmers describe the types of cattle, feeding, diseases, gestation and other interesting facts; horses could provide opportunities for horse-riding; a pig farm could be an opportunity for kids to bring scrap food from home to feed the animals.

The horticulture results above show that vegetables were cultivated most. Vegetables grown in tunnels could be turned into an opportunity for farmers to provide tours of the tunnels where they describe the farming operation to visitors. The opportunity for farmers who processed products is that they could show visitors the processing facilities and the process starting from harvesting to the finished, packaged product.

All the above farming activities can be supplemented with a facility that offers visitors a meal (or facility to bring their own such as a picnic or barbecue area), a shop that sells farm-related memorabilia (such as t-shirts or ornaments) and overnight accommodation.

4.4.14 Type of activities available on farms

The activities that are available on the participating farms are listed in Figure 4.9. In this section, farmers could give multiple responses. The activities that occur on most of the farms are running, walking and bird watching. Twenty of the farms offer these three activities. These are activities that do not require any infrastructure so they could be offered on more farms. This is discussed further in the recommendations for further investigation (Chapter 5).

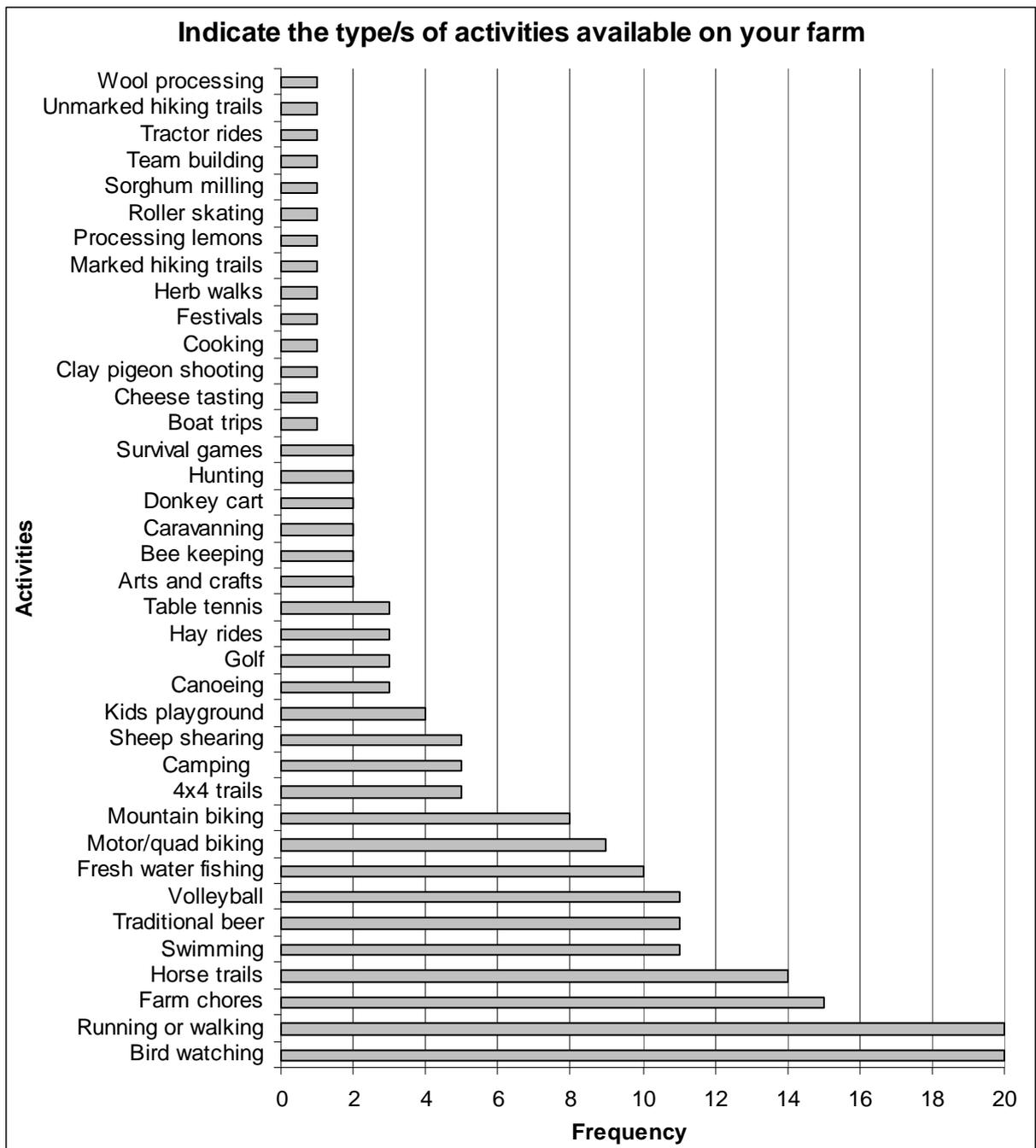
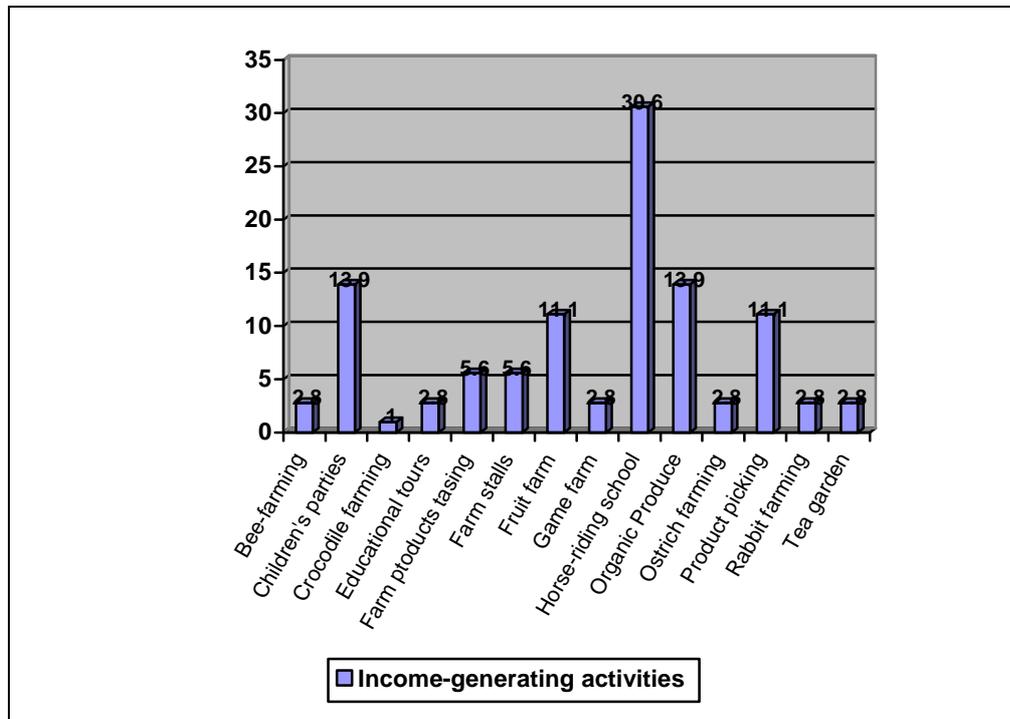


Figure 4.9: Type/s of activities available on farms (frequency)

The large number of activities that were indicated on the questionnaires implies that there is enormous potential exists for Agritourism development on the farms in BCM. As discussed at the end of 4.4.13, any Agritourism development can be further expanded through the offering of accommodation and the sale of various goods.

4.4.15 Farm income-generating activities

The results relating to farm income-generating activities are displayed on Figure 4.10 below. The most prevalent farm income-generating activities that occurred were horse riding school (30.6%); children's parties (13.9%); organic produce (13.9%); fruit farm (11.1%); and product picking (11.1%).



n=36

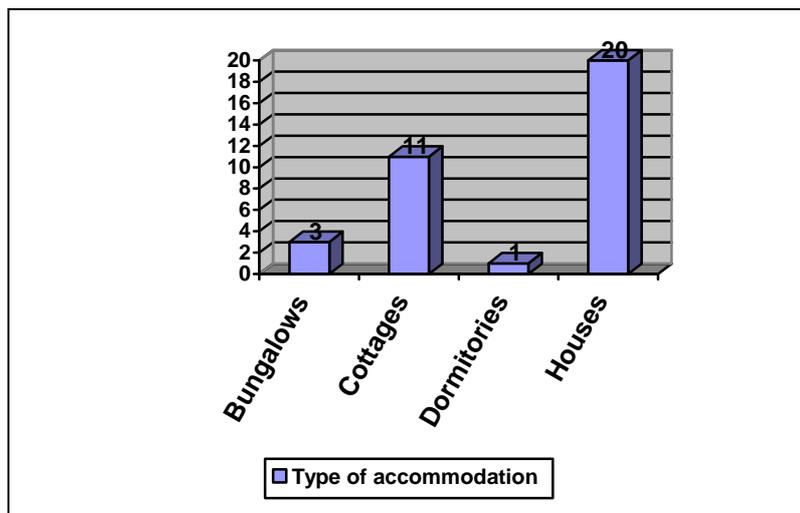
Figure 4.10: Farm income-generating activities (%)

These results suggest that Agritourism activities and operations are currently being offered in BCM. None of these farmers developed Agritourism due to advice from professional consultants, tourism organisation, information from magazines or newspapers, research done by agencies or through training courses. This could imply that there are no professional consultants or tourism organisations that provide advice or support specifically for Agritourism or that very little or no Agritourism information is provided in magazines or newspapers. This also implies that little or no research has been done in Agritourism in BCM and that training courses are limited or non-existent.

These implications could suggest that there is an opportunity for consulting in Agritourism writing, journalistic articles and the developing and offering of training courses. These opportunities could appeal to educational institutions, newspapers, magazines and the private sector.

4.4.16 Farm accommodation and facilities

Farmers were asked to indicate which types of farm accommodation and facilities exist on their farms. The responses shown in Figure 4.11 reveal that 20 farms had houses on them, with a smaller number of farmers that have cottages (11 farms), bungalows (3 farms) and dormitories (1 farm). The facilities offered on these farms, shown in Figure 4.12 on the next page include beverage-making facilities (72.2%), security (55.6%), fans/heaters (55.6%), radios (52.8%), telephones (50%), TV's (44.4%) and fridges (44.4%). The facilities that were shown to be offered the most were the types of facilities that are commonly found in the home. This suggests that most of the accommodation available on the participating farms would offer visitors a 'home-away-from-home' type experience. A smaller percentage of the farms offer traditional hotel or guesthouse facilities such as meals on request (13.9%), an on-farm pub (5.6%), functions venue (5.6%), group reception (2.8%) and restaurants (2.8%). This reiterates the suggestion that these farm-stays would be a 'home-away-from-home', rather than hotel-type accommodation.



n=36

Figure 4.11: Farm accommodation (frequency)

None of the farms have apartments, backpackers, camping sites, caravan sites or permanent tents. The opportunities for farm accommodation were discussed in previous sections.

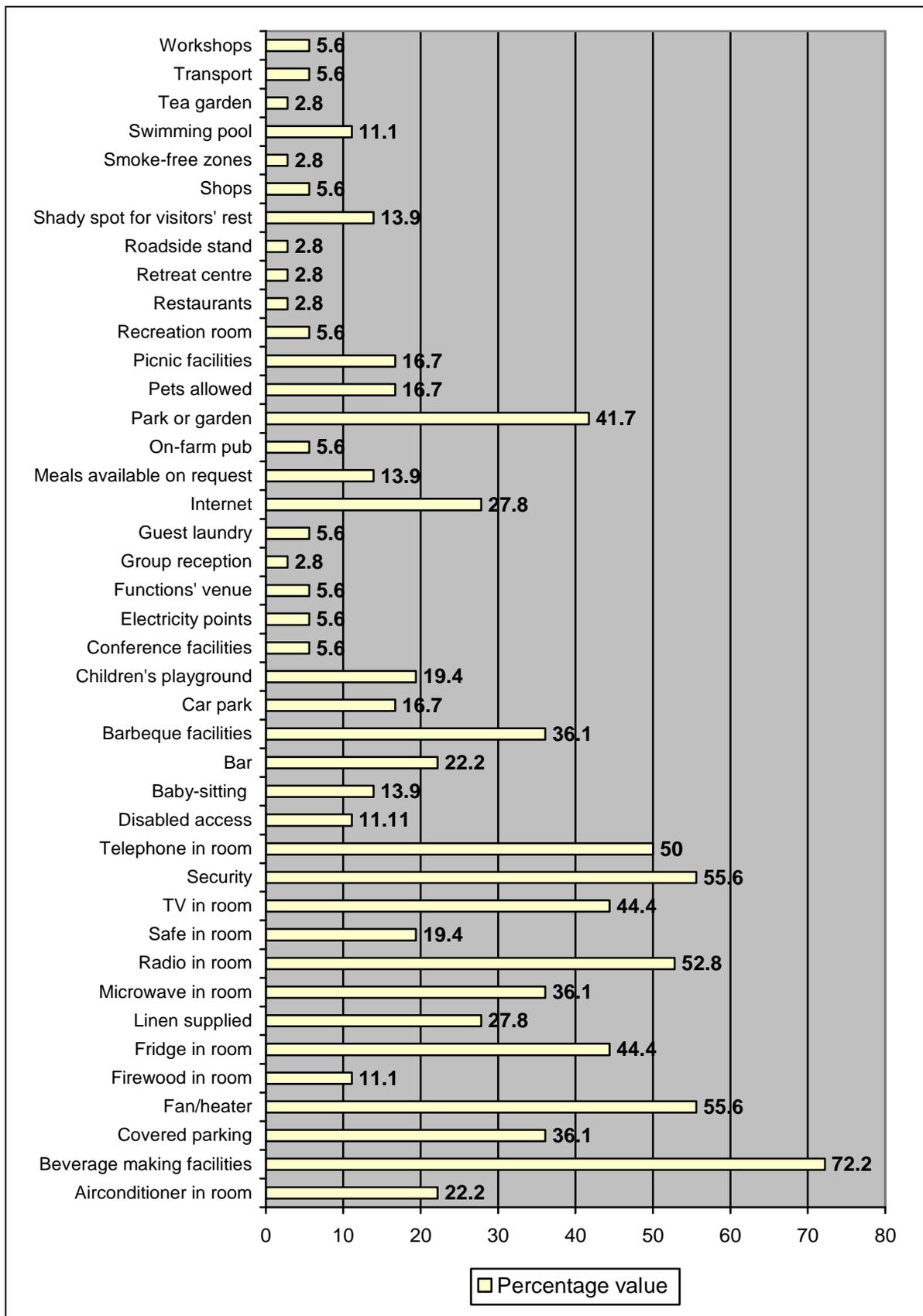


Figure 4.12: Farm facilities (%)

4.4.17 Number of years in operation compared to financing as an obstacle or challenge in developing Agritourism

The results reflected in Table 4.23 are a comparison between the number of years in operation of a farm and finance being an obstacle – these were compared in order to see if there was a relationship between the two.

Table 4.23: Number of years in operation compared to financing as an obstacle in Agritourism development (frequency)

| (n=35) | | |
|------------------------------|---------------------|----|
| Number of years in operation | Finance an obstacle | |
| | Yes | No |
| Less than 1 year | 2 | 0 |
| 1 to 5 years | 3 | 6 |
| 6 to 10 years | 1 | 8 |
| 11 to 15 years | 0 | 5 |
| More than 15 years | 1 | 9 |
| No response | 7 | 28 |

The results of the comparison between the number of years in operation of a farm and finance being an obstacle show that the farms that have been owned for less than one year consider finance as an obstacle. During years 2 to 15 there seems to be a fluctuation in whether finance was an obstacle or not – there was no steady increase or decrease. After 15 years of ownership, however, only one farm indicated that finance was an obstacle and nine farms indicated that finance was not an obstacle. These results suggest that financial situations fluctuated in the first 15 years but after that, the financial situations of farmers seemed to improve. These results could suggest that farmers that do not have access to financial assistance could be more likely to develop Agritourism after 15 years of ownership.

4.4.18 Agritourism Status compared with the farmers who indicated that they had no option but to develop Agritourism due to falling income from Agriculture

Table 4.24: Agritourism status compared with the farmers who indicated that they had no option but to develop Agritourism due to falling income from Agriculture (frequency)

| | (n=33) | |
|--|---|----|
| Statement relating to Agritourism status | Motivating factor: had no option due to falling income from agriculture | |
| | Yes | No |
| I already operate an Agritourism farm | 0 | 1 |
| I do not operate as an Agritourism farm but plan to develop | 1 | 6 |
| I do not operate as an Agritourism farm and do not plan to develop | 0 | 18 |
| Not sure whether I would like to expand my farm for Agritourism | 0 | 7 |

The results displayed in Table 4.24 were compared with the motivating factor, 'had no option due to falling income' results in Table 4.28 in order to see if there was a relationship between the farmers who already operate as Agritourism farm (Agritourism status) and the reason for Agritourism development being due to farmers having 'no other option but to develop due to falling income'. The result did not reveal a link between these two variables.

Current farming patterns

4.5.1 Seasonal employment

Farmers were asked to indicate whether their farming activities were seasonal or all-year round. The responses are shown in Table 4.25 below. Employment is offered all year round on 86.1% of the farms with only 2.8% of the farms offering seasonal employment.

Table 4.25: : Seasonal months of the year (%)

| Seasonal months of the year | (n=36) |
|-----------------------------|--------|
| Oct/Nov/Dec | 2.8 |
| All year round | 86.1 |
| No response | 11.1 |

These results suggest that employment created through Agritourism development would probably be available all year round, with only a small percentage of employment that may be seasonal. Kepe *et al.* (2001: 3) state that in cases where seasonal employment is offered, the seasonality of tourism could clash with the seasonality of agriculture. This clash would result in conflicting demands for labour, however, in BCM this should not be a major issue as unemployment in BCM is high so there are always many people looking for employment opportunities. Unemployment in BCM is discussed in Chapter 2 under Section 2.2.9.

4.5.2 Agritourism status

In this section farmers were asked to indicate which one of the following statements applies to their farm.

Table 4.26: Agritourism status

| Agritourism status | (n=36) |
|--|---------------|
| I already operate an Agritourism farm | 2.8 |
| I do not operate as an Agritourism farm but plan to develop | 19.4 |
| I do not operate as an Agritourism farm and do not plan to develop | 50.0 |
| Not sure whether I would like to expand my farm for Agritourism | 19.4 |
| No response | 8.3 |

The results in Table 4.26 show that 2.8% of farmers already operate Agritourism farms. More than half the farmers (50%) indicated that they do not operate as an Agritourism farm and do not plan to develop. There is some interest shown by some farmers (19.4%) who indicated that they do not currently operate as an Agritourism farm but do plan to develop at some stage. Some farmers (19.4%) were not sure whether they would like to expand their farms for Agritourism. The reason that farmers are not sure is possibly due to a lack of information as to how to develop and a lack of support and/or finance. This question was addressed later in 'Challenges faced in developing Agritourism'.

4.6 Attitudes towards Agritourism

4.6.1 Motivating factors and/or factors that encouraged farmers to develop Agritourism

Farmers were asked to indicate the factors that motivated them to develop Agritourism on their farms. Only the farmers who indicated that they already operate an Agritourism farm or plan to develop Agritourism were asked to complete this section. Farmers who were unsure or had no plans to develop Agritourism were not required to fill in this section of the questionnaire.

Table 4.27: Motivating factors and/or other factors that encouraged farmers to develop Agritourism (%)

| Motivating factors | (n=36) |
|--|--------|
| | % |
| Good location | 22.2 |
| Hobby/interest | 19.4 |
| Promote positive image of farming | 16.7 |
| Own market research | 16.7 |
| Recommendations from friends/co-farmers | 16.7 |
| Long term viability | 13.9 |
| To meet people | 11.1 |
| To tap-in (access) subsidy/grant | 11.1 |
| Had no option due to falling income from agriculture | 2.8 |
| Advice from farming organisation | 2.8 |

The motivating factors and variables that encouraged farmers to develop Agritourism on their farms are summarised in Table 4.27 above. According to these results, the most motivating factors were good location (22.2%); hobby/interest (19.4%); to promote a positive image of farming (16.7%); development following the farmers own market research (16.7%); and recommendation from friends or co-farmers (16.7%).

According to Knowd (2001: 18) the reason farm hosts are motivated in engaging in tourism is to meet people just as much as it is for economic reasons and socializing is the main reason for remaining in the tourism business even when the returns are poor. German farming families who offer on-farm vacations often develop meaningful relationships and friendships as a result of interaction with tourists (Knowd, 2001: 18).

A survey of farm tourism in Victoria, Australia showed that 67% of farmers indicated 'meeting people' as one of the main reasons for starting tourism ventures. Furthermore, a New Zealand study found that farmers who operated farm stays indicated that the social benefits could outweigh the marginal financial rewards through friendships and also widened their children's horizons (Knowd, 2001: 18).

Carlsen and Getz (2001: 28) describe the main motivation for diversifying land use in to include tourism operators was economic. Marginal returns to farming have declined over the years so farmers need to choose between selling their properties or diversify into tourism operations in order to allow them to retain family farms for future generations. One farmer in Australia indicated that the land she owned was valuable but not viable as a dairy/beef farming operation, however, as wine/tourism land, the farm was very valuable (Carlsen & Getz, 2001: 28).

In an article regarding the reasons for developing Agritourism, Nickerson, Black and McCool (2001: 19-26) discussed a study in which eleven reasons for diversifying farm operations into Agritourism were tested. The three main reasons were for social, economic and external influences with economic reasons being the most important reason for diversification where increasing financial strains on family farms have put pressure on these businesses to look outside agriculture as a means to sustain the operation.

4.6.2 Activities farmers would like to introduce on their farms

Only the eight farmers who indicated that they already operate or plan to develop Agritourism were required to complete this section of the questionnaire. Farmers who indicated that they did not operate an Agritourism farm and do not plan to develop, or if they were unsure if they would like to expand their current farming into Agritourism, were referred to the last section of the questionnaire as this (and the next three sections) of the questionnaire did not apply to them.

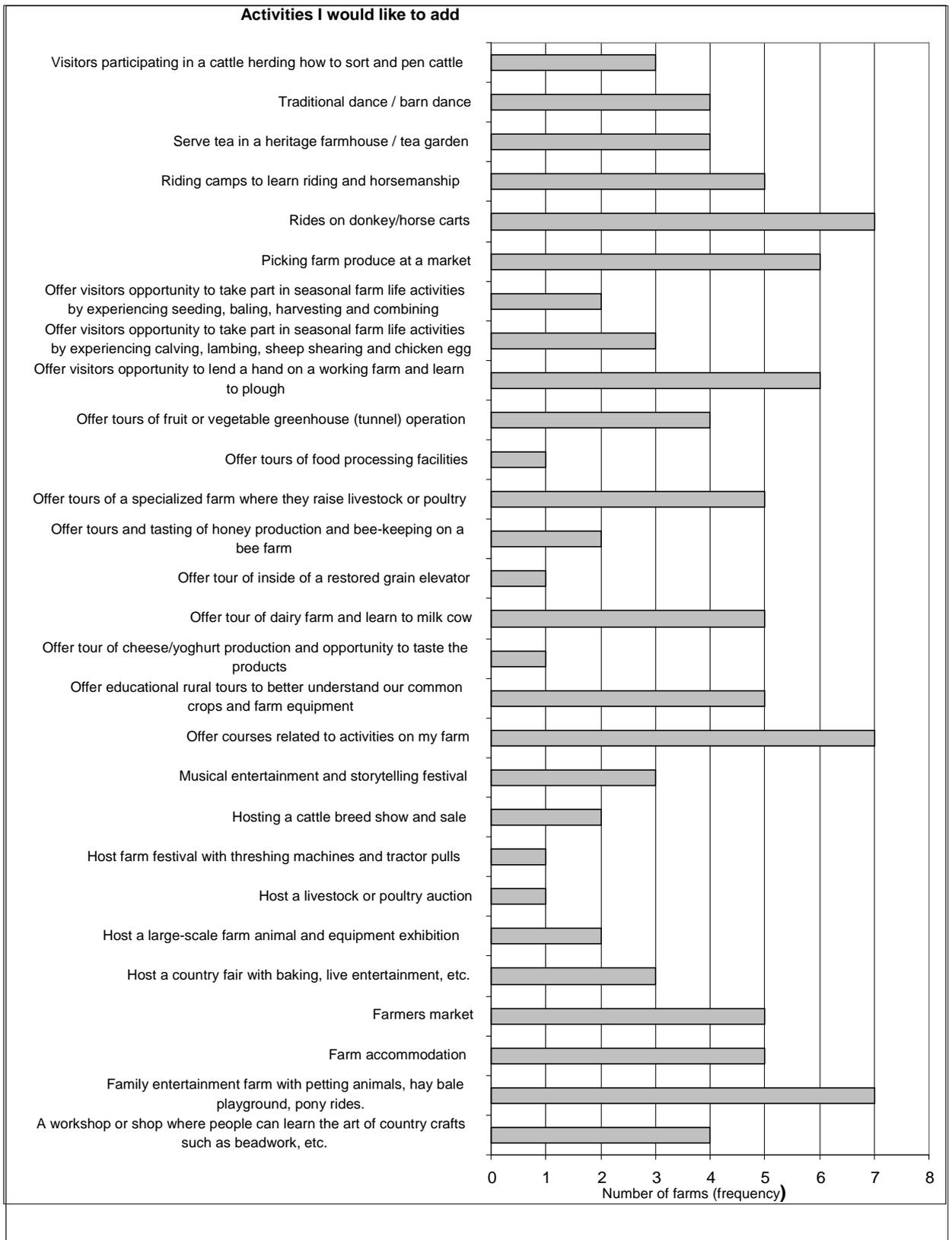


Figure 4.13: Activities that farmers would like to add or offer on their farms

Figure 4.13 shows the activities that farmer would like to add or offer on their farms and reflect a definite interest in developing Agritourism. Activities that farmers expressed the most interest in offering on their farms are rides on donkey or horse carts; offering courses related to activities on their farms; a family entertainment farm with petting animals, hay bale playgrounds and pony rides. Other activities that are shown to be areas of interest for development are picking farm produce; offering visitors the opportunity to lend a hand on a working farm and learning to plough. Slightly lesser interest was shown in riding camps and horsemanship; tours of the farm; farm accommodation; and farmers markets.

The development of Agritourism has a number of benefits for farmers, consumers and communities following growth in this area. The benefits of farmers markets, for example are discussed next.

The benefits of farmers markets are discussed by Abel, Thomson and Marezki (1999: 1). For farmers, the benefits of farmers markets are that money generated from sales is kept in the community, farmers can learn first-hand about consumers preferences, farmers can inform consumers about production practices, enhance their business and marketing skills and selling produce regularly at a farmers market can provide a stable seasonal income source. Selling produce at a farmers market *also* provides a social opportunity for farmers (Abel *et al.*, 1999: 1).

Benefits of farmers markets for consumers include the purchasing of the freshest possible produce, getting to know the producers (farmers), buy the best tasting produce, help support the local economy and enjoy the atmosphere, displays and activities (Abel *et al.*, 1999: 1).

The community could benefit from farmers markets by providing learning and business opportunities for high school students and low-income residents, provide fresh food sources and the community is able to get involved in and support the local food system (Abel *et al.*, 1999: 1).

4.6.3 Resources required to develop Agritourism

In this section of the questionnaire, farmers were asked to indicate what resources they needed in order to develop Agritourism. Only the eight farmers who indicated that they already operate or plan to develop Agritourism were required to complete this section of the questionnaire, as indicated previously.

Table 4.28: Resources required for developing Agritourism (%)

| Resources required for developing Agritourism (Multiple responses) | (n=8) |
|--|--------------|
| I need to have extra staff on my farm to be able to develop Agritourism | 100 |
| I need capital to develop Agritourism | 87.5 |
| I need to have very good roads on my farm in order to develop Agritourism | 87.5 |
| I need to have hospitality knowledge or experience to be able to develop Agritourism | 87.5 |
| I need to have extra accommodation (besides by home) on my farm | 75 |
| I need to attend training courses in Agritourism development | 75 |
| I need assistance in learning about entrepreneurship | 62.5 |

The table results show that the majority of the farmers indicate a need for support. Bearing in mind that 8 farmers completed this section of the questionnaire: 7 farmers (87.5%) said they would require capital; 6 (75%) farmers indicated that they would need extra accommodation (besides their homes), 7 farmers (87.5%) indicated a need for very good roads on their farms in order to develop Agritourism; all 8 farmers (100%) indicated a need for extra staff on their farm to be able to develop Agritourism; 7 of the farmers (87.5%) indicated a need for hospitality knowledge or experience to be able to develop Agritourism and 6 farmers (75%) indicated the need to attend training courses in Agritourism development. Five farmers (62.5%) indicated that they need assistance in learning about entrepreneurship.

The results above show that farmers would need to spend some capital in upgrading or modifying their properties and/or facilities before they could open their farms to visitors. Good roads tend to be considered as important by farmers. Farmers indicated a need for extra accommodation besides their homes – this could indicate either that farmers want to offer overnight accommodation to visitors as part of their Agritourism offering, or they would require extra accommodation for staff. All the farmers feel they would need extra staff on the farm to develop Agritourism.

The results on Table 4.28 also suggest that farmers do not feel confident in dealing with guests, whereas some guests that are attracted to visiting farms just want to feel like part of the farm, rather than a 'guest' or outsider on the farm. In such cases, farmers could treat guests like they would if friends or relatives were visiting, the only difference being that they would charge them. There tends to be a need for training in developing Agritourism and entrepreneurship.

Jordaan (2000:14) discusses the integration of entrepreneurship in tertiary agricultural education in South Africa. Farmers and potential new entrants into agriculture need to shift their focus from agricultural producer to agricultural entrepreneur in order to capitalize on opportunities in the business environment. Tertiary educational institutions should support this transition through training, research and extension by revamping agricultural education programmes. Entrepreneurship and functional management disciplines should be integrated into curricula, specifically within a South African agricultural context, rather than in a general business or commercial context. Jordaan (2000: 14) believes that this approach may not be the ultimate in agricultural entrepreneurship education but make a worthy contribution towards transforming the agricultural sector in South Africa.

According to Adam (2001: 12), the most important requirement for a successful agritainment venture is energy and a willingness to think unconventionally. Almost any farm anywhere could be adapted to offer some form of Agritourism – Adam says farmers need to start thinking of themselves as being in the land management business rather than the farming business – by changing their way of thinking they can achieve farm family goals and dreams (Adam, 2001: 12).

Farmers who want to develop Agritourism should take heed of the critical success factors. Comen and Foster (2006: 1) lists these success factors as location (proximity to other attractions); Financial/Enterprise Analysis; Marketing/understanding customer needs and expectations; Ability to match core assets with customer requirements; Passion for learning; Strong social skills; Creativity; and, Ability to manage the visitor experience.

4.6.4 Challenges in developing Agritourism

Only the eight farmers who indicated that they already operate or plan to develop Agritourism were required to complete this section (L) of the questionnaire which was to indicate the challenges they faced or perceived in developing Agritourism.

Table 4.29: : Obstacles/Challenges in developing Agritourism (%)

| Obstacle/Challenge (Multiple responses) | (n=8) |
|--|--------------|
| Financing | 87.5 |
| Identifying market demand | 62.5 |
| Finding qualified employees | 62.5 |
| Promoting the farm | 62.5 |
| Zoning | 50 |
| Preparing a business plan | 37.5 |
| Lack of time | 25 |
| Lack of suitable training | 12.5 |
| Licenses and permits | 12.5 |
| Age | 12.5 |
| Illness | 12.5 |
| Physically challenged | 12.5 |

The results of the obstacles or challenges faced by farmers in developing Agritourism are summarised in Table 4.29 above. Financing (87.5%) was indicated to be a significant obstacle in developing Agritourism. Other obstacles that were of significance were identifying market demand (62.5%), finding qualified employees (62.5%) and promoting the farm (62.5%).

In Table 4.28 presented previously, 7 farmers(87.5%) indicated that they would need capital to develop Agritourism – this is reiterated in this part of the questionnaire where 7 farmers (87.5%) indicated that finance is an obstacle in developing Agritourism.

According to Hall *et al.* (2005: 4), some of the structural and product problems facing rural tourism providers are lack of concern with and knowledge of demand factors; lack of skills with regard to product presentation; limited knowledge of the markets they work within; and, limited development of co-operation and marketing networks (Jenkins & Parrot, 1997 in Hall *et al.*, 2005:4).

With regards to training, in Table 4.28 above 6 farmers (75%) indicated the need to attend training courses in Agritourism development and 5 farmers indicated that they need assistance in learning about entrepreneurship; however, in this section only 1 farmer (12.5%) indicated that a lack of suitable training was a challenge in developing Agritourism. This suggests that farmers may need more information on what is required to develop Agritourism before they can decide what resources they actually do need and what would be the challenges. Information could be presented to farmers in brochures, workshops, special editions in local newspapers or in other farming literature such as magazines.

A survey aimed at investigating regulatory challenges for Agritourism operators in British Columbia, conducted by British Columbia Ministry of Agriculture and Fisheries (2005: 4), revealed that the key regulatory obstacles identified were:

- Land usage/zoning;
- Signage on municipal roads and provincial highways;
- Building permits and the building code;
- Sewage, sanitation and washroom requirements;
- Commercial kitchen requirements;
- Restrictions on sales of off-farm products; and
- Water sampling requirements

4.6.5 Type of assistance preferred

Only the eight farmers who indicated that they already operate or plan to develop Agritourism were required to complete this section of the questionnaire which was to indicate which type of assistance they would prefer in developing Agritourism. The results are displayed in Table 4.30 below.

Table 4.30: Types of Assistance preferred in developing Agritourism (%)

| Types of assistance | (n=8) | | | | | |
|---------------------|--------------------|---------------------|---------|---------------------|--------------------|-------------|
| | Extremely negative | Reasonably Negative | Neutral | Reasonably positive | Extremely positive | No response |
| Workshops | 12.5 | | | 5 | 2 | |
| Networking | | | 62.5 | 12.5 | 12.5 | 12.5 |
| Literature | | | 50 | 25 | 25 | |
| Internet | | 25 | | 37.5 | 25 | 12.5 |
| Consultants | | | 62.5 | 25 | 12.5 | |
| Training | | 12.5 | 12.5 | 62.5 | 12.5 | |

One farmer (12.5%) was extremely negative towards workshops as a type of assistance offered in developing Agritourism. This could be due to a lack of time and/or lack of staff of the farm that could manage farm operations in the absence of the farmer. Five farmers were reasonably positive and 2 farmers (25%) were extremely positive in attending workshops to learn more about developing Agritourism.

Most farmers were neutral on networking as a means of assisting in the developing Agritourism. One farmer was reasonably positive and another farmer was extremely positive with regards to using networking to assist in developing Agritourism. This result is in conflict with the results of a study discussed in the next paragraph.

According to Koelle and Oettle (2003: 2) a study was undertaken in KwaZulu Natal, Eastern Cape, Western Cape and Northern Cape Province in an attempt to understand farmers perceptions and realities and how they take decisions. Eighty-six farmers were interviewed. They were mostly white commercial farmers and small-scale farmers who were farming on newly acquired or communal land (Koelle & Oettle, 2003: 2). The results of study revealed that farmers perceive networking as a crucial vector for learning. The variety of networks within the farming community range from informal neighbourhood to family networks and national to international networks. Most of the farmers identified networking as the most important source of information as this provides easy access to information. These networks are not formalised (Koelle & Oettle, 2003: 5). Land Reform communities are disadvantaged in that they are not part of these networks and these networks are often not accessible due to the legacy of Apartheid or even discernible to outsiders. Land Reform communities, therefore, lose out on the stimulus for innovation and learning that is created through networking (Koelle & Oettle, 2003: 5).

Four farmers (50%) were neutral on the use of literature in assisting in the developing Agritourism. Two farmers were reasonably positive and 2 farmers (25%) were extremely positive with regards to using literature to assist in developing Agritourism.

The Internet did not appeal to 2 of the farmers (25%) who were reasonably negative towards this being used as a means of assisting in developing Agritourism. Three farmers were reasonably positive and 2 farmers (25%) were extremely positive about being assisted through the use of the internet.

The majority of the farmers' responses towards the use of consultants were neutral. Two farmers were reasonably positive and another was extremely positive about consultants being used as a type of assistance in developing Agritourism.

Most of the farmers' attitudes towards the training were reasonably positive. One farmer was extremely positive, one farmer was reasonably negative and one farmer was neutral on the use of training as being offered as a type of assistance in developing Agritourism.

Taking the range of responses into consideration, a combination of assistance would be the required to accommodate as many farmers as possible. Networking amongst farmers should be encouraged – this could possibly be done through the local farmers' association within BCM. Literature should be distributed to farmers to education and encourage farmers to develop Agritourism – this could be done through farming magazines or through local newspapers.

There is an increase in the use of the internet as a source of distributing and accessing information so this should be used to benefit the farmers. Weekly or monthly educational literature could be forwarded electronically as another means of reaching farmers.

Training programmes such as ATP's discussed in Chapter 2 should be further developed in BCM to assist local farmers.

4.6.6 Farmers perceptions of Agritourism

In this question, farmers were asked to indicate their view on the importance of Agritourism in every agricultural business. All 36 farmers were asked to complete this section, the results of which are shown in Table 4.31 below.

Table 4.31: Farmers perceptions on Agritourism (%)

| Perception on importance of Agritourism | (n=36) |
|---|--------|
| Fairly important | 30.6 |
| Unimportant | 22.2 |
| Very important | 16.7 |
| Essential for every agricultural business | 13.9 |
| Unsure | 8.3 |
| No response | 8.3 |

The results show that 30.6% of the farmers' perception on Agritourism is that it is fairly important for every agricultural business. Almost a quarter of the farmers perceive Agritourism as unimportant, 16.7% feel Agritourism is very important and 13.9% view Agritourism as essential for every agricultural business. Although the degree of importance varied, it is interesting that 61.2% of the 36 farmers acknowledged that Agritourism is important to agricultural business (13.9% indicated that Agritourism is essential, 16.7% indicated that Agritourism is very important and 30.6% indicated that Agritourism is fairly important).

Furthermore, it is interesting that although 61.2% of farmers acknowledge the importance, only 22.6% farmers indicated that they are already operating or plan to develop Agritourism (as indicated in Table 4.26). The reason for farmers' reluctance to develop Agritourism, even though they acknowledge the importance, should be further investigated.

It is important that farmers understand the importance and benefits of developing Agritourism before they will be convinced to develop Agritourism. Andereck and Vogt (2000: 2) explain that residents (farmers) wants and desires is necessary in gaining and maintaining their support for tourism development, given that they are in the community to stay. Strategies for growing the economy in rural areas must originate from within the community in order to be successful (Andereck & Vogt, 2000:2).

4.6.7 Highest level of education compared to the need to attend training courses in Agritourism development

In this cross-tabulation the results of the highest level of education obtained by farmers was compared with the results of whether farmers felt the need to attend training courses in Agritourism. The results are shown in Table 4.32 below.

Table 4.32: Highest level of education compared to the need to attend training courses in Agritourism (frequency)

| (n=34) | | |
|--|--|----|
| Highest level of education you obtained? | I need to attend training courses in Agritourism development | |
| | Yes | No |
| Primary | - | 1 |
| Secondary | - | 2 |
| Tertiary | 6 | 25 |

When this information was compared, it was found that 6 farmers who had a tertiary education indicated a need to attend a training course in Agritourism development. None of the farmers who have a lower level of education thought that they would need to attend training in Agritourism. It is interesting that the farmers who have a higher level of education feel the need for training whereas the farmers who have lower levels of education do not indicate a need for training in Agritourism. The results suggest that farmers with higher levels of education recognise the value of education.

4.6.8 The need for capital to develop Agritourism compared with financing as an obstacle or challenge in developing Agritourism

In this cross-tabulation the results of the need for capital to develop Agritourism were compared with financing as an obstacle or challenge in developing Agritourism. Table 4.33 display the results of this cross-tabulation.

Table 4.33: The need for capital to develop Agritourism compared to financing being an obstacle in developing Agritourism (frequency)

| I need capital to develop Agritourism | Obstacles: Financing | |
|---------------------------------------|----------------------|----|
| | Yes | No |
| Yes | 7 | 0 |
| No | 0 | 29 |

These results were compared in order to see if there was a relationship between the number of farmers that indicated that they need capital to develop Agritourism and the number of farmers who indicated that finance was an obstacle or challenge that prevented them in developing Agritourism. As expected the number of farmers who indicated a need for capital to develop Agritourism (87.5% in Table 4.28) was exactly the same as the number of farmers who considered finance to be an obstacle in developing Agritourism (87.5% in Table 4.29).

4.7 Summary of the Chapter

This chapter summarised the results of the survey and also provided a discussion of the results. The discussion included the researchers own comments as well as references to relevant literature. The methods that were used to collect these results were also included in the discussions. Key findings will be summarised in the next chapter.

CHAPTER 5: SUMMARY, LIMITATIONS, RECOMMENDATIONS AND CONCLUSION OF THE STUDY

5.1 INTRODUCTION

This closing chapter focuses on summarizing the key findings of the study. The sample on which these findings were based consist of the 36 farmers. The only criterion used to identify these respondents was that they had to be a farmer on a farm within the boundaries of BCM.

The limitations of the study are discussed and recommendations are suggested. The limitations include a discussion on some of the problems encountered in completing this study including some suggestions for improvement or issues that need to be considered should a similar study be undertaken. Recommendations are also made for further research into some of the issues that were raised during the analysis and discussion of the survey results.

5.2 SUMMARY OF THE KEY FINDINGS

The main objective of this study was to examine the nature of Agritourism in the Buffalo City Municipality. In order to achieve the main objective, a questionnaire was used to gather the information required to describe the nature of Agritourism in the Buffalo City Municipality. The information gathered from the questionnaire described the characteristics of the farms; demographic information of farmers; the nature of the farming that is undertaken on the farms in BCM (this included the type of farming activity, income-generating activities and farm facilities). Information from the questionnaires also provided details of the attractions in close proximity to the farms. Farmers also indicated their Agritourism status and farmers who are operating Agritourism farms indicated their motivation for doing so. Farmers interested in developing Agritourism gave an indication of the types of activities they would like to introduce on their farms, the resources they would need (and type of assistance they would prefer) to be able to develop Agritourism and also the obstacles they face. Lastly, farmers indicated their general perception on the importance of Agritourism for agricultural businesses.

A summary of the results of the questionnaire revealed that slightly more farms in the BCM are involved in subsistence farming than commercial farming activities. Most of these farms are less than 10 hectares in size and only a small percentage (11%) were large farms, larger than 90 hectares in size.

Most of the farms in BCM are managed by the owners themselves and only a small percentage of the farms are rented out or where management is outsourced. Most of the farms included in this study have been the property of the current owners for more than fifteen years and only a small number of farmers have recently bought their farms, having owned them for less than a year. Almost all the farmers live on their farms, with only a small percentage that live in town.

The majority of farmers employed between 2 and 10 workers on their farms, although there are farms that employ large numbers (over 30) workers. The results indicate that there are more males than females employed on the farms in BCM.

The results regarding the number of houses and/or cottages for personal use do not show large variances. Only slightly more farms have less than two dwellings as apposed to those that have between two and ten houses and/or cottages. A small minority of farms do have houses or cottages that they rent out but the majority do not have any houses or cottages available for renting out to paying visitors. Almost half of the farms have between two and ten outbuildings.

Results from the questionnaire revealed that the vast majority of farms included in the study were close to East London (between 6km and 10km) and close to the N6 route. Public transport was within 5km from most of the farms, although, as discussed in Section 4.3.7, South Africa's informal public transport system is dominated by minibus taxis which are used by most of the working population and not geared towards tourists. Most of the farms were also more than 20km from the nearest airport and the majority of farms were situated along dirt roads and described their farms as mountainous.

A significant majority of the farms offer employment all year round. However, there were a few farms that offered seasonal employment during the last quarter of the year.

Most farmers were male, between the ages of 36 and 65 years old and married with dependent children still living at home. Most households consisted of at least five people.

The average annual household income for most households was between R80 000 and R120 000. Less than 20% of the income for almost half of the household was received from farming and almost one third of the households' generate 60 to 100% of their income from farming. Activities that were indicated as being the highest income-generators were horse-riding, children's parties, organic produce, fruit farming and product picking.

The majority of farmers have completed tertiary education and a smaller number of the farmers have only completed a primary or secondary education. The results of the study showed that the majority of farmers speak English as their home language and a few farms speak either Afrikaans or Xhosa. None of the other eight official languages were indicated by any of the farmers.

The results regarding the type of farming which is undertaken on the farms revealed that the most prevalent of the animal husbandry were poultry, cattle, horses, pigs and dairy cows; vegetables were grown by more than half of the farms that were involved in horticulture with a smaller number of farmers growing herbs, fruit and plants in a nursery.

Meat is the product that is processed most followed by processed fish, preserves, bread, liquor and vinegar on a smaller number of farms. The results do not show whether these products are for sale or for consumption at home. This should be further investigated.

The most popular activities that were offered on farms were bird watching, running or walking, farm chores, horse-trails, swimming, brewing of traditional beer, volleyball and fresh water fishing. Other activities were also indicated but to a lesser extent. Attractions in close proximity that were paramount were forests, dams, close to wildlife and rivers.

When farmers were asked to indicate which activities they would like to introduce on their farms if they decided to develop Agritourism the most popular activities were rides on donkeys/horse carts, offer courses relating to activities on their farm, family entertainment farm with petting animals, hay bale playgrounds and pony rides. These were followed by picking farm produce, offering visitors to lend a hand on a working farm and learning to plough, riding camps and learning horsemanship, offer tours of a specialised farm where they raise livestock or poultry, offer a tour of the dairy farm and learn to milk a cow, offer educational rural tours to better understand our common crops and farming equipment, farmers market and farm accommodation. Other activities were also mentioned by a few farmers.

Most farm properties had houses on them, with a smaller number of farmers that have cottages, bungalows and dormitories on them. In addition to accommodation, other facilities that featured on most farms were beverage making facilities, fans/heaters, security, radios, telephones, fridges and television, park or garden, covered parking, microwave and barbeque facilities. Other facilities, however to a lesser extent, were also present on some of the farms.

When farmers were asked about their Agritourism status, half the farmers indicated that they do not operate Agritourism and have no plan to develop Agritourism. There was some indication from some farmers that they do not operate Agritourism but do have plans to develop and an equal number of responses from farmers who are not sure whether they would like to develop Agritourism. These responses should be investigated further. If awareness of the benefits of developing Agritourism is raised farmers may be more enthusiastic about developing and operating Agritourism.

The main reasons given by farmers wanting to develop Agritourism was because of the location of their farms, hobby or interest or to promote a positive image of the farm. Some farmers had conducted their own market research or had recommendations from friends or co-farmers who had suggested the development of Agritourism. Other farmers were concerned about the long-term viability.

All the farmers that participated in the study indicated that they would need extra staff on their farms. This suggests that farmers view the development of Agritourism as an increase in the work that needs to be done, although they did not specify exactly why extra staff would be required. Most of the farmers indicated that they would need capital, very good roads and hospitality knowledge or experience. Furthermore, three-quarters of the farmers indicated that they would need to have extra accommodation on their farms, would need to attend training courses in Agritourism development and more than half of them felt that they would need assistance in learning about entrepreneurship.

The farmers that expressed an interest in developing Agritourism indicated that the biggest challenge they would face was finance. This is in line with the results that show that most of the farmers felt that they would need capital to develop Agritourism. Other challenges they indicated were the ability to identify market demand, promoting the farm and finding qualified employees. Other obstacles such as zoning, lack of time, age, illness, lack of suitable training, licensing and permits or physical challenges were mentioned but to a lesser extent.

When asked to indicate the type of assistance they would prefer in developing Agritourism, responses from farmers indicated that they considered training, literature, consultants and the Internet as their preferred type of assistance.

Almost a third of farmers' general perceptions on the importance of Agritourism were that Agritourism is fairly important. Almost a quarter of the farmers indicated that they felt Agritourism was unimportant and only a small number of farmers perceive Agritourism as being very important or essential for every agricultural business.

Various results were compared and revealed that the financial situations of farmers fluctuated in the first 15 years but after that there seem to be some stabilisation. These results could suggest that farmers that do not have access to financial assistance could be more likely to develop Agritourism after 15 years of ownership.

5.3 LIMITATIONS OF THE STUDY

This Agritourism research is limited to the BCM region of the Eastern Cape, South Africa. Although there are a large number of farms, the researcher and fieldworker experienced difficulty in reaching the intended number of respondents due to a variety of reasons. Many farmers refused or declined to participate in the study due to lack of interest, lack of time, racism, some felt they were too old to get involved now, lack of awareness of Agritourism research and the possible benefits. These reasons were personal and although they have been mentioned in this dissertation, they have not been formally recorded, as requested by the farmers. The reasons were discussed in more detail in Chapter 4 of this dissertation. Unfortunately the number of farmers who chose not to participate was not recorded as this could have been an important point of discussion and something to consider in the planning of any future studies of this nature.

Lack of funding to cover travel added to the low response rate. Another result of the lack of funding was that the majority of the farmers being interviewed were in close proximity to the fieldworker to try and keep costs to a minimum.

Where safety was an issue, fieldwork did not take place. The one fieldworker was a woman and did not feel safe to travel alone into rural areas. Again, lack of funding limited the number of fieldworkers to one so it was not possible to be accompanied by another person.

Literature on Agritourism in Buffalo City is very limited. There are some documents and articles that acknowledge Agritourism as an opportunity that needs to be explored. The literature reviewed also made reference to various plans and programmes on a national, regional and local scale that includes Agritourism developments, however very little information is available to indicate that Agritourism developments are currently (and successfully) operating.

This research study is limited in that there does not seem to be any data available regarding Agritourism in the BCM and no evidence could be found to indicate that any other studies of this nature have been done in the BCM before, which would explain the lack of available data.

5.4 RECOMMENDATIONS

The following recommendations are made, based on the key findings of the study:

- Prior to further research being done (further research is discussed later in this chapter), farmers should be educated about Agritourism in general. The results on Table 4.28 indicate that the majority of farmers are of the perception that Agritourism requires extra staff, capital, good roads, hospitality knowledge and experience, extra accommodation, training courses and assistance in learning about entrepreneurship. The literature indicates the opposite in most cases – Agritourism is most often an extension of the activities and facilities that are already in operation on a farm. If awareness is raised amongst farmers the response rates which indicate enthusiasm towards developing Agritourism may increase.
- Farmers should be shown or given ideas of how to turn their assets into Agritourism operations. For example, if they have extra outbuildings, they could be given ideas of how they could transform the building into a workshop that makes local handicrafts or a ‘farm-style’ venue for hosting events. Bad farm roads could be turned into an attraction for 4X4 vehicle owners by offering 4X4 routes or a 4X4 playground. Forests and rivers are attractions and can easily be turned into Agritourism attractions with a little imagination. Activities such as walking/running and bird watching were indicated to be available on most farms - everyday activities such as these on farms can be turned into Agritourism activities that could appeal to tourists if farmers are given some guidance and education on Agritourism. Farmers should be encouraged to change their attitudes to focus on what they can do on their farms, rather than what they can’t.
- Table 4.29 indicates that farmers perceive financing, identifying market demand, finding qualified employees and promoting the farms as obstacles that would prevent them from developing Agritourism. Training and support offered to farmers could assist them in overcoming these obstacles. This indicates a need for training courses that suite the specific needs of the farmers and a support group / person / organisation who will be available on an ongoing basis.

- Public transport is an area of concern for the tourism industry in general and one that needs important attention. Table 4.12 shows that public transport is available within 5km of more than half the farms, however, the public transport to which they are referring is not geared for tourists, as discussed in Section 4.3.7.
- The assistance that farmers would prefer in developing Agritourism should be further explored and a range of assistance offered in order to appeal to and reach more farmers.

Some of the recommendations made by Michigan Department of Agriculture (Jousma-Miller, Brys, Graham, Jacobson, McKenzie, Micheau, Osentaoski, Remer & Teichman, 2007: 8) have been adapted and could be relevant to BCM, therefore it is recommended that they should be considered by local authorities, together with the farmers in BCM. These recommendations include:

- The establishment of an agricultural tourism manager and staff
- Funding and the conducting of further research on BCM's agricultural tourism industry to develop a more effective strategy and promotional plan for growing and promoting Agritourism
- Prepare information pieces for the agricultural community and consumers about the health, social and economic benefits of agricultural tourism
- Develop and implement a marketing campaign to promote agricultural tourism businesses and events
- Investigate opportunities and improve the effectiveness of tourism signage specifically for agricultural tourism businesses
- Review regulations regarding billboards and other private signage opportunities
- Create more opportunities for informational discussions between local authorities and Agritourism operators or potential Agritourism operators

Large portions of farmland belong to government, council, municipalities – there should be ties fostered between them and the farmers. The spreadsheet that contained details of BCM property ownership indicated that major sections of farmland are owned by Minister of Land Affairs, Minister of Public Works, Minister of Regional and Land Affairs, Provincial Government of the Eastern Cape, Republic of South Africa and Republic of Ciskei, South African Bantu Trust, South African Development Trust, South African

National Roads Agency, South African Native Trust, South African Roads Board and Transnet, amongst others.

The authorities that have control over the use of that land should be approached, awareness raised and benefits of Agritourism developments explained. Furthermore, a more accurate register that details property ownership, with size of properties expressed in a standard, metric unit should be kept and duplication of properties on the list should be avoided. This would make it easier for research purposes where land-use is an issue. This issue was discussed under Section 3.3.

The lack of training should be seen as an opportunity for educational institutions and the private sector. Courses can be developed, workshops presented and consultation and support services offered to farmers who are interested in developing Agritourism and require training and assistance. In Table 4.28, 75% of the farmers indicated a need to attend training courses in Agritourism development.

Recommendations mentioned by the British Columbia Ministry of Agriculture, Food and Fisheries (2002: 5) could be relevant for BCM and should be therefore be taken into consideration by local authorities together with BCM farmers. These recommendations were based on the experiences of successful operators and include the following:

- Plan for regulatory requirements
- Treat Agritourism as a separate business venture
- Expect to invest in health and safety requirements
- Discover that regulatory compliance can be good for business
- Form a self-regulating industry association
- Develop strategic partnerships

As mentioned by Keith *et al.* (2003: 1), the discrepancies that exist between officials' knowledge about the Agritourism permitting process, requirements and costs and on-the-ground experiences of Agritourism operators should be investigated. The regulations necessary for the development of Agritourism was not included in this study but should be investigated. Farmers should be consulted on the regulations that they would like to be put in place to support the development of Agritourism.

Hall, Mitchell and Kirkpatrick (2005: 20) developed policies for rural tourism and in doing so, depicted the key dimensions of these policies on a diagram as shown in Figure 5.1 below.

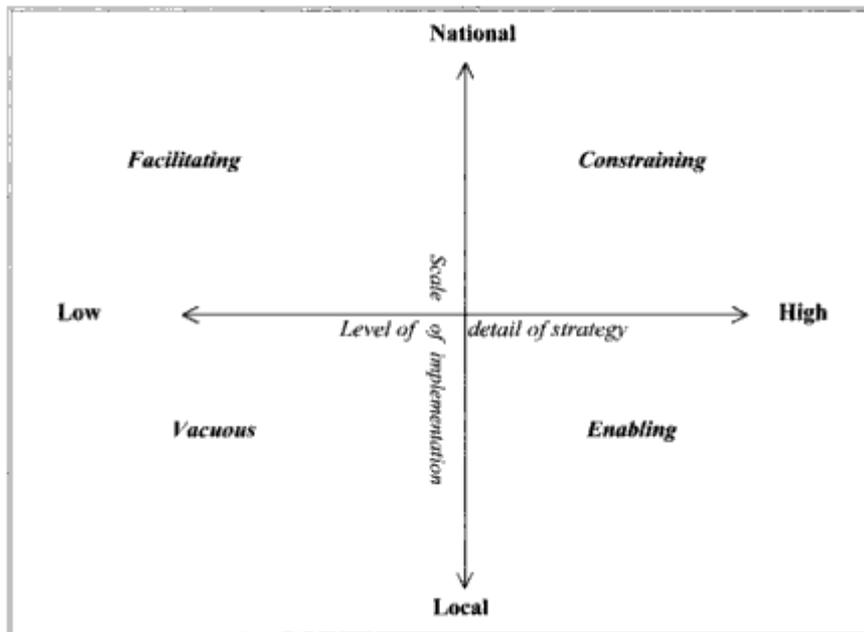


Figure 5.1: Role of rural tourism policy: key dimensions (Hall *et al.*, 2005: 20)

Policies with a high level of detail of strategy and implemented locally are considered to be most enabling (Hall *et al.*, 2005: 20) so this should be a consideration when policies are formulated to support the development of Agritourism.

Regional networks to support rural tourism development and marketing are required for successful development. According to Knowd (2001: 36), going-it-alone is virtually impossible. Tourism draws together a large range of diverse industries in successfully delivering the tourist experience (for example hospitality, transport and entertainment). Cooperative marketing is essential at regional level. Knowd (2001: 36) states:

When rural tourism operators within a region see these things, they understand that the real competition is the alternative destination region, not the operator down the road. Addressing these issues requires a team approach with support of Local Government being critical. Parochialism is the key threat to establishing effective regional networks.

Further research into the following issues is recommended:

The reasons why more men than women are employed on the farm (see Section 4.4.5 and 4.4.6) should be investigated further to establish issues such as whether it is a cultural issue that women should not work or whether the type of work may require physical strength. The literature indicates that both men and women play important roles in Agritourism.

According to the results of this study

- eight farmers indicated that they either already operate or plan to develop Agritourism
- five farmers feel Agritourism is essential for every agricultural business
- six farmers feel the development of Agritourism is very important for every agricultural business
- eleven farmers felt that Agritourism is fairly important for every agricultural business.

It is interesting that 22 of the 36 farmers regard Agritourism with some sort of importance, but only eight are actively involved in Agritourism or have any plans to develop Agritourism. There is a need to research this further – if farmers acknowledge the importance then through the raising of awareness or further investigations, more farmers may be likely to develop Agritourism.

5.5 CONCLUSION

Agritourism in the Eastern Cape is under-researched and under-developed and presents an enormous opportunity for generating additional income for farmers, providing additional recreation, leisure and education to communities and opportunity for growth in job creation and alleviation of poverty.

Working through agricultural-related organisations to bring regulation concerns to the attention of legislators is also needed. By working together with statewide, regional, and local tourism promoters and existing agricultural organisations, Agritourism business owners can help Agritourism reach its full potential (Kuehn, 2001: 1).

Awareness is an important issue. Farmers need to be educated on the huge number of activities, products, services and ideas that can be explored. The benefits of Agritourism development need to be highlighted and the farmers given guidance on the process of developing Agritourism reinforced with the necessary support to turn Agritourism development into lucrative, sustainable operations. If the industry, community and authorities work together, Agritourism is an opportunity with potential to develop into a win-win situation for all concerned.

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APPENDIX: Questionnaire

AGRITOURISM RESEARCH ASSESSMENT OF THE NATURE OF AGRITOURISM AND MARKETING STRATEGIES USED BY AGRITOURISM OPERATORS

| <i>Name of the interviewer</i> | <i>Date</i> | <i>Place</i> |
|--------------------------------|-------------|--------------|
|--------------------------------|-------------|--------------|

- This questionnaire is designed for a M.Tech and D.Tech study undertaken by Mrs L Hatley and Mr N Shukla, students from Cape Peninsula University of Technology.
- This questionnaire is not anonymous, as we would like to be able to contact you for your further valuable input and to provide you with information on our research project regarding Agritourism, should you be interested
- You have a right to refuse to participate or to answer some of the questions
- Your willingness to participate in this study is highly appreciated
- The information gathered will be used for our Agritourism Research only. No personal information will be given to any other organisation.
- We are available on 043-7029282 should you have any queries regarding this questionnaire

A. FARM CHARACTERISTICS

Indicate your farm characteristics by filling in the details below

| | | | |
|---|---------------------------|--|----|
| 1 | Type of farm | | |
| | Commercial | | -1 |
| | Subsistence | | -2 |
| 2 | Size of land in hectares | | |
| | > than 10 | | -1 |
| | 10-30 ha | | -2 |
| | 30-60ha | | -3 |
| | 60-90ha | | -4 |
| | < 90ha | | -5 |
| 3 | Management of farm | | |
| | Self managed | | -1 |
| | Outsourced | | -2 |
| | Combination | | -3 |
| 4 | No. of years in operation | | |
| | less than 1 yr | | -1 |
| | 1 - 5 yrs | | -2 |
| | 6 - 10 yrs | | -3 |
| | 11 -15 yrs | | -4 |
| | more than 15 yrs | | -5 |
| 5 | No. of farm workers | | |
| | less than 2 | | -1 |
| | 2 - 10 wrkrs | | -2 |
| | 11- 20 wrkrs | | -3 |
| | 21- 30 wrkrs | | -4 |
| | more than 30 | | -5 |
| 6 | No. of males employed | | |
| | less than 2 | | -1 |
| | 2 - 10 wrkrs | | -2 |
| | 11- 20 wrkrs | | -3 |
| | 21- 30 wrkrs | | -4 |
| | more than 30 | | -5 |

| | | | |
|----|--|--------------------|----|
| 7 | No. of females employed | | |
| | | less than 2 | -1 |
| | | 2 - 10 wrkrs | -2 |
| | | 11- 20 wrkrs | -3 |
| | | 21- 30 wrkrs | -4 |
| | | more than 30 | -5 |
| 8 | No. of houses/cottages for personal use on your farm | | |
| | | less than 2 | -1 |
| | | 2 - 10 dwellings | -2 |
| | | 11- 20 dwellings | -3 |
| | | 21- 30 dwellings | -4 |
| | | more than 30 dwl | -5 |
| 9 | No. of houses/cottages for paid visitors | | |
| | | less than 2 | -1 |
| | | 2 - 10 dwellings | -2 |
| | | 11- 20 dwellings | -3 |
| | | 21- 30 dwellings | -4 |
| | | more than 30 dwl | -5 |
| 10 | No. of outbuildings on your farm | | |
| | | less than 2 | -1 |
| | | 2 - 10 dwellings | -2 |
| | | 11- 20 dwellings | -3 |
| | | 21- 30 dwellings | -4 |
| | | more than 30 dwl | -5 |
| 11 | Nearest town | | |
| | | East London | -1 |
| | | King Williams Town | -2 |
| | | Bhisho | -3 |
| 12 | Nearest Route Number / exit | | |
| | | N2 | -1 |
| | | N6 | -2 |
| | | | -3 |
| | | | -4 |
| | | | -5 |
| 13 | Distance in Km to nearest town | | |
| | | > than 5 km | -1 |
| | | 6 - 10 km | -2 |
| | | 11 - 15 km | -3 |
| | | 16 - 20 km | -4 |
| | | more than 20 kms | -5 |
| 14 | Distance in Km to nearest public transport access (Bus, Taxi or Rail) | | |
| | | > than 5 km | -1 |
| | | 6 - 10 km | -2 |
| | | 11 - 15 km | -3 |
| | | 16 - 20 km | -4 |
| | | more than 20 kms | -5 |
| 15 | Distance in Km to nearest airport / airstrip | | |
| | | > than 5 km | -1 |
| | | 6 - 10 km | -2 |
| | | 11 - 15 km | -3 |

| | | | |
|----|---|-------------------|----|
| | | 16 - 20 km | -4 |
| | | < 20 kms | -5 |
| 16 | Road condition | | |
| | | Tarred | -1 |
| | | Dirt | -2 |
| | | Gravel | -3 |
| | | 4x4 access | -4 |
| 17 | Which months of the year are seasonal employment | | |
| | | Jan / Feb / Mar | -1 |
| | | Apr / May / June | -2 |
| | | July / Aug / Sept | -3 |
| | | Oct / Nov / Dec | -4 |
| 18 | Altitude / Farm level | | |
| | | Flat | -1 |
| | | uneven | -2 |
| | | Hilly | -3 |
| | | Mountainous | -4 |

B FARM INFORMATION AND DEMOGRAPHICS OF FARMER

Residential Details

| | | | |
|----|--------------------------|---|----|
| 1 | Name of farmer | | |
| 2 | Telephone number | | |
| 3 | Cell number | | |
| 4 | Fax number | | |
| 5 | Postal address | | |
| 6 | Physical address | | |
| 7 | E-mail address | | |
| 8 | Website address | | |
| 9 | Gender | | |
| | | Male | -1 |
| | | Female | -2 |
| 10 | Age | | |
| | | 18 to 25 years | -1 |
| | | 26 to 35 years | -2 |
| | | 36 to 50 years | -3 |
| | | 50 to 65 years | -4 |
| | | Older than 65 years | -5 |
| | | Confidential | -6 |
| 11 | Family life cycle | | |
| | | Single - no kids | -1 |
| | | Married – no kids | -2 |
| | | Married - with dependent children (at home) | -3 |
| | | Married - No dependent children (Not at home) | -4 |
| | | Divorced | -5 |
| | | Separated | -6 |
| | | Widowed | -7 |
| 12 | Household Size | | |
| | | 1 person | -1 |
| | | 2 people | -2 |
| | | 3 people | -3 |
| | | 4 people | -4 |

| | | |
|--|--------------------------------------|----|
| | 5 people or more | -5 |
| 13 Household Income (per annum) | | |
| | Less than R49 999 | -1 |
| | R50 000 to R79 999 | -2 |
| | R80 000 to R120 000 | -3 |
| | R120 000 or more | -4 |
| 14 Percentage of income from farming | | |
| | Less than 20% | -1 |
| | 20 – 40 % | -2 |
| | 40 – 60 % | -3 |
| | 60 – 100 % | -4 |
| 15 Current Place of Residence (Within BCM) | | |
| | Farm | -1 |
| | Town | -2 |
| | Small urban area | -3 |
| | Large urban area | -4 |
| 16 What is the highest level of education you obtained? | | |
| | Never been to school | -1 |
| | Primary education | -2 |
| | Higher primary education | -3 |
| | College or University | -4 |
| 17 Home language | | |
| | Afrikaans | -1 |
| | English | -2 |
| | Xhosa | -3 |
| | Other African language .SPECIFY..... | -4 |
| | Other | -5 |

C. NATURE OF FARM

Indicate the type of farming you undertake on your farm by placing a tick in the box/es that apply (Multiple responses)

| Animal Husbandry | | | | | |
|-------------------------|----|--------|-----|-----------------|-----|
| Cattle | -1 | Geese | -6 | Poultry | -11 |
| Dairy cows | -2 | Goats | -7 | Sheep | -12 |
| Dairy goats | -3 | Horses | -8 | Snakes | -13 |
| Ducks | -4 | Lions | -9 | Ostriches | -14 |
| Game | -5 | Pigs | -10 | Other (specify) | -15 |

| Horticulture | | | | | |
|-------------------------|-----|---------|-----|-----------------|-----|
| Certified organic crops | -16 | Fruit | -19 | Seed crops | -22 |
| Flowers | -17 | Herbs | -20 | Vegetables | -23 |
| Forestry | -18 | Nursery | -21 | Other (specify) | -24 |

| Processed products | | | | | |
|---------------------------|-----|-----------|-----|-----------------|-----|
| Bread | -25 | Liquor | -28 | Vinegar | -31 |
| Cheese | -26 | Meat | -29 | Wine | -32 |
| Fishing | -27 | Preserves | -30 | Other (specify) | -33 |

D. FARM ACTIVITIES

Indicate the type/s of activities available on your farm by placing a tick in the boxes that apply (Multiple responses)

| | | | | | |
|------------------------|-----|-------------------------|-----|-------------------------|-----|
| 4x4 trails | -1 | Hang Gliding | -20 | Roller skating | -39 |
| Air Trips | -2 | Hay rides | -21 | Running or walking path | -40 |
| Arts and crafts | -3 | Herb walks | -22 | Sailing/yachting | -41 |
| Bee keeping | -4 | Horse trails | -23 | Salt water fishing | -42 |
| Bird watching | -5 | Hot air ballooning | -24 | Sand boarding | -43 |
| Boat trips | -6 | Hunting | -25 | Sheep shearing | -44 |
| Bungi-jumping | -7 | Kids playground | -26 | Sorghum milling | -45 |
| Camping | -8 | Marked hiking trails | -27 | Survival games | -46 |
| Canoeing | -9 | Mineral panning | -28 | Swimming | -47 |
| Caravanning | -10 | Motor/quad biking | -29 | Table tennis | -48 |
| Cheese tasting | -11 | Mountain biking | -30 | Team building | -49 |
| Clay pigeon shooting | -12 | Mushroom gathering | -31 | Tractor rides | -50 |
| Cooking demonstrations | -13 | Night drives | -32 | Traditional beer making | -51 |
| Donkey cart | -14 | Parachuting | -33 | Unmarked hiking trails | -52 |
| Farm chores | -15 | Parasailing | -34 | Volleyball | -53 |
| Festivals | -16 | Photography | -35 | Water trails | -54 |
| Fitness centre/gymn | -17 | Processing lemons | -36 | Wool processing | -55 |
| Fresh water fishing | -18 | River cruising | -37 | Other (specify) | -56 |
| Golf | -19 | Rock climbing/ kloofing | -38 | | |

E. FARM INCOME-GENERATING ACTIVITIES

Indicate which types of products or activities generate an income on your farm by placing a tick in the boxes that apply (Multiple responses)

| | | | | | |
|---------------------|-----|-----------------------|-----|-----------------|-----|
| Agricamping | -1 | Cultural tours | -12 | Landing strip | -23 |
| Agritouristic meals | -2 | Curio shop | -13 | Leather factory | -24 |
| Amphithere | -3 | Educational tours | -14 | Mariculture | -25 |
| Aquaculture | -4 | Factory tours | -15 | Mining | -26 |
| Art gallery | -5 | Farm products tasting | -16 | Organic produce | -27 |
| Bee farming | -6 | Farm stall | -17 | Ostrich farming | -28 |
| Breweries | -7 | Farm tours | -18 | Product picking | -29 |
| Cellar / winery | -8 | Fruit farm | -19 | Protea farming | -30 |
| Cheese factory | -9 | Game farm | -20 | Rabbit farming | -31 |
| Children's parties | -10 | Guided tours | -21 | Tea garden | -32 |
| Crocodile farming | -11 | Horse riding school | -22 | Other (specify) | -33 |

F. FARM ACCOMODATION FACILITIES

Type of Accommodation (Multiple responses)

| | | | | | |
|---------------|----|------------------------|----|----------------------|-----|
| Apartments | -1 | Caravan sites | -5 | Permanent tents | -9 |
| Backpackers | -2 | Cottage | -6 | Other (specify)..... | -10 |
| Bungalows | -3 | Dormitories for groups | -7 | | |
| Camping sites | -4 | Houses | -8 | | |

Facilities available in accommodation

| | | | | | |
|----------------------------|-----|-------------------|-----|----------------------|-----|
| Air conditioner in room | -11 | Fridge in room | -16 | Satellite TV in room | -21 |
| Beverage making facilities | -12 | Linen supplied | -17 | Security | -22 |
| Covered parking | -13 | Microwave in room | -18 | Telephone in room | -23 |
| Fan / Heater | -14 | Radio in room | -19 | Other (specify)..... | -24 |
| Firewood in room | -15 | Safe in room | -20 | | |

Other facilities

| | | | | | |
|-----------------------|-----|-------------------------------|-----|------------------|-----|
| Access for disabled | -25 | Internet | -37 | Shops | -49 |
| Baby sitting | -26 | Meals available on request | -38 | Shuttle service | -50 |
| Bar | -27 | On farm pub | -39 | Smoke-free zones | -51 |
| Barbecue facilities | -28 | Park or garden | -40 | Spa/sauna | -52 |
| Car park | -29 | Pets allowed | -41 | Swimming pool | -53 |
| Children playground | -30 | Picnic facilities | -42 | Tea garden | -54 |
| Conference facilities | -31 | Postal services | -43 | Tennis courts | -55 |
| Electricity points | -32 | Recreation room | -44 | Transport | -56 |
| Field guides | -33 | Restaurants | -45 | Workshops | -57 |
| Functions venue | -34 | Retreat centre | -46 | Other (specify) | -58 |
| Group reception | -35 | Roadside stand | -47 | | |
| Guest Laundry | -36 | Shady spot for visitors' rest | -48 | | |

G. ATTRACTIONS IN CLOSE PROXIMITY TO THE FARM

Indicate which attractions, if any, are situated in close proximity to your farm by placing a tick in the boxes that apply (**Multiple responses**)

| | | | | | |
|------------------------|----|-----------------------------|-----|-----------------|-----|
| Anglo Boer War sites | -1 | Historical site | -10 | River | -19 |
| Archaeological site | -2 | Lakes / dams | -11 | Rock art | -20 |
| Beach | -3 | Monument | -12 | Supermarket | -21 |
| Castles and fortresses | -4 | Mounds formations | -13 | Theme Park | -22 |
| Caves | -5 | Museum | -14 | Waterfall | -23 |
| Cultural villages | -6 | Parks / reserves | -15 | Wildlife | -24 |
| Geological site | -7 | Place of artistic interest | -16 | Woods / Forest | -25 |
| Herbal site | -8 | Place of religious interest | -17 | Other (specify) | -26 |
| Heritage site | -9 | Resorts | -18 | | |

H. AGRITOURISM STATUS

Indicate which **ONE** of the following statements apply to your farm

| | |
|---|----|
| I already operate an Agritourism farm (if YES → continue to Section H) | -1 |
| I do not operate as an Agritourism farm but plan to develop (if YES → continue to section H) | -2 |
| I do not operate as an Agritourism farm and DO NOT plan to develop (if YES → continue to section L) | -3 |
| Not sure whether I would like to expand my farm for Agritourism (if YES → continue to section L) | -4 |

I. MOTIVATING FACTORS**1. The following are motivating factors for getting involved in Agritourism (multiple responses)**

| | |
|--|----|
| Good Location | -1 |
| Had no option due to falling income from agriculture | -2 |
| Hobby / interest | -3 |
| Long term viability | -4 |
| Promote positive image of farming | -5 |
| Spare resources | -6 |
| To meet people | -7 |
| To tap-in (access) subsidy / grant | -8 |
| Others (specify) | -9 |

2. The following factors encouraged me in getting involved in Agritourism (multiple responses)

| | |
|---------------------------------------|-----|
| Advice from Farming organisation | -10 |
| Advice from professional consultant | -11 |
| Advice from Tourism organization | -12 |
| Information from magazine / newspaper | -13 |
| Market research done by agency | -14 |
| Motivated by a Training course | -15 |

| | |
|--|-----|
| Own market research | -16 |
| Recommendation from friends / co-farmers | -17 |
| Others (specify) | -18 |

J. WHAT ACTIVITIES WOULD YOU LIKE TO INTRODUCE ON YOUR FARM?

| Activities I would like to add as part of my Agritourism involvement(Multiple responses) | Yes | No |
|---|-----|----|
| 1 A workshop or shop where people can learn the art of country crafts such as beadwork etc. | -1 | -2 |
| 2 Family entertainment farm with petting animals, hay bale playground, pony rides | -1 | -2 |
| 3 Farm accommodation | -1 | -2 |
| 4 Farmers market | -1 | -2 |
| 5 Give demonstration of stock dogs herding sheep | -1 | -2 |
| 6 Host a country fair with baking, live entertainment, etc. | -1 | -2 |
| 7 Host a large-scale farm animal and equipment exhibition | -1 | -2 |
| 8 Host a livestock or poultry auction | -1 | -2 |
| 9 Host farm festival with threshing machines and tractor pulls | -1 | -2 |
| 10 Hosting a cattle breed show and sale | -1 | -2 |
| 11 Musical entertainment and storytelling festival | -1 | -2 |
| 12 Offer courses related to activities on my farm | -1 | -2 |
| 13 Offer educational rural tours to better understand our common crops and farm equipment | -1 | -2 |
| 14 Offer tour of an experimental research farm to discover the methods and technologies in Agriculture | -1 | -2 |
| 15 Offer tour of cheese/yoghurt production and opportunity to taste the products | -1 | -2 |
| 16 Offer tour of dairy farm and learn to milk cow | -1 | -2 |
| 17 Offer tour of inside of a restored grain elevator | -1 | -2 |
| 18 Offer tours and tasting of honey production and bee-keeping on a bee farm | -1 | -2 |
| 19 Offer tours of a specialized farm where they raise livestock or poultry | -1 | -2 |
| 20 Offer tours of food processing facilities | -1 | -2 |
| 21 Offer tours of fruit or vegetable greenhouse (tunnel) operation | -1 | -2 |
| 22 Offer visitors opportunity to lend a hand on a working farm and learn how to plough | -1 | -2 |
| 23 Offer visitors opportunity to take part in seasonal farm life activities by experiencing calving, Lambing, sheep shearing & chicken egg candling | -1 | -2 |
| 24 Offer visitors opportunity to take part in seasonal farm life activities by experiencing seeding, Baling, harvesting and combining | -1 | -2 |
| 25 Picking farm produce at a farm | -1 | -2 |
| 26 Rides on donkey / horse carts | -1 | -2 |
| 27 Riding camps to learn riding and horsemanship | -1 | -2 |
| 28 Serve tea in a heritage farmhouse / tea garden | -1 | -2 |
| 29 Traditional dance / barn dances | -1 | -2 |
| 30 Visitors participating in a cattle herding how to sort and pen cattle | -1 | -2 |

K. RESOURCES NEEDED FOR AGRITOURISM SITE

| | | |
|--|----|----|
| 1 I need capital to develop Agritourism | -1 | -2 |
| 2 I need to have extra accommodation (besides my home) on my farm | -1 | -2 |
| 3 I need to have very good roads on my farm in order to develop Agritourism | -1 | -2 |
| 4 I need to have extra staff on my farm to be able to develop Agritourism | -1 | -2 |
| 5 I need to have hospitality knowledge or experience to be able to develop Agritourism | -1 | -2 |
| 6 I need to attend training courses in Agritourism development | -1 | -2 |
| 7 I need assistance in learning about entrepreneurship | -1 | -2 |
| 8 Other (Please specify) | -1 | -2 |

L. Obstacles faced by farmers in developing an Agritourism site (*multiple responses*)

| | | | |
|----|-----------------------------|----|----|
| 1 | Financing | -1 | -2 |
| 2 | Preparing a business plan | -1 | -2 |
| 3 | Identifying market demand | -1 | -2 |
| 4 | Zoning | -1 | -2 |
| 5 | Finding qualified employees | -1 | -2 |
| 6 | Lack of time | -1 | -2 |
| 7 | Promoting your farm | -1 | -2 |
| 8 | Lack for suitable training | -1 | -2 |
| 9 | Licences and permits | -1 | -2 |
| 10 | Renting the farm | -1 | -2 |
| 11 | Others (specify) | -1 | -2 |

Thank you for your valuable input