

The benefits of agritourism: Two case studies in the Western Cape

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Declaration

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Abstract

The amalgamation of the two large industries, agriculture and tourism, created a new industry called agritourism. Current farming practices are not securing employment opportunities for farm workers, and this situation will be aggravated by the increased economic pressures on farming. Agritourism is seen as a diversification option which could assist in creating jobs for the vulnerable and unemployed farm community, while at the same time create financial incentives to the farmer. This study specifically focused on the advantages which could be derived from agritourism, with Sen's Capabilities Theory being used as frame of reference when determining the non-financial benefits accruing to the local community on the farm.

A qualitative research approach was followed and information was gathered through interviews, observations and being embedded in the researched spaces. Two case study sites were used for primary research, Keisies Cottages (situated outside Montagu) and Tierhoek Cottages (situated outside Robertson). The management approach applied on the farms play an important role in developing the farm workers' capabilities, entitlements and functionings as articulated in Sen's Capabilities Theory. The two South African agritourism case study sites were found to follow some of the international trends identified during the literature review of this study but also offered new findings relevant to the South African context. Although agritourism is seen as a diversification strategy to ensure survival for most farmers, such strategies offer both financial and non-financial benefits to the broader farming community while having the potential to create a refuge for urban dwellers and assist visitors to reconnect with the farmers and their produce.

This research contributes to the South African agritourism literature, which is currently limited. By highlighting some of the advantages of this industry, this research could also assist farm owners who are considering agritourism as a diversification strategy.

Opsomming

’n Nuwe industrie genaamd agritoerisme word geskep wanneer twee groot industrieë, landbou en toerisme, amalgameer. Huidige landbou praktyke verseker nie werksgeleenthede vir plaaswerkers nie, en hierdie situasie sal vererger word deur verhoogde ekonomiese druk op landbou. Agritoerisme word gesien as ’n diversifiserings opsie wat kan help om werksgeleenthede te skep vir die weerlose en werklose plaaswerkers. Hierdie studie het veral gefokus op die voordele wat geskep word deur agritoerisme, en Sen se Vermoëns Teorie is gebruik as verwysingsraamwerk wanneer die nie-finansiële voordele ondersoek is van die plaasgemeenskap.

’n Kwalitatiewe navorsingsbenadering is gevolg en inligting is ingesamel deur middel van onderhouds, observasies en om in die navorsingsruimte te wees. Twee gevallestudie liggings is gebruik vir die primêre navorsing, Keisies Cottages (geleë buite Montagu) en Tierhoek Cottages (geleë buite Robertson). Die bestuursbenadering wat gevolg word op die plaas speel ’n rol in die ontwikkeling van die plaaswerkers se vermoëns, aansprake en funksionering, soos bespreek in Sen se teorie. Die twee Suid-Afrikaanse gevallestudie liggings het sommige internasionale tendense gevolg soos wat geïdentifiseer is tydens die literatuur studie, maar het ook unieke Suid-Afrikaanse bevindinge tot gevolg gehad. Alhoewel agritoerisme gesien word as ’n diversifisering strategie wat oorlewing verseker vir meeste plaaseienaars, bied hierdie strategie finansiële en nie-finansiële voordele aan die breër plaasgemeenskap, terwyl dit die potensiaal het om ’n toevlugsoord te skep vir stadsbewoners en dit kan help om besoekers met boere en hul produkte te skakel.

Hierdie navorsing dra by tot die Suid-Afrikaanse agritoerisme literatuur wat tans beperk is. Deur sommige voordele van hierdie industrie te beklemtoon, kan hierdie navorsing boere leiding bied wat agritoerisme oorweeg as diversifiseringsstrategie.

Acknowledgements

This is probably the most difficult part of this document to write as there are so many people who have influenced this process in one way or another, but it's impossible to mention everybody. This note is to give special thanks to my daily support base.

To Gareth Haysom my supervisor, I have learned so much from you throughout this process. Thank you for assisting me in finding my voice, and articulating my ideas with this research. Thank you for always listening, giving invaluable advice and your gentle way in which you have guided me through this learning process. It was an amazing journey, and may you be blessed throughout your own studies.

Special thanks go to my study partner, Anneke Putter, who has been there from the very beginning. Thank you for being my editor, sounding board, motivator and friend throughout. Your keen eye for detail and relentless enthusiasm has seen me through difficult times. Your humbleness and compassion inspires me, and I am eternally grateful for your support.

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Note to the reader

During the research process the researcher read numerous research studies on the topic of agritourism. The researcher found that most of the research papers and dissertations are written from one perspective only, either agriculture or tourism. In this research study the researcher has aspired to present agritourism from both industries' point of view. This resulted in a fairly substantial document.

An extensive engagement with international literature assisted in creating an over-arching framework. The case study findings supported this framework. For reasons explained in the body of the thesis, the researcher opted to focus on non-wine producing farms; however, the researcher does acknowledge the valuable contribution wine tourism makes to the agritourism discourse. While limited attention was paid to economic development on the farms, the core focus of this work is on human developmental opportunities offered by agritourism, a fact that was clearly evident in the case studies.

This research and final submission of this document took place before the farm worker labour action in the Western Cape, so the thesis does not engage in this matter overall. However, the research does have a direct material relevance to the actions.

Table of Contents

	Page Number
List of Figures	xi
List of Addenda	xii
List of Abbreviations	xiii
Chapter 1: Introduction to the study	1
1. INTRODUCTION	1
2. THEORY AND LITERATURE ANALYSIS	2
3. RESEARCH PROBLEM STATEMENT AND RESEARCH OBJECTIVES	5
3.1 Problem statement	5
3.2 Research objectives	6
4. RESEARCH APPROACH, STRATEGY AND SCHEDULE	6
5. LIMITATIONS AND ETHICAL ISSUES OF THE STUDY	8
5.1 Importance of the study	8
5.2 Limitations and assumptions of the study	9
5.3 Ethical implications of the study	9
6. EXPOSITION OF STUDY	10
7. CONCLUSIONS	10
Chapter 2: Overview of agritourism	12
1. INTRODUCTION TO CHAPTER	12
2. THE TOURISM SECTOR	14
2.1 Introduction to tourism	14

2.2	Definition of tourism	16
2.3	Advantages of tourism	18
2.3.1	Tourism as employment creator	19
2.3.2	Tourism as GDP generator	21
2.4	Disadvantages of tourism	21
3.	THE AGRICULTURAL SECTOR	24
3.1	Introduction to the agricultural sector	24
3.2	Universal challenges faced by agriculture	25
3.3	Current state of agriculture in South Africa	28
4.	THE AGRITOURISM SECTOR	33
4.1	Introduction to agritourism industry	33
4.2	Definitions of agritourism	34
4.3	Classification system for agritourism businesses	37
4.4	The development of the agritourism discourse	39
4.5	Current situation of agritourism in South Africa	41
4.5.1	History of agritourism research and programmes in South Africa	43
4.5.2	Current policies	44
4.6	Agritourism as part of rural tourism	46
4.7	International trends identified in agritourism literature	48
4.8	Rationale for diversification	48
4.9	Advantages and disadvantages of agritourism	50
4.9.1	Advantages of agritourism	51
4.9.2	Disadvantages of agritourism	52
4.10	Agritourism and its potential linkage with food	53
4.11	The role of women in agritourism ventures	55

4.12	Challenges identified within the agritourism industry	57
4.12.1	Lack of management and hospitality skills	57
4.12.2	Limited marketing channels and linkages	58
4.12.3	Health and safety concerns	59
4.12.4	Managing the visitor's experience	59
4.12.5	Public sector support	60
5.	PRO-POOR APPROACH TO TOURISM	61
6.	SEN'S CAPABILITIES APPROACH	66
6.1	Introduction to an alternative approach to poverty alleviation	66
6.2	Human capital development	67
6.3	Sen's Theory of Capabilities	68
6.3.1	Entitlements	70
6.3.2	Capabilities	70
6.3.3	Functionings	72
6.4	Critique of Sen's capabilities approach	72
7.	CONCLUSION	74
	Chapter 3: Research design and methodology	76
1.	INTRODUCTION	76
2.	RESEARCH DESIGN	76
2.1	Extended literature review	83
2.2	Case study as methodology	85
3.	PARTICIPANT SELECTION	88
3.1	Population	88
3.2	Sampling method used	89
4.	METHODOLOGY AND DATA GATHERING INSTRUMENTS	91
4.1	Interviews	92
4.2	Observation	94
5.	DATA ANALYSIS	96

6.	CHALLENGES AND LIMITATIONS OF RESEARCH STUDY	100
7.	ETHICAL CONSIDERATIONS	101
8.	CONCLUSION	103
Chapter 4: Case studies		105
1.	INTRODUCTION	105
2.	DATA COLLECTION STRATEGIES	105
3.	METHODS OF DATA ANALYSIS	108
4.	DESCRIPTION OF BREEDE RIVER VALLEY AS RESEARCH LOCATION	108
5.	CASE STUDY ON AGRITOURISM AT KEISIES COTTAGES, MONTAGU	109
	5.1 Setting the scene in Montagu and surrounding area	109
	5.2 Narrative on Keisies Cottages	111
6.	CASE STUDY ON AGRITOURISM AT TIERHOEK COTTAGES, ROBERTSON	117
	6.1 Setting the scene in Robertson and surrounding area	117
	6.2 Narrative on Tierhoek Cottages	120
7.	REFLECTIONS ON CASE STUDIES	129
	7.1 Theme 1: Agritourism and food	129
	7.1.1 Creating consumer awareness	129
	7.1.2 Linkages to local producers	130
	7.2 Theme 2: Women and agritourism	131
	7.3 Theme 3: Farm workers and Sen's capabilities approach	132
	7.3.1 Capabilities of workers	132
	7.3.2 Entitlements of the workers	134
	7.3.3 Functionings of the workers	135
	7.4 Theme 4: Challenges faced by agritourism farmers	136

8. CONCLUSION	138
Chapter 5: Conclusions and recommendations	141
1. INTRODUCTION	141
2. LITERATURE REVIEW	141
3. RESEARCH STRATEGY FOLLOWED	143
3.1 Data gathering techniques	144
3.2 Challenges experienced during research process	144
4. RESEARCH FINDINGS	145
4.1 Theme 1: Agritourism and food	145
4.2 Theme 2: Women and agritourism	147
4.3 Theme 3: Farm workers and Sen's capabilities approach	149
4.3.1 Capabilities of workers	149
4.3.2 Entitlements of workers	150
4.3.3 Functionings of workers	151
4.4 Theme 4: Challenges faced by agritourism farmers	152
4.5 General findings	154
5. RECOMMENDATIONS	157
5.1 Agritourism farmers and creating linkages to food	157
5.2 Pro-poor approach to business	159
5.3 Improved viability	159
6. CONCLUSION	160
References	161
List of Interviews	176
Addenda (See page xii for page numbers)	178

List of Figures

	Page number	
Figure 1.1	Research problem statement and objectives	5
Figure 1.2	Schedule of the research study in Gant-chart format	7
Figure 1.3	Strategy of the research study	8
Figure 2.1	Layout of literature review chapter	14
Figure 2.2	The South African agricultural sector	29
Figure 2.3	Overview of agritourism topics covered in research study	34
Figure 2.4	Agritourism discourse development	41
Figure 2.5	Position of agritourism in the South African context	42
Figure 5.1	Layout of literature review chapter	142

List of Addenda

		Page number
Addendum A	Trends from international literature	178
Addendum B	Cabinet portfolios applicable to this research study	187
Addendum C	Journals used for research	188
Addendum D	Research Table	190
Addendum E	Secondary Research Plan	194
Addendum F	Primary Data gathering activities	196
Addendum G	Maps of Western Cape and Breede River Valley	197
Addendum H	Map of Keisies Cottages- Montagu	200
Addendum I	Map of Tierhoek Cottages- Robertson	201
Addendum J	Demographics of research participants	202
Addendum K	Notes from interview with Mariette Barns	203
Addendum L	Notes from interview with Lettie van Zyl	205
Addendum M	Primary questions which guided discussion with participants	207
Addendum N	Questions for interviews with farm owners	208

List of Abbreviations

ASGISA	Accelerated and Shared Growth Initiative for South Africa
ATP	Agritourism Programme
CRDP	Comprehensive Rural Development Programme
CTRU	Cape Town Routes Unlimited
DAFF	Department of Agriculture, Forestry and Fisheries
DBSA	Development Bank of Southern Africa
DoT	Department of Tourism
DRDLR	Department of Rural Development and Land Reform
DTI	Department of Trade and Industry
FAO	Food and Agricultural Organisation of the United Nations
GDP	Gross Domestic Product
INGO	International Non-Governmental Organisation
IPAP2	Industrial Policy Action Plan
MTSF	Medium Term Strategic Framework
NGO	Non-Governmental Organisation

OECD	Organisation for Economic Co-operation and Development
PPT	Pro-poor tourism
SADC	Southern African Developing Countries
SAT	South African Tourism
SDI	Spatial Development Initiative
TEP	Tourism Enterprise Partnership
UK	United Kingdom
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organisation
USA	United States of America
WWF	World Wide Fund for Nature

Chapter 1: Introduction to the study

1. INTRODUCTION

Perceived as one of the most important sectors in South Africa, tourism has experienced a steady increase in visitor numbers since the end of apartheid in 1994. Between 2003 and 2009, 63 million tourists visited South Africa, and today tourism has surpassed gold exports as foreign currency earner (Department of Tourism, 2011a:1). According to the Tourism Satellite Account of 2010, which measures the tourism sector's direct contribution to South Africa's economy, it is estimated that this contribution is approximately R67 billion or 3 percent of the GDP (Department of Tourism, 2011a:1). In 2010 the South African Government identified tourism as one of the six core pillars of growth in its New Growth Plan featuring infrastructure development, the agricultural value chain, the mining value chain, the green economy and the manufacturing sector as the remaining five pillars (Department of Tourism, 2011a:1). According to the new Industrial Policy Action Plan (IPAP2), tourism is acknowledged to be one of the areas expected to contribute towards development of rural areas by growing the economy and creating jobs (Department of Tourism, 2011a:2). If this above mentioned rural development is to be achieved, all sectors of the tourism industry require expansion, in particular rural tourism; extreme poverty is predominantly located in rural areas.

Bernardo, Valentin and Leatherman (2004:1) argue agritourism can be seen as a subset of rural tourism, and Viljoen and Tlabela (2007:1) state that it is important to develop tourism in rural areas since it will increase the participation of the poor and offer additional advantages to the rural areas. This study will focus on agritourism enterprises, and the benefits these businesses may have for the farm workers and owners respectively. There is currently limited research on agritourism in South Africa due to agritourism being a relatively new concept as stated by Viljoen and Tlabela (2007:15),

which has had an influence on the availability of literature on the subject in this specific context.

The definition of agritourism is highly contested and a working definition for the purpose of this research will be identified later in this document. Various terminologies for agritourism include farm stays, agrotourism, farm tourism and farm based tourism, and these terminologies are furthermore used interchangeably in the literature (Phillip, Hunter and Blackstock, 2010:754), which could lead to confusion. The main aim of this study is to assist in creating an understanding of the non-financial advantages which farm diversification such as agritourism might yield through this contribution to the accumulative body of research.

The remainder of this chapter will provide a brief overview of the literature addressed in this study, the research problem, the research strategy which was conducted, and lastly an exposition of study will be covered.

2. THEORY AND LITERATURE ANALYSIS

Relevant and related topics were explored to provide a comprehensive understanding of agritourism in general which assisted in framing the primary research conducted by the researcher. Marsick and Watkins (1997:141) state that literature helps to frame the initial focus of the study and as the data is analysed and certain themes emerge, the researcher returns to the literature for a deeper understanding of the themes.

Over the past three decades there has been an increase in farm diversification, and according to McGehee, Kim and Jennings (2007:280) the predominant factors which contributed to this are environmental pressures, climate change, a decline in terms of trade in agriculture, an over reliance on raw products and the commodification of the markets. A combination of all the above mentioned pressures has led to a decrease in the total amount of people employed in the agricultural sector worldwide which has resulted amplified the extreme poverty faced by rural areas in South Africa.

Agritourism is perceived as one of the forms of diversification which farmers can utilise as an effective catalyst for rural development and income generation (Sharpley and Vass, 2006:1040). As Bernardo, Valentin and Leatherman (2004:13) highlight, agritourism is not the panacea to the economic woes of an area or country, but it offers an alternative use of the agricultural resource, and creates job opportunities for the local communities. Viljoen and Tlabela (2007:15) argue that there is a trend among agricultural enterprises to embrace tourism as an additional income generator in South Africa.

Sharpley and Vass (2006:1041) argue that there has been a sharp increase in agritourism the past 20 years and according to Nilsson (2002:20) this is due to a growing need for an alternative to mass tourism. Sharpley and Vass (2006:1040) state that tourism has been widely promoted by various authors as a means of counteracting the social and economic challenges facing rural areas. In South Africa rural tourism is utilised as a means to alleviate poverty and create employment opportunities in rural areas (Viljoen and Tlabela, 2007:1). Rural tourism, of which agritourism is a subsection, will play an important role in creating job opportunities, promoting sustainability and revitalisation of rural areas in the future.

In order for any agritourism venture to be successful, the people involved in the endeavour need to bear in mind that the most important aspect of any tourism product is the visitor's experience (Wicks and Merrett, 2003:4). Brandth and Haugen (2011:35) argue that the diversification of farming into tourism is a fundamental change since the farmer and the farm worker needs to develop new skills and competencies in order to work with the tourists. Tomer (2002:423) states that more attention must be paid to intangible capital which creates new "soft" factors such as attitudes, behavioural orientation, values and beliefs, which all form part of social capital. In the chapter "Development as capabilities expansion" by Sen (2003:41), he refers to Kant stating that it is important to see human beings as ends in themselves, and not only as means to an end. Sen (2003:41) builds on this argument by

Immanuel Kant that humans are part of progress but they are also directly and indirectly the means of all production.

“There is a need for the expansion of human freedom to live the kind of lives that people have reason to value, then the role of economic growth in expanding these opportunities has to be integrated into the more foundational understanding of the process of development as the expansion of human capabilities to lead freer and more worthwhile lives (Sen, 1997:1960).” Human capabilities are characterised as the ability of humans to lead their lives in such a way that it has value to them and the choices which human beings have in life. Sen (1997:1960) expresses that even if the concept of human capital as productive resource is useful, one needs to go beyond the “human capital” perspective and understand that capabilities expansion is important if social change is to be achieved. According to Jackson (2005:103) the means of producing welfare are entitlements to material consumption and other resources, and these entitlements then generate capabilities which enable people to participate in society.

Jackson (2005:105) continues by stating that Sen looks at the broad concept of capabilities and see it as overall life chances and not as specific skills or abilities that a person may or may not have. By using Sen’s capabilities approach as a framework of reasoning, and not as a theory of justice, as suggested by Terzi (2010:195), one can determine if financial and non-financial empowerment has taken place at the agritourism business.

3. RESEARCH PROBLEM STATEMENT AND RESEARCH OBJECTIVES

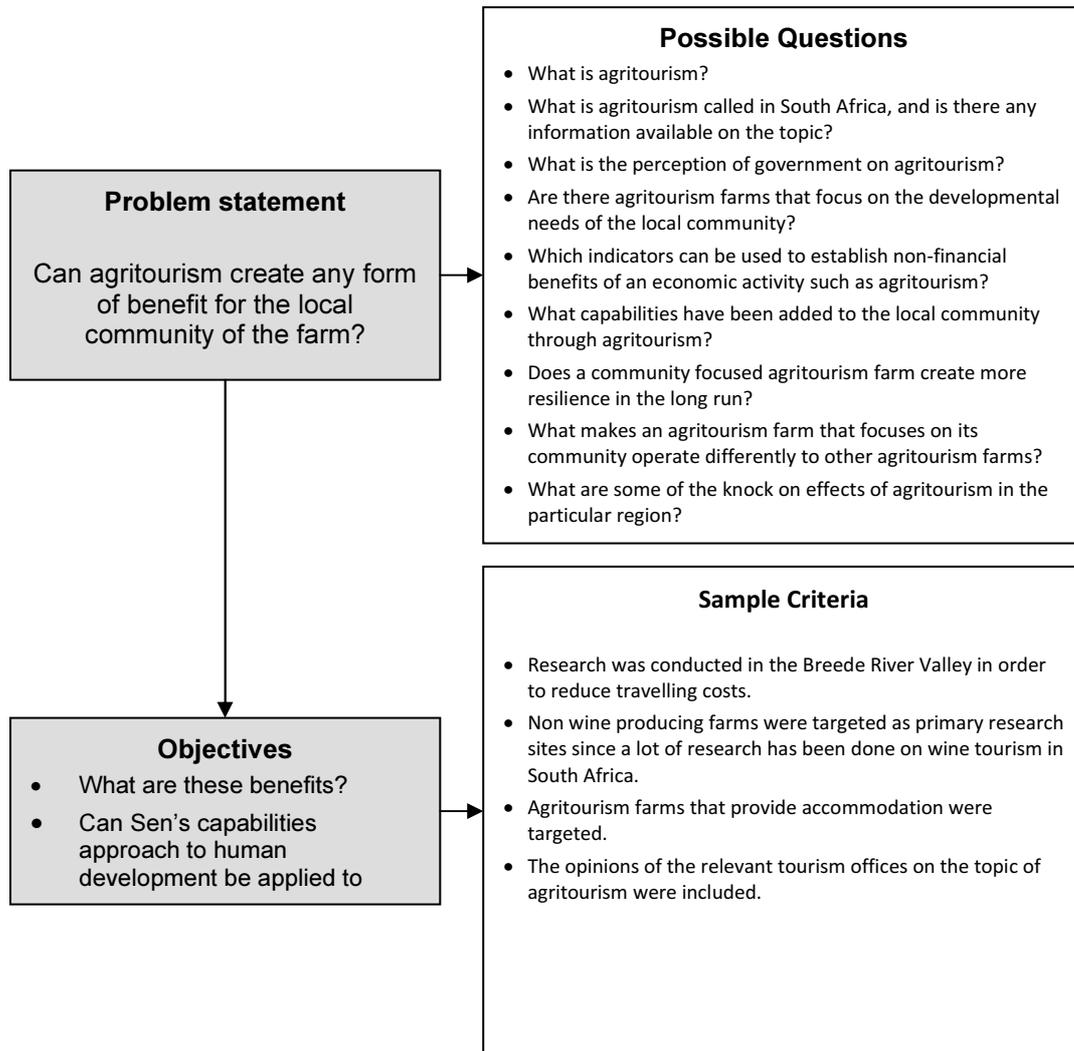


Figure 1.1 Research problem statement and possible objectives

3.1 Problem statement

The preliminary investigation suggested that tourism, and more specifically agritourism, could be used as a local economic development option for rural areas (Binns and Nel, 2002:236). The researcher postulated that agritourism had greater potential than merely financial benefits. A preliminary literature review informed the research question which the researcher would like to answer:

- What benefits, if any, can agritourism create for the local community of the farm?

3.2 Research objectives

The above mentioned research question guided the following secondary objectives:

- Determine what the potential benefits of agritourism are for any potential stakeholder.
- Can Sen's Capabilities approach to human development be applied to agritourism ventures?
- Determine if the farms have achieved greater viability through their agritourism approach.

4. RESEARCH APPROACH, STRATEGY AND SCHEDULE

The research design for this study is qualitative in nature and according to Swanson, Watkins and Marsick (1997:88) a qualitative design is multi-method research that involves an interpretive, naturalistic approach to the topic being researched, aimed at understanding the emergent realities of the participants.

The information collected through various data gathering techniques was employed to write two distinctive case studies on the farms. Two farms were identified as primary research sites, and both agreed to participate in the research study. According to Lincoln (2010:6) interpretivist inquiry is to collect, add and accumulate knowledge. The aforementioned author (2010:6) continues that interpretivist theories are stories that help listeners to understand what different theories mean to people of flesh and blood, it is full of human endeavour, human decision making, human emotion and human frailty. The stories of the interviewees will assist in constructing the different case studies and Beveridge (1951, cited in Flyvbjerg, 2006:236) argue there are more discoveries that have stemmed from intense observation made possible by case studies, than from statistics which are applied to large groups.

The research approach utilised consisted of a comprehensive literature review on the various elements of the topic which were used to guide the rest of the research approach. Semi-structured interviews and open discussions were conducted with the tourism officer of each of the towns (Robertson and Montagu) which were used as the primary research location, in order to obtain their opinion on agritourism as well as the potential of agritourism as a competitive industry.

Semi-structured questionnaires were used as discussion guidelines with the farm owners and farm workers as these are the people most involved in delivering agritourism on the farms. The answers to these posed questions, personal observations and informal discussions were used to compile the case studies. Flyvbjerg (2006:242) states that good social science is problem driven, and not methodology driven since it employs the methods to help answer a specific research question. Figure 1.2 provides a schematic representation of the work schedule which was followed by the researcher.

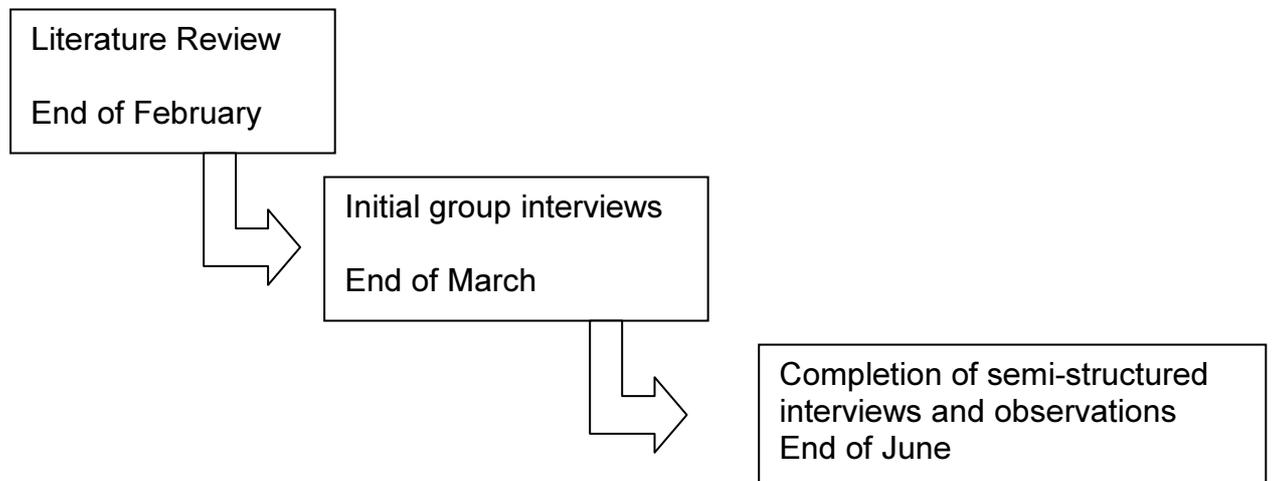


Figure 1.2. Schedule of the research study in Gantt-chart format

In broader terms, the research strategy consisted of the following: (See Figure1. 3):

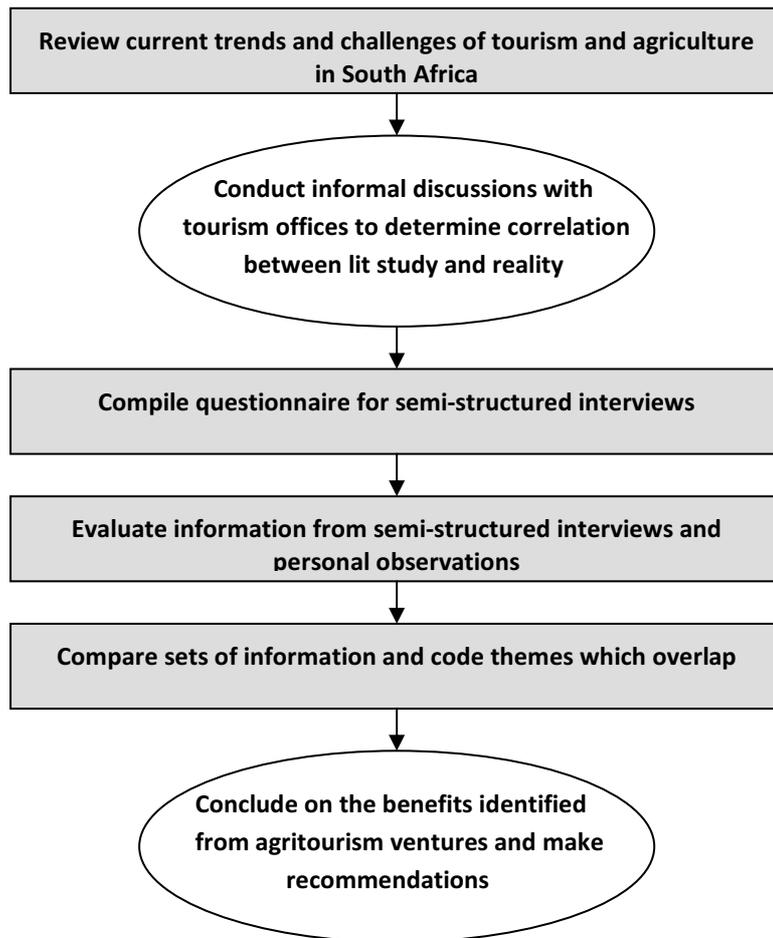


Figure 1. 3. Strategy of the research study

5. LIMITATIONS AND ETHICAL ASPECTS OF THE STUDY

5.1 Importance of the research

This research offers an important contribution to the current limited literature and studies available on agritourism in South Africa, and will therefore enhance the understanding of the field of agritourism. Farm owners who consider following agritourism as a diversification option may benefit from this research. This work can assist some non governmental organisations (NGO's) and some governmental departments with regards to local community development.

5.2 Limitations and assumptions of the study

The following limitations have been identified for this study and were not explored in detail during the research process:

- The benefits of other forms of agritourism: Since agritourism involves various on-farm activities, and not only accommodation, it was difficult to explore the benefits of all these different agritourism activities due to time constraints.
- The benefits of other forms of accommodation in agritourism: The main focus of this study is on self-catering accommodation, but agritourism is not only confined to this type of accommodation. Due to time and financial constraints it was not possible to explore all the types of accommodation available on agritourism farms.
- The exact economic impact of agritourism as a form of farm diversification was impossible to determine. Since there were various factors influencing the results of the economic impacts of agritourism activity, it was not possible to link a rand value to the direct impact of this type of diversification.
- Gender issues: Although gender issues form an important part of the agritourism landscape, it was not a primary focus for this research study.
- Other forms of rural tourism, such as wine tourism, adventure tourism or cultural tourism, as they do not fall within the parameters of this research study.
- Land reform as a rural development will not be addressed in this study as this is not within the scope of the study.

5.3 Ethical implications of the research

There was limited impact on the individuals who participated in this research project. No persons or animals were harmed during the duration of the research. Confidentiality forms were provided to the farms which were used as primary research sites and consent was given by all participants for information to be used in this research study. The participants' rights in terms

of refusing to be interviewed or stopping the interview at any time was respected during each contact session. The university's ethical clearance form was completed by all participants and submitted before any of the field research commenced. The ethical code of conduct of the university was followed at all times by the researcher.

6. EXPOSITION OF STUDY

The exposition of this study will be as follows:

Chapter 1: Provides an overview of the research problem, research methodology which was followed and the process of analysis.

Chapter 2: Provides a literature review of the main themes which were identified by the researcher that assisted in framing the research study.

Chapter 3: Provides a detailed description of the research design which was followed, including the research methodology, data collection methods and data analysis which was employed for this study.

Chapter 4: Provides a case study on each distinct agritourism farm with reflections on identified related themes.

Chapter 5: Provides the final conclusions and recommendations by the researcher.

7. CONCLUSION

This chapter focused on the research problem and the strategy which was followed during the research process. The approach which was followed

while conducting the literature review was briefly explained to indicate research rigour throughout the process.

In the following chapter the researcher will conduct extensive secondary research by exploring the available literature on relevant themes identified in support of the primary research which was conducted.

Chapter 2: Overview of agritourism

1. INTRODUCTION TO CHAPTER

In South Africa tourism and agriculture are both large industries which make significant contributions to the country's Gross Domestic Product (GDP). The most recent information released by South Africa Tourism (SAT,2012) indicate that tourism directly contributed 3,1percent to South Africa's GDP during 2011. In the Department of Agriculture, Forestry and Fisheries' (DAFF) *Economic Review of South African Agriculture 2011*, the GDP contribution of agriculture to the South African economy is approximately 3percent. The possible combinations of these two major industries create a relatively new sector called agritourism.

Kiper (2011:171) defines agritourism as activities and services which are provided by the farmer or the rural community in order to generate extra income for their business while showcasing the rural setting. This is but one of many definitions for agritourism which will be unpacked later in this chapter. Agritourism as a subset of rural tourism can play an important role in the general development of a specific area in the country. Phillip et al (2010:757) constructed an agritourism typology, the innovative features of this typology include that it has the capacity to bridge the gap between the theory and practice and it can support research of the phenomenon by providing a consistent framework that researchers can use for guidance. Phillip et al (2010:757) continue that this framework will allow researchers to refine the concept of agritourism in the context of the wider rural debates. The aforementioned typology has guided the criteria which have been set for the primary research in this research study, while other criteria which have been determined for this study have been guided by international trends, identified by the researcher through secondary research. This research study will focus on the development of rural economies from a human capabilities

perspective, and not from the traditional financial perspective, to indicate that agritourism can contribute towards social development in the farm community.

Unfortunately it is not possible to cover all the relevant topics in this research, and specific topics will not be covered for various reasons. One such a topic which will not be covered is land reform and the impact this important strategy has on rural development. This is outside the scope of this research document, and although the topic is briefly mentioned, the researcher will not expand on the details, merits of land reform, advantages and disadvantages, and arguments for or against this specific topic. Further topics which will not be discussed in detail are local economic development and/or rural economic development as the scope of this research study does not delve into detail about these contested topics due to time and space limitations.

An extensive literature review has been conducted in order to shed some light on the various sectors and concepts which may influence these phenomena called agritourism and human development. The topics that will be covered in this chapter can be illustrated as follows:



Figure 2.1: Layout of literature review chapter

The tourism industry will be discussed, followed by the agricultural sector, as aforementioned two industries form the foundation of agritourism which will be discussed next. It is important to get a general picture of both industries before a specific area of interest such as agritourism can be discussed. The pro-poor approach to tourism will form the introduction to Sen's capabilities approach, which forms part of the framework of reasoning for this research study.

2. THE TOURISM SECTOR

2.1 Introduction to tourism

The section of the chapter will give a brief overview of tourism, some definitions of tourism, and what makes this industry unique to other industries.

According to the World Tourism Organisation (UNWTO, 2011:2) tourism exports accounts for close to 30 percent of the world's exports of commercial services, and approximately 6 percent of all overall exports of goods and services. In the global export category, tourism ranks fourth after fuels, chemicals and automotive products. The UNWTO (2011:2) further claims that in 2010 more than 940 million people embarked on international travels and the international tourism receipts are estimated to have reached US\$ 919 billion in the same year. During 2010, South Africa accounted for more than a quarter of all tourism arrivals in the Sub-Saharan Africa region (UNWTO, 2011:8). According to SAT (2011:6) South Africa is ranked at the 33rd position among the global tourism destinations, with France at the number one spot with 79 million visitors during 2011.

According to the Department of Tourism (2011a:1) the South African tourism industry has grown significantly since 1994 as illustrated by the number of foreign visitors which have increased from 3 million in 1994 to a peak of 9,9 million in 2009. Most recent information released by SAT (2012:1) indicates that the total tourist arrivals during 2011 has decreased to the region of 8,3 million. The reasons for the decline in tourist arrivals, according to SAT (2012:14), are the economic downturn in some European Union (EU) countries, other emerging tourist destinations and the appreciation of the South African Rand against major currencies in the first half of 2011. According to SAT (2012:19) South African Developing Countries (SADC) remains the major source of tourist arrivals to South Africa, followed by other countries such as the United Kingdom (UK), United States of America (USA) and Germany. For the year 2011 approximately 19,5 percent of all foreign tourists visited South Africa for vacations, and the total accommodation specific direct spend of all international tourists for the same year, is 8,2 percent with leisure and entertainment at 3,7 percent (SAT, 2012:34). During 2011 South African travellers undertook 26,4 million overnight domestic trips which accumulated to approximately R20,3 billion of revenue generated (SAT, 2012:68). With so many international visitors and domestic tourists who are travelling throughout South Africa, it is evident that tourism is a major role player in development in the country.

From Rogerson and Visser's (2004:8) point of view, tourism has begun to experience much wider recognition as an economic sector which has the potential to make a contribution towards development in destination areas. Binns and Nel (2002:236) argue that South Africa's rich natural and cultural heritage and its growing appeal as a tourist destination, makes it an ideal sector for government, entrepreneurs and host communities to develop and expand. Telfer and Wall (1996:635) argue that efforts should be made to maximize the economic benefit which can be derived from a tourism destination, by increasing the tourists' length of stay and their overall expenditures. This will ensure that the utmost benefit is derived from tourists that visit this destination. Hill, Nel and Trotter (2006:163) argue that tourism is a high growth sector, and the drive for tourism is influenced by increased leisure time. Hill et al (2006:163) further continue that South Africa has diverse ecosystems, well developed conservation areas and good accessibility, these aspects make nature based tourism an ideal industry to assist in poverty alleviation and development in the country.

The economic potential of tourism in South Africa can be perceived as a key driver of growth and development in the country, and is based on the competitive advantage that the country has in its natural and cultural resources, claim Viljoen and Tlabela (2007:2). It is important to understand what is meant by the term "tourism" and how this term will be used in this research study, before one can investigate other themes of the study such as human development. The following section of this chapter will cast some light on the definitions for tourism and the various advantages and disadvantages of the industry.

2.2 Definition of tourism

Before discussing the tourism sector and the influence it has on development, it is necessary to explore some of the definitions that seek to explain this industry. There are numerous definitions for tourism, and each author has his/her own focus when defining the concept. Saayman (2007:3) defines tourism as "the total experience that originates from the interaction between

tourists, job providers, government systems and communities in the process of providing attractions, entertainment, transport and accommodation to tourists". McIntosh (1995, cited in Saayman, 2007:2) states that tourism is an economic activity, and not an industry, while other authors such as Gunn (1988, cited in Saayman, 2007:2) and Jafari (1977, cited in Saayman, 2007:3) have each developed their own definition of what tourism entails.

After studying a range of definitions of tourism, Saayman (2007:3-4) concludes that there are communal concepts that appear in tourism definitions, and include the following:

- People are involved (tourists and host communities)
- Attractions are involved (natural, cultural or man-made)
- Accommodation and catering plays an important role
- Forms of transport is needed
- The experience is important for the visitor
- Entertainment is part of the experience
- Government is involved in one way or another

Box 1.1: Communal concepts as identified by Saayman (2007:4)

The definition for tourism which is proposed by Ritchie (2011:419) will be used as the working definition in this document, indicated as below:

“the development and delivery of travel and visitations experience to a range of individuals and groups who wish to see, understand, and experience the nature of different destinations and the way people live, work, and enjoy life in those destinations.”

With this definition of tourism in mind, the next section will investigate a number of positive and negative impacts of tourism on the host community, businesses and the host country. The impact of tourism as developmental tool needs to be evaluated according to the economic, ecological and socio-cultural impacts which it might have.

2.3 Advantages of tourism

According to the online Merriam – Webster Dictionary (2012) “advantage” is defined as putting the possessor in a superior position or condition, and “disadvantage” refers to an unfavourable, inferior or prejudicial condition in short. These definitions aim to draw attention to the position in which tourism will place the various role players. These role players include the host community, the businesses and the host country as mentioned previously.

One of the advantages of tourism is that developing countries can use tourism to generate foreign exchange, address employment challenges, attract development capital and strive to achieve economic independence (Britton, 1982 cited in Telfer and Wall, 1996:635). Other advantages of tourism according to Sun, Jansen-Verbeke, Min and Cheng (2011:118) include economic impulses which will be created for the local communities, a greater awareness of the natural and cultural resources and the local people will have a stronger motivation to stay in the specific area and not to urbanise. This statement is supported by the Rural Tourism Strategy compiled by the Department of Tourism (2011b:8) which states that tourism has the capacity to provide an alternative to urbanisation, and rural tourism can permit people to continue a rural family existence. The researcher argues that the Department of Tourism’s vision for tourism in South Africa is short sighted and does not allow for a long term development perspective.

Over and above the above mentioned advantages, Saayman (2007:25) postulates further advantages of tourism include the entrepreneurial opportunities which are created by the industry, the development of infra and suprastructure, the stimulation of other industries such as agriculture by tourism and it also helps to build national pride. The above mentioned author (2007:25) also notes additional advantages such as preservation of heritage and traditions, appreciation for culture and traditions and broadening of education of tourist and host community.

Attention will be paid to two advantages of tourism most commonly stated in literature, namely the industry's ability to create employment, and the potential that the industry has for increasing the country's GDP. Saayman (2007:2) states that tourism can be seen as the fastest growing industry worldwide, as well as the industry which employs the most people. This statement by Saayman is supported by the UNWTO's (2009:10) findings at the Conference on Tourism Statistics when the organisation stated that "tourism is one of the largest and most dynamic sectors which accounts for hundreds of millions of jobs worldwide". One of the most valuable economic benefits of tourism is the industry's ability to create employment which will be discussed in the following section of this chapter.

2.3.1 Tourism as employment creator

Anderson (2012) reports that the official unemployment rate in South Africa for the last quarter of 2011 was 23,9 percent, which is the highest level of unemployment from the 60 countries that have been tracked by Bloomberg news service. According to Nel (2001:1003) the official unemployment number for South Africa is approximately 40 percent, but figures of up to 80 percent have been recorded in some rural areas. The Rural Tourism Strategy which has been compiled by the Department of Tourism (2011b:6) states that between 10 and 15 million people in South Africa live in areas characterised by extreme poverty and underdevelopment. Creating jobs in South Africa is the single most important task, and it is central to government's objective to eliminate poverty by 2030 (Bimbassis, 2012). Bimbassis (2012) continues that the largest portion of the "working poor" is found in the rural areas, and proposes that if the national government wants to reduce unemployment to 6 percent by 2030, approximately 11 million more jobs need to be created and the portion of adults working in the rural areas will need to rise from the present 29 to 40 percent.

In the National Tourism Sector Strategy (DoT, 2011a:1) which has been compiled by the Department of Tourism, "tourism is seen as a multifaceted industry that contributes to a variety of economic sectors, but it is also a

labour-intensive industry that has the capacity to create jobs". In less developed and peripheral areas of Europe, tourism is seen as one of the main industries which provide employment opportunities (Hegarty and Przezborska (2005:64), and the researcher foresees a similar trend in South Africa through the implementation of various strategies for example the Rural Tourism Strategy and the National Tourism Sector Strategy which have been compiled by the National Department of Tourism. According to the Medium-Term Strategic Framework (cited in the National Tourism Sector Strategy, DoT 2011a:1) tourism is perceived as a priority economic sector, and the priority to create decent work and sustainable livelihood has been acknowledged. The IPAP2 has identified tourism as one of the areas which is expected to contribute to the development of rural areas and culture by growing the economy and creating jobs (Department of Tourism, 2011b:2).

Erlank (2005:386) argues that tourism creates three types of employment: direct employment for people who are directly employed in tourism facilities, indirect employment defined as the jobs that contribute to the tourism industry and induced employment in an area due to the economic upsurge which is caused by tourism. The aforementioned author continues (2005:390) that tourism has become a part of the South African government's strategy to alleviate poverty through job creation by focussing on Spatial Development Initiatives (SDI) in certain rural areas. SDI's were supposed to facilitate economic growth through job creation and private investment in these areas. According to Hartley (2011) President Zuma indicated that the government would like to create 235 000 new tourism jobs by 2020 and further reiterated that government is committed to achieving these developmental goals.

Binns and Nel (2002:238) maintain that tourism has the potential to create jobs and this is important since there have been significant job losses in recent years in South Africa. One of the government's main priorities is unemployment and has initiated a number of strategies to address this challenge that is impeding poverty alleviation. From above discussion, it is evident that the tourism industry can play an important role in creating job

opportunities and directly influence a positive contribution to the national GDP, which will be discussed in the next section of this chapter.

2.3.2 Tourism as GDP generator

Erlank (2005:382) surmises that economic growth is measured by the changes in a country's gross domestic products (GDP) where the domestic product consists of the total market value of all final goods and services produced within the boundaries of a country during one year. In the National Tourism Sector Strategy (DoT, 2011a:1) it states that tourism is perceived as one of the six core pillars of growth in the country. The other pillars are infrastructure development, the agricultural value chain, the mining value chain, the green economy and the manufacturing sectors, as stated in IPAP2.

According to the 2010 Tourism Satellite Account (cited in the National Tourism Sector Strategy, DoT 2011a:1) tourism directly contributed about R67 million equalling 3 percent of the country's GDP. Hartley (2011) reports the South African government aims to increase tourism's total contribution to the economy from R189 billion in 2009 to R499 billion by 2020. Unfortunately the tourism industry worldwide is currently affected by volatile exchange rates, an international economic crisis, high oil prices and fuel hedging costs and policy responses to climate change, all of which impacts the industry (Department of Tourism, 2011a:5). These challenges may hamper the intended growth that the government aims to achieve.

The advantages of tourism are attractive as it's aimed to address poverty in South Africa, but unfortunately there are also some disadvantages for utilising tourism as a developmental tool and these will be discussed next.

2.4 Disadvantages of tourism

Tourism development according to Saayman (2007:26) has inherent disadvantages, and if these challenges are not addressed, it could be catastrophic for the entire industry. The aforementioned author further states

economic threats such as the seasonality of tourism, economic dependence, over development, importing of goods and services to adhere to tourist demand, rising property prices and the intense use of resources are just some of the disadvantages of tourism.

One of the disadvantages of tourism according to Binns and Nel (2002:236) is the fact that tourism development can often come at a price and that the social gains are rarely balanced against the social and environmental costs. Secondary research which has been done by Hill et al (2006:164) indicates additional disadvantages of tourism, being the commodification of culture, the displacement of people from traditional habitats, the exclusion or limited participation by the host community in tourism development, the uneven distribution of benefits of tourism and the tourist-guest relationship which is changed into a “communities- as- servants” type of relationship. Erlank (2005:394) supports the previous noted authors and elaborates that the negative social impacts of tourism include the demonstration effect, breakdown of family relationships, decline in moral codes, re-evaluation of value systems and might even have an impact on the health of the host population or the tourist due to unfamiliar diseases which can be transmitted during contact sessions.

According to Pearce (1999, cited in Erlank, 2005:382) many developing countries see tourism as a quick route to economic growth because of its ability to generate income, jobs, foreign exchange and to promote regional tourism. However, De Beer and Wheeler (1997:4) argue that there is a tendency to overestimate the economic potential of a tourism development as the impact of the leakages (money which leaves the economic cycle) is not taken into consideration. Binns and Nel (2002:204) suggest that there is an inherent danger in depending on a single activity in any economy, and stress that economic diversification is essential if countries want to stimulate development.

Another disadvantage highlighted by De Beer and Wheeler (1997:6), is employment which is created in the industry is of a servile nature, low waged

and mostly seasonal. Erlank (2005:387) emphasises that tourism is not always labour intensive, the tourism positions are usually of a low status and thus poorly paid, and tourism might transfer labour rather than bring new workers into the market. These arguments need to be taken into consideration when discussing the employment benefits of tourism, and might reduce the perceived advantages of tourism in the fight against alleviating poverty.

Tourism is dependent on the environment in which it operates and many tourism developments have taken place in order to take advantage of the pristine, natural surroundings (Erlank, 2005:397). The researcher counters that tourism does not only take place in pristine environments, but that a lot of it does take place in areas which are heavily built and urbanised, for example the Victoria and Alfred Waterfront, situated in Cape Town, which is the most visited tourist site in South Africa boasting with 952 194 international visitors in 2011 (SAT, 2012:133). Erlank (2005:400-402) comments that the negative environmental impacts of tourism include the various forms of pollution, the destruction of wildlife and vegetation due to tourism activities and alterations which are made in the built environment. Saayman (2007:186) divides the environmental impacts into direct and indirect categories, and states that the tourists' activities can be grouped under direct impacts while impacts caused by developers and product owners are grouped under the indirect category.

It is important to take into consideration the disadvantages of tourism when considering it as a developmental tool in order to alleviate poverty and to achieve some of the other developmental priorities such as education, health, rural development, food security, land reform, fighting crime and corruption and building sustainable communities as stipulated in the MTSF (Department of Tourism, 2011b:1). Mahony and van Zyl (2002:85) argue that not only should the tourism industry contribute to the national economy, but it should also aim to work towards poverty alleviation, economic development and job creation.

Since agritourism is an amalgamation of the tourism sector and the agricultural sector, it is important to also pay some attention to the agricultural industry in order to create a clear picture of this niche market. The tourism and agricultural industries are discussed separately in order to enable clarity on the industries. According to Vink and van Rooyen (2009:30) agriculture plays an important role in rural areas, and contributes significantly to the GDP of the rural areas but more importantly it is also an important link to the tourism industry. The next section of the chapter will take a closer look at the agricultural sector and its various challenges that it currently faces on an international and local level.

3. THE AGRICULTURAL SECTOR

3.1 Introduction to agricultural sector

According to the AgriSETA's report in 2010, the contribution of primary agriculture to GDP is approximately 2,5 percent and its contribution to formal employment amounts to 5 percent. In contrast, the South African Government's Information website (2011) states that primary agriculture contributes 3 percent to the country's GDP and provides about 7 percent of the formal employment in the country. Agricultural exports have contributed about 6,5 percent of the total South African exports during the year of 2011 and the largest agricultural export products were wine, citrus, fruit and maize (South African Government, 2011). In 1993 the GDP of agriculture, according to van Rooyen (1997:183), totalled 5,1 percent. Vink and Van Rooyen (2009:5) argue that the agricultural sector's decline in GDP does not indicate that the sector is declining, but indicates that the services sector (such as tourism) is growing faster. Vink and Van Rooyen (2009:5) claim that the real gross farm income has increased from R25 billion in 1970 to approximately R50 billion in 2006, while the population has grown from 20 million to 47 million in the same period of time. According to a special report compiled by Parker (2011:1), the world population will grow from the 7 billion people currently to a projected 9 billion people in 2050. These statistics have serious

implications for food security for South Africa and the rest of the world, eluding that agriculture has a very important role to play in the future, even though its perceived social status has diminished over the past few years.

With this information as background the current status of agriculture globally will be evaluated in order to identify the challenges and opportunities that the agricultural industry presents. The specific challenges which South African farmers face will then be discussed to understand the local limitations and the role agriculture can play in development of a country that aims to reduce poverty and achieve food security as stated in the MTSF.

3.2 Universal challenges faced by agriculture

The online Merriam- Webster Dictionary (2012) defines agriculture as the “science, art or practice of cultivating the soil, producing crops and raising livestock and in varying degrees the preparation and marketing of the resulting products”. In short, this means that agriculture is about producing food. Parker (2011:4) comments that due to the fact that food is so important, agriculture has been expected to achieve a series of overlapping goals which have been changing over time. The aforementioned author continues by claiming that the world look to farmers to produce more than just food and that the main aims of agriculture are to reduce hunger and provide people a way out of poverty.

Food can influence people’s health, but unfortunately it is also not readily available to everyone since the marginalised seldom have access to sufficient, fresh and healthy food. The definition for food security as defined in the *State of Food Insecurity* in 2001 is as follows: “A situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life” (FAO, 2011:12). According to Parker’s (2011:2) report the food industry was in crisis at the beginning of 2011 with food prices which continued to rise above the peak experienced in 2006-2008. Many people fell into poverty and food riots shook governments in

numerous developing countries. According to the Food and Agriculture Organisation of the United Nations (FAO, 2011) high and volatile food prices are likely to continue in 2012, and deprived consumers are increasingly left vulnerable to poverty due to rising food prices. FAO (2011) maintains that food price volatility may increase due to the strong linkages that exist between agriculture and the energy markets, as well as weather conditions which are contributing to the volatility of agriculture. This research study does not delve into the detail of the food price increase and the factors that impacted on this phenomenon, however, the researcher believes it played a role in international agriculture and food security. According to the FAO (2011) report on food insecurity there is a need for more investment in agriculture to ensure sustainable long-term food security and these investments should consider the rights of existing users of land and related natural resources.

International agriculture is constantly under pressure, and farmers all over the world are faced with common challenges over and above the local challenges they might face. According to Frater (1982, cited in Busby and Rendle, 2000:635) agriculture has changed over the past 70 years due to the decline in labour force, the changing farm structures (also stated in Sharpley and Vass, 2006:1042), increased intensification, a decline in farmer income and more specialised farming activities. Ilbery and Bowler (1998, cited in Sharpley and Vass, 2006:1042) support the notion that agriculture has become more industrialised and state that it is characterised by three processes namely, “intensification, concentration and specialisation”. This has added to the transformation in the rural areas evident today, manifesting in increased differentiation between agricultural regions, the emergence of larger farm units, reduced employment on farms and a shift in the relationship between farmers and food retailers.

The research findings of Che, Veeck and Veeck (2005:225) indicate that small farmers are faced with various challenges which include changing economic and social conditions on the farms, increased global competition, falling commodity prices and capital intensive production methods. The aforementioned authors have also found that agricultural land is increasingly

consumed by suburban and exurban development which will have an influence on future food production. Di Domenico and Miller (2011:2) state that there is demand for more housing in rural and semi-rural areas which has placed agricultural land under severe pressure. Reed and Kleynhans (2009:333) argue that there is a transition in the use of agricultural land as a primary factor of production towards a more multi-functional environment where alternative uses are evident. Daughstad (2005:1) states that, according to her research, farms are being closed down at about 4000 per year in Norway, and this is changing the landscape of agriculture dramatically in the country. Vink and Van Rooyen (2009:12) quote agricultural census data for South Africa which indicates that the number of commercial farmers have declined by a fifth during the 1990's. According to a report by WWF (2010:22) on the status of agriculture in South Africa, there are less than 40 000 commercial farms left in the country.

Additional pressures which are being faced by agriculture on an international scale have been identified by Di Dominico and Miller (2011:2) as an increase in imports, the growth in power of the supermarkets, reduced subsidies in many countries and food related diseases which have constantly been in the news. Barbieri and Mshenga (2008:1) argue that small scale farmers are moving away from traditional methods and scale of crop and livestock farming since this has become unprofitable over the past few years. Reardon and Barrett (2000:196) emphasise that population and income growth has stimulated changes in consumer demand patterns and an increase in demand for dairy, meat, horticulture products and processed grain products, versus a decrease in demand for unprocessed staple food. The authors continue that due to rising incomes and urbanisation, there is a shift in diet towards non-staple foods which had stimulated the growth in the domestic and international agrifood trade. Alonso (2010:1164) alludes to the fact that farmers must face many threatening conditions including their inability to compete locally against much cheaper imported food sources, and this has led to the decline of entire rural industries and communities.

According to the FAO (2011:11) there are various factors which have had an influence on agriculture and the price of food in general over the past few years. These factors have varying degrees of importance and a few of them can be summarised as follows:

- Weather shocks for example droughts which reduce the production of food
- Policies which promote the use of biofuels that increased the demand for specific products and remove it for human consumption
- Rising production costs and transport costs as a result of higher prices for petroleum and fertiliser
- Increased demand for meat due to diversifying diets.

If these above mentioned challenges are considered in addition to other agricultural issues including urban sprawl (Reed and Kleynhans, 2009), increased technology use (Reardon and Barrett, 2000), and a decrease in the demand for labour (Sharpley and Vass, 2006) which have been not been mentioned by the FAO, it is evident that agriculture is under severe strain internationally. Bearing in mind the above mentioned challenges, the South African agricultural context will be briefly investigated in the next part of the chapter.

3.3 Current state of agriculture in South Africa

According to a report, compiled by the World Wide Fund for Nature (WWF, 2010:2), South Africa is a country with a spectacular range of vegetation types, biodiversity, soils and climates. Distinct farming regions are depicted in the country, with a wide variety of summer and winter rainfall crops which are being planted in the various regions. According to WWF only 3 percent of the soils in the country are considered arable, but 69 percent of the land surface is suitable for grazing and livestock farming. The WWF report (2010:3) continues that the South African population is currently growing at a rate of almost 2 percent per year, and food production and imports must more than

double to be able to feed this growing demand by using the same or fewer natural resources for the production of food. This can be seen as one of the many challenges that South African agriculture is currently facing. Figure 2.2 is a diagram which illustrates the South African agricultural sector, as informed by the work of Vink and Van Rooyen (2009:16-18), which demonstrates the complexity of the South African agricultural environment

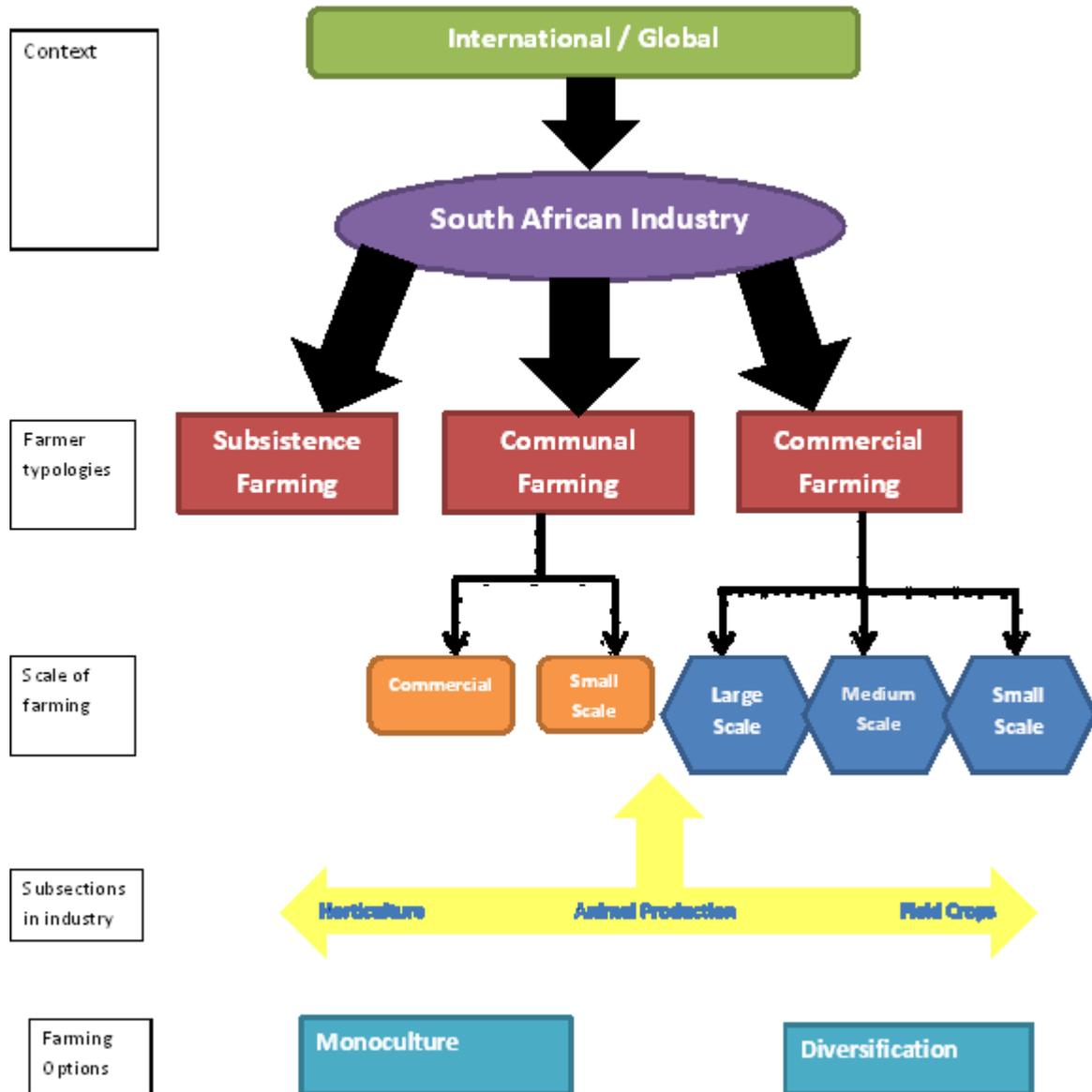


Figure 2.2: The South African agricultural sector (Adapted from Vink and Van Rooyen, 2009)

In a study which was done for the Organisation for Economic Co-operation and Development (OECD), the authors of the working paper Sandrey, Punt, Jensen and Vink (2011:5-6) highlighted some of the challenges that South Africa's agriculture is confronted with:

- A highly divided sector with large commercial farms owned by white farmers on private land on the one hand, and small-scale subsistence farms that are owned by black farmers that make use of communal land, on the other hand.
- Post-apartheid reforms such as minimum wages, improved employment conditions for farm workers, deregulation of the Control Boards, substantial liberalisation of international trade and a withdrawal of farmer support services have had a huge influence on the agricultural sector.
- Consumption of red meat country wide has stagnated, however the consumption of poultry has increased exponentially, which has a substantial impact on red meat producers in the country.
- More than 1 million work opportunities have been discarded in agriculture between 1968 and 2010 due to mechanisation, labour legislation and high input costs.
- The gender ratio in agriculture is two thirds male and one third female which negatively affects gender equality in the agricultural sector.

Further challenges include structural changes in the economy resulting in a change in the demand pattern for labour (Bhorat, van der Westhuizen and Jacobs, 2011:17). Sandrey et al (2011:21) moreover points out that agriculture in South Africa is acutely dualistic in nature since the modern commercial sector earns more than 95 percent of the gross farm income, while the numerically larger subsistence sector earn the other 5 percent of gross farm income. The authors also state that there is limited data available to gather conclusive evidence to determine the impact of trade liberalisation in the country. An additional challenge which has been identified by WWF (2010:23) is the fact that employment in agriculture has shifted from permanent employment to irregular, temporary employment, leaving workers

and their families vulnerable with no form of security in their career path. Borat et al (2011:1) state that this makes farm workers the most vulnerable workers in the South African economy. Borat et al (2011:35) argue that the exact impact of the decline in employment of farm workers is difficult to determine, however it is suggested that the loss of income experienced by the household attached to these workers is perceived as significant. The aforementioned authors conclude from their research that farm workers are more likely to receive wages below the statutory minimum than workers in other sectors that are governed by Sectoral Determinations.

In a document compiled for the Development Bank of Southern Africa (DBSA), Vink and Van Rooyen (2009:7) surmise that after deregulation the prices of field crops adjusted downwards to world market levels, and this resulted in commercial farmers shifting towards minimum intervention production systems. The implication is that farmers use fewer inputs and there is a shift out of more marginal areas to places with better quality soils. Vink and Van Rooyen (2009:7) continue that commercial farmers adopted a wide variety of risk management strategies other than lower input use, focused on income diversification [such as agritourism] and asset diversification.

Important factors such as land reform, land restitution and land redistribution are not covered in this brief sketch of South Africa's agricultural sector as it falls outside the parameters of this study. The researcher acknowledges the role land plays in the creation of wealth, but opted not to unpack this complex and highly emotive issue in this document. The researcher furthermore did not cover the full impact and study of all relevant agricultural policies in the country, as this too falls outside the boundaries and aims of this study. Once again the impact of policies are acknowledged, but not incorporated in the study as a whole due to the complexity and limited data available on these topics. The post-Polokwane political shift to a focus on rural development has had a significant impact on agriculture as a new department, the Department for Rural Development and Land Reform (DRDLR) was created in the aftermath. In the Mbeki-era rural development formed part of the Department

of Agriculture's portfolio, but the current President gave the DRDLR the mandate to develop a Comprehensive Rural Development Programme throughout the country (DRDLR, 2012). The DRDLR's website (2012) states the department has a three pronged strategy to achieve its objectives specifically agrarian transformation, rural development and land reform. (Refer to Addendum B for cabinet restructuring). The newly formed Department of Agriculture and Forestry and Fisheries, Department of Water and Environmental Affairs indicate a dualistic approach to policies which are interrelated, and the researcher is of the view that this could lead to conflict and lack of commitment to interdepartmental programmes.

Bhorat et al (2011:32) suggest that the scope for agriculture to play a role in contributing to economic growth and job creation is limited. The aforementioned authors (2011:32) continue that if the agricultural sector wants to play a significant role in poverty reduction, issues such as support for emerging farmers and the slow progress of land redistribution need to be addressed. The researcher reasons that the claims by Bhorat et al are valid, but short sighted and one dimensional as there are many factors that impact poverty for example work opportunities, education, transport and other social factors which are not taken into consideration by the authors. These unique challenges discussed above have made the agricultural sector a difficult sector to manage and participate in, and have resulted in many farmers leaving their farms or looking for alternative forms of income. Many of these challenges have motivated farmers to diversify their income by creating a secondary industry on the farm, as earlier mentioned by Sharpley and Vass (2006:1040). One form of diversification which many farmers consider is agritourism. The next section of this chapter will address the concept of agritourism and the formation of this relatively new industry.

4. THE AGRITOURISM SECTOR

4.1. Introduction to agritourism industry

Woods (2005:42) declares that agriculture can be seen as the most potent and enduring symbol of rurality, and it has been the dominant and driving force of rural economies for many centuries. In the Rural Tourism Strategy compiled by the Department of Tourism (2011b:7), tourism and agriculture were identified as the potential economic pillars for rural development in South Africa. The aforementioned document further states that if more tourism can be developed in rural areas, the poverty in the areas can be alleviated. In view of the fact that agritourism takes place on farms which are situated in rural areas, it is important to first frame the term agritourism before looking at the potential this industry has in assisting with poverty alleviation. The following figure illustrates the framework of reasoning of the researcher in discussing the agritourism industry:

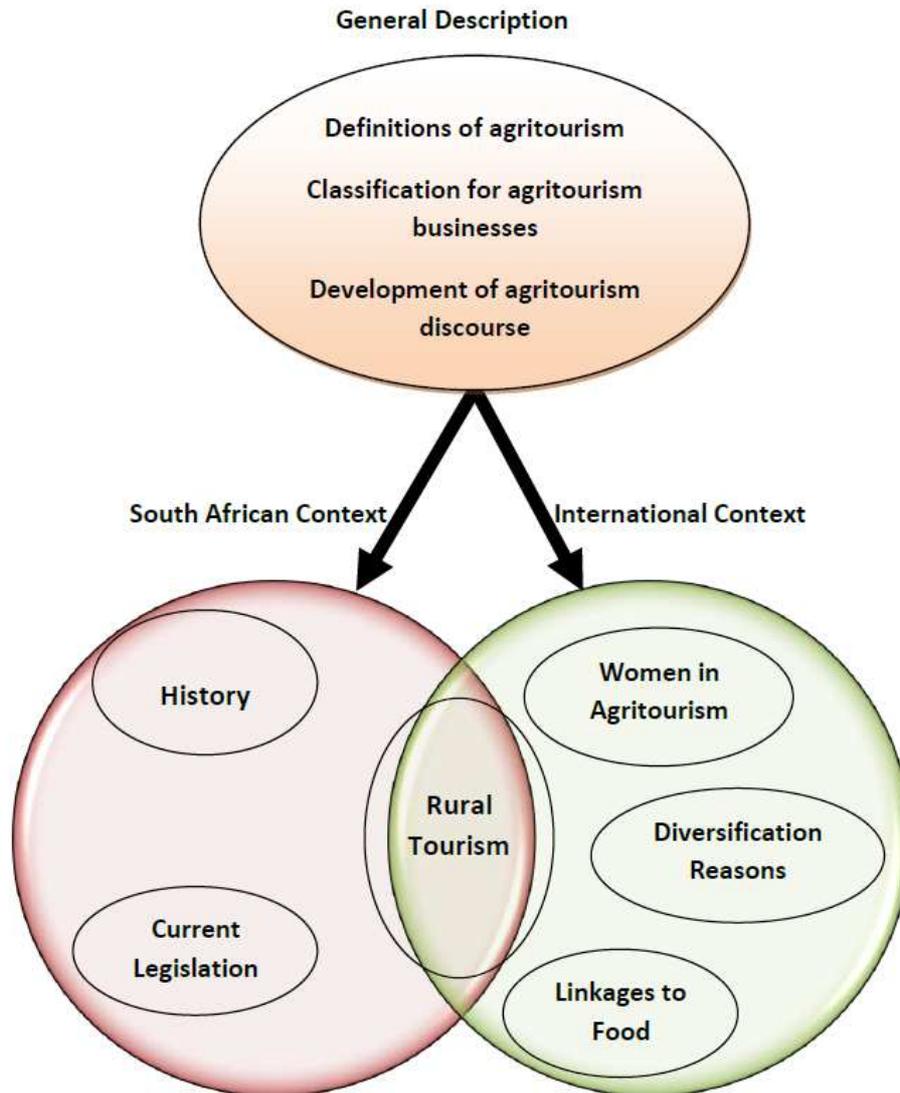


Figure 2.3: Overview of agritourism topics covered in this research study

4.2 Definitions of agritourism

It is important to consider the definitions of agritourism to comprehend the evolution of the academic discourse of this topic, and to investigate certain contested points in the definitions. Kiper (2011:171) postulates agritourism is defined differently by different people and organisations, and thus, there are many interchangeable terms that are used to describe this industry which leads to much confusion in the discourse as well as in the industry itself. As Phillip et al (2010:754) state “the result is a complex and confusing picture, especially when authors do not clarify why they have used one particular term

or definition rather than another". Hegarty and Przezborska (2005:65) state that rural tourism and agritourism are terms that are used interchangeably, but they are symbiotic as agritourism is seen as part of the overall concept of rural tourism. Busby and Rendle (2000:635) argue that farm tourism must be seen in the larger context of rural tourism as it forms part of the accommodation sector and the day attractions that are available in the local area. The researcher concurs that agritourism forms part of rural tourism and will not use rural tourism as a substitute for agritourism throughout this research document. For the purpose of consistency and clarity, only the term "agritourism" would be used for this document even if the literature refers to related labels such as listed earlier.

The researcher argues that by defining agritourism, it assists in thinking about the concept and the role it can play in the development of region or area. Busby and Rendle (2000:640) elucidate that the transformation of tourism on farms to farm tourism occurs when tourism revenue exceeds that of the agricultural revenue, or once the farmer has adopted a tourism business plan or alternatively when the enterprise is regarded as farm tourism by the tourist. This indicates that there must be some form of transformation which occurs at the farm where the farmer acknowledges the role tourism activities might play in the farm's day to day activities.

The University of California (UC) Small Farms Program (cited by Bernardo et al, 2004:1) defines agritourism as a commercial enterprise on a working farm, conducted for the enjoyment of visitors and which generates a supplementary income for the farm owner. Weaver and Fennell (1997:357) depicts agritourism as a "rural enterprise which incorporates both the working farm and the commercial tourism components". According to Barbieri and Mshenga (2008:168) agritourism includes a wide variety of activities and excludes those activities which have been developed on a non-working farm using a staged farmland setting. For all of the above authors it is important that the tourism activities must take place on a working farm and not just any rural setting.

For Che et al (2005:227) agritourism is any agricultural operation which directly caters to the general public with retail sales, provision of services that involve fibre, food, flowers, trees, shrubs or any other farm products, and sales of these products take place at the production location. Pittman (2006:2) uses a similar definition and states “agritourism is a form of commercial enterprise that merges tourism and agriculture by selling the experience of being on a farm, attracting visitors to a farm in order to sell farm products, or a combination of these concepts”. Thus, for these authors there is an element of sales involved when defining agritourism.

Nilsson (2002:10) identifies farm tourism as small scale enterprises which have local roots and are based on local traditions, where the farmer sells a rural lifestyle in a commodified package to the tourist. Sonnino (2004:286) describes agritourism as activities of hospitality which are performed by the host family and are connected and complementary to the primary farming activities. From aforesaid definitions contact with the farmer or host community has been identified as an important element of agritourism.

Sznajder, Przezborska and Scrimgeour (2009:5) argue that there are three differentiating features attributed to agritourism:

- The opportunity that the tourists have in participating in the process of food production
- The opportunity that the tourists have to learn more about the lives of the rural people and
- The possible opportunity of direct contact with domestic animals and the countryside which is not part of their everyday life.

Kiper (2011:171) defines agritourism as “a set of rural activities, including participating in farming activities, exploring local culture, enjoying the landscape and agro-biodiversity, observing organic and conventional agricultural practices and sampling tropical fruits and vegetables”. For this author there is a specific focus on the agricultural production process and the

participation in these activities. Malkanthi and Routry (2011:45-46) conclude that agritourism is any form of farm based tourism operations that provide economic benefits to the farm owner and which provides on-farm entertainment, activity and products for the tourists.

The definition which will be used by the researcher of this study is derived from the works of Phillip et al (2010:757) which states “authentic tourism activities that take place on a working farm, and which forms part of the everyday activities of the farm”. This definition is perceived as the most encompassing and accentuates the importance of the locality and the role the local community will play in the tourist’s experience.

Although there are numerous definitions of agritourism in the literature, the researcher elected to use a selection of definitions which assisted in highlighting some of the different conceptual approaches towards agritourism in the agritourism discourse. The following section of the chapter will address the different activities which have been presented on the farms and assisted with the development of the typology framework for agritourism farms.

4.3 Classification system for agritourism businesses

As deduced from the definitions, there are many tourism activities that form part of the agritourism product provided to the tourist. According to Icoz, Pirnar and Gunlu (2010:2) agritourism activities can include any or all of the following:

- outdoor recreation activities such as fishing, hunting, wildlife photography, bird watching
- educational experiences for example tours, demonstrations, petting zoos, cooking classes and food/wine tastings
- entertainment for example festivals, musical events, hospitality services and restaurants
- direct sales such as roadside stalls located on the farm

- off farm direct sales at farmer's markets and fairs.

According to Tew and Barbieri (2012:216) there are inconsistencies in the extent of activities that comprise agritourism, since aspects such as hospitality, special events, educational activities and sales are either included or excluded from the agritourism definition. Tew and Barbieri (2012:216) claim that researchers have struggled to develop a classification system with respect to the characteristics and the broad definition of agritourism. However, after doing extensive research, Phillip et al (2010:754-758) compiled a list of five typologies which they use to define agritourism businesses. The typologies which the authors identified were the following:

- Non working farm agritourism
This can be accommodation offered on a farm which is currently not being used for farming in any way.
- Working farm, passive contact agritourism
This is any form of tourism activity, for example accommodation, which is taking place on a working farm, but the tourist has no contact with the farming activities.
- Working farm, indirect contact agritourism
This is any form of tourism activity which is taking place on a working farm, but the tourist is offered the opportunity to experience the produce of the farm for example food which has been grown on the farm at the farm stall.
- Working farm, direct contact, staged agritourism
Any form of tourism activity which is taking place on a working farm, but it is not the natural manner in which things are done on the farm for example milking or shearing demonstrations for groups.
- Working farm, direct contact, authentic agritourism

Opportunity for the tourist to participate in the farming activities on a day to day basis.

These typologies assist in simplifying the numerous definitions for agritourism by using three criteria for each definition. The first criteria used by the authors of the typology, is to determine whether the tourism activity is based on a working farm or not. The second criteria that needs to be evaluated is the nature of the contact between the tourist and agricultural activity and the last criteria is the degree of authenticity in the tourism experience (Phillip et al, 2010:754). These typologies can assist in differentiating the agritourism industry in a logical manner and might assist in the marketing of these tourism activities.

Agritourism has been around for many years, and the following section will briefly discuss the concepts which have ignited the discourse on agritourism.

4.4 The development of the agritourism discourse

According to Busby and Rendle (2000:635) farm tourism is not a new tourism phenomenon, as it has been around for more than a hundred years in many parts of Europe. Page and Gertz (1997:8) support the fact that agritourism is not an original concept, but argue that there is a lot of ambiguity about the meaning and scope of the industry. Sharpley and Vass (2006:1040) state that over the last half century numerous countries have put national policies in place to support the development of farm tourism, eluding that the discovery of the advantages and impacts of agritourism on development is not a recent one. Nilsson (2002:8) claims farm tourism began after World War II even though it was actually rooted in the concept of “social tourism” which was popular in the 1920s and 1930s. This supports the fact that agritourism as it is called in this research study has been around for many years, even though it was called different names at different times in history.

On a global level the popularity of agritourism in the United States of America has increased during the past decade (Tew and Barbieri, 2012:215).

Sharpley and Vass (2006:1041) argue even though the UK was a late starter in agritourism, the socio-economic decline in rural areas, the restructuring of agriculture and the specific challenges of food scares have fuelled farmer's interest in agritourism as an alternative enterprise on their farms, thus indicating an increasing trend in the supply of farm based tourism in the UK. Nilsson (2002:8) argues that in Northern Scandinavia the negative development trend in rural areas, as mentioned above, has been countered by tourism activities in these rural areas. The aforementioned author (2002:8) continues that agritourism is showing growth and contributes to services, employment, infrastructure and external money for the rural areas. Research studies done by Busby and Rendle (2000:636) conclude that agritourism (or farm tourism according to the authors) is continuing to grow in Europe, New Zealand and North America, even if the data is limited and not always reliable. According to Griver (2009:1) agricultural tourism is a global trend, providing city dwellers with an opportunity to escape from the urban jungle and rediscover their roots in rural areas.

Nilsson (2002:8) observes that due to urbanisation it seems as if there is a stronger control of recreational areas by the people who remain in the country side. According to Che et al (2005:227), farms are becoming popular tourist attractions due to visitors becoming nostalgic about simpler times. The authors continue that tourists want to escape the busy cities, connect with their cultural heritage, be with family, be in the natural environment and enjoy some leisure time. Barbieri and Mshenga (2008:166) support this notion of escape by stating that due to changing lifestyles in the USA, many urban residents are taking refuge from the stressful city life and seeking a farm experience that is perceived as being relaxing. According to Daugstad (2005:1), in Norway there is a growing niche market of tourists who want to encounter the real lives of farmers, hear the stories of locals and taste the traditional food which is made by the farmers, thus they want to experience real "authentic" Norwegian landscape and culture. Daugstad (2005:2) argues that as a result of large scale changes which are taking place in rural societies and rural landscapes, the value judgements, decisions and debates about rural landscapes and the central actors forming the rural landscapes, are also

changing. The discourse has changed from authentic experience to farmer diversification to refuge for urban dwellers as illustrated in Figure 2.4. The overlapping reasons have resulted in a diversified and unique industry.

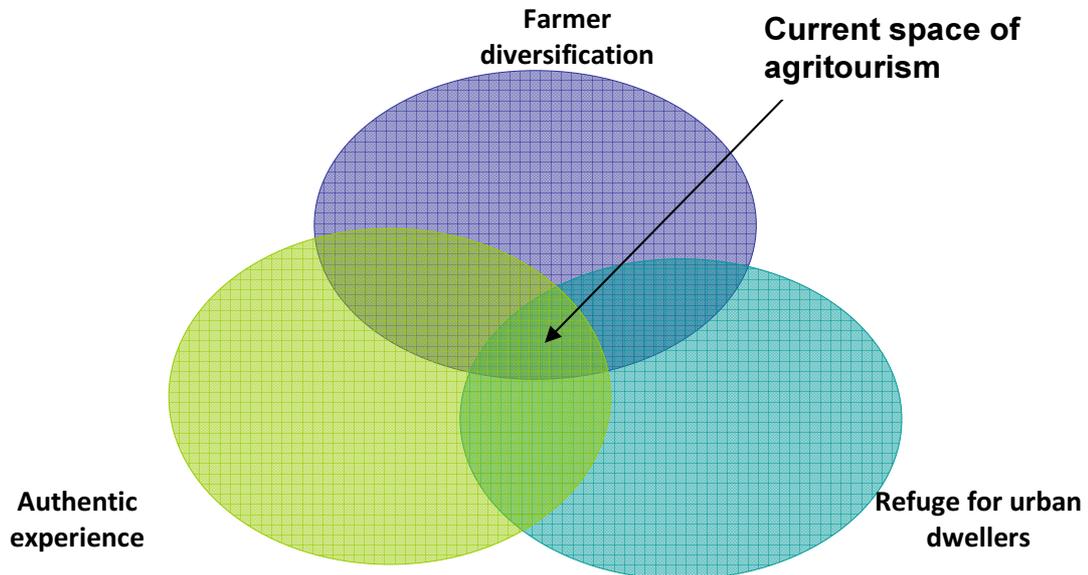


Figure 2.4: Agritourism discourse development

Even if agritourism is not seen as a new industry, there is still a limited amount of empirical research on the agritourism industry to date, claim Gascoigne, Sullins and McFadden (2008:12). However, the discourse will expand as scholars explore all the possible advantages, disadvantages, and other related topics to agritourism. Agritourism in South Africa is not nearly as well documented as the international discourse due to various reasons, one being the confusion caused by the name of this tourism and agricultural phenomena. The next section of this chapter will look at the current discourse that exists on agritourism in South Africa.

4.5 Current situation of agritourism in South Africa

There is limited research available on agritourism in South Africa; Viljoen and Tlabela (2007:15) claim that agritourism is a relatively new concept in South

Africa, and that agritourism is based on the premise of attracting visitors to farms.

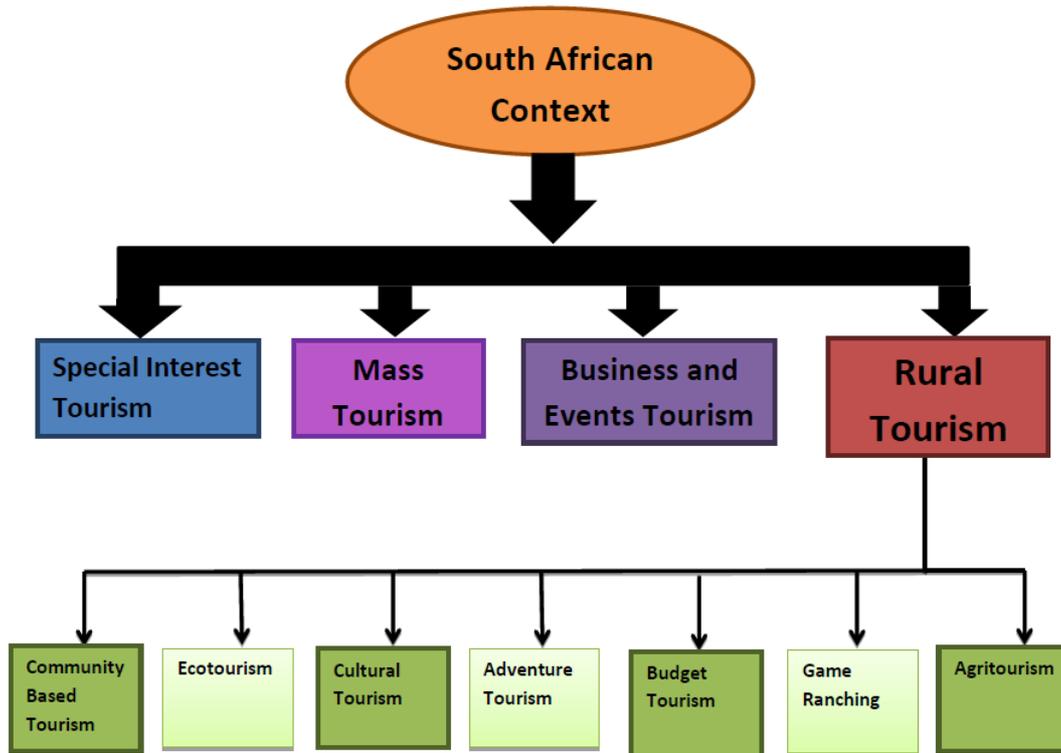


Figure 2.5: Position of agritourism in the South African context (Adapted from Viljoen and Tlabela, 2007)

The figure above illustrates the placement of agritourism in the overall tourism industry within the South African context, with reference to earlier definitions of agritourism. It is important to note that all the rural tourism fields indicated in Figure 2.5 can also be included in the special interest or mass tourism fields but for the sake of this study has been grouped under the rural tourism field.

The majority of the wine industry industry is situated outside metropolitan areas and plays an important role in regional tourism development, employment generation and tourism (Bruwer, 2003:424). The aforementioned author (2003:424) continues that the South African wine industry is one of the oldest outside Europe and the development of various wine routes in the country play an integral part in the wine tourism industry. As wine farms are

also agricultural farms with tourism activities on the farms, the wine tourism industry is better documented than many other forms of agritourism activities. For this specific reason the researcher opted not to use wine tourism or the wine industry as a frame of reference for this study even though wine tourism forms part of agritourism. The researcher decided on investigating less researched areas of agritourism in South Africa in less researched areas in the Western Cape which will complement research on wine tourism in the primary research areas of this study.

4.5.1 History of agritourism research and programmes in South Africa

Limited research on agritourism activities has been conducted in South Africa, and was predominantly based on the Western Cape. One such study was done in 2003, and Viljoen and Tlabela (2007:15) claim the results of the study indicated that the dominant tourist activities on agritourism farms in the South Cape were guest houses, self catering accommodation and horse riding. Another research study which was conducted on agritourism in South Africa was a Department of Agriculture of the Western Cape project which was aimed at characterising the extent of agritourism ventures in the Western Cape, was conducted between the period of 1 January 2000 and 31 December 2004 (Western Cape Government, 2012). The findings of this study is continuously updated by the research team at the relevant department and provide information to the Department of Agriculture of the Western Cape on the types of agritourism activities which are practised on the Western Cape farms.

Further agritourism research includes Kepe, Ntsebeza and Pithers (2001:1) who have done some research on agritourism SDIs which was undertaken by the national government in the Wild Coast of South Africa. The previously mentioned authors have identified various fundamental problems of strategy and implementations since the main focus of these SDIs were on pro-poor growth and rural development, and made some recommendations on what is required if agritourism as an SDI can succeed. Some of the challenges the

authors have highlighted include the issue of land, the limited and unequal benefits from tourism, limited government investment, the SDI process and the lack of inter-departmental coordination.

In 2005, the then Minister of Agriculture and Land Affairs, Thoko Didiza, launched an Agritourism Programme (ATP) as a response, by the Department of Agriculture, to the opportunity that is offered by the growing tourism industry, in an attempt to link the two industries. (Refer to Addendum B for clarity on cabinet restructuring). The aim of this programme was to empower and capacitate farmers to partake in the agritourism sector. The Minister stated agritourism is a strong anchor for the rural areas and that it can form the link between the First and Second Economy of the country. The Minister concluded that the ATP must grow to a fully autonomous body that will be able to implement government programmes that are related to agritourism and 51 projects were identified nationwide (Didiza, 2005). All relevant information was posted on www.agritourismsa.co.za, however the researcher of this study visited this website, the website was not available and there was no further information available on the ATP. Unfortunately due to political changes in the cabinet as well as new governmental departments this initiative has come to an end and no further information is accessible. These developments have been discussed earlier in this chapter. Despite numerous attempts to identify projects, no information was available either from the new DAFF, the DRDLR or the DoT. Moreover, no written reports were available on the survival of this programme or the initial projects.

These research studies and programmes are important to note in order to set the scene of South African agritourism landscape which will contribute to this research study.

4.5.2 Current policies

Since there is no unique or specific agritourism strategy compiled by the Department of Tourism (or Department of Agriculture, Forestry and Fisheries), the researcher has accepted the Rural Tourism Strategy as the only guideline

for agritourism development in the country. The DoT's (2011b:18) rationale behind the development of the Rural Tourism Strategy is a direct response to the following government objectives:

- Decent employment through inclusive economic growth
- Vibrant, equitable and sustainable rural communities contributing towards food security for all
- Creating a better South Africa and contributing to a better and safer Africa in a better world.

It is difficult to compare ATP with the current Rural Tourism Strategy as information is not accessible on ATP, and the Rural Tourism Strategy was only launched recently with limited implementation statistics to compare with previous South African programmes.

Should agritourism still be part of the rural environment as suggested earlier, the industry does have a role to play in development in South Africa. According to Briedenhann and Wickens (2004:196) rural tourism in South Africa needs a well planned environment if it has to fulfil its potential in stimulating and diversifying local economy, generating employment and creating entrepreneurial opportunities. Viljoen and Tlabela (2007:20) argue that the development of rural tourism in South Africa is "of growing importance in the changing rural tourism landscape of post-apartheid South Africa". From these various authors it is evident that agritourism, as part of rural tourism, will increase in importance over the following years, however, there are some challenges that need to be addressed before rural tourism can achieve its full potential.

Briedenhann and Wickens (2004:194) identified a lack of adequate training, education and awareness in the tourism industry of South Africa and this can be seen as a major problem in the development of the industry. The Department of Tourism (2011b:11) supports this statement by proposing that there are several development needs ranging from training, job creation to

infrastructure development, which need to be taken into consideration if rural tourism product development is considered. Additional challenges in agritourism will be discussed later in this document, but it is important to take note of the South African challenges which have been mentioned above.

The Department of Tourism (2011b:32) defines agritourism as an agricultural and other enterprise which offers something for visitors to see, do and buy and include a wide range of activities. It is thus important to research agritourism as part of rural tourism as it emerged in the international and South African context (see figure 2.5).

4.6 Agritourism as part of rural tourism

Farms are mostly situated in rural areas of a country and due to urbanisation and other factors already mentioned in section 3.2, these areas are slowly depopulating and losing their financial power. Due to these various challenges, many farmers are considering diversification into a tourism activity as a means of meeting these challenges and/or expanding their business interests. Tourism based diversification has been seen as an effective catalysts of rural development and regeneration as well as a means of counteracting social and economic challenges faced by rural areas, especially areas traditionally dependent on agriculture (Sharpley and Vass, 2006:1040). Wicks and Merrett (2003:1) postulate that agritourism is a hybrid concept which brings together elements of two complex industries, agriculture and tourism, to open new profitable markets for farm products and to provide travel experiences to the tourism market.

Viljoen and Tlabela (2007:1) defines rural tourism as consisting of activities that are carried out in rural areas and include different tourism activities for example community based tourism, ecotourism, cultural tourism, adventure tourism, agritourism, and backpacking (see figure 2.5). According to the Department of Tourism (2011b:6) there is no single definition of what is understood with rural areas in South Africa, but the nature of rural tourism usually comprises small-scale operations which are culturally or farm based products and can be conducive to wide participation of the product owner and

the local community. For this study, the definition of rural areas will be informed by the Comprehensive Rural Development Framework's description (Department of Tourism, 2011b:8), which states "sparsely populated areas in which people farm or depend on natural resources, including villages and small towns that are dispersed throughout these areas".

Scroggs (2004:1) argues that people want to experience different types of vacations, and there is a growing interest in agritourism holidays. The Department of Tourism (2011a:6) affirms this statement through declaring that the demand for mass tourism in South Africa is being replaced by a desire to connect emotionally with destinations, the local communities and the local culture. There is a need for tourism products which are unique and perceived as offering real relaxation by the tourist. Petric (2003:12) claims the distinguishing feature of rural tourism is it must give visitors the opportunity to make personal contact with the physical and human environment of the countryside, and allow the visitors to participate in the activities, traditions and lifestyles of the local people. Rural tourism, according to the Department of Tourism (2011b:10), is an unconventional but authentic form of tourism. According to IPAP2 (cited in the National Tourism Sector Strategy, DoT 2011a:2) one of the key investment areas which can help to ensure economic growth is niche tourism development, especially if it takes place in rural areas in South Africa. Rural tourism could be depicted as a niche area, within which agritourism is a sub-sector, as stressed by Phillip et al (2010:754).

Sharpley (2002:243) cautions that the development of rural tourism must be considered with the broader context of a country's tourism system even though it is proposed as an effective vehicle for socio-economic regeneration in rural areas. The focus will now shift to the international research arena, and the trends which have been identified by the researcher will briefly be discussed to create an outline of the international discourse on agritourism.

4.7 International trends identified in agritourism literature

There is extensive research which has been done on agritourism by international academics, and this research has produced interesting trends which have been summarised in Addendum A. These international trends have influenced and guided this research study particularly in compiling the criteria for the research sample of this study. The researcher acknowledges the various contexts, sample sizes and locality of each of the secondary cases which were used to compile the summary in Addendum A.

In brief the trends which have been identified include:

- agritourism is a fast growing sector
- the major tourism activity on farms are usually through the provision of accommodation
- agritourism can't be seen as the solution to all farms problems since it does not always deliver a substantial economic increase in income
- good accessibility is needed in order for farmers to consider agritourism as a diversification option.

After the various trends in agritourism literature have been identified, the next aspect of agritourism that requires investigation is the reasons as to why farmers choose agritourism as diversification strategy.

4.8 Rationale for diversification

According to the online Merriam-Webster Dictionary (2012) diversification is defined as "to engage in varied operations". Malkanthi and Routry (2011:45) state that due to economic difficulties and changes in farming and livestock industries in many countries in the world, many farmers have understood the necessity of supplementing their agricultural business and finding ways of generating additional income. Gorman et al (2001, cited in Oredegbe and Fadeyibi, 2009:2) characterises agricultural diversification as "the

development of on-farm, non-food activities which provide new sources of income and employment”.

When farmers diversify into agritourism according to Oredgebe and Fadeyibi (2009:2), they can mitigate farm losses and continue to practice farming. Nickerson, Black and McCool (2001:19) state the following: “Increasing financial strain on family farms/ranches have put pressure on these businesses to look outside agriculture as a means to sustain their operations”, and encouraged the farmers to diversify into agritourism. In Cannarella’s (2002:209) view any non-agricultural rural activity can help to stabilize farm incomes and can act as a cushion for farmers who specialise in higher risk products. Research conducted by Tew and Barbieri (2012:222) on Missouri farms, found that as farmers expect an increase of farm visitors due to diversification into agritourism, it could lead to an increase in farm product sales, overall farm income and profitability.

Tew and Barbieri (2012: 216) and Malkanthi and Routry (2011:46) argue agritourism can produce several benefits for the surrounding communities and to society overall. Tew and Barbieri (2012:217) furthermore argue that agritourism is a good diversification strategy as it does not require excessive investment in farm structure, labour or equipment. Diversification, according to Oredgebe and Fadeyibi (2009:2), is achieved by selecting and investing in assets in different sectors of the economy, which will assist in making up for losses in one sector with gains in another sector.

According to Nickerson et al (2001:20) the literature outlines eleven different reasons for farmers to diversify into agritourism. These reasons are as follows:

- fluctuations in agricultural income
- employment for family members
- additional income
- loss of governmental agricultural programs
- meeting the need in the recreational markets

- tax incentives
- companionship with guests
- interests or hobbies
- the better use of the farm's resources
- success of other farm recreational businesses
- to educate the consumers.

McGehee, Kim and Jennings (2007:280) provide additional reasons for diversification, and include environmental pressures, climate change, a decline in terms of trade in agriculture, low income elasticity in commodity markets and an over reliance on raw products. This is in line with the challenges faced by farmers in primary agriculture and thus encourages the diversification into other on-farm activities.

From the research which has been discussed throughout, it is apparent that there are several reasons why farmers diversify into agritourism, however, all the research which has been mentioned was conducted on an international scale. No information is available on why South African farmers diversify and provides an opportunity for further research in the local context. The following section will examine some advantages and disadvantages of agritourism in general, which could motivate farmers to diversify into agritourism activities.

4.9 Advantages and disadvantages of agritourism

Agritourism utilises the agricultural and tourism aspects of an area or farm. It is important to mention specific advantages and disadvantages the industry might have for the agricultural sector, tourism sector, local community, the farmer and the tourist. Various advantages and disadvantages of this phenomenon will briefly be discussed in the next section.

4.9.1 Advantages of agritourism

Hall et al (2003, cited by Brandth and Haugen, 2011:35) postulate that agritourism is an important activity to promote employment, vitality and the sustainability of rural communities. Van der Ploeg, Renting, Brunori, Knickel, Mannion, Marsden, de Roest, Sevilla-Guzman and Ventura (2000:404) comment that development should be based on local resources to promote environmental conservation. The aforementioned authors continue that rural development identifies farmers and rural people as primary actors in determination of their development options, and the benefits of these developments can be retained by these actors. Sonnino (2004:286) affirms the above mentioned by stating that agritourism as a sustainable strategy can promote economic growth by linking different economic activities while enhancing the conservation of the environment by encouraging low impact agriculture which responds to the tourist's quest for an authentic rural product.

Research conducted by Tew and Barbieri (2012:215) indicates that there are numerous economic as well as non-economic benefits to farmers, tourists and communities who participate in agritourism. Tew and Barbieri's (2012:215) research further established that agritourism has enabled family farms to remain in business, assisted in preserving American heritage, maximized the farm resources and even contributed to the economic situation of the local communities. Che et al (2005:227) supports this preservation notion by stating that even if agritourism is perceived as another consumptive use for farmland, it may help to preserve farms. With farm areas being under threat from urban development, agritourism could play a role in the preservation of natural habitat. In Tuscany, according to Sonnino, 2004:286, agritourism can meet the basic challenge of sustainable development by achieving a trade-off between the conservation of productive cores and the development of relations with the outside tourists.

The above mentioned advantages are supported by Bernardo et al (2004:2) and can be summarised as the expansion of farming operations, improvement of farm revenue streams, increased long term sustainability of farm

businesses, increased awareness of local agricultural products and creating new on-farm revenue streams to family members who might have worked at another business. Tew and Barbieri (2012:216) argue that agritourism creates a supplementary income for the farm family during times of economic distress, for example poor harvests and low prices, and thus support the advantages mentioned by Bernardo et al (2004:2), which allude to the farm building resilience through agritourism. Research which was conducted by Tew and Barbieri (2012:222) indicate that the economic role of agritourism should not be limited to direct revenue from visitors, but also include benefits such as increased awareness and market share of the farm products and services.

Unfortunately due to the lack of agritourism literature in the South African context, it is at this stage not possible to determine if the advantages discussed previously would be experienced by farmers in South Africa, but this will be addressed during the interviews with the farmers of the primary research sites.

4.9.2 Disadvantages of agritourism

In contrast to the advantages of agritourism as mentioned above extricated from international literature, Hoggart et al (1995, cited in Sharpley and Vass, 2006:1042) warn that agritourism is not necessarily a magic wand that will speed up economic development in rural areas. A report by the OECD (2008:19) on agritourism in Germany, states that the success of agritourism in rural areas depends on a variety of factors, for instance natural characteristics in the form of scenery, landscapes and cultural heritage, and is therefore an important precondition for agritourism. This suggests that agritourism ventures will not necessarily deliver economic development to an area, especially if the area does not offer any natural scenery or cultural heritage.

Further disadvantages that Bernardo et al (2004:2) have identified include:

- the cost of diverting resources away from the farmer's core competency which may have a negative effect on the business
- many farmers and their workers do not have the skills to make a success of the agritourism business, which may leads to frustrated farmers.
- there is a legal risk in bringing the public onto the farm which farmers are not always geared for.

The skills gap and legal risk associated with agritourism will be discussed as challenges later in this chapter.

These advantages and disadvantages of agritourism need to be evaluated in order for a farmer to make an informed decision whether to continue with agritourism as a diversification option. One of the alternative advantages of agritourism is the linkage that it forms with food, since tourist see, smell and experience the growth of the products that are grown on the farm. As part of the advantages of agritourism, the relationship between agritourism and food will be analysed and the role that agritourism can play in linking tourists to food sources.

4.10 Agritourism and its potential linkage with food

Brandth and Haugen (2011: 40) argue that food portrays an important role in the tourist experience, and that food is integrated into tourism through being connected to the specific location. Food forms an important part of any tourist's experience, and therein lies a potential relationship between agritourism and food which is produced on the farm or the region. Brandth and Haugen (2011:40) continue that the type of food served is another way to mediate identity, and the serving of home cooked food will highlight the ecological or local production of the food.

Agritourism can, according to Barbieri and Mshenga (2008:168), be an effective way of educating visitors regarding the issues which farmers face on a daily basis, and it can highlight what farmers are doing in the area of

sustainability. Di Domenico and Miller (2011:3) support this notion by stating that agritourism provides the window into the dynamic reality of the farm, and exposes the farmer's work and identity. Alonso (2010:1177) remarks that the efforts to raise the profile of agritourism, leads to an increased public awareness of the importance of land and foods produced. Alonso (2010:1185) continues that agritourism activities such as "u-pick"¹ are educating and creating awareness among the consumers about the food and the efforts involved in growing the food, the consumer and the producer therefore develop a relationship without the influence of middlemen. Fonte (2008:203) affirms this notion by stating that through reducing the physical distance between the producers and consumers of a product it is thought to help revitalise rural communities, benefit the local farmers and contribute to environmental health while providing the consumer with fresh produce. Telfer and Wall (1996:650) further support this statement by emphasising that it is important that local economic linkages are forged and enhanced, if local people are to benefit economically from agritourism ventures.

According to Sznajder et al (2009:6) many families want their children to know where their food comes from and this is why parents bring their children to agritourism destinations. Telfer and Wall (1996:635) stresses that one way in which tourism can contribute to agriculture is by expanding the backward economic linkages through increasing the amount of local food which is used in the tourism industry. Che et al (2005:231) concurs with the aforementioned by arguing agritourism operators can help surrounding farmers by buying produce from them on a regular basis. This will help to keep production optimal and the agrarian landscapes will attract more tourists. Nilsson (2002:19) maintains that there is a demand for nature romanticism and a need for alternatives to mass tourism, as well as an information gap in society about agriculture and food processes, and this is where agritourism can assist in educating the visitors. Agritourism may provide visitors with the opportunity to physically participate in the harvesting, tillage and other activities in the

¹ U-pick is where customers are allowed to harvest their own produce.

areas where the products are produced and the tourists thus feel part of that specific place (Kiper, 2011:174).

Highlighting the food source to the tourist may be depicted as a positive contribution which agritourism could make to society as a whole. A further important issue in agritourism is the role which women play in creating and maintaining the tourism component on the farm, and this will therefore be discussed in the following section.

4.11 The role of women in agritourism ventures

Agriculture is traditionally perceived as a male dominated industry, however research studies on agritourism has depicted a strong female influence and practical application. This research study will not examine in depth the detail of gender studies, but will briefly discuss the role of women in agritourism ventures. According to Nilsson (2002:11) farm tourism (as it is called by the specific author) is distinctly gender focused as it is normally run by the farmer's wife:

The gender issue has also played a great role as a motor for development of farm tourism business. Almost all such units have the wife in a central position. This situation has equalized both the subjective and objective ranking of positions within the farm enterprise between husband and wife.

McGehee et al (2007:280) claim that the importance of gender in tourism is understudied, yet an important aspect. The researcher agrees with this statement, but acknowledges that this is not the platform to discuss this issue in depth. Barbieri's (2008:344) research on North American agritourism businesses indicate that women play an active role in farm entrepreneurial diversification, and almost a third of the diversified farms had female principal operators. Girauld (1999, cited in Nilsson, 2002:12) state that women compete for professional status within the farm, and their will to create some new activities for which they could be responsible have been the major driving

force behind the development of farm tourism in France. A study conducted by Sharpley and Vass (2006:1050) support this statement by remarking female respondents who run agritourism businesses in the UK, experience a sense of independence and high levels of job satisfaction.

Research conducted by McGehee et al (2007:281-288) on gender related issues in agritourism can be summarised as follows:

- Many value-added agritourism activities such as the preserving of jams, jellies and crafts, were perceived as labour traditionally performed by women on the farm.
- Women had greater interest in using agritourism as a way to secure employment for themselves and other members of the family.
- Women involved in agritourism also focused more on educating the consumer, and indicated that agritourism benefits could go beyond economic notions and included potential positive social and environmental effects for the local community.
- Women were more highly motivated to develop agritourism ventures than their male counterparts.

According to Brandth and Haugen (2011:35) hosting guests was part of common rural hospitality and not a professional business. However, with today's changing market, it has become a complete industry which requires managing in a professional manner. Research conducted by Sharpley and Vass (2006:1050) conclude that the female partner is predominantly responsible for the tourism business on the farm, while the male partner (farmer) stays unwilling to merge the two businesses through providing on-farm tourist activities or farm experiences. The researcher therefore deduces that there are clear gender roles which can be identified in international agritourism literature, but it is uncertain if a similar trend will emerge in the South African context. The role of women in agritourism is prominent due to the special hosting and networking skills which are required to make a

success of the agritourism business, and will be tested in the primary research of this study.

Agritourism does not represent a break with farming, but a continuation of an active farm operation concludes Brandth and Haugen (2011:43). The next section of this chapter will address some of the challenges faced by the agritourism industry as stated in international literature and which may have an influence on the success rate of the agritourism business.

4.12 Challenges identified within the agritourism industry

Up to this point, this study has evaluated key issues which have been identified in the agritourism literature, including aspects such as the advantages and disadvantages of agritourism as a form of farm diversification, the typology for defining agritourism ventures, international trends and agritourism in the South African context to date. In order to promote understanding of the industry and making better informed future decisions regarding agritourism as a form of farm diversification or local economic development, the next set of issues will focus on the challenges within the agritourism industry.

4.12.1 Lack of management and hospitality skills

According to both Busby and Rendle (2000:640) and Brandth and Haugen (2011:35) some of the main challenges agritourism businesses face are the lack of experience of farmers in the running of a tourism business, and the lack of knowledge, expertise and training in the tourism field in general. Phelan and Sharpley (2011:132) reiterate this by stating that farmers lack the fundamental business competencies which are required for an agritourism business to be successful. A study conducted by Malkanthi and Routry (2011:55) on Sri Lankan agritourism farmers indicated that the farmers in the study have basic knowledge of farming, but they have poor business management skills such as entrepreneurship, management skills and interpersonal and communication skills.

A UK study performed by Phelan and Sharpley (2011:133) surmised that the distinct lack of business skills and the failure to conceptualise the diversification as a business may have dire implications for the long term survival of the agritourism business. Malkanthi and Routry (2011:55) suggest that education and training in these areas are important for agritourism operations to succeed, while Nickerson et al (2001:25) recommend good interpersonal skills in order to succeed. Che et al (2005:233) proposes that farmers must develop a service orientated approach, rather than the production orientated approach which farmers traditionally held, and for many farmers this may be challenging and even intimidating.

4.12.2 Limited marketing channels and linkages

Che et al (2005:228) maintains that agritourism is faced with the need for greater inter-organizational linkages in order to improve the marketing and development of this sector. Nilsson (2002:21) argues marketing is a problem for all small businesses, but especially for small agritourism businesses as the owners of the farms lack experience in both tourism and the services sector. Che et al (2005:227) postulate that established agricultural networks and marketing channels only exist for standardised, bulk commodities designed for further processing and marketing. The aforementioned creates a problem for agritourism farms as there are limited marketing networks which the farmer can connect with. Barbieri and Mshenga (2008:171) propose that agritourism farms need to upgrade continuously and differentiate their experiences and products from other offerings and most importantly, to communicate all this effectively to their target markets.

Barbieri and Mshenga (2008:179) conclude their study by stating that business and professional conferences and meetings appear to be ideal opportunities to stimulate social networks and facilitate synergies among role players in the agritourism industry.

4.12.3 Health and safety concerns

According to Di Domenico and Miller (2011:6) a further challenge which agritourism farmers face are the additional legal, health and safety concerns when tourists visit farms. These legal and health requirements vary between countries, and agritourism operators need to do applicable research beforehand to determine if they adhere to the requirements, in order for the agritourism business to succeed.

4.12.4 Managing the visitor's experience

In order for any agritourism venture to be successful, the people involved in the endeavour need to bear in mind that the most important aspect of any tourism product is the visitor's experience (Wicks and Merrett, 2003:4). Brandth and Haugen (2011: 43) state farmers that work with tourists need to be sensitive to their expectations and needs, in order to create a positive experience for the people who buy the services. Tew and Barbieri (2012:221) propose that if an agritourism venture is to be profitable, it requires a full time commitment from the farmer and the farm employees.

Farmers need to adapt to the changing needs of tourists due to the additional challenges such as other alternative tourism offerings. According to research conducted by Che et al (2005:233) a major challenge faced by agritourism businesses is the multitude of alternative opportunities which target the limited time people have over weekends. The authors continue that non-agricultural attractions and business may divert tourists away from seasonal, weather dependent agritourism businesses.

In reviewing comments by the various authors, it is evident that the farmer and the farm workers need to develop new skills in order to manage the tourists and their expectations, as well as the agritourism product as a whole. These statements indicate that there is a need to invest in human capital in order for an agritourism business to be successful. The researcher reiterates

the previous notion that it is difficult to determine if South African farmers need to receive training in this aspect as there is inadequate available literature on this topic. As the farmers are only one set of interviewees, this aspect will not be addressed in the primary research of this study.

4.12.5 Public sector support

According to Sharpley and Vass (2006:1050) a further issue that needs to be addressed is the support the public sector provides to agritourism ventures. Moreover, assistance should be directed towards the continuation rather than the start-up of business through regional marketing programmes and/or the development of local tourism business clusters. In the South African context, Middleton and Hawkins (1998, cited in Briedenhann and Wickens, 2004:192) state that the public sector of the country lack the knowledge, understanding and commitment to the tourism industry due to lack of capacity of local government, and this is constricting tourism development in rural areas. Briedenhann and Wickens (2004:195) further argue that the role of the provincial tourism agencies are confined in the tourism policy document, but role incertitude, infighting and breakdown in communication and interorganisational relationship has been identified as fundamental limitation to proactive facilitation of tourism growth and development.

Hall (2004:171) eludes that some of the risk factors which have been identified through research include limited knowledge of agritourism, low quality farm accommodation, lack of information about the requirements of guests, lack of time spent with guests, lack of finance to start the business, low levels of infrastructure and low levels of information about tourism activities and opportunities in areas, which summarise some of the challenges faced by the agritourism industry. The researcher suggests that many of these challenges can be addressed through better public sector support through better informed information centres in every town.

Barbieri and Mshenga (2008:179) construe that agritourism may serve various social and economic goals which benefit the local communities, the

agricultural heritage of an area and the conservation of the natural resources of the country. According to Boluk (2011:238) there are a variety of approaches that are seen as progressive forms of tourism that offer the opportunity to stakeholders to choose how they would like to participate in the industry and try to mitigate some of their impacts. One such an approach is pro-poor tourism which will be discussed in the next section of this chapter.

5. THE PRO-POOR APPROACH TO TOURISM

Hegarty and Przeborska (2005: 63) comment that the tourism industry is a combination of multiple sectors such as hospitality, food and craft, and that tourism may have significant benefits for rural areas. These authors further state that tourism may lead to changes in employment, development, health, new technology and environment in rural areas. Poverty reduction is not usually at the heart of the tourism agenda, comment Ashley and Roe (2002:61), however it is evident from earlier discussions that this is changing in South Africa due to the developmental priorities which have been set out by government. The aforementioned authors (2002:62) continue that there is some potential to shift the structure of tourism growth in favour of the poor, and the potential for pro-poor strategies needs to be addressed and exploited by government, if this opportunity is to be utilised. This part of the chapter will aim to discuss the concept of pro-poor tourism (PPT) and attempt to illustrate how this concept can assist government to achieve its set targets for poverty alleviation in the near future.

According to Cleverdon and Kalisch (2000:179) the poor and the landless societies are being made poorer, not only materially, but also in terms of their culture and resources through tourism development and uncontrolled activities. This could be a motivator to move towards a pro-poor approach in tourism to ensure these negative impacts are reduced to a large extent. Ashley and Roe (2002:22) define pro-poor tourism as “tourism that generates net benefits for the poor”. The aforementioned authors (2002:22) furthermore comment that PPT is not a specific sector or product, however the benefits

may be economic, environmental, social or cultural and could affect the poor's livelihoods in multiple ways. PPT was recognised in the Tourism White Paper of 1996 in order to develop responsible tourism (Boluk, 2011:241). Boluk (2011:241) points out that poverty alleviation is the core focus of PPT as it needs mechanisms to unlock various opportunities for the poor. Scheyvens (2002, cited in Hill et al, 2006:164) emphasises it is important that issues of poverty should be addressed through host community participation and empowerment. Hill et al (2006:165) indicate that PPT is an approach to tourism development and management which aims to enhance the linkages between tourism businesses and poverty reduction.

Ashley and Roe (2002:61) claim that the following characteristics make tourism more conducive to pro-poor growth strategies:

- It may be more labour intensive
- It may include women and people from the informal sector
- It may be based on the natural and cultural assets that the poor might have
- It is suitable for the poor rural areas that don't have many growth options.

Ashley and Haysom (2006:267) argue pro-poor tourism is a core element of responsible and sustainable tourism. Meyer (2008:559) comments that the concept of PPT is closely linked to sustainable tourism and emphasises the role of tourism as tool for development as it can enhance the opportunities for all local people. Ashley and Roe (2002:61) suggest that advantages of tourism must be capitalised on, while negative impacts on the poor should be reduced. The aforementioned authors (2002:62) further state that although pro-poor tourism overlaps with other approaches (sustainable, responsible, community based or ecotourism), the key feature is poor people and poverty must remain the primary focus of this approach.

In the beginning of sustainable tourism development, the triple bottom line of economic, social and environmental concerns was heavily biased towards

environmental concerns, and tourism was seen as the major driver for conservation. The part excluded from this sustainability approach was the attention to the impacts of tourism on the poor (Rogerson, 2006:44). Ashley and Roe (2002:63) propose that responsible tourism initiatives by companies often increase the flow of benefits to the local community. It furthermore addresses some of the environmental impacts, however a PPT perspective seeks to fulfil a wider range of poverty impacts and make use of various levels of interventions. The aforementioned authors (2002:81) argue poverty reduction impacts can be expanded by going beyond an economic empowerment focus to also address non-financial livelihoods impacts which will in turn reduce the poor's vulnerability to external influences. Thus, access to assets and participation in decision making will have long term benefits for the all parties involved.

PPT according to Ashley and Haysom (2006:266) is not only an approach in tourism which increases the net benefits of the poor but it also includes doing business in a different manner. The aforementioned authors affirm the general trend noticed in business, that pro-poor tourism is an add-on to the tourism activities, and not really part of the business' core business approach. Haysom and Ashley (2008:1) suggest poor people generate income from supplying goods and services to the tourism sector, and generate just as much income from these activities as they generate from working in the tourism sector itself. This means poor people can be part of the tourism sector in a variety of ways, and not only by being employed in the sector.

Binns and Nel (2002:245) elaborate on this argument by enquiring who will act as catalysts to empower the poor to participate in tourism activities? Thus, is it the role of market forces, local champions, civil society, NGOs, government or other types of institutions? The aforementioned authors (2002:245) blame the apartheid regime for the poor never having the opportunity to obtain skills training, and thus lacking self-confidence and empowerment within the larger community. According to Hill et al (2006:173) skills development is often identified as an essential prerequisite for the initiation of effective pro-poor tourism projects. The authors (2006:173)

further argue it is important that tourism as a development option should not be isolated from other sectors, as the members of the host community will not truly benefit from the development, furthermore tourism should be incorporated into a holistic economic development process.

In Ashley and Haysom's (2006:269) opinion a PPT approach by businesses has the potential scale and durability of local impact to assist with poverty reduction. Meyer (2008:559) agrees that there are a variety of opportunities which exist for the private sector to contribute to pro-poor tourism. Haysom and Ashley (2008:2) argue researchers have primarily paid attention to assessing the pro-poor approach in accommodation, crafts and cultural services, and limited attention has been paid to the role a pro-poor approach can have on supply chains in the tourism sector. The authors (2008:2) furthermore suggest the tourism sector must use its purchasing power to encourage behavioural shifts within the supply chains to encourage the pro-poor approach to a larger extent. Haysom and Ashley (2008:29) acknowledge certain limitations which small operators encounter in order to enter into the tourism industry as part of the supply chain, these limitations include aspects such as functioning in marginal markets, the seasonality of tourism, the operational risks of the industry and the levels of capital which are needed for many of the services.

Sharpley (2002:235) questions whether tourism can be seen as the development panacea as control often remains in the hands of the outsiders, and the local community only partake in a subservient manner. Rogerson (2006:44) further argues that cognisance must be taken of the fact that tourism is driven by commercial interests, which means that its pro-poor potential may have limits. Ashley and Haysom (2006:265) support this red flag for pro-poor tourism by stating tourism companies are profit-seekers and not developmental agencies, thus in order to conduct business differently, there must be change in the margins of how business is performed. The authors state if there is no "business case" for change towards pro-poor tourism, the exercise will be futile and unsuccessful.

According to Harrison (2008:864) there are some conceptual and substantive issues which are seen as a critique of PPT. The conceptual critique is summarised as: PPT is based on an acceptance of the status quo of existing capitalism, it is morally indiscriminate and theoretically imprecise, and the academics of it are very marginal. Harrison (2008:864) further surmises the substantive issues surrounding PPT as the failure to deliver benefits from tourism to the poor, and the linkages between PPT and poverty alleviation is not clearly illustrated. An additional critique is PPT ignores the problems which are associated with mass tourism, and the role of markets is not taken into consideration when looking at the commercial viability of the projects. The aforementioned author (2008:865) further argues international tourism is big business, and its contribution to alleviating poverty may be much greater, but there is no such thing as a quick fix or an easy moral short cut if results are to be achieved in future.

With this critique in mind, it does not mean PPT is doomed and unobtainable, however it is important to be very realistic about what can be achieved with this approach, and every business case is unique and should be treated as such. Harrison (2008:865) postulates PPT practitioners have been rather effective in getting the message across and shifting the focus towards poverty. The author (2008:865) continues that it seems as if they have cut through most of the development debate and have appealed to numerous local and international NGOs.

The first section of the chapter offered a brief introduction of the tourism, agricultural and agritourism industries. The concept of pro-poor tourism and the role it may play in poverty alleviation in the country were discussed, as well as some critique on this approach to tourism. The next part of the chapter will examine an alternative approach to poverty alleviation as part of rural development by exploring human capital development and Sen's capabilities approach.

6. SEN'S CAPABILITIES APPROACH

6.1. Introduction to an alternative approach to poverty alleviation

The United Nations Development Programme (UNDP) report (2003:15-16) states South Africa has five central challenges which will influence sustainable development in the country:

... the eradication of poverty and the extreme income inequality, the provision of access to quality and affordable services to all citizens, the promotion of environmental sustainability, the reduction in levels of unemployment and the attainment of sustainable high economic growth rates.

Addressing these challenges should form the basis when initiating development, whether economic or social development. Sharpley and Vass (2006:1050) build on this by stating many rural areas suffer a variety of documented socio-economic challenges which the development of rural tourism in general, and agritourism in particular, may assist in confronting. Briedenhann and Wickens (2004:198) warn that there is a real danger of creating unrealistic expectations of rural tourism being a potential poverty and socio-economic solution for all communities, and the researcher concurs on this point. The Department of Tourism (2011b:13) suggests that when dealing with the development scenario in a developmental state such as South Africa, rural development is primarily about enabling the rural community to take control of their destiny, and in this manner endeavour to alleviate poverty. This control over their destiny progresses over time and through their own experiences and initiatives (Department of Tourism, 2011b:13). With this statement in mind, it is appropriate to introduce Sen's perspective on development, as this statement implies development is required for rural communities to move forward.

In the chapter “Development as capabilities expansion” written by Sen (2003:41), he refers to Kant stating that it is important to see human beings as ends in themselves, and not only as means to an end. Sen (2003:41) builds on this argument by Kant that humans are part of progress but they are also directly and indirectly the means of all production.

There is a need for the expansion of human freedom to live the kind of lives that people have reason to value, then the role of economic growth in expanding these opportunities has to be integrated into the more foundational understanding of the process of development as the expansion of human capabilities to lead freer and more worthwhile lives.

This approach to evaluating development and contributing to poverty alleviation will be the corner stone for the focus on this study’s alternative approach to development. The following section will consider the concept of human capital development, and how this concept differs from the capabilities approach which is suggested by Sen.

6.2 Human capital development

According to Viljoen and Tlabela (2007:6) rural tourism has the potential to eliminate poverty and create employment opportunities in aforementioned areas, however for this to happen, the researcher of this study argues a measure of human capital development must take place. A definition for human capital, according to Nel, Werner, Du Plessis, Ngalo, Poisant and Sono (2011:532), is the productive capabilities of individuals including knowledge, skills, capabilities and experiences that in themselves have economic value. Tomer (2002:440) purports there is a need for more intangible capital for example attitudes, behavioural orientations, values and beliefs which make up social capital, to be developed in rural tourism such as agritourism.

The human capital perspective according to Sen (1997:1959) is the human qualities which can be employed as capital in production, in the same way as physical capital. Sen (1997:1960) further argues social developments for example education and health, assist people in leading longer, freer, and more fruitful lives in addition to the role they have in promoting productivity or economic growth or individual incomes. Sen (1997:1959) continues there is a difference between the accumulation of human capital and the expansion of human capabilities. Sen (1997:1959) states human capital is the agency which people have such as skills and knowledge. Human capabilities according to Sen (1997:1959) focus on the ability of people to live lives which have value and to enhance the choices they have in life. The focus on human capital illustrates there is a need to go beyond the economic benefits of agritourism, and to evaluate additional benefits which are not necessarily measured in monetary terms.

Sen (1997:1960) comments that it is useful to make use of human capital as a productive resource, but he argues it is necessary to go beyond the notion of human capital, and this approach needs to be expanded and elaborated on. Sen's theory of capabilities has been chosen as a conceptual framework of how development can take place without referring to financial benefits. The following section will evaluate this theory in more detail.

6.3 Sen's Theory of Capabilities

According to Ashley and Roe (2002:73) poverty is not only a matter of a lack of income; the poor suffer from vulnerability, lack of opportunities, ill health, disrespect from others and limited access to public and private assets. Human beings are the agents, beneficiaries and adjudicators of progress, but they also happen to be the primary means of production, whether directly or indirectly (Sen, 2003:41). According to Van Ootegem and Spillemaeckers (2010:384) the capabilities approach should be used as a framework, not as a ready-made application, for the framing of questions on well-being of people in various settings. Sen (1999, cited in Walker, McLean, Dison and Peppin-Vaughan, 2009:567) argues reducing poverty involves expanding human well-

being and agency thus inferring that poverty has been reduced when a human life is improved and/or more capable. The aforementioned reasoning forms the rationale for Sen's theory being chosen as a point of departure in the developmental theory for this research study.

The basis of Sen's capabilities theory is as follows: The well-being of a person can be seen in the quality of the person's being (Sen, 1995:39). Sen (2003:43) states life is experienced as a set of "beings and doings" which are valuable, and the assessment of the quality of life takes form in the evaluation of these functionings and the capability to function. Sen (2003:44) continues that capability reflects a person's freedom to choose between different ways of living, but the quality of the achieved functionings and capabilities does not only rely on personal characteristics, but also on the features of the society the person lives in (Sen 1984, cited in Van Ootegem and Spillemaeckers, 2010:387). Clark (2005:1340) argues the capabilities approach of Sen accommodates the material and the mental aspects of development and highlights some important freedoms which are needed in order to achieve development.

According to Pressman and Summerfield (2002:429) Sen's capabilities approach consists of various interrelated concepts such as entitlements, capabilities and functionings. Gasper (2002, cited in Jackson, 2005:104) comments that the various links between entitlements, capabilities and functionings are complex and intensely tangled, therefore it is not possible to determine the full causality behind capabilities and functionings, and it remains important to remember this when evaluating the level of development which has taken place. Jackson (2005:105) postulates that Sen prefers a broad abstract concept of capabilities, a look at overall life chances and does not focus on specific skills or abilities. Each one of the three concepts of the capabilities approach will be briefly discussed for the sake of detailed comprehension.

6.3.1 Entitlements

Entitlements, according to Sen (1981, cited in Clark, 2005:1341), refer to the ability of people to demand different bundles of commodities, and a person's entitlements depend not only on one's commodity bundle, but also their capacity to exchange the bundle for other bundles through trade and production. Jackson (2005:103) argues the way in which welfare can be produced is through entitlements of material consumption and other resources, thus entitlements generate capabilities enlarging the individual's choice. According to Sen (1993, cited in Pressman and Summerfield, 2002:429) there are two types of entitlements: exchange entitlements and production entitlements. Pressman and Summerfield (2002:429) explain exchange entitlements as based on how a person produces goods and services and the resulting control over this output, production entitlements, however, refers to the rights to control commodities based on trade and allow people to expand the set of commodities which they can consume.

Entitlements generate capabilities which can enlarge an individual's choices and assist in the individual's participation with society (Jackson, 2005:103-104). Jackson (2005:104) further postulates that people will use their capabilities to ensure personal well-being and this will assist in meeting one's external objectives, all of this will result in an improvement in the person's quality of life. Capabilities will be briefly explained next with the intention to indicate its influence on entitlements and functionings.

6.3.2 Capabilities

Sen (2003:48) proposes that capabilities represent a person's capability to function or the freedom that a person has to achieve various functioning combinations. Sen (2003:54) states the importance of human capabilities provides a firm basis for evaluating a person's living conditions and the quality of life of the person. It is important to note that valuable capabilities can be elementary freedoms such as the freedom from hunger to more complex capabilities such as self respect and social participation. Jackson (2005:107)

comments that capabilities can be defined as an individual property, and this represents the individual human agency a person has. The aforementioned author (2005:107) continues that capabilities are the blend of social, individual and structural capacities to act where individual capacities are seen as intrinsic to people regardless of their social surrounding. According to Jackson (2005:108) structural capacities to act are the power connected to a person's various roles and enables a person to make things happen, while social capacities to act are personal relations and networks a person might have which will improve a person's ability to act. Pressman and Summerfield (2002:430) remark that the expansion of capabilities are needed if a person is to fully participate in society, and this will influence a person's well being and agency in society.

The assessment of the opportunities that a person has or could have may reduce the field of opportunities if: personal, social or environmental constraints are experienced (Robeyns, 2005:111). Ballet, Bazin, Dubois and Mahieu (2011:1832) argue natural resources and the environment in general play a key role in shaping people's capabilities through the opportunities and constraints which they generate. Thus, natural resources and the environment can reinforce or inhibit a person's ability to build real freedoms for themselves (Ballet et al, 2011:1832). Natural resources which are found on agritourism farms could create numerous opportunities for the local community to expand their freedoms and capabilities, if the local community have the ability to identify and realise these opportunities. Sen (2005:154) argues the capabilities approach may assist in identifying the possibility that two persons may have very different substantial opportunities, even when they have exactly the same set of means, thus it is necessary to take into account the variability in the relation between the means and the actual opportunity.

Apart from entitlement and capabilities, Sen also refers to functionings and the influence these have on a person's freedoms in life. The next section will briefly examine functionings as understood by Sen in his capabilities approach to development.

6.3.3 Functionings

Functionings, according to Sen (2003:44) are the constituent elements of life, and can be elementary such as mortality or more complex functionings, such as achieving self respect. Sen (1999, cited in Page, 2007:461) argues functionings are abilities or state of mind which are often secured by income, wealth and personal liberty, but can also be affected by non resource factors such as the attitudes of others. When determining the distinction between functionings and capabilities, the emphasis is placed on the importance of having the freedom to choose one kind of life instead of the other (Sen, 2003:55). Functionings, according to Clark's (2005:1343) understanding of Sen's theory, is the actual achievements of a person, whereas capabilities represent the alternative combination of functionings which can be achieved.

Sen (2005:157) claims one of the uses of the capabilities perspective is to explore the need for evaluating individual advantages and adversities, as the different functionings have to be assessed and weighted in relation to each other, and the opportunities of having different combinations of functionings have to be evaluated as well. Pressman and Summerfield (2002:430) propose Sen emphasised capabilities rather than functionings in most of his work, as people have a choice to utilise the capabilities which are available to them, while many functionings are determined by social constraints.

Even though Sen's capabilities are only used as a framework, there are other authors who have continued and built on the basic concepts of this theory. The next part of this chapter will evaluate some of the critique on Sen's theory, however this will only be a brief discussion as the topic lends itself to a complete study in its own right.

6.4 Critique of Sen's capabilities approach

For the sake of completion and rigorous enquiry, it is necessary to examine some of the problems or challenges which have been identified in Sen's capability theory. Pressman and Summerfield (2002:431) purport the

capabilities approach has been expanded and refined over the years since its introduction to the world, but its vagueness has plagued researchers. The authors (2002:431) continue to argue that although researchers recognise the capability approach as making a major contribution to economic analysis, there are problems in the present construction of this approach.

According to Pressman and Summerfield (2002:431) the capability approach lacks a theory on human well being and human development, and the definition of the concepts of capabilities and functionings are not precise. The authors (2002:431) further argue the capabilities approach ignores the non-rational aspects of human nature such as emotions and empathy. The researcher of this study agrees with this statement, and concurs that emotions play a more dominant role in capabilities than expressed by Sen.

One of the main critiques on Sen's capabilities approach is that some of the concepts are too universal or ethnocentric in its approach (Pressman and Summerfield, 2002:430). This statement is supported by Clark (2005:1345) stating there is no list of valuable functionings or capabilities, and therefore makes it difficult to determine the most important ones. Sen (2004:77) defends his lack of a list when he argues that by creating a list of capabilities and functionings, it will exclude the possibility of fruitful public participation in creating these lists. Sen (2005:158) continues that determining the weight and importance of the different capabilities which are included in the lists is problematic, as valuation cannot be avoided once a cemented list has been compiled. Lists of capabilities can be used for various purposes, however, it is necessary to understand what you are doing and not put yourself against other lists that may be relevant or useful for other purposes (Sen, 2005:159).

Jackson (2005:105) argues that the social context of capabilities has not been addressed by Sen in his theories, and the author suggests a wider scope would include social structure and its interdependence with human agency. Jackson (2005:105) continues that some capabilities are habitual in nature, and not necessarily a conscious choice which is exercised by a person; however, there are some capabilities which are consciously selected. Van

Ootegem and Spillemaeckers (2010:389) support this statement and include that freedom can be a burden since it is not always easy to make choices in life, and learning how to manage choices may influence the well being of people.

With these critiques in mind, Sen's capabilities approach as conceptual framework is still relevant for determining the non-economic benefits which agritourism may have for the farmer and the local community, and thus remains an integral part of this research study. According to Sen (1997:1960), it is important to redefine the way development and economic growth is measured:

The acknowledgement of the role of human qualities in promoting and sustaining economic growth- momentous as it is - tells us nothing about why economic growth is sought after in the first place. If, instead, the focus is, ultimately, on the expansion of human freedom to live the kind of lives that people have reason to value, then the role of economic growth in expanding these opportunities has to be integrated into the more foundational understanding of the process of development as the expansion of human capabilities to lead freer and more worthwhile lives.

This quote illustrates the importance of understanding the alternative approach to development since it is expressed in much more than just monetary terms, and an unconventional approach is needed if "real" development is to take place.

7. CONCLUSION

The government has identified rural areas as one of the key developmental areas which will be expanded on and grown in the near future, addressing poverty at national level. The Rural Tourism Strategy places emphasis on "a broader concept of economic viability which entails impact driven principles in

sustainability, responsible tourism and pro-poor tourism” (Department of Tourism 2011b:10).

The development challenge in South Africa and the need to address the increasing rural poverty, linked to the continued decline in agricultural employment and general viability dictates farm diversification as a strategic imperative. Existing agritourism approaches have shown the transition to agritourism requires careful strategic planning, regarding training, capital investment and learning of new skills such as marketing and customer service. The core challenge then is to understand what is required for this transition to occur, to ensure agricultural farms become more resilient to challenges faced. Agritourism ventures could be a tool of empowerment and the generation of capabilities, which may contribute towards alleviating poverty and creating a more sustainable farming community in South Africa. The next chapter in this research study will describe the research methodology which was utilised and the rationale for the researcher’s choice in this study.

Chapter 3: Research design and methodology

1. INTRODUCTION

The purpose of this study is to determine what the benefits of agritourism (as a form of diversification) might be for the local community and the farmer. Various research methods have been followed for this study in order to obtain results which may be used to enhance the current limited literature on agritourism in South Africa, as discussed in chapter 2. For Flyvbjerg (2006:242) good social sciences are problem driven and not methodology driven which means that methods must help to answer the question at hand. Anderson (2009:49) argues that the research approach which a researcher follows is influenced by the researcher's own background and preferred world view. This is especially true in the case of this research study as a qualitative research approach was chosen by the researcher.

This chapter focuses on the research design, the methodology and the various methodological limitations, and concludes with the ethical aspects which were taken into consideration throughout the entire research process. According to Flyvbjerg (2006:226) the choice of method used to conduct research must be clearly dictated by the problem which is being studied and the circumstances. The researcher would like to reiterate that limited research has been done on agritourism in the South African context, as discussed in Chapter 2. The following part of this chapter will argue the reasons for choosing a qualitative research approach for this study and describe the qualitative research strategies and methodologies applied in this research project.

2. RESEARCH DESIGN

The researcher opted to apply a qualitative research approach to the research question and utilised various research tools to assist in the gathering of data.

To answer the research question posed in chapter 1, “To which extent, if any, can agritourism create any form of benefit for the local community of the farm?” - a qualitative research approach is required as the subject field is not clearly defined and there is limited information available in South Africa on agritourism in general. Qualitative research has the potential of contributing to the culmination of knowledge in a specific field states Levy (2008:2). An unambiguous understanding of the definition of qualitative research is required, as well as evaluation of the strengths and weaknesses of the aforementioned as justification of the research approach.

According to Creswell (2009:173) qualitative inquiry “employs different philosophical assumptions, strategies of inquiry and methods of data collection, analysis and interpretation.” The author (2009:173) continues by stating that qualitative research depends on text and image data, has unique steps in data analysis, and draws on diverse strategies of inquiry. Holloway and Wheeler (1996, cited in Nieuwenhuis, 2010:51) maintain that qualitative research studies people or systems in their natural environment, while interacting with and/or observing the participants. Holloway and Wheeler (1996, cited in Nieuwenhuis, 2010:51) argue that an important part of the process is focussing on the participants’ meanings and interpretations of events or situations and the quality and depth of the information is important, in comparison to the information as sought by quantitative research. Qualitative research according to Swanson et al (1997:88) is multi-method research that involves an interpretive, naturalistic approach to the topic being researched. The authors (1997:90) furthermore purport that qualitative researchers are constantly seeking an understanding of the emergent reality.

Hammersley (2007:287) postulates that there are researchers who argue that qualitative research is of a poor standard, and that there is usually no clearly defined set of quality criteria available for judging the research, leading to uncertainty of the quality of the research. The discussions about the quality of social research are concerned with validity and reliability of the data as these concerns emanate from concepts which have previously been developed within the quantitative or scientific realm (Seale, 1999:465). Nieuwenhuis

(2010: 80) argues that in qualitative research, the researcher is the data gathering instrument, therefore he suggests that when the qualitative researcher speaks of “validity” and “reliability” they are actually referring to research that is credible and trustworthy.

According to Lincoln and Guba (1985, cited in Seale, 1999:467) the trustworthiness of research reports, especially qualitative in nature, is seen as valid and reliable if the following criteria are met: truth, value, applicability, consistency and neutrality. Lincoln and Guba (1985, cited in Seale, 1999:467) continue that the aforementioned criteria are predominantly applicable to scientific research, and thus propose their own set of criteria. For qualitative research these aforementioned authors changed the criteria to transferability instead of applicability; dependability should replace consistency or reliability and auditing should replace the concept of neutrality. Finally, the authors (1985) indicate authenticity as the researchers proving that they have represented a range of different realities which is also an important criterion for reliable and valid research. This is the criteria which will be used for qualitative research by the researcher, and will provide the necessary guidelines to ensure valid and reliable research results.

In qualitative research the researcher needs to extract meaning from words and actions that have been observed during the data gathering process. These meanings will be influenced by the researcher’s own set of assumptions, beliefs and values state Nieuwenhuis (2010:47). The author continues by defining a paradigm as a set of assumptions and beliefs about fundamental aspects of reality which gives rise to a particular world view. Schwartz and Ogilvy (1979, cited in Nieuwenhuis, 2010:48) define paradigms as “enabling us to tell a coherent story by depicting a world that is meaningful and functional but culturally subjective”. Lincoln (2010:7) argues that paradigms and metaphysics in qualitative research have a bearing, since it tells you something about the researcher’s standpoint and the researcher’s proposed relationship to the unit that is being researched. The author (2010:7) continues by claiming that the paradigm also indicates what the researcher thinks counts as knowledge and that the researcher decides who

has the most “valuable slice of this knowledge”. This knowledge is important when deciding what knowledge contributes to decision making and policy formulation.

Some of the critique about qualitative research by academics is around the lack of criteria for this type of research approach. Smith (1984, cited in Hammersley, 2007:288) argues that if there are criteria that qualitative research is judged on, this will result in confusion and inconsistency. The author goes further by stating that “criteria” is too abstract, and should rather be called “features” to determine if inquiry is good or bad. Hammersley (2007:288) supports this trail of thought by stating that there must be a list of considerations which are taken into account when judging the qualitative work. The author (2007:288) further recommends that this list must serve as reminder of the considerations, and that it must be open to revision in the process of being used. Hammersley (2007:289) further states that this list can form some sort of guideline and may play an important role in the work of the researcher since it may facilitate reflection on previous judgements, which may enable researchers to learn from their own experience and from one another.

According to Patton (1990, cited in Swanson et al, 1997:95) there are ten themes that form part of every qualitative inquiry strategy, and since the study is situation specific the strengths of the qualitative study design can be measured by it.

- Naturalistic inquiry which focuses on real world situations.
- Inductive analysis which focuses on the collection of details which can lead to generalisations.
- Holistic perspective where the system is seen as a complex system.
- The use of qualitative data where detailed descriptions are collected.
- Personal contact and insight where the researcher has personal contact with the participants.
- The object of study is dynamic and constantly changing.
- Each research case is unique and special.

- Findings are placed in a social, historical and temporal context.
 - The researcher will not use the process to advance personal agendas and will acknowledge the fact that the researcher is not completely objective.
 - The inquiry process is adaptive and can change as the need arises.
- (Patton, 1990 cited in Swanson et al, 1997:95)

Box 3.1: Ten themes that form part of any qualitative inquiry strategy

Brannen (2005:175) states that the axiom that qualitative research uses words and quantitative research uses numbers is an over simplification. Nieuwenhuis (2010:51) postulates that qualitative research focuses on describing and understanding phenomena within their naturally occurring context and this will help to develop an understanding of the meaning imparted by the respondents, which will in turn help to describe the phenomena in terms of meaning that it has for the actors or participants.

Terre Blanche, Kelly and Durrheim (2006:273-274) state:

The interpretive paradigm involves taking people's subjective experiences seriously as the essence of what is real for them, making sense of people's experiences by interacting with them and listening carefully to what they tell us, and making use of qualitative research techniques to collect and analyse information.

The above mentioned authors continue that the interpretive approach doesn't focus on separating or controlling environmental variables, but on channelling and extending the power of ordinary language and expression to help us understand the world around us. Furthermore the authors' (2006:274) elucidate that the key principles of interpretive research are firstly to understand the context of the study and secondly that the researcher is seen as the primary instrument which collects and interprets the information. For Lincoln (2010:6) interpretivist inquiry is to collect, add and accumulate knowledge, but it is a different form of knowledge than gathered from a positivist paradigm. Lincoln (2010:6) alleges that interpretivist theories are not

very elegant since they focus in on the *why* and entail stories of flesh and blood people. This makes interpretivist theories in the author's eyes fat with juice of human endeavour, human decision making, human emotion and human frailty. These elements make the theories "intensely organic and multi-layered" (Lincoln, 2010:6).

Ivankova, Creswell and Clark (2010:259) argue that the researcher is the instrument of data collection that asks the participants broad, open ended questions to allow them to share their personal views about experiences with regard to the phenomenon which is being studied. "Working the hyphen" is a term used by Lincoln (2010:5) which refers to the self-other conjunction, the fragile split between ourselves and the subject or object and for those whom the researcher work for. Anderson (2009:46) argues the interpretive researcher focuses on understanding the individual's perception of the world and sees the social phenomena as being the product of human interactions. The author (2009:46) further states that the less quantifiable and subjective interpretations, reasoning and feelings are seen as a more relevant line of enquiry.

An interpretivist approach to qualitative research is only one philosophical framework which can be used when gathering and analysing data, and the researcher needs to be aware of the specific challenges associated with this philosophy. Anderson's (2009:49) research hypothesises that the problems identified with an interpretivist approach to research are two fold: the loss of direction due to the large amount of data collected, and time and resource constraints associated with the process. Kelly (2006a:287) highlights that when a researcher becomes interested in a specific phenomenon, the researcher already isolates it from its surroundings, while the crux of qualitative research is to study the phenomenon in its natural context. The researcher must keep this in mind when considering the various methodologies for collecting data, as this will influence the outcome of the research study.

The researcher elected not to follow a quantitative research approach due to resource limitations and inadequate discourse which is available in the South African context. According to Ivankova et al (2010:261) a quantitative approach will examine the relationship between variables and this form of research allows for generalising the results to a whole population while qualitative research provides an in-depth understanding of the issue which is being researched. Quantitative research, according to Creswell (2009:4), is the testing of objective theories by studying the relationship among the variables, and these variables can be analysed using statistical procedures. Swanson et al (1997:89) contends that quantitative researchers attempt to stay neutral, objective and apart from the reality of the study, while trying to create a research environment that is not impacted by external influences. In contrast to the aforesaid, the authors (1997:89) maintain that qualitative researchers affirm that there are multiple realities and that researchers play an important role in shaping what they are busy studying. It is the acknowledgement of these multiple realities that persuaded the researcher to follow a qualitative, interpretivist research approach by making use of various methodologies, as discussed below.

The main methodologies utilised in this study included the following. An extended literature review was used to identify international trends in agritourism, and current South African policies regarding agritourism. The second research methodology utilised was case studies two agritourism farms situated in the Western Cape. The researcher visited the research sites and developed a general conceptual understanding of the environment. Independent observers were invited to visit the site with the researcher and provided a rich source of data which assisted in compiling the case studies. The data gathering techniques will be discussed in detail later in this chapter. Case studies were compiled from all the data gathered, and formed the basis for findings and recommendations made in this study.

2.1 Extended literature review

The first research methodology which was employed for this study was an extended literature review. Boote and Beile (2005:3) claim that a substantive and thorough literature review is a precondition for respectable research, and that a researcher cannot perform significant research without this literature review. The literature review for this study was initiated in October 2011 and continuously updated throughout the completion of the research study. Addendum C indicates the different journals which were used to form the basis of the primary research question, and a diverse collection of journals were used as sources. The key words (see Addendum E) guided the choice of journals as these were the ones with applicable articles in them. Addendum D is a summary of the articles which have been read by the researcher in order to formulate the research question and to articulate the current situation of agritourism in the international and South African context. The researcher made use of qualitative and quantitative research articles in order to create a greater understanding of the related topics. The main topics which were covered in the research summarised in Addendum E includes the following:

- Agritourism (global context)
- Agritourism (South African context)
- State of agriculture in South Africa
- Tourism (global context)
- The capabilities approach
- The capabilities approach in sustainability

Addendum E indicates some of the key research words which were used during the literature review process to assemble applicable research studies and related articles that would assist the researcher in the current theory analysis.

Hofstee (2006:121) comments that extended literature reviews portray the various specialities in fields or subfields and the various linkages between

them. The aforementioned author moreover maintains that an extended literature review is a good method for taking stock of the current state of affairs in a specific field or speciality. Since there are many definitions of agritourism, and partial research about agritourism in South Africa, an extended literature review was needed to enable the researcher to better understand this phenomenon. According to Bryman (1996, cited in Olsen, 2004:13) a literature review is considered a qualitative technique since it involves conceptual work and the analysis of the meaning before further data is collected.

Marsick and Watkins (1997:141) state that literature helps to frame the initial focus of the study and as data is analysed and specific themes emerge, the case study researcher will return to the literature for a deeper understanding of the theme, thus assisting in refining the focus, questions and methods of the research study. According to Boote and Beile (2005:4) a solid literature review should accomplish several important objectives:

- It must set the broad context of the study.
- Clearly state what is included and excluded from the study, and justify that decision.
- It situates the existing literature in a broader scholarly and historical context.
- It will assist the researcher in synthesising the existing literature into a new perspective.

It is essential that there is a comparison of emergent concepts, theory or hypothesis within existing literature, including which data is similar and which proves contradictory. In order to answer these questions the researcher must consider a broad range of literature (Eisenhardt, 1989:544). The aforementioned author (1989:544) further argues that theory which has been elevated by the literature review and is in conflict with the emergent theory, is important as these findings need to be addressed. Ignorance of these theories may lead to a reduction in confidence in the researcher's findings.

Furthermore the author (1989:544) continues that conflicting results may also motivate the researcher to more creative modes of thinking and deeper insights into the emergent theory and the conflicting literature.

Eisenhardt (1989:544) affirms that if the emergent theory is similar to the literature findings it may assist in linking similarities in phenomena which are not usually associated with each other, and this often results in a theory which has strong internal validity, wider generalisation and higher conceptual levels. Boote and Beile (2005:4) confirm this by postulating that a good literature review is the basis for theoretical and methodological sophistication, and this will assist in improving the quality and usefulness of the subsequent research. It is evident from the discussion above that an extended literature review is necessary in order to produce a solid foundation of understanding for research which is to follow.

The other research methodology that will be used for this study is case studies. The next part of this chapter will discuss cases studies as a research methodology and evaluate their strengths and weaknesses as documented in literature.

2.2 Case study as methodology

A case study is a research strategy according to Eisenhardt (1989:534) which focuses on the understanding of the dynamics that are present in a single setting. Eisenhardt (1989:534) further continues that case studies are usually a combination of data collection methods such as archives, interviews, questionnaires as well as observations, and the information may be qualitative or quantitative in nature. Stake (1995, cited in Creswell, 2009:13) defines case studies as:

a strategy of inquiry in which the researcher explores in depth a program, event, activity, process, or one or more individuals. Cases are bound by time and activity, and research collects detailed

information using a variety of data collection procedures over a sustained period of time.

Anderson (2009:54) deliberates that case study research is very useful when the issue which is being researched is difficult to separate from its context or when it refers to a new area which is being addressed. After studying the expanded literature on case study methodology, Levy (2008:14) concludes that there is an increasing theoretical orientation and methodological self-consciousness among case study researchers. The author (2008:14) highlights that researchers see the cases as vehicles for constructing and supporting broader theoretical generalisations, and that even the most idiographic study is guided by a well-developed theoretical framework. Furthermore this means that the role of theory as part of the criteria for case selections is fundamental for case study researchers.

Flyvbjerg (2006:221) states that case study research can be problematic for two reasons. The first reason is that a case study will produce context specific knowledge which may be vastly important to the researcher in order to evolve from beginner to expert researcher. The second reason is that context dependent knowledge will rule out the possibility of epistemic theoretical construction. Lindegger (2006:461) reasons that there is some critique in using case studies as research method, which include: the validity of the information, the causal links that are difficult to test and the generalisation from single case studies. Marsick and Watkins (1997:146) confirm this critique and include that the rich descriptions of case studies can sometimes be overwhelming for the researcher and the reader. The researcher takes note of these critique on the methodology, and has attempted to overcome these challenges throughout the research process.

The positive aspects of case study research emphasised by Flyvbjerg (2006:223) are the fact that case studies are close to real-life situations and contain multiple details which can be valuable to the researcher. Case studies also assist the researcher in his/her own learning processes in developing good research skills, states Flyvbjerg (2006:223). Eyseneck,

(1976, cited in Flyvbjerg, 2006:224) affirms that “sometimes we simply have to keep our eyes open and look carefully at individual cases-not in the hope of proving anything but rather in the hope of learning something”. Another advantage of case studies, according to Lindegger (2006:461) is that they allow new ideas and hypotheses to emerge from careful observations. Furthermore the rich information which is gathered through case studies has been the ground work of great theories in social sciences, and it creates the opportunity to critically reflect on existing theories (Lindegger, 2006:461).

According to Flyvbjerg (2011:301) there are important factors to keep in mind when using case studies as research methodology. Firstly it is irrelevant whether the unit which is being studied, is studied by utilising qualitative or quantitative methods, the boundaries of the unit must be clearly demarcated. The second aspect is that case studies are copiously detailed and have richness, completeness and variance of the specific unit which is being studied. Thirdly, case studies focus on “developmental factors” which means that the case can evolve over time and it may influence how the case is perceived. The last aspect that Flyvbjerg refers to is that case studies focus on the “relation to the environment” and that the boundaries of the unit which is being studied need to be clearly indicated to demonstrate the context of the case.

In Nieuwenhuis’s (2010:75) view, case studies can offer a multi perspective analysis in which the researcher considers not just the voice and perspectives of one or two participants in a situation, but also other relevant groups of actors and the interaction between them. In respect to the two case study farms, this multi-layered perspective forms a critical part of the process followed by the researcher. This opens the possibility of giving a voice to the voiceless and powerless actors in the situation, and the researcher needs to be aware of the dynamics of the situation the whole time, argues Nieuwenhuis (2010:75). Strong case studies according to Eisenhardt (1989:549) are those that present interesting or ground breaking theories which can be tested against good theory and/or concept development and which are grounded in

credible evidence. This study aimed at providing strong evidence for further concept developments.

The advantages and disadvantages of case studies as research methodology have been discussed in this section of the chapter. The researcher elected to use case studies as methodology due to the advantages which case studies present, and the researcher preferred not to follow a quantitative approach due to the ambiguity that surrounds some of the key concepts in the research. The next section in this chapter will discuss the sampling method which was used by the researcher for this study, and the reasoning which influenced the chosen method.

3. PARTICIPANT SELECTION

In the following section the population and sampling of this research study will be discussed:

3.1 Population

According to Anderson (2009:153) the research population refers to all the subjects within the scope of investigation, and that a structured form of sampling is needed since it is impossible to gather information from the whole population.

The chosen population for this study were required to comply with the following criteria:

- A non-wine producing farm
- The farm must be actively farmed, thus fully operational
- Located in the Breede River Valley region, due to easy accessibility
- Offering tourism accommodation on the farm as this is the most popular form of agritourism diversification according to the literature

- Farm workers must assist with services relating to the accommodation on the farm to be able to determine if there are any non-financial benefits to them
- Owners of the farm must provide the researcher access to the farm, the farm workers as well as the owners themselves

The Breede River Valley was targeted since the researcher was not able to find a large amount of agricultural research on the area and wanted to extend the current limited knowledge base. Therefore the researcher opted to contact the tourism information centres within the aforementioned area via email and offer the opportunity to participate in this research project.

3.2 Sampling method used

It is important for the researcher to determine the sample size and sampling method before the research can be conducted, this will ensure that the data which is collected is reliable for use and can be analysed in order to provide information and add to the discourse of the field of study. Further noteworthy is the fact that this research study is qualitative in essence and this approach will have an influence on the manner in which a sample is chosen.

Anderson (2009:201) defines sampling as the “deliberate choice of people to represent a greater population”. The two ways of determining a sample is either through probability sampling (which is more quantitative in nature) and non-probability sampling (which is more popular in qualitative research). This is supported by Nieuwenhuis (2010:79) when claiming that qualitative research generally makes use of non-probability and purposive sampling rather than random sampling which is usually utilised for quantitative research. The type of non probability sampling which was used for this study is purposive sampling which, according to Anderson (2009:202), is where a sample of participants are chosen for their experience and perspectives relating to the investigation. The sampling decision for Nieuwenhuis (2010:79) will be based on the richest possible sources of information to answer the

research questions. Montagu Tourism responded to the research request and contacted the researcher via email with Keisies Cottages as proposed research search site, meeting the criteria as stipulated. Therefore this was a non-probability sampling method and the research findings may not be generalised as it is participant specific.

The researcher made an appointment with the owner of Keisies Cottages and discussed the focus of the research with the owner. The owner was helpful, and assisted the researcher in every possible way to gather data, including providing the opportunities to converse with the employees of the farm. The owner of Keisies Cottages suggested that the researcher must contact Tierhoek Cottages since the farm also adheres to the initial criteria set out by the researcher. The owner of Keisies Cottages and the owners of Tierhoek Cottages are business contacts, and the researcher contacted Tierhoek Cottages in connection with the research study.

The way of purposive sampling which was used in this research study is called snowball sampling. According to Anderson (2009:203) snowball sampling can be defined as finding new participants from which to gather data on the recommendation of the participants already included within the sample. Patton (1990, cited in Nieuwenhuis, 2010:80) comments that by using snowball sampling the researcher will penetrate the participants' social networks which may result in other participants who could potentially contribute to the study. Tierhoek Cottages were accommodating and provided the researcher with information and access to the employees on the farm.

Kelly (2006a:288) states that there is a temptation for researchers to apply quantitative research sampling methods to qualitative research, and this leads to qualitative studies being seen as less scientifically rigorous. Holton III and Burnett (1997:71) state that it is important to clarify the degree to which the results will be generalised beyond the study since this is one of the factors which will determine the rigor of the study. Nieuwenhuis (2010:79) argues that sampling decisions are not restricted to the selection of participants, but

also involve the settings, incidents, events and activities that will be included in the data collection process.

The researcher focused on a qualitative research in order to obtain the various stories of all the role players in the phenomenon that is called agritourism. The sample was determined by initial population criteria which the researcher compiled and can be summarised as two working farms, providing self-catering accommodation in the Breede River Valley. Two non-wine producing farms in the Robertson/Montagu area were identified and information was gathered over a period of six months to enable the compiling a case study on each farm. Two farms were chosen as it would provide a richer and deeper understanding to the research question compared to only one farm. Another aspect which determined the sample size is the time frame, financial implication for the researcher and manageability of the information which is one of the critiques as stated by Marsick and Watkins (1997:146).

4. METHODOLOGY AND DATA GATHERING INSTRUMENTS

In this section of the chapter, the various data collecting methods will be discussed and put in context of this research study. According to Marsick and Watkins (1997:143) case study researchers make use of a variety of data collection methods, and data collected must assist in building a picture of experiences. In this research project the researcher aspired to use as many data collection methods as possible to portray a comprehensive picture of the research sites. Nieuwenhuis (2010:80) argues that the reliability and validity of research instruments are crucial in qualitative research, which means that the researcher who is the data gathering instrument needs to generate trustworthiness in order to ensure validity. The aforementioned author (2010:80) continues by stating that if the researcher engages in multiple methods of data collection that it would lead to trustworthiness.

Swanson et al (1997:94) propose that the qualitative research methodology which is chosen by the researcher should fit the natural setting that is under investigation and be minimally intrusive at all times. Kelly (2006a:287) confirms this and includes that when a researcher enters into the research setting, it must be done with the utmost care and all engagement with the participants must be done in an open and empathetic manner. Kelly (2006a:317) furthermore postulates that a good qualitative researcher requires developing good interpersonal skills, honing the ability to build and maintain rapport, to tolerate contradictions and ambiguity and not to be confused by apparent disorganisation. Creswell (2009:149) claims that as part of the rigorous data collection process, the researcher must also provide detailed information about the actual survey instrument used in the study.

The data collecting methods which were employed by the researcher for this study include interviews, observations and feedback from observations by visitors to the various research sites. All the aforesaid data were collected between 23 November 2011 and 30 July 2012. The researcher implemented research rigour throughout the research process, and approximately 24 different engagements with various participants took place during the above mentioned dates. All primary research activities are documented and summarised in Addendum F. The researcher and independent observers visited both sites and stayed in cottages at each research site over a weekend to ensure the researcher was immersed in the research site and environment.

4.1 Interviews

Interviews can be seen as a more natural form of data collection than utilising questionnaires or testing of performing some experimental task. Interviews fit well with the interpretive approach to research as followed in this study. Throughout interviews, the researcher has the opportunity to get to know the participants personally, and this assists in understanding how people feel and think about the phenomenon which is being researched. The researcher who follows an interpretive approach to research attempts to create a setting of

openness and trust which enables the participants to convey their thoughts and feelings in safe environment (Kelly, 2006a:297).

Group interviews and individual interviews were conducted with the participants of this study. There are two main groups of people who were interviewed during this data gathering process. Firstly, information was gathered by conducting interviews with the owners of the two farms (See Addendum N for initial questions asked). Secondly, information was collected during interviews with the employees on the farms identified by the researcher (see Addendum M for initial questions). A group interview was used in the beginning of the research study to provide background to the participants about the study. The first group interviews were gender based and farm based and was conducted in a room situated on the farm in order to ensure a familiar environment for the participants. The group interview was introductory where the researcher explained the consent form and asked initial questions to get familiarised with the farm workers. The second interviews were conducted individually with each participant, in a safe and familiar room/space aiming to minimize anxiety and stress for the participants. The individual interview was to provide the opportunity to every member of the group to discuss matters with the researcher which they didn't feel comfortable to discuss in front of their peers.

Some problem areas identified by Anderson (2009:188) and Swanson et al, (1997:97) when making use of interviews as a data gathering technique are that interviews can be a very time consuming process and the recording of the data may present an issue. The authors also state that the audio recording of an entire interview may inhibit the interviewee and the transcription of these interviews can be tedious process. The researcher did experience that the transcription of the interviews were very time consuming, especially the translation of the discussion since the employees on both farms spoke Afrikaans only and the information had to be translated to English for utilisation in this study. A further problem, as suggested by Anderson (2009:188), of the inhibition of the participants, was experienced by the researcher. During the interviews all the information was audio recorded with

the help of a cellular phone. The farm worker participants felt uneasy when the device was used during the initial group interviews, and the researcher had to reconsider the practice of audio recording during the individual interviews as two were unrecorded due to the in prompt nature of the interview, but observation notes were made.

Interviews were chosen as data collection method by the researcher as open ended questions could be asked and the participants could engage in discussion with the researcher about various topics. The researcher not only utilised group and individual interviews for data gathering, but general observation and field notes were also used.

4.2 Observation

According to Nieuwenhuis (2010:84) observation is an everyday activity where the researcher makes use of his/her senses and intuition, to gather bits of data. Observation takes place while things are actually happening in real time and thus allows the researcher closer to the action. Since an interpretive researcher studies the phenomenon in a naturalistic way, the participants' observations may also be used for the researcher to become fully involved in the setting which is being studied (Kelly, 2006a:307-308). Observations take place in a more naturalistic manner when following an interpretive approach states Kelly (2006a:310). Qualitative observations according to Creswell (2009:181), include all the field notes on the behaviour and activities of the individuals at the research site while the observer might be a complete participant or a non-participant in the process.

The researcher made use of observation when visiting each research site, and field notes were taken during the interviews with the participants and during the visits to each research site as guests. The researcher focused on the body language of all the interviewed participants, and made field notes accordingly during the interviewing process. During the visit to each research site the researcher made notes about the cottages, the workers and their

interaction with the guests and the general comments about the farm and environment.

The researcher's experience of each farm was not exclusively used to gather data as external observers were also used to offer objective perspectives. These observers have never visited the primary research sites and indicated their availability to join the researcher on a weekend visit to each research site. For every site the researcher used different independent observers to ensure that no form of comparison could take place between the two research sites. The external observers in the research study were utilised as data gatherers when their experiences of each farm were discussed and evaluated after their visit to the particular farm. The independent observers had the opportunity to ask questions about the research sites, and the owners and farm workers assisted in answering the questions. The researcher also observed this interaction and compiled field notes on the answers and non-verbal interaction observed.

The observations of the owners of the various farms were also included in the data as they are the closest to the phenomenon. Interactions, relationships, non-verbal language and attitudes were the main focus of the observations by the researcher and observation participants. The owners of the farm have many years of experience with the farm workers, and the researcher aimed at trying to tap into this wealth of knowledge.

A critique about observation as a data gathering technique made by Kelly (2006a:309) is the fact that the observation can be highly selective and subjective, and the observer seldom sees the whole situation but only focuses on a specific event or object within the whole. The researcher needs to be aware of his/her own bias and needs to design ways and means to deal with it. In qualitative research the researcher can learn most by participating or being part of the research situation that is being observed (Nieuwenhuis, 2010:84).

For Anderson (2009:183) the observer can see first-hand the types of practices that go on in reality, and this means there is limited interference from the researcher on the research setting. The practical experience with the reality was the main reasoning behind the observation technique in this study. The researcher didn't want to write a case study if the environment was not experienced by the researcher. The information which was gathered through the interviews and observations was used to compile the case studies about the various farms. The next section in this chapter addresses the method in which the data was analysed in order to record the case studies about each farm.

5. DATA ANALYSIS

Hofstee (2006:117) suggests that once the researcher has data, something must be done with it in order to turn it into evidence. After the collection of all the data by making use of various methods, the information needs to be interpreted by the researcher in order to see what correlates with the secondary research and what new information can be deduced from the information.

Swanson et al (1997:103) claim that the analysis of qualitative data takes place both during and after data collection, but the authors warn that an over interpretation of partial data which has been collected can be a serious threat to the validity of the study, and the researcher should only do the complete analysis once all data has been gathered. According to Terre Blanche, Durrheim and Kelly (2006:321) the key to a doing good interpretivist analysis is if the researcher stays close to the data and to interpret it from a position of empathetic understanding. Geertz (1973, cited in Terre Blanche et al, 2006:321) calls for "thick descriptions" which means that thorough descriptions of the characteristics, transactions, processes and context that form part of the phenomenon which is being studied should be made, and it is important that the researcher must state his/her role in constructing these descriptions. Terre Blanche et al (2006:321) further argue that the purpose of

qualitative research is not to collect bits and pieces of “real life” but to place real live events and phenomena into some kind of perspective.

Eisenhardt (1989:540) suggests that the researcher must become intimately familiar with each case as a stand alone entity, and this will allow unique patterns of each case to emerge. The phenomenon, according to Nieuwenhuis (2010:99), may be best understood by using inductive analysis of the qualitative data where the main research findings are allowed to emerge from the dominant themes without the restraints of imposing a more structured theoretical orientated approach. According to Maree and Van der Westhuizen (2010:37) researchers who use the interpretive paradigm mostly prefer inductive data analysis, which assists them in identifying the multiple realities that are present in the data. One of the methods used to interpret data and build theory is called triangulation. Triangulation is usually used to check the validity of the research by analysing it from different perspectives declares Olsen (2004:3).

Kelly (2006a:287) defines triangulation as the process of collecting information in as many different ways and from as many different sources as possible and this will assist the researcher in understanding the phenomena by investigating it from different angles. Nieuwenhuis (2010:80) argues that triangulation can be used to obtain trustworthiness of the data as it involves the extensive use of quantitative studies to confirm and generalise research findings. For Blaikie (1991, cited in Seale, 1999:473) “triangulation assumes a single fixed reality that can be known objectively through the use of multiple methods of social research”. Bloor (1997, cited in Seale, 1999:474) queries that even when all the different methods in a methodological triangulation study converge on the same thing, even if they agree with each other, how do we know that they are correct?

According to Richardson (2000, cited in Nieuwenhuis, 2010:81) the researcher must:

move away from triangulation which is based on a rigid, two-dimensional approach and move towards crystallisation which provides the researcher with complex and deeper understanding of the phenomenon just like looking at crystals that grow, alter and have various angles that can be studied.

The author continues by stating that the emergent reality is not a result of some form of measurement, but it emerged from various data gathering techniques employed by the researcher and represents the researcher's own reinterpretation of the phenomenon (Richardson, 2000, cited in Nieuwenhuis, 2010:81). The descriptions that the researcher provides have crystallised from the data and can be viewed as the crystallised reality. Richardson (2000, cited in Nieuwenhuis, 2009:81) eludes that the "crystallised reality is credible in so far as those reading our data and analysis will be able to see the same emerging patterns, and this will add to the trustworthiness of the research".

For Terre Blanche et al (2006:322) the style of crystallisation as discussed above, involve becoming thoroughly familiar with the phenomena, reflecting on it and then writing an interpretation by relying on one's intuitive grasp of what is going on, rather than relying on any particular analytical technique. The authors' further comment that interpretivist analysis rarely proceeds in an orderly manner and the researcher needs to be prepared for this beforehand. Marsick and Watkins (1997:144) recommend that the researcher begins with a broad scan of the environment, and then using an iterative process of reflective analysis, narrow the focus to that which emerges from the voices of those in the study. Crystallisation has been used during the analysis of the data of this study, and the researcher has acknowledged the role the researcher plays in the research process.

Kelly (2006b:351) proposes that it is sometimes possible to involve the people who are being researched in the analysis, and the understanding can be explored by making use of dialogue. The tension between the description (insider perspective) and the interpretation (outsider perspective) during the

analysis needs to be acknowledged and understood by the researcher stresses the author. Marsick and Watkins (1997:145) comment that there might be limitations in the retrospective recall during interviews since the interviewees need to reconstruct their views due to intervening perceptions and events. The authors continue by stating that the act of interviewing in itself is an intervention that causes people to consciously reflect on experiences that they otherwise would not have reflected upon. Moreover, the interviewer will also bring his/her own cognitive and emotional filters to interpretation (Marsick and Watkins, 1997:145). The research took cognisance of these challenges and attempted to address it throughout the primary research process.

Swanson et al (1997:101) argue that the qualitative researcher needs to consider the impact of the following five dimensions on the collection and interpretation of the results: “the role of the observer, the portrayal of the observer role to others, the portrayal of the purpose of the evaluations to others, duration of the observations and the focus of the observations”. Furthermore Swanson et al (1997:101) cautions when interpreting data which have been derived from observation, the researcher must consider the influence of his/her presence to the situation and the interpretation of this data.

During the data analysis process, the researcher must be aware of all the limitations, challenges and issues that might arise from the different research tools which have been used. According to Nieuwenhuis (2010:101) content analysis is an inductive and repetitive process where the researcher looks for similarities and differences in text that would collaborate or contradict the theories. The transcriptions of the various interviews have been used as the source for the content analysis that has been done for this research study.

The process of coding was used in order to create meaningful units and to identify any trends in the discussions with all the participants. According to Nieuwenhuis (2010:105) coding can be defined as marking the segments of the data with symbols, descriptive words or unique identifying names, and

enables the researcher to divide your text into meaningful segments. Inductive codes were used, as the researcher developed the code as the data was being coded as suggested by Nieuwenhuis (2010:107). The codes emerged from the data as the researcher worked through the transcriptions, field notes and observation notes which were made by the researcher.

The process of data analysis needs to be extensive if multiple realities are to be included in the study. Coding has been used by the researcher to highlight specific themes and this information has been taken into account in recording the case studies about each farm. The next part of this chapter on methodology will discuss the various limitations and challenges which the researcher experienced during the research process.

6. CHALLENGES AND LIMITATIONS TO RESEARCH STUDY

The researcher did experience some limitations during the research process and will briefly discuss these limitations in this section of the methodology chapter.

One of the limitations which the researcher experienced was the farm worker participants' perceived intimidation by the ethical clearance form which they had to sign. The farm worker participants have limited schooling and the signing of the ethical clearance form was challenging for many of them. Even after the researcher read through the whole document and explained the document to them in detail in their mother tongue, the farm worker participants were perceived as being intimidated by both the form and the formality of the process.

The researcher was perceived as an outsider by the farm worker participants, and the questions which were asked during the interviews were answered in short sentences. The farm worker participants did not elaborate on issues, and the researcher experienced some difficulty in extracting information from them. The farm worker participants may have felt intimidated by the audio recording which was taking place during each interview. The researcher circumvented this challenge by having some informal discussions with some

of the farm workers without any audio recordings or documents present during the discussions. During the informal discussions the farm workers were more approachable and offered rich data which were transcribed in written format after the conversations and was utilised in the writing of the case studies.

The time that the researcher spent on the various research sites was limited due to work obligations, and more time on each research site may have delivered more insight into the phenomenon being studied by the researcher. Both research sites are also functional businesses, and all visits had to be coordinated in advance since the researcher did not want to inconvenience the farm owner participants or the farm worker participants in any way.

7. ETHICAL CONSIDERATIONS

Research ethics is fundamentally concerned with assuring that the dignity of the human participants are respected and not abused in the search of knowledge, scientific or career advancement. Science is not value-free, and research ethics attempt to make the value component of research more explicit (Wassenaar, 2006:77). Anderson (2009:73) proposes that research in an ethical way is important for two reasons; a moral reason (doing what is right) and an instrumental reason (achieving an outcome that is seen as “good”).

According to Creswell (2009:88) and Anderson (2009:79) there are various times during the research process that ethical issues might arise: during the research problem formulation, data collection and the data analysis phase of the research study. Not all the research studies have ethical issues during all the phases, and the researcher needs to be aware of the phase when ethical issues might surface. The researcher followed the University of Stellenbosch’s ethical research process and the study was approved by the ethical committee before the study commenced.

The researcher must establish informed consent with the participants themselves, and not only with a gatekeeper claims Kelly (2006a:292). The

research did acquire consent from all the research participants, and not only the gatekeepers. The silence which was experienced during the first group interview when some questions were asked was alleviated and questions were answered once the audio recording device was not present during the informal discussions. The researcher deduced that it was not an issue of consent, but one of suspicion relating to the recording of the discussion. Wassenaar (2006:76) emphasise that participants in a qualitative research study are entitled to the same protection as the participants in a quantitative research study, and informed consent, explicit confidentiality agreements and rigorous analytical procedures should be used to ensure provide this protection to participants. For this research study every participant signed a consent form that was compiled by the University of Stellenbosch. The consent forms were read and explained to every participant, and all participants voluntarily participated in the research study. Every participant had the option of anonymity but none of the participants indicated that they would like to make use of this option.

In Creswell's (2009:90) opinion the researcher must be aware of his/her impact at the research site since their presence may interrupt the flow of activities of the participants. The impact needs to be minimized as much as possible and the research site must be left undisturbed after the research study has been conducted. The author continues by stating that the interviewer must take into consideration that an interview situation can be stressful for participants, even when the interviewees have a say in how their statements are interpreted and what the consequences of the interview might be for the interviewees. Creswell (2009:91) furthermore recommends that the researcher must provide an accurate account of the information when interpreting the data. The researcher was aware of the impact which the researcher had on the day-to-day activities of the participants, and made appointments with all the role players in advance. The researcher did not conduct interviews during important times such as lunch or tea breaks since it might have an influence on the discussions.

The use of observation as data gathering technique raises a large number of ethical issues states Anderson (2009:84). Some of these issues as highlighted by the author (2009:184) include bias, what information is being recorded and how the information it is recorded. The author (2009:84) further elaborates that all participants must be clear about the purpose of the observation, and the way in which it will be carried out. The researcher took note of all the above mentioned ethical issues when conducting the observations and it supports the use of more than one observer during the site visit to the research site.

The ethical issues which have been reviewed in this section of the chapter have been taken into consideration throughout the entire research process, and the guidelines as stipulated have been followed. The researcher is aware of the ethical responsibility of the researcher during the process and has acted accordingly.

8. CONCLUSION

This chapter focused on the research approach which has been used in this research study and the rationale behind the choice of approach. A qualitative research approach with an interpretivist philosophy underpinning it, has been used to study the research sites. Through utilisation of extended literature the discourse of the field of study has been determined, and two case studies were written to communicate the findings of the research sites. The research process has not been without its own set of challenges, and issues such as time, the outsider perspective and intimidating technology was identified as inhibitors to the study. Consent forms were signed by every participant in the study, and ethical clearance was obtained by the University of Stellenbosch for this specific research study.

The main aim of this chapter is to contextualise the findings within the existing body of knowledge on the specific topics that are being covered in the research study. The validity and reliability of the data which was used to compile the case studies were of cardinal importance and this chapter

intended to dispel uncertainty with regards to these criteria for any form of research. The ten themes that form part of qualitative inquiry as described in Box 3.1 were followed to ensure a rich source of data were collected during the research process. In the following chapter the researcher will offer the case study research of Keisies Cottages and Tierhoek Cottages.

Chapter 4: Case Studies

1. INTRODUCTION

In the previous chapter the researcher described the research design which was followed for this research study as qualitative research following an interpretivist approach. The main research method utilised was case studies, and various data collecting methods were used throughout the whole process. The primary research question of this study is: Could agritourism create any form of benefit to the local community of the farm? This chapter is aimed at providing some answers to this research question.

In the following chapter the research findings will be analysed and presented in case study format. The primary research area for this study was the Breede River Valley of the Western Cape Province of South Africa. This area was chosen for its accessibility and variety of farming activities which occurs in the area.

2. DATA COLLECTION STRATEGIES

Non-probability sampling was followed for this study, and the researcher set the following criteria for determining the sample for the study:

- Non-wine producing farms²
- Currently operational farms
- In the Breede River Valley region
- Accommodation options must be available on the farm
- Farm workers must be actively involved in the tourist accommodation

² Adequate research has been done about tourism on wine producing farms, and the researcher wanted to contribute to a limited body of research with this research study.

Agritourism establishments in Montagu and Robertson was identified in meeting the requirements of this study and used as research samples. In the Montagu area, Keisies Cottages were identified as meeting the requirements, and in the Robertson area Tierhoek Cottages were perceived as applicable.

For this research study the researcher conducted interviews with various role players in the above mentioned agritourism environment. Individual and group interviews were conducted with the workers on the two agritourism farms utilised for this study. Two interviews were also conducted with the owners of the agritourism farms to obtain perspective of the industry and what is happening on their farms. During the visits to the farms the researcher also made observations and compiled field notes on these observations.

Interviews were conducted with the following people at Keisies Cottages which represent 100% of the permanent worker force (including the one of the owners):

- Toni van Hoey Smith
- Maria Veldsman
- Hester (Blom) Pieterse
- Tairon Fortuin
- Hilton Deelman

Interviews were conducted with the following people at Tierhoek Cottages which represent 100% of the permanent workforce (including both the owners):

- Bruce and Alison Gilson
- Lena Sas
- Jacolene Fortuin
- Dolphene Jacobs
- Maria Swarts
- Annelma Segelaar

- Sanna Raatz
- Geduld Fortuin

See Addendum J for demographic breakdown of all research participants.

For the purpose of this study the farm employees will be referred to as workers since this is the terminology in which they refer to themselves. The concept of workers are also an important factor in how they perceive their role on the farm, and will be discussed in more detail in section 7 featuring reflections on the case studies.

The researcher visited each one of the farms on two different occasions in order to experience the farm and the surrounding areas at own leisure. The researcher furthermore utilised informal observations to gather information while visiting the different farms.

Three independent observers accompanied the researcher to the primary research sites during weekend visits, and provided some feedback on their experiences on the farms to the researcher. The observers interacted with some of the staff on the farms while staying in the accommodation, and provided feedback on their experiences on the farm and the surrounding area. The researcher compiled research notes from their feedback and incorporated the information into the case study reports.

An interview was also conducted with one person in the Montagu and Ashton Tourism office and one person in the Robertson Tourism office. The primary research flow of activities have been summarised in Addendum F. The next section of this chapter will briefly discuss the methods of data analysis which were followed by the researcher.

3. METHODS OF DATA ANALYSIS

After the data was gathered by the researcher, it was analysed to facilitate conclusions and recommendations. The data analysis process applied for this study is called coding, and inductive codes, as suggested by Nieuwenhuis (2010:107), have been developed for the analysis of the data of this study. To validate the data which was collected for this study the researcher made use of the process of crystallisation, as recommended by Richardson (2000, cited in Nieuwenhuis, 2010:81), furthermore the researcher acknowledged the importance of the role of the researcher as impacting on the interpretation of the findings.

The following section of this chapter will briefly give an overview of the Breede River Valley as the location for this study; assisting in contextualising the research findings.

4. DESCRIPTION OF BREEDE RIVER VALLEY AS RESEARCH LOCATION

The primary research area in which this study was conducted, is the Breede River Valley, situated in the Western Cape Province, South Africa. (See Addendum G for geographical location). The area has cool summer breezes which blow in off the sea, and chilly winters are ideal for the fruit and vines which are grown in the area.

The Breede River Valley is an area of magnificent views, panoramic landscapes, indigenous flora and the largest fruit and wind producing area in the Western Cape (Newbould, 2007:79). This area is heavily cultivated, graced by surrounding mountains and extremely popular with Capetonians and visitors as it is close to the “Mother City”. The valley stretches from McGregor in the south and Gouda in the west, to Montagu in the east and the Karoo in the north (Newbould, 2007:79).

The two farms which have been chosen for this study are both situated in the Breede River Valley region, specifically elected for its accessibility and variety of farming activities. In elaboration of the aforementioned motivation of criteria, wine farms have been excluded from the study as wine tourism as part of rural tourism is well presented in current literature (see Bruwer, 2003, Nowers, de Villiers and Myburgh, 2002, Nakana and Mkhabbela, 2011).

5. CASE STUDY ON AGRITOURISM AT KEISIES COTTAGES, MONTAGU

The first farm which was approached for the research study is situated near Montagu and called Keisies Cottages. The following section will depict Montagu from the tourism office's point of view, which will be followed by the case study report on Keisies Cottages.

5.1 Setting the scene in Montagu and surrounding area

Montagu is set in a fertile valley with 43 °C hot mineral springs as one of the major tourism attractions in the area. The town is protected on the one side by the Langeberg mountains (Newbould, 2007:80), and is situated between the Keisie and the Kingna rivers, enjoying hot summers and crisp, dry winters. (Refer to Addendum G to locate Montagu in the Breede River Valley map).

The Montagu and Ashton Tourism Association is situated at 24 Bath Street in Montagu, and provides information to the visitors to these two towns in the Breede River Valley. The tourism office markets Montagu as the "ultimate sensory experience", and focuses on the small town experiences which tourists may have when visiting the area. The Montagu and Ashton Tourism Association place agritourism in the grouping of "smell and taste" senses, and according to their brochures there are a few attractions which agritourists may visit during their stay in Montagu or Ashton. The other attractions in the area can be divided into the following categories:

- General attractions
- Adventure
- Arts and crafts
- Museums
- Sports and outdoors
- Wine farms and cellars

Montagu has only one wine cellar in the town, and the rest of the wine route consists of co-operatives as stated by Barns (2012) from the tourism office. Wine cellars are not perceived as the major tourism attractions in the area, as there are extensive wine routes in Robertson, Worcester and Bonnievale. Barns (2012) emphasises that wine tourism is not a major source of income for the town. In Ashton there are three large wine estates namely Excelsior, Van Loveren and Zandvliet Wine Cellars. Montagu and Ashton have some farm stalls which boasts with locally produced goods and fresh fruit from the area.

The hot water springs are seen as the predominant attraction in the area according to Barns (2012), representative from the Montagu-Ashton Tourism office, as well as a drive through town for tourists. Barns (2012) further suggests Montagu should host more festivals to attract tourists to the town, as the area has a lot to offer of which tourists are not always aware. "The tourists that do stay over in the town are in search of peace and quiet, and the rustic environment of Montagu is very soothing to their souls" (Barns, 2012). Montagu and Ashton Tourism is starting to brand the area as an agritourism destination as there are so many fruit farms and farming activities in the area (Van Hoey Smith, 2012). "Currently many farmers are hesitant to allow tourists on their farms other than when the visitors stay in farm accommodation, -due to the farmers' perceptions that visitors will be an annoyance to them and they don't have the time to spend with visitors", states Barns (2012). Montagu Tourism predicts that the demand for agritourism establishments will increase in the coming years, however, tourists need to be better informed about agritourism and farmers need to be more accommodating if this industry is to grow in the area (Barns, 2012). Currently

there are a few agritourism establishments available in the area, and Keisies Cottages, according to Barns (2012), is one of the more successful and accommodating agritourism ventures in the area.

5.2 Narrative on Keisies Cottages

Keisies Cottages is located on Vredendal Farm, 24km from Montagu on the R318 in the Laingsburg direction. The farm is situated in the beautiful Keisie Valley about 1km below the Burger Pass which leads to the Koo Valley. (Refer to Addendum H for location of farm). “Keisie” means sweet waters in the San language (Keisies Cottages website, 2012) and the Keisie Valley is renowned for its high quality fruits and wines. On Vredendal Farm the main crops cultivated are gooseberries, apricots, quinces and pecan nuts. All the fruit from the farm is used to produce the farm’s own range of jams, marmalades and preserves. The speciality of Vredendal Farm is the gooseberries which are grown on the farm, however, the increased demand from the market, has necessitated the owners buying gooseberries from neighbouring farms. The gooseberries are packed in punnets and sold to the Cape Town market, as well as supplied to the major food chains throughout South Africa. The gooseberries are transported to Cape Town in a cooling truck to ensure freshness of the products. The second grade gooseberries are sold to jam makers and some are organically dried as snacks or used in baking. Some of the other fruit on the farm are also sold fresh to visitors who stay in the accommodation, but there is no farm stall situated on the farm.

Keisies Cottages offer four self-catering, pet friendly accommodation units. The farm has ample activities to offer to a tourist who stays on the farm, including hiking, mountain-biking, swimming, bird watching or just relaxing next to the swimming pool. There is no mobile or television reception on the farm and the main aim is to break away from all the intricacies of city life (Keisie Cottages, 2012). The four self-catering cottages are restored farm cottages which are all electrified but rustic. When the owners bought the farm these cottages were empty, and no one had permanently resided in them for years, thus the owners opted to convert them into self-catering

accommodation. Vine Cottage and Fig Tree Cottages each sleeps two people, Lavender Cottage sleeps 4, and Keisies Cottage sleeps 6-8 people. The cottages are situated near the swimming pool, and all the cottages have indoor fireplaces. The kitchens are fully equipped with fridges, hotplates, microwaves and cutlery. Every bed has a feather duvet; heating panels are installed in each room, and fans for the summer heat. The owners of the farm, Mike and Toni van Hoey Smith, are very friendly and welcome all visitors like old friends. The rustic cottages which are set in the beautiful natural surroundings are an ideal escape from city life, and it forces visitors to relax and unwind.

Keisies Cottages' website (www.keiseicottages.co.za) is very informative and user friendly, with current information accessible to internet users. The website offers a detailed map with directions to the farm and visitors may also make online bookings through the Nightsbridge³ booking programme. Tourists can furthermore read reviews from fellow travellers on the website and there are interesting links on the website which could assist visitors with additional information on surrounding attractions and even recommend other accommodation sites. Keisies Cottages also has a Facebook page (<http://www.facebook.com/Montaguselfcatering>) and has been reviewed six times on the Tripadvisor⁴ website (http://www.tripadvisor.co.uk/Hotel_Review-g635516-d1080033-Reviews-Keisie_Cottages-Montagu_Western_Cape.html) which many travellers use to assist with accommodation.

Vredendal Farm is a fully functioning farm, and operates on a daily base with various activities which form part of the business. According to Van Hoey Smith (2012) parents want to bring their children to the farm to experience the animals, and to see where some of their food products comes from as children are somewhat disconnected from the food they eat. The children also enjoy the safety of the natural environment where they can run and play. Previous

³ Nightsbridge is an online booking system for accommodation establishments. The website is: www.nightsbridge.co.za

⁴ Tripadvisor is a website which travellers can write reviews on accommodation, attractions, tour operators and activities for other travellers to read. The website is: www.tripadvisor.com

visitors to Keisies Cottages could pick their own gooseberries if they should wish to do so under supervision as people could break the branches or pick fruit that are not ripe yet and discard it. Gooseberries can be harvested throughout the year which requires constant supervision for the picking of the fruit by the visitors. This necessitates the services of a manager at all times to supervise the whole process, which is not financially viable for a small quantity of fruit. The owners therefore opted not to allow visitors to pick fruit anymore, however, this is unfortunate seeing that Vredendal Farm is one of the largest gooseberry suppliers in the Western Cape. The farm makes use of manual labour as gooseberries cannot be effectively picked by machines.

Currently there are four permanent workers on Vredendal Farm, two male and two female. The two ladies who work on the farm are responsible for the packing of the gooseberries, however, they are also responsible for the guest cottages which are situated on the farm. Maria Veldsman and Hester Pieterse have worked at Vredendal Farm for approximately four years, and both reside at Bosrivier which is a small farm settlement about 4km from Vredendal Farm. The aforementioned ladies stay with family members at Bosrivier settlement as there is no accommodation available for the workers on Vredendal Farm. Maria Veldsman and Hester Pieterse are both responsible for the cleaning of the cottages on the visitors departure and have very limited contact with the visitors. The female workers have limited schooling as both completed school until grade six. The aforementioned intimated that they feel intimidated when speaking to the visitors since they are uncomfortable speaking English. Hester and Maria have children who are currently in school and college, and indicated that they don't want their children to work on farms and this is why they encourage them to study hard at school and continue to college to further their studies. Hester went on a tourism course last year for people who work in front- of- house of tourism establishments, but the female employee was very nervous and scared that people at the course will make fun of her. After the training she is still hesitant to work with visitors and tries to avoid speaking to the visitors at all cost. The owner states that she experiences this generation of workers as unconfident and scared to expand their horizons through education and training.

The male workers are both young and have worked at Keisies Cottages for less than a year. They dropped out of school when they reached grade nine as the high school is situated in Montagu, and it was inaccessible from Bosrivier where they both reside. The male workers have no contact with the guests on the farm, and they are only involved in the cleaning of the gardens which surround the accommodation units. They don't communicate with the visitors, and don't offer any additional services such as guiding or wood provision to the visitors. This is an area which can be explored by the male workers since there is a need for such services which could lead to extra income for the workers. Unfortunately the male workers are also not conversant in English, and prefer not to speak to the visitors since they don't have the confidence to communicate with them. None of the male workers enjoyed working with gooseberries, but they enjoyed working in other parts of the farm such as irrigation and the vineyards. The male workers who were interviewed didn't have any children of their own, but they indicated that they would not want their future children to live on the farm and have a different life to the one they currently live. These four farm workers are full time workers of the farm, however, these are not the only workers in the area utilised by Vredendal Farm.

The owners of Vredendal Farm make use of casual employment when the need arises which is usually during the summer months when the demand for gooseberries is at its highest. During the summer months the cottages are also exceedingly busy and the female workers need to balance work at the cottages with the packing of gooseberries, which can be very challenging and physically demanding. The owners have a good relationship with the all workers, even if the workers leave the farm just to return to work for the farm at a later stage. The relationship between the casual workers and the permanent workers is a bit strained as the casual workers are not invested in the farm as much as the permanent workers. Most of the casual workers are from the Montagu area while the permanent workers on the farm know all of the casual workers and they all strive to work well together as they already have an ongoing relationship with each other. However, relationships are a lot more strained when casual workers from outside the valley are used, and

the owners of the farms in the area try to avoid this situation as much as possible. The workers are very set in their way of doing things, and they don't always feel comfortable in changing their ways to suit the farmer, which can lead to conflict in the area. The owners do try to support the local community of the workers through various initiatives to enhance the workers lives and assist with the daily challenges that the workers' face.

One of these initiatives is the local crèche for all the farm workers in the area's children. Previously all the workers from the surrounding area made use of a farm crèche which was in the home of one of the permanently employed female workers, and she would look after the children for the day. This meant the female farm worker would miss work and didn't receive any payment for the day from her full time employment on a farm, but this was the only way in which the small children were looked after in the area. The owners of Vredendal Farm were involved in starting a crèche for the local children in the area, which caters for the farm workers' children during the day. The owners and neighbouring farms renovated an old building in the local community by repairing the toilets, laying carpets and painting the rooms for the children. The crèche is now run by the local community, and the farmers in the area support this initiative as much as possible. The owners of Vredendal Farm also transport the small children to the crèche every day when their parents are at work on the farm. The crèche is functioning well, the kids are looked after and there is a professional kindergarten teacher assisting the crèche on Mondays and Tuesdays.

The farmers in the area are faced with various challenges where worker related matters are perceived as one of the major issues which have the potential to influence the operations of the farms. Due to the changing farming environment farmers need to investigate alternative methods of generating income. In Montagu the farmers are not fully geared towards tourism, and this will have to change if they want to survive in the long run (Barns, 2012). "The farmers that are doing well now are the farmers that are open to change, and they are also the ones who are more open to tourism" (Van Hoey Smith, 2012). Van Hoey Smith (2012) further states that farmers

do not like strangers on their farms, but this attitude is slowly changing as the area is marketing itself as an agritourism region and the farmers acknowledge that they need to play a more active role in the agritourism industry. Van Hoey Smith (2012) claims farmers are constantly challenged with change and new issues, especially with regards to labour legislation, changing demand from the markets and weather fluctuations, and these factors have discouraged many farmers in the area from continuing to farm.

Unfortunately the owners of Vredendal Farm sold their farm and the gooseberry business, and will be relocating to the Garden Route during November 2013. As part of the sale agreement the owners have ensured that the current farm workers keep their employment on the farm. The owners' decision to sell the farm was influenced by their lack of private time and the continuous hard work required running the business and the farm at the same time. The owners' emotions regarding their workers are portrayed throughout the emotional continuum, ranging from feeling sorry for the workers and their circumstances to anger at how the workers can "sabotage their own existence with ridiculous decisions," for example when they don't want to work for a specific farmer because he gives them too much work while they have no money to buy food and basic necessities (Van Hoey Smith, 2012). Before the owners depart from the farm, they have tried to send some of their workers to obtain their driver's licences so that the workers can be seen as an asset to the new owner, and the workers will experience a sense of achievement in the process.

Keisies Cottages is one of those places which you visit and leave with a sense of sadness for it has a lot of tourism potential, but seems as if the workers and the owners have not as yet developed it. They have the prospect of being a wonderful example of agritourism in the region, however, throughout discussions with the workers of the farm, the researcher deduced that the workers do not have the ability to identify business opportunities. The development of the aforementioned opportunities will propel the farm into a regional agritourism leader due to issues such as circumstances, history, job insecurity and other factors which the researcher is unaware of. The workers

may have so many other capabilities and functionings, but due to various inhibiting factors such as lack of ownership, lack of training and lack of motivation the workers are not living a much fulfilled life according to Sen's capabilities approach. Some of the above mentioned observations were made by the researcher and external observers during the visit to the site.

6. CASE STUDY ON AGRITOURISM AT TIERHOEK COTTAGES, ROBERTSON

The second farm which was visited by the researcher for this study is located near Robertson. The following sections will firstly describe Robertson from the tourism information officer's point of view which will secondly be followed by the case study report on Tierhoek Cottages.

6.1 Setting the scene in Robertson and the surrounding area

According to Robertson Tourism (Robertson, 2012) the town is known as "the small town with a big heart". Robertson is adorned by the beautiful Breede River and the Langeberg mountains, and is only an hour and a half's drive from Cape Town (Newbould, 2007:81). The town has developed into one of the most attractive Cape Wineland towns featuring Victorian buildings, jacaranda lined streets and beautiful gardens with approximately 40 000 residents (Robertson, 2012). (Refer to Addendum G to locate Robertson on the Breede River Valley map.)

The Robertson area has many wine farms, but most of these farms are family-owned and focus on providing generous country hospitality in addition to world class wines. The Route 62 wine route includes wineries from Bonnievale, McGregor and Robertson which are in total approximately 21 wine farms (Robertson, 2012). In addition to the numerous wine farms and wineries, there are also other activities which are available on offer in the area, categorised as follows:

- Arts and Crafts

- Cheese/Olives
- Day Camps/Picnics
- Historical/Cultural
- Outdoor and Adventure
- 4x4 trails and routes
- Cycling/Mountain biking
- Hiking
- Sports and Wellness
- River activities

Furthermore, Robertson Farmer's Market is hosted every second Saturday of the month in the town centre, where locally produced goods are on sale. Robertson is renowned for its excellent farm stalls which sell locally produced goods, as well as the "Affie Plaas Farm Stall". Although the town is a popular tourism destination, Robertson experiences various challenges regarding visitors.

According to Van Zyl (2012), employed by the Robertson Tourism office, Robertson is seen as a drive-through town, and it is difficult to coordinate tourism activities if people only decide at the last minute to visit the town. When asked to reflect on agritourism in the area Van Zyl (2012) commented that the farmers do not want tourists to visit their farms or farming activities, but prefer the visitors only to sleep over at the accommodation on the farm, and depart from the premises as soon as possible. Van Zyl (2012) further states "the horse stud farms that are in the area do not want tourists near the animals since the horses are very sensitive and tourists might scare the animals or stress them out". Although this speaks to accommodation on farms, this is not the agritourism experience where visitors learn and experience farm life. The few agritourism farms in the area which allow tourists to pick their own fruit or vegetables (such as Farmer Red Beard and Goedereede Farm) are having a difficult time since the demand is insufficient to make "U-pick" a viable option for the farmers. Tourists do occasionally request information from the tourism office that they would like visit farms

where fruit and vegetables are grown, but prefer organic farms as they perceive these farms to be more family orientated farms than conventional farms (Van Zyl, 2012).

The “Hands on Festival” and “Slow Festival” in Robertson invite people to participate in the wine making process, but unfortunately all the efforts are still restricted to the wine industry, and the agritourism industry has not yet started with similar initiatives to create awareness of the production of fruit or vegetables argues Van Zyl (2012). When asked how agritourism can improve in the area, Van Zyl (2012) suggested the farmers in the area and the tourists who visit the area need to be educated if agritourism is to be seen as an industry on its own. Farmers need to accommodate tourists more often when the tourists want to find out about the production of food, however, tourists also need to be more aware of the challenges farmers face to enable a better understanding of the agricultural scene. According to Van Zyl (2012) agritourism will only be acknowledged as an industry if more farmers open their farms to tourists, and if the industry is not so fragmented and limited, which indicated to the researcher that there is a need for more linkages between the various role players in the agritourism industry in the area.

The Robertson area has many agricultural farms that do not specialise in wine or grapes, but produce various types of fruit, olives and even cheese making. These venues could all form part of the agritourism industry which needs to be incorporated into the tourism marketing plan for the region. According to Van Zyl (2012) farmers have not yet realised that tourism and agriculture can be combined once realised, the agritourism industry will be seen as such, an industry. Tourists who want to visit an organic farm are usually referred to Tierhoek, as the owners of Tierhoek farm organically and supply large chain stores such as Woolworths with their goods. A further opportunity which exists for the Robertson farmers is the Leopard Conservancy which has been operating for more than six years, but which has only come into its own over the past few months with more than 26 000 hectares of land dedicated to it,

states Bruce Gilson (2012)⁵. The Leopard Conservancy⁶ is another marketing tool that farmers could use to indicate their commitment to the sustainability of the area. The following section of the chapter will explore Tierhoek farm from the agricultural and agritourism perspective as the second case study for this research project.

6.2 Narrative on Tierhoek Cottages

Tierhoek Cottages are situated at the foot of the Langeberg mountains outside Robertson, less than two hours drive from Cape Town. (Refer to Addendum I for the location of Tierhoek Cottages) Tierhoek Farm and Spaarkloof Farm are adjacent and is the source of the agricultural activities and agritourism activities which form part of this study. Spaarkloof Farm was purchased a few years after Tierhoek Farm as Spaarkloof has a constant source of water which Tierhoek Farm didn't have, which influenced the farming activities which could be performed on Tierhoek Farm.

Tierhoek and Spaarkloof Farms grow apricots, lemons, peaches, quinces, mangos, clementines, satsumas and various vegetables by making use of organic farming principles. Most of the fruit is delivered to Woolworths, but the fruit not complying with the strict quality standards of Woolworths is used for drying and making jams. Fresh fruit is also supplied to organic box schemes in Cape Town as another offset point for their products. Tierhoek has started its own brand in jams, preserves and dried fruits, which are sold in many stores in the area. Currently the jams, preserves and dried fruit business is functioning well, and the entire farm is currently operating at maximum capacity. The dried fruit is presented in biodegradable packaging which is imported, but the biodegradable packaging import has evolved into an entire business on its own during the past few months.

⁵ Bruce and Alison Gilson's names will appear in full throughout the document for the sake of clarity.

⁶ The owners of farms who participate in the Leopard Conservancy could use their commitment towards nature and conservation as a selling point or marketing tool, as consumers have become more conscious about the impact their consumable products might have on the environment.

Tierhoek Cottages currently comprise six self-catering accommodation units and occupancy is as follows: Fig Tree House can accommodate 12 people, Pepper Tree Cottage and Stone Cottages can each accommodate 2 people, Quince Cottage accommodates 4-6 people while Lucky Bean Cottage and Tierhoek House accommodates 4 people each. All the cottages are provided with linen, towels, basic supplies of coffee, tea, sugar and milk, cleaning materials and wood. Every cottage has its own private pool, indoor and outdoor fireplace and guaranteed privacy as the cottages are secluded by being distanced from each other. Future plans for the cottages include the building of one additional self-catering unit on the farm, and adding another room to Pepper Tree Cottage which only accommodates two people at the moment. Tourists visit these cottages to escape city life, and experience nature in an sweeping environment. Visitors to Tierhoek Cottages may come and go as they please in a safe environment. It is very important to the owners of the farm that visitors feel safe and secure on the farm, and they have attempted to create the seclusion by locating the cottages in the fruit orchards, far away from each other. Visitors may go hiking or mountain biking in the mountains, while the abundant bird life makes for an enjoyable bird watching experience.

Tierhoek Cottages make use of the Nightsbridge online booking system (see Keisies Cottages page for explanation about the system) which is user friendly and highly efficient for internet users. The website of Tierhoek Cottages (www.tierhoekcottages.co.za) is easy to use and self-explanatory while being informative. The website supplies two maps providing directions to visitors and photographs of the farm and the accommodation to ensure the visitors form a realistic idea of what is on offer at Tierhoek Cottages. Visitors may also access information about Tierhoek Cottages on social networking sites such as Facebook⁷ and Twitter⁸ Tierhoek Cottages are part of the “Life changing holidays.com” and “Greenwood Guides” organisations focusing on sustainability issues and empowerment in the workplace. In every cottage

⁷ (<http://www.facebook.com/pages/Tierhoek-Organic-Farm/123019637775321>)

⁸ (<http://twitter.com/Tierhoek> or @Tierhoek).

there is an A-Z information guide on various topics such as wildlife, birdlife, “how to..” guides, etc. which serve as the primary source of information to the visitor taking into account that the visitors have minimum contact with the owners and the workers as the privacy of the visitors are one of the primary goals on the farm. The cottages are usually fully booked two to three months in advance, and most of the time travellers who are referred to Tierhoek through the Information Bureau cannot be accommodated, even if the owners would like to assist them.

The team of workers on the farm consists of four full time female workers and three full time male workers, and several workers are related to each other. The female workers on the farm are involved in the kitchen activities (jams, drying and preserves) and cleaning of the cottages, while the male workers are occupied by the farming activities while also providing fire wood for the accommodation units and doing general maintenance of the cottages. Some of the workers, such as Geduld Fortuin, have resided on this farm for the past 28 years, and remember the times before the current owners had bought the farm when the traditional farming method was followed and there were no accommodation units.

When the current owners, Alison and Bruce Gilson, bought the farm in 1997, they built the accommodation units and a few years later decided to change the traditional method of farming to organic farming which brought along its own set of challenges to the farmers. One of the challenges of organic farming which has been experienced by the owners is a drop in yield in terms of tons per hectare of fruit. This difference in yield suits the farm better as their current products are of higher quality and limited wastage occurs as all the fruit is sold or used in the jams or dried produce. There has been a lot of interest from the visitors in the accommodation units regarding organic farming, and what makes organic farming different, which is an encouraging sign for the farm as a productive unit.

All the farming activities are planned according to cottage occupation since visitors come to the farm to relax, and not to be awakening early in the

morning with farming activities taking place outside their cottage window. To ensure that everybody on the farm is aware of the cottage occupation and to ensure that the farming activities are planned around it, a black board has been installed on the wall of the shed with all the relevant information on it. When following organic principles it is important to adhere to the spraying and monitoring schedule that form part of the organic approach to farming, and Bruce Gilson and his team are committed to these schedules while taking the visitors' experience into consideration. The Gilson's decided to change their farming approach towards a more organic farming system as they thought this would become the dominant farming practice in the near future, and it just made more "sense" to them if they wanted to be more sustainable. Alison Gilson (2012) comments "that farmers don't necessarily love nature just because they are farmers. This is evident if you look at what they spray on their crops".

Fruit farming can be labour intensive and most farming activities on Tierhoek and Spaarkloof are done manually. All the permanent workers on the farm are housed on the farm in brick and mortar houses with access to running water and electricity which are paid by the owners of the farm. Every worker's home is fenced and in close proximity to the other workers to encourage a sense of community among them. The researcher deduced from the workers' expressed sense of belonging, it encourages them to promptly address any inadequacies in their immediate environment as well as inappropriate behaviour. Incidents such as speeding on the farm or disorderly behaviour do occur, but the farm workers address these issues themselves. Staff housing improvements have been discussed with the owners, and these recommendations will be implemented early in 2013 at the end of the busy picking season. The workers see the farm environment as beneficial for their children to grow up in, and the owners believe the workers' children are safe from influences that are more prevalent in towns such as drugs and alcohol. Additional benefits to the workers include transport which is provided by the owners to and from school for the children, as well as transport for all the workers to Robertson for doctor's appointments or other essential activities.

The local community school, Vinkrivier Primary School provides education to all the children in the area from grade one to grade six. After grade six the school children need to travel to Robertson or Hugonote School situated near Graham Beck outside Robertson to continue their schooling. The pre-school children and toddlers are transported each morning to Ghoree where there is a crèche which looks after the children, while in the afternoon the children are collected by one of the workers and transported home, at no cost to the parents. The highest school qualification achieved among the workers is standard five (grade seven), and workers cite various reasons for leaving school. All the children of the farm workers which are of schooling age are currently enrolled in schools in the area. The workers are adamant in their commitment to the development of their children's educational future, encouraging further tertiary studies and professional vocation. The dedication of the workers to their employment is evidence of their determination to ensure that their children will not follow in their footsteps and become farm workers, as they experience "farm work as hard labour and the pay is bad".

The motto of the Gilson's (2012) is "that the asset of any farm is not the farm itself, but the people who work on the farm". With this philosophy in mind, the owners strive to ensure buy-in from the workers in every new venture undertaken on the farm. This approach results in workers who are more committed towards their work on the farm as they experience a sense of ownership and belonging. The Tierhoek workers do not belong to any trade union, and when asked about it, they indicated they felt that they could consult the owners of the farm whenever they have a burning issue and external parties are not required to reach a mutual understanding. Important issues such as the business budget, home improvements and new business ventures are discussed with all the permanent workers. Over and above consulting the workers on the aforementioned issues, the workers are also encouraged to take initiative in regards to the cottages and the owners take note of suggestions about the business in general. Some of the female workers have taken the initiative to arrange flowers in the cottages and some of the available workers take visitors on guided tours of the farm and surrounding area. This has resulted in visitors paying the guides a small fee

for their services or leaving gratuities in the cottages for the flower arrangements and cleaning services which the ladies provide. Every cottage has four Tierhoek jams and dried fruit which visitors may purchase should they choose to. The money for the produce is left in an honesty box which the workers collect and deliver to Alison Gilson after the cottage has been cleaned. There has never been a problem with dishonesty from the side of the workers or even the owners⁹ in connection with money for the jams, wood or other services delivered by somebody on the farm.

The owners acknowledge that there is a history of inequality in South Africa, and farmers in general have a negative reputation when it comes to looking after their workers. Bruce Gilson (2012) states that farmers can change this dire perception, but it “has to be done one farm at a time, with one farmer at a time that attempts to bring about change”. At Tierhoek the owners strive to encourage and assist with the continuing development of the workers in various areas of skills and enable them to enhance their abilities. The female workers have been sent on cleaning courses at the Graham Beck Training Institute near Robertson to increase their skill sets and to improve their level of work at the cottages. The Gilson’s provided some of the employees the opportunity to go on computer training for a period of time, but the training was suspended due to financial constraints. This training will commence again early in the new year as the workers expressed their desire to continue with their course. Other opportunities which some of the workers have received include for example, Geduld Fortuin who conducted an interview for the television programme “Pasella” in 2010 which covered the topic of organically grown fruit, and in Tierhoek’s case, peaches. Geduld Fortuin indicated he enjoyed the opportunity and was proud to be part of the programme which led to some exposure for Tierhoek Farm.

The management philosophy of the Gilson’s is evident in everything that they do on the farm through their everyday interaction with the workers. Through various diversification options followed by the farmers, the farm has grown in

⁹ To give the ladies their gratuities after cleaning the cottages after the visitors have departed.

every aspect over the past 15 years since purchase. The expansion of the business from purely farming into agritourism, drying of fruit and production of jams and preserves was not only a financial decision from the owners' point of view, but also a social responsibility issue as it creates work for additional people in the area. The farm workers feel that there is work on the farm throughout the year due to all the different farming enterprises which take place on Tierhoek. They elaborate that it is not only due to the accommodation units that they have work on a permanent basis, but they do recognise the employment role the cottages play on the farm. When visiting Tierhoek one bears witness to the commitment of the workers, as each task is approached with dedication and a sense of accomplishment. According to the Gilson's there are very few labour related issues on the farm as there is an open channel of communication between the owners and the workers, and the worker team is small in comparison with other farms. Both the workers and the owners are also willing to listen and experiment with alternative suggestions on work related issues. Workers are involved in the operational side of the various businesses on a daily basis, and their suggestions and recommendations are valued by the owners. Alison Gilson (2012) feels that the workers are not only doing the jobs which they are supposed to do, but they form an integral part of the business which allows for experiencing a sense of contributive wellbeing.

In addition to the permanent workers on the farm, Tierhoek also employs casual workers throughout the year. Approximately four to six contract workers are utilised during peak farming periods, provided by a contractor in McGregor, to assist with general farm work such as pruning and picking. A similar finding to the previous case study is that the permanent farm workers experience these contract workers as outsiders to the farm, even if the same workers are contracted on an annual basis. The contract workers are paid directly by Tierhoek Farm as the contractor in McGregor only acts as transport for the workers and does not fulfil the role of a labour broker. The permanent workers are very protective about the farm and the farming activities, thus when the contract workers are working on the farm, the permanent workers will check up on the contract workers to ensure that their levels of work are up

to standard. Some of the casual workers do compete with each other which may lead to some conflict, but these issues are internally resolved as soon as possible without the intervention of the owners. The permanent workers approach Alison with many stories about the contract workers, but Alison Gilson (2012) states that she has learned not to react immediately to these stories as there are inevitably more layers to the story than what she initially thought. She tries not to have a knee jerk reaction to stories, but get all the workers' input and sides of the story before reacting in the appropriate manner. The result of this management approach can be seen in the good relationship between the workers and the owners, while everybody understands that making a success of the business is a team effort, "and if someone is slacking off, everybody else will be working extra hard to fill that gap (Fortuin, 2012)".

Agritourism forms an important part of Tierhoek's survival strategy which suggests a necessity to develop the industry further in the near future, for farms in the area to thrive like Tierhoek is currently doing. Alison Gilson (2012) proposes that if agritourism is to grow into a fully fledged industry over the next few years, an internet site should be initiated which can assist new agritourism businesses with aspects such as training, legal requirements, potential booking systems, marketing tools, general business guidelines and other support which new businesses may utilise. She suggests that this support should come from government as she does not foresee such a consultancy to be a profitable business as there is limited scope for growth of the business and a restricted client base. Alison Gilson (2012) further suggests that farmers in the Robertson area can link their agritourism businesses with the Leopard Conservation Trust which was founded in the area, to ensure the setting in which the farmers function, is protected and enhanced. Doing this would allow the growth of the business through the natural environment and provide the visitors to their farms with an opportunity to be part of an important project. Bruce and Alison also recommend that farmers should supply tourists with more information about the farm and the activities on the farm, encouraging the visitors' involvement with agritourism, as this is an aspect they found lacking in their recent family holiday to the

Eastern Cape. The farms the Gilson family visited during their family holiday did not offer any information about the farm, the area or the crops available to the visitors, which the Gilson family found frustrating.

Another area of concern noted by Alison Gilson (2012) is how disconnected people are with the food they eat, as people have no idea where their food comes from in general. This opens up a whole new opportunity for farmers and in this context agritourism may generate additional income for the farmers while educating visitors about food. Agritourism could be utilised as a vehicle to persuade people to visit the country side more often, and develop respect for farmers and farming practices. It will present an opportunity to link agritourism with appreciation and enlightenment in terms of food and the effort that goes into the production of food. Alison Gilson (2012) recommends farmers start viewing agritourism as an asset which can keep the farm going during the tough times, and an opportunity to keep the workers on the farm occupied throughout the year. In Alison's opinion it is not wise to view visitors as an invasion of privacy on their farms but to see it as an educational and marketing opportunity which should be utilised for optimal exposure. However, Alison Gilson (2012) reiterates that agritourism will not resonate with all farmers since it will not suit everybody's character and personality, and farmers need to be cognisant of this important aspect before embarking on the agritourism venture.

Tierhoek and Spaarkloof Farms are places of inspiration. In many ways the approach to farming is unlike the traditional way of conducting a farm business. The owners are passionate about their workers and perceive them to be their greatest asset to the farm which needs to be developed and nurtured at every possible opportunity. A visit to Tierhoek Cottages leaves the visitor refreshed and rested with an evolved point of view regarding the potential business link between tourism and farming and what can be achieved if the team works together.

The two case studies from Keisies Cottages and Tierhoek Cottages will contribute to the literature on agritourism farms in South Africa, and there are important lessons which can be learned from each one of them.

7. REFLECTIONS ON CASE STUDIES

The following section of this chapter will explore the themes in relation to each other which have permeated from the case studies and the literature as discussed in chapter 2.

7.1 Theme 1: Agritourism and food

Food plays an important role in our everyday life although many consumers do not pay much attention to the origin of the food. Theme 1 focuses on two important food-related issues. Firstly the role that agritourism can play in creating consumer awareness, and secondly the important linkage agritourism may offer to farmers in an area.

7.1.1 Creating consumer awareness

The owners of both the agritourism farms in this study commented that one of the main goals of the agritourism experience on their farms is to encourage visitors to think about where their food comes from, and how their food is grown. Sznajder et al (2009:6) comment that families want their children to know where food comes from, and this is one of the primary reasons why people visit agritourism destinations. Barbieri and Mshenga (2008:168) suggest that farmers may assist in educating visitors regarding farming issues, and this could be a powerful tool to assist in public awareness highlighting the challenges farmers face in general. Agritourism can offer visitors the opportunity to participate in the harvesting, tillage and other farming activities in the areas where the products are produced and tourists could feel part of the specific place (Kiper, 2011:174), similar to what Keisies

Cottages attempted to achieve by allowing people to pick their own fruit, even though the practice was recently discontinued.

In both cases, Tierhoek Cottages and Keisies Cottages produce their own jams and preserves which could act as a link for tourists to their food as they visit the origin of the produce and it might influence the way visitors view homemade jams and preserves in future. Buying fresh fruit while visiting Tierhoek and Keisies Cottages could also assist in making visitors more aware of how fruit is grown and the challenges that farmers face in order to get the fruit to the consumer's table. Similarly, Keisies Cottages and Tierhoek Cottages have created their own brand for the jams, preserves and dried fruit which visitors purchase when they visit the farm. This endeavour is supported by Brandth and Haugen (2011: 40) who argue food acts as an important part of the tourist experience, and will build a form of connection with the farm in the future.

7.1.2 Linkages to local producers

Nilsson (2002:19) states there is a need for alternatives to mass tourism, but there is also an information gap in society regarding agriculture and food processes, and this is where agritourism could assist in educating the visitors. Robertson and Montagu have weekend fresh produce markets which provide a platform for local farmers to sell their products and both case study farms sell their produce at these markets. It is noteworthy that the cottages also sell other farmers' produce in their units. Keisies Cottages buys gooseberries from neighbouring farms to package or dry for further consumption and in the process creates the local linkage that is recommended by Che et al (2005:231) when stating that agritourism operators should support local farmers by buying their produce from them and selling it to the agritourists, however, the main reason for this distribution channel is to meet the demand from the market. Farm stalls such as "Affie Plaas Farm Stall" in Robertson is another locality where farmers can sell their produce as fresh produce and value added produce are sold at these farm stalls. Tierhoek provides fruit and vegetables to organic box schemes in Cape Town and these schemes have

the potential to stimulate the box scheme consumers' interest in the origin of their food, which might inspire them to visit Tierhoek at a later stage.

The researcher deduces that agritourism could be an effective vehicle for communication regarding the origin of fresh produce, however this opportunity is not fully utilised in South Africa. The next theme which permeated from the case studies is the role of women in the two agritourism businesses.

7.2 Theme 2: Women and agritourism

Barbieri (2008:344) maintains that women play an active role in farm entrepreneurial diversification, and almost one third of the research samples regarding diversified farms had female principal operators. At Tierhoek Farm the jams and dried fruit as well as the cottages have been the initiative of Alison Gilson, while Bruce Gilson paid more attention to the farming aspects. On the farm, the female workers are responsible for the guest cottages and the jam making business. Toni at Keisies Cottages is also responsible for the drying of gooseberries as well as the jams and other preserves they produce on the farm, over and above the cottages which she also manages. McGehee et al (2007:281) state that value added agritourism activities for example preserving of jams and other actions which are traditionally performed by women, are usually performed by women on agritourism farms to help secure employment for them and other women on the farms. Both Alison Gilson and Toni Van Hoey Smith are responsible for the cottages which include the booking, cleaning and payments which need to be made, while the men on the farm are generally only involved in the maintenance of the cottages.

Sharpley and Vass (2006:1043) state that a consequence of this new pressure on farming is that the tourism business is now managed by the farmer's wife as they are usually more geared towards hospitality. The researcher confirms this statement through personal experience at both farms, for example Bruce commented that he prefers to limit the contact with

the visitors as he's usually pre-occupied with the farm. At Keisies Cottages the researcher did not meet or have any conversations with Mike van Hoey Smith which supports the statement that the female partners are perceived as having more soft skills as the female partners were more approachable and hospitable towards the researcher.

In agritourism, the role of women should not be underestimated or minimalised as the value-adding services which they perform are important to the survival of the farming business as a whole. They are perceived as being more engaging with visitors which can ensure future return visits to the farm. Since an agritourism farm relies on the commitment of their workers on a daily basis, the researcher is conscious of the role these workers can play in the success of the agritourism venture and would like to emphasise the development of human capital on agritourism farms.

The next theme which will be addressed, as having filtered through from the case studies is the experiences of the workers of the two farms, and the role the workers can potentially play in the success of the agritourism business.

7.3 Theme 3: Farm workers and Sen's capabilities approach

In a simplified manner Sen's capabilities approach addresses three key issues: capabilities, entitlements and functionings, as discussed in chapter 2 in more detail. Viljoen and Tlabela (2007:2) argue that prime tourism attractions are not located in the cities, but in the rural areas which enables rural inhabitants to participate and share in the benefits of tourism development. The capabilities of workers will be the first issue to be discussed and illustrated from the case studies.

7.3.1 Capabilities of workers

According to Sen (2003:48) the capabilities of a person represent the freedom which the person has to achieve various functioning combinations. A

person's living conditions plays an important role in determining the individual or individuals' quality of life. At Tierhoek all the workers have adequate living conditions with access to running water, electricity and a brick and mortar house for each family. The families on Tierhoek Farm have good relationships with each other and any form of conflict is resolved as soon as possible. Jackson (2005:107) argues that capabilities are the blend of social, individual and structural capacities to act, whereas individual capacities are seen as intrinsic to people, regardless of their social surrounding. Tierhoek further supports the workers' capabilities by providing transport for every worker to Robertson to assist with general humane activities.

In contrast to the aforementioned, the workers of Keisies Cottages do not stay on the farm, but live in a farm settlement approximately 4km away from the farm. These workers all stay with family members and do not have homes of their own in the community, which signifies that their capabilities, as defined by Sen (2003:44), are less than the farm workers of Tierhoek Farm. Although housing does not determine capabilities per se, it does enable levels of respect (from other workers, as well as from the local community) and a greater sense of community. This is evident in the discussions with the Tierhoek workers, however, not with the Keisies Cottages workers, and the researcher considers that housing might play a critical role in developing capabilities. The workers at Keisies Cottages who have been sent to obtain their driver's licences will be in a position to choose better work propositions in future, which may mean that the workers could change their living conditions at their homes. In support to this statement Clark (2005:1340) argues that the capabilities approach of Sen accommodates the material and the mental aspects of development and highlights some important freedoms that are needed in order to achieve development. Keisies Cottages¹⁰ cannot enhance the workers' capabilities by providing them with adequate living conditions, but the owners do try to address the mental aspect of development through

¹⁰ The women who work at Keisies Cottages stay with their husbands who work on the farm where the settlement is. The men that work for Keisies Cottages stay with family members who share the cost of the household, and who also work on the Bosrivier farm.

creating opportunities for improvement which may lead to material development.

According to Robeyns (2005:111) the assessment of the opportunities that a person has, or could have, may reduce the field of opportunities should the person experience personal, social or environmental constraints. The researcher has recognised that Keisies Cottages and Tierhoek Cottages provide certain opportunities to the workers, however, not all the workers seize the opportunities or have the ability to identify these opportunities which indicates that their capabilities will not expand. In the following section the discussion of Sen's approach will continue through scrutinizing entitlements.

7.3.2 Entitlements of the workers

Sen (1995:49) states entitlements are commodities available to a person, but also indicate the capacity the person has to exchange these commodities for other commodities through trade. The workers of Keisies Cottages have limited entitlements as they do not exercise the ability to exchange their commodities such as knowledge about the environment for other commodities such as money. Furthermore, the workers of Keisies Cottages don't take the initiative to sell wood to the visitors, or take the visitors on hikes in the mountains and can therefore be perceived as having limited entitlements in their possession. The researcher infers that the workers of Keisies Cottages do not have the capacity to exchange commodities as they have no confidence to engage with visitors on the farm and thus do not seize the opportunity, which agritourism presents to them, to expand their entitlements.

In contrast to Keisies Cottages, the workers at Tierhoek Cottages exchange their knowledge and skills such as flower arrangements and environmental knowledge for commodities such as money and further opportunities. The workers have developed a sense of entrepreneurship bearing in mind the owners of Tierhoek encourage initiatives for the workers to add value to the primary agritourism product with their ingenuity.

Providing the opportunities for initiatives can create a sense of ownership for the worker on the agritourism farm and has the potential to improve their self-esteem and confidence in their abilities. Entitlements, according to Jackson (2005:103), generate capabilities which may enlarge an individual's choices and assist in the individual's participation within society. The support and encouragement from the owners of the farms play a cardinal role in achieving entitlements, however, it is of vital importance that the workers must have the capacity to identify and utilise the opportunities which are presented in the agritourism business.

The last issue which is addressed in Sen's capabilities approach is the functionings of the workers, and how these functionings can influence their human capital development prospects.

7.3.3 Functionings of the workers

According to Clark (2005:1343) functionings in Sen's theory is the actual achievements of a person, such as the achievement of one of the workers of Tierhoek Farm to appear on "Pasella" television programme. Sen (1999, cited in Page, 2007:461) argues that functionings are abilities or a state of mind which is often secured by income, wealth and personal liberty; however, it may also be affected by non-resource factors such as the attitudes of others. The training which the workers from Keisies Cottages and Tierhoek Cottages received will enhance the workers' functionings in the near future. The computer course and general cleaning course which the workers from Tierhoek attended expanded their current skills set, and furthermore encourages personal development. Since Tierhoek's workers also contribute to the operational aspects of the business on a daily basis, their problem solving and critical analysis skills are being developed which will lead to better rounded workers who can function on their own.

Functionings emphasise the importance of having the freedom to choose one kind of life style instead of another (Sen, 2003:55). The workers from both Keisies Cottages and Tierhoek Cottages have the freedom to choose that

their children should have different lives from what they have, by ensuring that their children receive high levels of education as indicated by the workers during the interviews. The crèche that the Vredendal Farm (Keisies Cottages) children attend is another functioning that the workers have since it has the potential to change the achievements of the children in future, and assists the parents in focusing on their own work and achieving more as their small children are looked after and the women are not required to stay at home to do so. Social constraints may have an influence on the functionings of an individual, state Pressman and Summerfield (2002:430), and in the case of Keisies Cottages these constraints are more notable due to the families not having homes of their own. They are dependent on family members to provide shelter, although the situation can change at any given time.

The researcher surmises from the worker discussions from both locations that they have achieved a certain level of functionings. The children of the farm workers may possibly have more capabilities, entitlements and functionings due to the developmental opportunities, which their parents facilitate through continued education. This intergenerational development is an interesting permutation from the study as it speaks to a different approach when evaluating human capital on farms, which could initiate further research with regards to it.

The last theme identified from the discussions with the various study participants is the challenges which agritourism farmers face and assistance which they need in order to provide improve services to the visitors on the farms.

7.4 Theme 4: Challenges faced by agritourism farmers

Since agritourism is an amalgamation of agriculture and tourism, it alludes to the two industry's combined challenges which influence the success of the business. Some of the challenges identified by the owners will be discussed in the following section.

The owners of Keisies Cottages have sold their farm as they feel they have no private life and the continuous hard work of running a farm, a gooseberry business and the farm cottages have motivated them to look for an alternative source of income. The owners furthermore experienced farming as intensely hard work with little reward at the end of the day as there is a general misconception about farmers¹¹ in South Africa which have been created by popular media. Van Hoey Smith (2012) maintains that Vredendal Farm had to diversify into agritourism in order to survive, however this has put an end to relaxing over weekends with no time to go on holiday since there is no manager on the farm due to financial constraints. Alison Gilson (2012) supports the notion of the misconception which people have of farming, and even states that “people are willing to pay R100 000 more for a new vehicle every year, but are not willing to pay 10c more for a bunch of carrots”. At Tierhoek Farm the owners do go on holiday when it’s possible to do so, as they have Geduld Fortuin who has the skills and abilities to run the farm in their absence, but Alison and Bruce Gilson confirms that it is difficult to find the perfect time to go on holiday as there is always something that needs to be done on the farm.

Even though Tierhoek doesn’t experience any problems with their current permanent work force, the workers that are contracted in during peak periods do provide some challenges in terms of worker cohesion and conflict resolution. This challenge is furthermore compounded by a heavy work load due to delivery targets that need to be adhered to, and could lead to workers who get agitated and impolite towards visitors to the cottages. Worker relations at Keisies Cottages seem to be strained as Van Hoey Smith (2012) conveyed her frustration with the workers and their social issues during our conversations. Van Hoey Smith’s (2012) greatest challenge is to source reliable people who can do what they are supposed to do with minimum supervision as she has many different tasks to perform on a daily basis. Challenges identified by WWF (2010:23) reflect that employment in

¹¹ Van Hoey Smith (2012) stated that farmers are seen as people who do not care about their workers, and who are financially strong as a result of disregarding their workers’ needs.

agriculture has shifted from permanent employment to irregular, temporary employment, leaving workers and their families vulnerable with no form of security in the near future. Van Hoey Smith's challenge to find suitable workers and many workers' social issues are discouraging farmers to allow farm workers to stay on the farms, which leaves the families vulnerable.

Alison Gilson (2012) mentions that one of the greatest challenges that they faced when they started the agritourism business was the lack of information on the topic of agritourism and the support from any governmental organisation to assist in the start-up of this new venture. She commented on how she had to learn the hard way. According to Sharpley and Vass (2006:1050) the issue of support the public sector provides to agritourism ventures needs to be addressed and assistance should be directed towards the continuation rather than the start-up of business through regional marketing programmes or the development of local tourism business clusters. Any form of support would be invaluable to any agritourism business as it can be a very lonely industry, states Alison Gilson (2012). The owners of Tierhoek Cottages (2012) further comment that the Landbank does not want to provide loans to farmers who are interested in starting agritourism ventures, as it is outside the mandate of the bank to grant money for capital investments.

The challenges which the owners faced include employees and their social issues, lack of private time, misconception of farmers and farming in general and the lack of support from governmental organisations for agritourism businesses.

8. CONCLUSION

This chapter depicted the researcher's findings in the form of two case studies and reflections to compare and elucidate some of the findings with the available international literature on agritourism. The aim of this chapter was to convey the narratives of two non-winemaking agritourism businesses with the specific focus on the non-financial benefits this form of diversification may

have for the workers on the farm. The financial benefits of agritourism have been implied throughout the case studies and the researcher acknowledges this important benefit. However, financial reasons are usually the first benefits of diversifying into agritourism, and the researcher elected to focus on additional (if any) benefits from agritourism activities in this study. The case studies were a convergence of information through conversations with the owners and workers, personal experience of the farms and the perceptions of visitors to the locations.

Benefits which have been identified include the potential role agritourism could play in educating consumers about the origin of fresh produce and the effort which farmers go through to provide the fresh produce. A further benefit is that agritourism destinations could act as an offset point for some of the local farmers' produce, which may extend the benefits beyond the agritourism farm to other surrounding businesses. The third benefit which has been identified is the important role women play and how women are the focal point in this industry, moreover employment opportunities are created for local women through agritourism. The fourth benefit which the research has identified is the role agritourism could play in developing the workers on the farm in relation to their entitlements, capabilities and functionings as illustrated through Sen's capabilities theory. The challenges which the agritourism business owners expressed are areas which should be addressed to enable growth of the agritourism industry over time.

Flyvbjerg (2006:221) states case study research can be problematic for two reasons. In this research study the findings of the case studies are context specific, and generalised conclusion could not be made by the researcher. The second reason, according to Flyvbjerg (2006:221) is context dependent knowledge will rule out the possibility of epistemic theoretical construction, which the researcher recognises.

According to Flyvbjerg (2011:301) an additional aspect which the researcher needs to keep in mind, is that case studies focus on the "relation to the environment" and the boundaries of the unit which is being studied needs to

be clear to indicate the context of the case. The boundaries of the particular units have been adhered to, and therefore further reason why the case studies cannot be generalised.

In the following chapter the researcher will draw conclusions from the research, which will subsequently inform the recommendations which the researcher will propose.

Chapter 5: Conclusions and Recommendations

1. INTRODUCTION

In the previous chapter the researcher reflected on the two research sites and endeavoured to convey the story of each farm. This narrative consisted of the perspectives and insights of the various role players on the farm, the local tourism authorities and the researcher's personal experience through observations and visits. The researcher attempted to provide a perspective of the farm from the farm worker, employer and visitor's points of view.

Certain conclusions regarding the research sites and the research process has been made and may contribute to the literature on agritourism in South Africa, which is currently greatly lacking. Informed by this research, several recommendations which could assist future farmers in the development of agritourism ventures as form of diversification has been made. This chapter will consist of a brief overview of the literature reviewed for this study, the research strategy utilised and finally offer research findings and recommendations.

2. LITERATURE REVIEW

The lack of research in the agritourism field in the South African context has resulted in this research investigating and analysing literature on rural tourism. The important role of tourism as a rural development driver was discussed and evaluated, and an alternative mode of conducting business called "pro-poor" tourism was further unpacked. Agritourism in the international context was researched, and research studies from various countries were reviewed. While the international literature and case studies reflected sites of differing contexts and size of research samples, this literature was vital in identifying key trends and approach styles which assisted in guiding the research project.

Sen's Capabilities Approach, as a measure for development, was examined and selected as an appropriate theoretical framework, as it highlights the expansion of human freedom, for communities to live the life they have reason to value, and the "expansion of human capabilities to lead these freer and more worthwhile lives - will form part of the process of development" (Sen: 1997:1960). Agritourism, it is argued, provides a tool for development, empowerment and the creation of capabilities. It is furthermore argued that agritourism could be utilised as it has the potential to assist in poverty reduction in South Africa.

Figure 5.1 Indicates the flow of the literature which was reviewed and created the framework of reasoning for this study.



Figure 5.1 Layout of literature review of chapter

3. RESEARCH STRATEGY FOLLOWED

A qualitative research methodology was followed as the data gathered was loaded with comprehensive stories and detail (which would not have been exposed with a quantitative study) which assisted the researcher in compiling the case study report about each research site. The researcher furthermore followed an interpretivist approach to the process and aimed to acknowledge that as the main research instrument, the researcher may influence the stories due to the researcher's paradigm from which interpretation were made. Additional research aids were used during the research process and included field notes and external observers to minimize the researcher's bias and misinterpretations.

Ten considerations of qualitative inquiry were identified by Patton (1990, cited Swanson et al, 1997:95) as required to ensure credibility and trustworthiness of the research. Certain of the aforementioned considerations were found applicable to this research study:

Patton (1990, cited in Swanson et al, 1997:95) argues the object or subject of the study will be dynamic and constantly changing. This was experienced as Keisies Cottages were sold by the original owners during the research period. The new owners will possibly change the current layout of the cottages and the manner in which work is conducted. A further consideration which is relevant to the case studies is the fact that each case study is unique and singular, which the researcher endeavoured to highlight in the case study reports. Patton (1990, cited in Swanson et al, 1997:95) states, the researcher must not advance personal agendas during the research process. In this case the researcher made every effort to remain objective and avoid selecting responses that spoke to the researcher's own interpretations of benefits, challenges, etc. utilising the respondents' own voices to detail specific findings. The most important consideration for the researcher of qualitative studies is naturalistic inquiry (Patton, 1990, cited in Swanson et al, 1997:95). This calls for a focus on real world situations, something that the case studies sought to illustrate. Patton (1990, cited in Swanson et al, 1997:95) also suggests that the inquiry process needs to be adaptive as the research is

dynamic. The researcher undertook different inquiry processes to ensure that the richest possible data could be gathered. The last consideration which is applicable to these case studies is the fact that the researcher had personal contact with all the various role players, which led to personal insights (Patton, 1990, cited in Swanson et al, 1997:95).

3.1 Data gathering techniques

The data gathering techniques utilised included an extensive document review, semi-structured interviews with all role players, including tourism office officials as well as the owners and all the relevant farm workers of the two case study farms. Furthermore, the researcher made use of observations during the interviews, weekend stays in the cottages and feedback from independent observers that accompanied the researcher during the weekend visit to the cottages. The interviews were transcribed by an independent, external typist and then presented to the researcher. All the data gathered during the research process were consulted and two case study reports were written.

3.2 Challenges experienced during research process

Challenges were experienced during the collection of the data as the farm workers felt intimidated by the audio recording device and the answers were guarded and to the point. The same challenges occurred during the second interview with the respondents. Informal discussions with the farm workers resulted in more detailed, reliable and valid information as these discussions were not recorded and the workers felt more at ease to answer personal questions. Another challenge experienced was the wealth of information which was gathered during the research period, and had to be reduced to a manageable size of data. The transcription of the interviews presented another challenge as it was time consuming and labour intensive.

4. RESEARCH FINDINGS

The research objectives of this study were:

- Determine the potential benefits of agritourism, if any.
- Can Sen's capabilities approach to human development be applied to agritourism ventures?
- Do farms have greater viability through their agritourism approach?

The literature review and general discussions with the role players resulted in certain commonalities to be identified which guided the themes as indicated below.

4.1 Theme 1: Agritourism and food

Agritourism can facilitate in educating the farm visitors through "u-pick" initiatives, however, the process needs to be well managed and supervised in order for the initiative to transpire into profitable earnings. The farmers in the research areas are not receptive to "u-pick" initiatives as they feel uncomfortable with strangers which visit their farms. This deduction by the researcher is confirmed by the tourism office official from Montagu:

"Many tourists want to stay on a working farm, but the farmer is too busy and don't want tourists in their way. They will allow tourists to stay on farm, but they can't take part in the farming activities."

When tourists visit the research sites they have the opportunity to enquire about the growing of the fruit on the farm, and this presents itself with an opportunity to educate the visitors. Additional information which is presented in the cottages on both research sites provides information on the area, fruit, history of the farm and other interesting anecdotes. The agritourism farm owner may utilise this communication channel and provide a learning opportunity to the visitors. Geduld Fortuin's (2012) response when asked what questions tourists ask him, was as follows:

"They mostly ask about farming. What is it to farm organic? Questions about fruit flies, and such things. I took fruit to them and told them to

cut it open. They could see that there are no worms in the fruit. They took some of the fruit, and ate it.”

Alison Gilson (2012) also commented how she would like to educate the visitors in another way:

“It’s more of the kind of thing that I would like to do. I was thinking of making little signs that say what the various plants are on the hiking trails, and at the fruit trees.”

This idea was supported by Van Hoey Smith (2012) when she conveyed the following story:

“My friend’s kids came out from New Zealand, and they wanted to see where the gooseberries were grown before they left. And she was just about in the car, when I said I will quickly take them out to see it. And we were driving past, and there were peaches on the tree, and they asked “are those gooseberries?”, and I said “no, those are peaches”. “Are those gooseberries?” “No sweet heart, those are grapes.” And eventually we got to the gooseberries and they went “oh”. They just didn’t have a clue.”

A further opportunity to educate the visitors, as identified by the owners, is during the fruit processing process for example the drying of fruit, and the jam making process. These opportunities need to be utilised if agritourism farmers want to enhance the visitors’ understanding of the produce and the process of supplying products to their table.

The farmer’s markets in the two research sites offer additional marketing opportunities for the local farmers, as tourists frequently visit these markets and purchase produce to take home. Since tourists are purchasing organic fruit and vegetables through box schemes, the Robertson tourism official notes that:

“Tourists want to go to organic farms. They buy organic vegetables in Cape Town, and would like to visit the farms where these produce come from. Not all fruit and vegetables come from the same farm, but

tourists don't understand that various farms contribute to the box schemes."

In addition, Van Hoey Smith (2012) indicated that these weekend markets create additional marketing traction for the farm, as the tourists start to identify their products:

"So we provide a bit (gooseberries) to Fruit and Veg and some restaurants and hotels and suppliers in Cape Town. We have just started putting the Montagu gooseberries name on the packaging. ...We are very proud when people ask for our products..."

4.2 Theme 2: Women and agritourism

The researcher deduces that women play an important role in diversifying farm activities to agritourism ventures as both the women co-owners initiated the accommodation establishments on the farms. Alison Gilson (2012) stated the following:

"The cottages was the one thing that we never went in thinking that this is our core business. We thought; let's do this as a sideline."

The women are responsible for all the administrative issues, bookings, cleaning and preparation of the cottages for visitors, and these jobs are usually associated with the role of women in the household.

Employment is being retained through agritourism diversification and the processing of fruit on the farms. Both Keisies Cottages and Tierhoek Cottages have ensured that more women have work through their diversification strategies. One of the workers of Tierhoek Cottages, Dolphene Jacobs, makes the following comment:

"We are always busy! We clean the cottages, dry the fruit, make packets for the fruit, make jams and any other work that Mevrouw wants us to do."

Based on the discussions with the women on the farm, the researcher infers that the fact that they have a full time position on the farms and earn a salary provide them with a sense of financial freedom from their partners, and the women have a stronger voice in the future of their children because of the financial power. The women indicated that they want their children to have different lives than theirs, and by ensuring that their children attend school, they feel they are enhancing these alternative futures for their children.

Another aspect which both Keisies Cottages and Tierhoek Cottages raised was the general shyness of the women when working with the visitors to the farm. The women are polite towards the guests, but they don't enjoy the contact with the visitors as language is a barrier and they don't feel they have adequate communication skills and knowledge. Hester Pieterse from Keisies Cottages made the following comment:

“Most of the time the guests speak English, and I only understand a little bit of English. And I don't know how to answer them back when they speak to me.”

The final gender related aspect which was identified during this study is the male farmers' cautious engagement with the visitors to the farm, and this may create an opportunity for the power relations to shift more towards women regarding certain farming operations. Bruce Gilson (2012) from Tierhoek Cottages commented the following, when asked about agritourism on the farm:

“No, no, I certainly don't want Agritourism, but I've got to have it. I don't have time to look after the guests, but I need to accept that the guests are keeping the farm going in tough times.”

From this statement the researcher surmises that the women farmers who are mostly involved with the agritourism ventures, have a certain level of control over the farm as this form of diversification promote the expansion of the farming business.

4.3 Theme 3: Farm workers and Sen's capabilities approach

During the development of the farm worker's capabilities, entitlements and functionings the farm worker's individual drive towards improvement or the role of the farm owners cannot be underestimated. The owners in both the case studies played an important role to stimulate and nurture personal development and empowerment. Each primary research site followed its own approach in empowering the workers, however, it is necessary to acknowledge that the owners made a conscious effort to operate differently from "traditional" farmers. It is also interesting to note that both research sites followed organic farming approaches which illustrates some of their philosophy to farming in general.

4.3.1 Capabilities of the workers

Geduld Fortuin (2012) demonstrates the empowerment of the workers on Tierhoek with the following quote:

"I am actually proud of the work I do now, because people see what I do and that gives me a good feeling. I enjoy it when people can see what I do. And everybody differs from each other. That's from my side, and they see it from their side."

It is evident for the researcher that working at Tierhoek is more than just work for Fortuin, but that it is his entire life, and he wants to leave a legacy behind for the next generation while making a difference in the present.

At Keisies Cottages the workers are regularly sent on courses, and Van Hoey Smith (2012) made the following statement:

"Hester went to this course last week, it was a tourism course for people that work in places like this, that does the cleaning and that will greet the guests. It's a bit of front of house training. She was very nervous about it, but she enjoyed it in the end, and it was very good for her. But she doesn't have any confidence yet to speak to the visitors".

The structural capabilities of the farm workers, which according to Jackson (2005:108) allude to the power connected to a person's various roles, are evident in both research sites. The female workers on both the agritourism farms perform various roles including cleaners, hostesses (when the opportunity arise), jam makers, mothers, wives, community members, etcetera, and are the driving force behind numerous initiatives on the farm and in the local community. The women from Keisies Cottages assisted in starting the crèche for the children, as well as generating the funds to renovate the crèche a few years later. The women at Tierhoek Cottages are involved in educating the visitors to the farm, and creating a safe environment for their children on the farm.

On both the research sites the male farm workers also indicated that they perform various roles from irrigation, wood supplier, host, father, driver, general handy man and any other task which might arise in their work day. The workers on the farms are all seen as important links to the success of the farm, and the diverse roles each person plays enable the farms to be successful businesses.

The natural resources, for example the mountains and wild life, create numerous opportunities for the local community to enhance their freedoms and capabilities, and might expand through some guidance from the owners as illustrated on both research sites.

4.3.2 Entitlements of the workers

It might seem as if the workers on Tierhoek Farm have more entitlements than the workers at Keisies Cottages, however these entitlements are only in terms of their work relationship and not necessarily in their personal lives.

Bruce Gilson (2012) remarked the workers will do things without being told to do so, which can be seen as a level of entrepreneurship as illustrated in his quote:

“Maria cuts flowers from her own garden and she does the most beautiful flower arrangements. She will put it into all the cottages. Just because they put flowers there doesn’t mean that they will get a tip. And they don’t always get tips. Some people leave tips, and some people don’t.”

Jackson (2005:103) argues the way in which wellbeing can be produced is through entitlements of material consumption and other resources, thus entitlement generates capabilities which will enlarge the individual’s choices in life. Both the research sites’ workers receive a salary every month which is indirectly enlarging their entitlements through material consumption and the researcher infers that this creates a level of respect and status in their local communities.

When the researcher asked the workers of Keisies Cottages if they made food for the visitors, or took them on tours on the farm, and if they would like to do this, the workers responded vehemently that they don’t want to do anything for the visitors other than to clean the cottages. The researcher construe from their strong reaction that the workers at Keisies Cottages do not have the desire to exchange commodities, and it’s not clear whether these forms of entrepreneurship were encouraged by the owner. Although the workers of Keisies Cottages didn’t necessarily display any exchange entitlements, they did engage in production entitlements through their ability to participate in economic activities through the spending of their salaries.

4.3.3 Functionings of the workers

On both farms the welfare and development of the workers’ children have been strongly emphasized, as this might lead to different futures for the children to what their parents are experiencing. Transport to the crèche and schools are provided by the owners for the Tierhoek children, while the owners from Keisies Cottages made a valiant effort in starting a crèche for the children in the area. The researcher proposes the functionings of this generation will not necessarily expand. The researcher specifically identified

a clear and direct focus on the part of the workers on improving their children's futures with better education and opportunities. Once again these intergenerational developments are supported by the owners of the two research sites through various initiatives.

Maria Swarts from Tierhoek Cottages made the following comments when asked about her children, and what she want for her children in the future:

“Yes, they can stay by me here, but they cannot work on the farm, for today's children must study and see where they're going.”

Even though the general trend in the area is for children to leave school at any stage and work on a farm in the vicinity, the workers of Tierhoek do not want their children to follow this path.

The owners of Tierhoek Cottages have a different business philosophy which the researcher perceives as a pro-poor approach. The owners have gone beyond the economic empowerment of the workers, as they have decreased the workers' vulnerability to external influences, as suggested by Ashley and Roe (2002:81). Although the owners of Keisies Cottages did attempt to train their workers, the general approach of this particular research site is not towards pro-poor tourism as the owners have not made pro-poor tourism part of their core business approach, as suggested by Ashley and Haysom (2006:266). The researcher concludes that the owners of both research sites do look after the wellbeing of their farm workers, however it needs a philosophy of empowerment and encouragement to follow a pro-poor approach to the tourism venture on the farm.

4.4 Theme 4: Challenges faced by agritourism farmers

Some of the challenges faced by agritourism farmers are similar to the challenges faced by farmers in general and include aspects such as worker issues, constant hard work, and poor harvests.

Alison Gilson (2012) elaborates on this point when making the following statement:

“The other hard thing generally with farming is that you really must want to farm. It must be something that you enjoy. There are many ups and downs. Yes, there might be years that you are really doing well, and you are making a very good living. And that is fine, because that is what it is all about: making a living, and live the way you like and create a safe environment for your kids. Most farms are making a borderline profit. And unless you can add value, like having a winery if you want to make wine, or doing a restaurant, or some kind of tourism type of thing, it’s very difficult to make it with only farming.”

The researcher sees this as a key challenge which directly influences the need to diversify farming to agritourism. This statement indicates the need for greater focus on agritourism as not everyone has the skill or resources to start a winery or a restaurant. Setting up self-catering accommodation utilises farm assets best and the barriers to entry are possibly the lowest in comparison to all other diversification strategies, and the risks may be arguably lower than any other diversification strategy.

In addition to the above mentioned general challenges, agritourism farmers also face the challenge of running an entirely different business unit on their farms, which need some special skills and characteristics in order to succeed.

Van Hoey Smith and her husband elected to sell Keisies Cottages and their reasoning behind their decision is encompassed in the following:

“And with the cottages and the business and the farm, we kind of never got any time off, you know, and you couldn’t go on holidays and stuff like that.”

The cottages on the research sites are continuously occupied which poses a challenge in terms of private time, holiday time or family time. A further challenge Van Hoey Smith (2012) alluded to, was the implementation of the “u-pick” concept on the farm as this led to a lot of wastage of the fruit.

“The tourists’ really like that they can pick their own fruit. Even if, in practice it can’t be much. It depends on what time of the year it is, but the berries are generally around. But the rest of the stuff, sometimes

it's just been sprayed, it is not ripe or something. But we have had kids who come in and they go mad. They pick everything on the trees. So now we have asked them not to pick without permission. I wasn't going to stand there and walking up and down the fields with them so that they can pick R5 worth of Gooseberries, it wasn't worth my while. I have got this little citrus orchard at the gate here, and I walked up one day, and these kids were picking all the grapefruits and naartjies, and they were going to make a soup. So they boiled it up all together and they made some soup, and had great fun. Then everything got thrown away."

Alison Gilson (2012) commented on how difficult it was to start the accommodation cottages on the farm as she didn't have any knowledge of starting a business:

"So I think there is a lot of things that if I knew before the time, I would not necessarily taken on the job (of starting the cottages). I would have been better prepared! I have done a few courses, like an accounting course. But I have learned a lot doing it practically. You have got to reshape your thinking to a more business thinking, and that's not just about accounting or going studying to be able to do something. Reading about money or how to be entrepreneurial is fine, but think of the things that you don't necessarily think about is quite difficult."

The research gathers that the challenges which agritourism farmers face may range from general management issues, visitor management, time issues, limited knowledge and lack of external support. Farmers who would like to diversify into agritourism need to be prepared for these and other challenges not mentioned in this study.

4.5 General findings

According to Bernardo et al (2004:2) the advantages of agritourism include the expansion of farming operations, the improvement of farm income streams, the increase of the long term sustainability of the farm and an

amplified awareness of local agricultural products. During general discussions with the owners of the two research sites, the above mentioned advantages did emerge from the discussions.

The international challenges which emanated from the international literature are also applicable to the two research sites, in various levels of intensity. The first challenge identified by Busby and Rendle (2000:640) is the lack of tourism experience by the farmers. The Gilson's from Tierhoek indicated they started the self-catering cottages without any knowledge on how to run a tourism establishment, or what to expect from the industry. Van Hoey Smith from Keisies Cottages also indicated that they opted to utilize the vacant workers cottages without any prior knowledge of the tourism industry. Both research sites alluded that if they had some guidance from other farmers or the tourism information centre, the transition into agritourism would not have been so difficult and filled with obstacles.

Bruce Gilson (2012) made the following comment regarding tourism and agritourism in general:

"I think you've got to have lots of experience yourself, and with what it is you want to do, and that's the danger. The danger is there's a lot of second rate places popping up that are just rubbish, and that will damage the brand. It is a tough industry and you need to be very sure that you want to be part of it."

The second challenge discussed in Chapter 2 is the limited marketing channels and linkages as indicated by Che et al (2005:228), as marketing is a dilemma for any small business. Keisies Cottages do experience marketing as a challenge as there is no designated agritourism marketing body or website to assist farm owners with the marketing of their agritourism venture. The local tourism offices do refer people to their establishment, however, it is mostly people who are only looking for overnight accommodation, and not for an agritourism experience per se. Van Hoey Smith (2012) indicated that it would greatly assist agritourism owners if there was a website which could assist in marketing their establishment. The owners of Tierhoek supported

this statement, especially during the beginning phase of the new agritourism venture before the establishment builds a name for itself in the industry.

A further challenge, identified in Chapter 2, includes the management of the visitor's experience, and Brandth and Haugen (2011:43) state that farmers need to be aware of the visitor's expectations and needs. Bruce Gilson (2012) commented that he needs to become more sensitive towards the visitor's needs, as he usually tries to avoid them at all cost. Van Hoey Smith from Keisies Cottages comments that the tourists have no knowledge about the gooseberries which grow on their farm, and when they do allow the visitors to pick fruit, it ends up with unacceptable losses. She made the following comment:

“The kids break the plants and pick the fruit when they are green and they throw it away. No, the children can damage your plants too much. I’m not going to go into the field with them to pick, and I don’t have the time to teach them how to pick.”

The final challenge identified relating to agritourism is the lack of public sector support. Sharpley and Vass (2006:1050) argue that the public sector should provide support to the agritourism ventures. This notion is supported by both research sites, as according to the owners, agritourism is a lonely industry with limited guidelines and support structures, since tourism and agriculture are uncertain where this industry belongs.

Alison Gilson (2012) would have appreciated some support once they decided to diversify into agritourism, and made the following statement:

“What really should happen is they should be assigned somebody coming in and helping you, and that would have been invaluable for me, somebody could have come in and said this is what you need to do to set up a business, this is the type of training you need to do, the kind of legal requirements you need to have, this is the kind of minimum standards you ought to have, this is the kind of styling people like, give ideas and find ways, almost like somebody to be a consultant or something...”

This statement suggests that there is a need for more support to agritourism farmers, however, this support may be supplied by the public sector as agritourism might assist in attaining some of government's goals as stipulated in the MTSF. The next section of this chapter will address some recommendations made by the researcher.

5. RECOMMENDATIONS

The researcher has conducted research on two different research sites which has guided the above mentioned conclusions and will inform the following recommendations:

5.1 Agritourism farmers and creating linkages to food

The general view of farmers from the research sites are that they do not necessarily want strangers on their farm in the form of tourists partaking in agricultural activities. The researcher recommends that farmers need to embrace the concept of having tourists on their farm, as they can utilize the opportunity to market their own products, create more employment on the farm (someone who manages the u-pick venture) and to educate tourists on farming and the challenges which farmers face. U-pick, petting zoos and markets do engage the visitor in the farming activities, however, it may not create the environment for the local community to expand their capabilities, functionings and entitlements.

Diversifying into accommodation as part of the agritourism venture, creates opportunities for the currently employed farm workers to expand their capabilities through utilizing opportunities created by the new venture. Agritourism may deliver capabilities expansion, although it will depend on the type of agritourism engagement as seen at the primary research sites.

The researcher further suggests that farmers who are interested in diversifying into agritourism should be assisted with the process in order to create a better overall product for the tourists, and to assist in the education of

the farmers about tourism in general. It is the researcher's recommendation that this form of assistance should be provided by the local tourism office since every area has a dedicated tourism office in South Africa. The researcher recognises that every local tourism office would not necessarily have the skills to assist the farmers, however, they might aid the farmers in engaging with the correct people who could assist them. An additional initiative which agritourism farmers might engage with, is the Tourism Enterprise Partnership (TEP) which facilitates the "growth, development and sustainability of small tourism businesses in South Africa" (TEP website, 2012). The Tourism Support Programme (which was managed by the DTI until 1 October 2012, and which has been moved to the DoT) is an incentive which provides a grant for 15-30 percent of the investment costs for establishing new and expanding existing tourism operations in South Africa (DTI website, 2012).

For agritourism to be successful, the local tourism office needs to play a far greater role, specifically in advising tourists on what to expect, what the do's and don't's may be when on a farm. Furthermore, also informing visitors what the potential challenges may be and to support the farmers, to ensure that the guests know what to expect and how best to get the best out of the experience. Food and farm festivals may also be employed to bring farmers and tourists together in a structured manner, similar to wine festivals such as "Wacky Wine" in the Robertson area. The challenge would be to design these experiences in such a way as to not create havoc on the farms, and to ensure maximum exposure of the farmer. The researcher understands the challenge of not creating rules and regulations as a guiding mechanism, however, believes that some operating procedures from other successful enterprises which do allow these activities to take place on their premises, can be followed by inspired farmers.

5.2 Pro-poor approach to business

By encouraging more capabilities, entitlements and functionings in the farm workers, the farm workers might feel empowered and motivated to work towards a better future for themselves and their children. The researcher acknowledges that South Africa has a history of inequality, and suggests that farm owners strive towards a more pro-poor approach to assist in changing the rural landscape from poverty to one of prosperity. There may be a “business case” to be made for pro-poor tourism, as there are many tourists in search of a more “sustainable” type of holiday, and the farmer could tap into that market. It is important that the pro-poor tourism venture is not only an “add-on” to the business, but the farmer needs to rethink the way business is conducted.

The researcher maintains that if farmers focus on developing the farm workers’ capabilities, entitlements and functionings, it could lead to a decrease in worker poverty on all levels (not only financially). As stated by Sen (1997:1960), social development assists people in leading longer, freer and more fruitful lives in addition to the role they have in promoting productivity, economic growth or individual incomes. The increase in adaptability during trying agricultural times can be mitigated as the workers are part of the farm and not only seen as part of the production of the farm.

5.3 Improved viability

One of the research objectives of this study was to determine if farms have become more resilient through their agritourism approach. The researcher proposes farmers who have agritourism ventures on their farms are more resilient due to the second stream of income which can be invaluable during agricultural demanding times. Furthermore, the farmers who do have agritourism on their farms are more likely to diversify into other value-adding ventures (for example jams, drying and box schemes) as they already have farming and agritourism as diversification options and are more open to new ventures. The recommendation by the researcher is, that more farmers need

to consider agritourism as form of diversification to assist in keeping farmers on their land and keep farms afloat which could assist with food security in South Africa.

6. CONCLUSION

In this research project, the research question stated “can agritourism create any form of benefit for the local community of the farm?” Agritourism may be beneficial to the farm owner as it might generate more farm income, and assist in the development of the farm workers if a pro-poor approach is followed by the owners. Should the owners perceive the workers as an integral part of the business and develop their capabilities through creating opportunities and building capacity, the farm workers may utilize these opportunities and create better futures for themselves and their children in the long run.

In the South African context, the current reason for diversifying into agritourism is founded in the need to generate additional income. However, by creating a refuge for urban dwellers and creating an authentic experience, as suggested in the international literature, it might place agritourism in a stronger developmental position in the country. These findings, conclusions and recommendations could lead to future research in the South African context, which will increase the knowledge pool on agritourism in this country. Further research topics could include the following: the role of women in agritourism, unlocking the potential of agritourism on other types of farms (not fruit farms) and support programmes to assist farmers who would like to diversify into agritourism.

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Addendum A: Trends from international literature on agritourism

Topic	Opinion	Author
Tourism vs. Agriculture	Seasonality of tourism clash with that of agriculture- conflicting demands for labour	Kepe, Ntsebenza, Pithers (2001)
	Not all job loses can be replaced by diversification and new economic orientation is needed to avoid single sector reliance	Hill, Nel and Trotter (2006)
	Farm income is declining	Oredegbe and Fadeyibi (2009)
	Agriculture under heavy pressure and agricultural landscapes are changing	Dougstad (2005)
	Consumption of agricultural land for urban development is growing	Che, Veeck and Veeck (2003)
Tourism & job creation	Limit to number of jobs created- saturation, need other small scale projects and spin-offs	Hill, Nel and Trotter (2006)
	Provision of farm accommodation is unlikely to produce a significant number of new jobs	Sharpley and Vass (2006)
	Employment opportunities in agritourism is generally limited mostly to family members, especially farm women	OECD (2008)
Skills in tourism	Low skills base, low paying jobs and not real economic development	Kepe, Ntsebenza, Pithers (2001)
	Need to reskill poorer community	Hill, Nel and Trotter (2006)
	Need different set of managerial skills and human resources which producers may not have- agritourism	Wilson, Thilmany and Sullins / Lobo, Goldman, Jolly, Wallace, Schrader and Parker (1999)
	Most important aspect of agritourism- experience to visitor	Wicks and Merrett (2003)
	Innovativeness is very important for agritourism	Barbieri and Mshenga (2008)

	<p>Management and marketing of agritourism farms require skills different from traditional production and wholesale farming</p> <p>Working with tourists mean that farmers have to be sensitive to other people's expectations and needs in order to create positive experiences for those who buy the services</p>	<p>Barbieri and Mshenga (2008)</p> <p>Brandth and Haugen (2011)</p>
Tourism and Poverty	Participation and empowerment is very important if poverty is to be addressed	Hill, Nel and Trotter (2006)
Pro-poor tourism	<p>Approach enhances linkage between tourism business and poverty reduction</p> <p>Confusion between pro-poor approach, ecotourism, sustainable tourism and community based tourism</p>	<p>Hill, Nel and Trotter (2006)</p> <p>Hill, Nel and Trotter (2006)</p>
Impact of pro-poor tourism	May extend beyond job creation and offer business the opportunity for local entrepreneurs and small businesses	Hill, Nel and Trotter (2006)
Rural tourism	<p>Agritourism is subset of rural tourism</p> <p>Rural tourism is a dynamic phenomenon, both creating and reflecting change within its reach</p> <p>Mostly a domestic phenomenon</p> <p>Concept that mushroomed and includes adventure tourism, cultural tourism and township tourism</p> <p>Rural tourism only successful if integrated into wider local development plans</p> <p>Farm tourism is subset of rural tourism, clear ingredients of small scale entrepreneurs with local roots based on local traditions</p> <p>Farm tourism seen in wider context of rural tourism, given it forms part of both accommodation supply and day attractions</p> <p>In SA- rural tourism viewed as means to</p>	<p>Bernardo, Valentin and Leatherman (2004)</p> <p>Sharpley (2002)</p> <p>Sharpley and Roberts (2004)</p> <p>Briedenhann and Wickens (2004)</p> <p>Briedenhann and Wickens (2004)</p> <p>Nilsson (2002)</p> <p>Busby and Rendle (2000)</p> <p>Viljoen and Tlabela</p>

	eliminate poverty and create employment opportunities in rural areas	(2007)
	Agritourism is form of rural tourism, but its more diverse and difficult to define	Phelan and Sharpley (2011)
Different names	Agricultural tourism/ agritourism and agrotourism	Lobo, Goldman, Jolly, Wallace, Schrader and Parker (1999)
	Used interchangeably: agrotourism, farm tourism, farm based tourism, agritourism and rural tourism	Phillip, Hunter and Blackstock (2010)
	Rural tourism and agritourism used interchangeably- symbiotic	Hegarty and Przeborska (2005)
	Agritourism, agrotourism, farm tourism, agricultural tourism and agritainment	Pittman (2006)
	Farm based recreation and agritourism- interchangeably	Rilla, Haresty, Getz and George (2011)
	Land tourism instead of agritourism- holiday makers don't necessarily get in close contact with agricultural activity of host	OECD (2008)
	Agritourism confused with rural tourism	Icoz, Pirnar and Gunlu (2010)
History of agritourism	People have participated in farm based activities for considerable length of time	Colton and Bissix (2002)
	Popularity of agritourism increased in past decade	Tew and Barbieri (2012)
	Not new concept, but ambiguity about meaning and scope	Barbieri and Mshenga (2008)
	Changed from tourism on farm to farm tourism- tourist component is main stay of many farm businesses	Busby and Rendle (2000)
	Last 20 years have seen a significant increase in farm based tourism in terms of supply	Sharpley and Vass (2006)
	Agritourism received great attention in rural and agricultural politics and economics over	Brandth and Haugen (2011)

	<p>the last decade</p> <p>Agritourism is fastest growing sector of tourism industry</p> <p>One of the fastest growing forms of new enterprise- agritourism</p> <p>Agritourism relatively new concept in SA</p> <p>People want to take different types of vacations- growing interest in agritourism</p> <p>Limited empirical research on agritourism to date</p> <p>Concept of agritourism developed in the 1980's in Europe</p> <p>In recent years- growing interest in agritourism by many countries</p>	<p>Fadali, Harris and Curtis</p> <p>Tweeten, Leistritz and Hodur (2008)</p> <p>Viljoen and Tlabela (2007)</p> <p>Scroggs (2004)</p> <p>Gascoigne, Sullins and McFadden (2008)</p> <p>Gopal, Varma and Gopinathan (2008)</p> <p>Icoz, Pirnar and Gunlu (2010)</p>
<p>Goal of agritourism</p>	<p>Means of diversification</p> <p>Opportunity for diversification and economic incentives for growers, promote development and educate public about important contribution of agriculture to economy and quality of life</p> <p>Women play active role in farm diversification</p> <p>Sustainable strategy that promotes economic growth by linking number of different economic activities and enhancing environmental conservation through encouragement of low impact agriculture</p> <p>Farm tourism primarily developed for its economic benefits and represent symbiotic relationship for areas where neither farming or tourism could be independently justified</p> <p>Is way to ensure living farm for future</p>	<p>Wilson, Thilmany and Sullins</p> <p>Lobo, Goldman, Jolly, Wallace, Schrader and Parker (1999)</p> <p>Barbieri (2008)</p> <p>Sonnino (2004)</p> <p>Busby and Rendle (2000)</p> <p>Brandth and</p>

	Increase profitability, market products and create job opportunities	Haugen (2011) Rilla, Haresty, Getz and George (2011)
Reasons for diversifying	<p>Economic reasons</p> <p>Increased financial strain on family farms- pressure to look outside agriculture to sustain operations</p> <p>If visitors to farm understand farm life better, they may support operations easier</p> <p>Agritourism not panacea to economic woes but represent alternative</p> <p>Not for all farmers and can't solve all agricultural problems</p> <p>Farm diversification create more stable and higher income for producer</p> <p>Development of on-farm, non-food activity which provides new sources of income and employment and oriented towards newly emerging markets</p> <p>Diversification more widely seen as effective means of addressing socio-economic problems in rural areas and agricultural sector</p> <p>Farm tourism help reconcile farming interest and environmental protection through integrated land management- farmers play a key role</p> <p>Income through agritourism as diversification strategy higher than other forms of diversification</p>	<p>Colton and Bissix (2002)</p> <p>Nickerson, Black and McCool (2001)</p> <p>Nickerson, Black and McCool (2001)</p> <p>Bernardo, Valentin and Leatherman (2004)</p> <p>Lobo, Goldman, Jolly, Wallace, Schrader and Parker (1999)</p> <p>Tew and Barbieri (2012)</p> <p>Oredogbe and Fadeyibi (2009)</p> <p>Sharpley and Vass (2006)</p> <p>Gopal, Varma and Gopinathan (2008)</p> <p>Barbieri (2008)</p>
Definition for agritourism	No formal definition- seen as an activity that connects consumers with heritage, natural resources or culinary experience	Wilson, Thilmany and Sullins

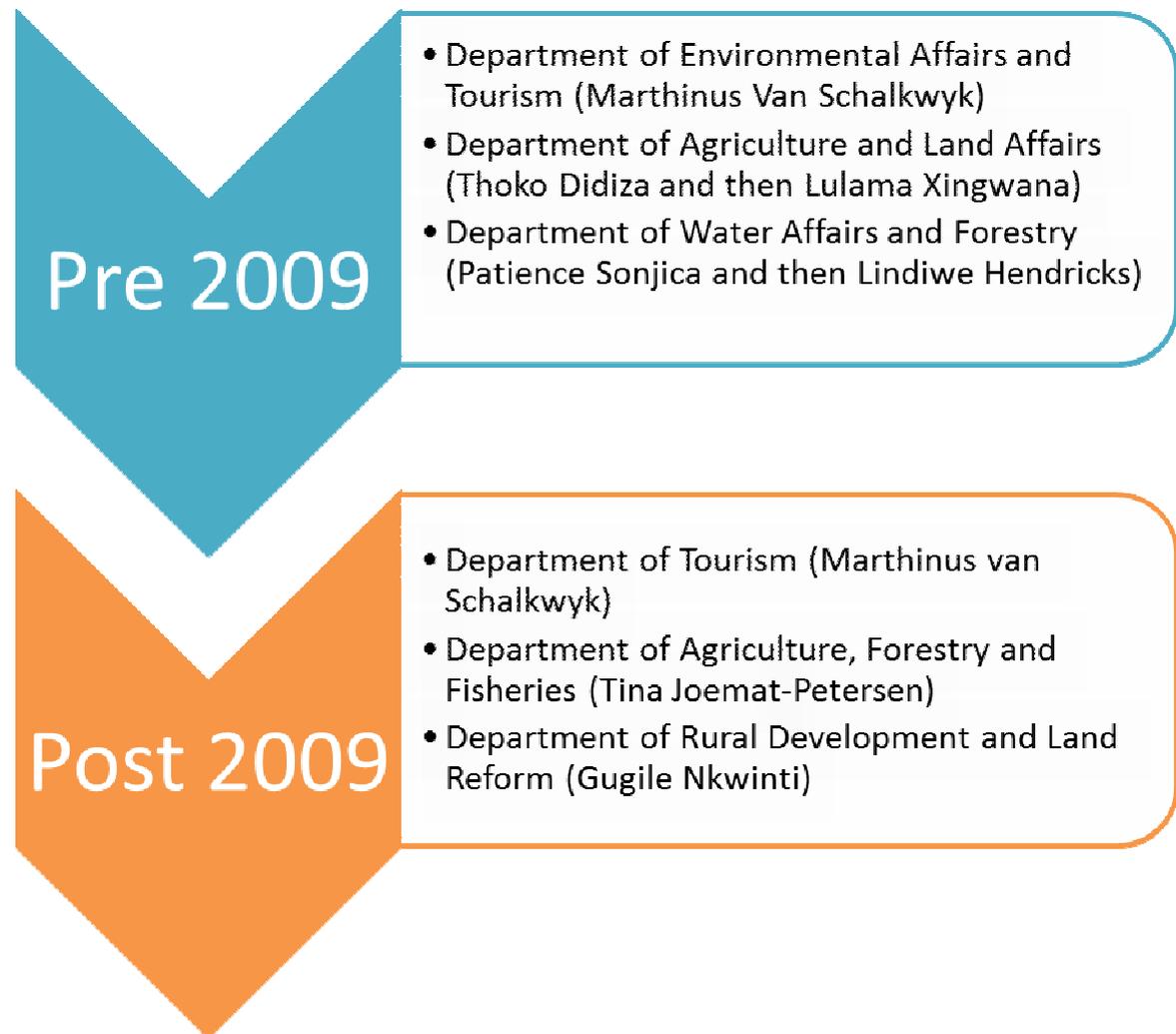
	<p>Alternative farming activity that diversifies economy base, provides, educational opportunities to tourists and provide greater cohesion</p> <p>Hybrid concept that merges elements of two complex industries to open new, profitable markets for farm products and services and provide travel experience for large regional market</p> <p>Commercial enterprise at working farm/ranch conducted for enjoyment of visitors that generate supplemental income</p> <p>Any business conducted by farmer for enjoyment or education or promote product of farm and generate additional farm income</p> <p>Any activity in which visitors to farm or other agricultural setting contemplates farm landscapes or participate in agricultural process for recreation or leisure purposes</p> <p>Any practice developed on working farm with purpose of attracting visitors</p> <p>Activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities</p> <p>Rural enterprise which incorporate both working farm environment and commercial tourism component</p> <p>Form of commercial enterprise that merges tourism and agriculture by selling experiences of being on a farm, attracting visitors to a farm in order to sell farm products or combination of these concepts</p> <p>Income generating activity conducted on working farm for enjoyment and education of visitors</p>	<p>Colton and Bissix (2002)</p> <p>Colton and Bissix (2002)</p> <p>Bernardo, Valentin and Leatherman (2004)</p> <p>Lobo, Goldman, Jolly, Wallace, Schrader and Parker (1999)</p> <p>Tew and Barbieri (2012)</p> <p>Barbieri and Mshenga (2008)</p> <p>Sonnino (2004)</p> <p>McGehee, Kim and Jennings (2007)</p> <p>Pittman (2006)</p> <p>Rilla, Hardesty, Getz and George (2011)</p>
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	Variety of recreational, educational and other leisure activities and services provided by farmers that could take place on or off farm	Gascoigne, Sullins and McFadden (2008)
Agritourism	Significant farming activity that is poorly understood	Colton and Bissix (2002)
	Desire for industry standards for agritourism	Colton and Bissix (2002)
	More urban dwellers are looking for farm vacations as an escape	Nickerson, Black and McCool (2001)
	Income generated from agritourism-supplemental	Nickerson, Black and McCool (2001)
	Usually small scale and generally use surplus capacity and labour	Nickerson, Black and McCool (2001)
	Integrating guests into farm operations, thus making tourism part of life on farm	Nickerson, Black and McCool (2001)
	Activities are in small pockets activity in agricultural production regions close to metro areas or other tourist destinations	Bernardo, Valentin and Leatherman (2004)
	Agritourism growth- demand and supply driven	Bernardo, Valentin and Leatherman (2004)
	Not only measured in terms of increased profits but also as a marketing tool	Tew and Barbieri (2012)
	To make agritourism profitable venture- need for full time commitment from farmer and employees	Tew and Barbieri (2012)
	Farm tourism is subset of agritourism	Oredegbe and Fadeyibi (2009)
	Agritourism seen as component of entire farm structure	Barbieri (2008)
Provide opportunity to learn about sustainable food systems	Rumblings in world of food	
Farm tourism evolved to be recognized as	Busby and Rendle	

	<p>product in its own right- increased professionalization of farm tourism</p> <p>Transition from tourism on farm to farm tourism if tourism revenue exceeds agricultural revenue, or when farmer has adopted tourism business plan or when enterprise is regarded as farm tourism by consumer</p> <p>People participate in agritourism to get the “away” effect</p> <p>Tourists who choose farm accommodation look for genuine rural atmosphere, learn traditional craft skills, make friends, enjoy home made food and drink</p> <p>Agritourism involves 2 giant industries which rely heavily on sustainability to survive</p> <p>Farms located closer to paved highways factors to keep in mind when developing agritourism ventures</p>	<p>(2000)</p> <p>Busby and Rendle (2000)</p> <p>Gascoigne, Sullins and McFadden (2008)</p> <p>Gopal, Varma and Gopinathan (2008)</p> <p>Icoz, Pirnar and Gunlu (2010)</p> <p>Barbieri (2008)</p>
<p>Popular forms of agritourism diversification</p>	<p>Farm based accommodation is seen as the dominant form of farm diversification</p> <p>Guest houses, self catering accommodation and horse riding are seen as the most popular tourist activities on farms</p> <p>Common option for diversification in agritourism - accommodation</p> <p>Self catering farm accommodation- popular agritourism diversification choice</p> <p>Common form of tourism enterprise- accommodation, especially scenic areas</p> <p>Holiday cottages and bed and breakfast- popular tourism activity on farm</p> <p>Popular activities include educational focused tours, recreational self harvesting and</p>	<p>Sharpley and Vass (2006)</p> <p>Viljoen and Tlabela (2007)</p> <p>Bowler, Clark, Crockett, Ilbery and Shaw (1996)</p> <p>Nilsson (2002)</p> <p>Walford (2001)</p> <p>Phelan and Sharpley (2011)</p> <p>Tew and Barbieri (2012)</p>

	observation or participation in agricultural processes	
Challenges that agritourism face	Lack of awareness of value added opportunity of agritourism development	Colton and Bissix (2002)
	Lack of awareness of agritourism under general public	Colton and Bissix (2002)
	Government support at municipal and provincial level is lacking- zoning and signage bylaws major obstacles	Colton and Bissix (2002)
	Agritourism operators lack assistance and knowledge to develop market ready products	Colton and Bissix (2002)
	Service is key aspect of agritourism- need to become service orientated and not production orientated as traditional farmers	Che, Veeck and Veeck (2003)
	Alternative leisure opportunities is a threat to agritourism	Che, Veeck and Veeck (2003)
	No database to connect operators, thus networking is very challenging	Tweeten, Leistritz and Hodur (2008)
	Affordable insurance and cooperative marketing are issues that need to be addressed	Tweeten, Leistritz and Hodur (2008)
	Net income from agritourism is generally low	Nilsson (2002)
	Agritourism development- usually small scale in nature	Gertz and Carlsen (2000)
Research shortages	Lack of info regarding tourism markets and trends and to define target markets	Colton and Bissix (2002)

Addendum B: Cabinet Portfolios applicable to this research study



Adapted from www.southafrica.info, 2012.

Addendum C: Journals consulted in order to write literature review (secondary research)

(Total in brackets represents number of articles read in specific journal)

1. African Journal of Business Management (1)
2. Agrekon (2)
3. Agricultural Economics (1)
4. Agricultural Systems (1)
5. Agriculture and Human Values (1)
6. Annals of Tourism Research (3)
7. British Food Journal (2)
8. Geography Journal (1)
9. Cambridge Journal of Economics (1)
10. Central European Agriculture Journal (1)
11. Current Issues in Tourism (1)
12. Development Southern Africa (3)
13. Development Studies (1)
14. Geographical Journal (1)
15. International Journal of Contemporary Hospitality Management (1)
16. International Journal of Tourism Research (4)
17. Journal of Agrarian Change (1)
18. Journal of Central European Agriculture (1)
19. Journal of Food and Culture: Gastronomica (1)
20. Journal of Human Development (1)
21. Journal of Rural and Community Development (1)
22. Journal of Rural Studies (1)
23. Journal of Socio-Economics (1)
24. Journal of Travel Research (3)
25. Local Environment (1)
26. Political Studies (1)
27. Qualitative Inquiry (2)
28. Review of International Political Economy (1)
29. Review of Political Economy (1)
30. Review of Social Economy (1)
31. Singapore Journal of Tropical Geography (1)
32. Sociologia Ruralis (5)
33. The Quarterly Journal of Economics (1)
34. The Statistician (1)
35. Third World Quarterly (1)
36. Tourism Geographies (1)

- 37. Tourism Management (12)
- 38. Tourism Planning and Development (3)
- 39. Urban Affairs Review (1)
- 40. Urban Studies (1)
- 41. World Development (1)

Addendum D: Summary of Research Articles read by researcher

(Bold=published journal articles)

#	Authors	Year	Country covered	Focus area	Qualitative	Quantitative
1	Haysom and Ashley	2008	SA	PPT in supply chains, Spier	√	
2	Kepe, Tsembeza and Pithers	2001	SA	AT and livelihoods	√	
3	Hill, Nel and Trotter	2006	SA	PPT	√	
4	Calton and Bissix	2002	Canada	AT		√
5	Wilson, Thilmany and Sullins	2006	US	AT and economic driver		√
6	Ramsey and Schaumleffel	2006	US	AT and rural development		√
7	Nickerson, Black and McCool	2001	US	AT & skills needed		√
8	Bernardo, Valentin and Leatherman	2004	US	AT		√
9	Tew and Barbieri	2011	US	AT and creation of brand		√
10	Lobo, Goldman, Jolly, Wallace, Schrader and Parker	1999	US	AT and benefits of it		√
11	Daugstad	2005	Norway	AT and conflict between insider and outsider		√
12	Barbieri	2008	North America	AT and farm entrepreneurs		√
13	Che, Veeck and Veeck	2003	US	AT and advantages of it	√	
14	Mace	2005	US	Factors motivating AT entrepreneurs		√
15	White	2007	Tuscany	Food and farm experiences	√	
16	Sharpley and Roberts	2004		Rural tourism	√	

17	Hegarty and Przeborska	2005	Ireland Poland	Rural and AT		✓
18	Briedenhann and Wickens	2004	SA	Rural tourism	✓	
19	Hall	2004	South Eastern Europe	Rural tourism		✓
20	Fonte	2008	European Countries	Food relocalisation		
21	Sonnino	2004	Tuscany	AT	✓	
22	Keuhn, Hilchey, Ververs, Dunn, Lehman	1998				
23	Wicks and Merrett	2003	US	AT	✓	
24	Barbieri and Mshenga	2008	US	AT		✓
25	Nilsson	2002		Farm stays in different countries	✓	
26	Busby and Rendle	2000	Various countries	Tourism on farms to farm tourism	✓	
27	Streeter and Bills	2003	US	Value add in AT		✓
28	Sharpley and Vass	2006	North East England	Farm diversification		✓
29	Brandth and Haugen	2011		Social id and AT	✓	
30	McGehee, Kim and Jennings	2007	US	Gender and AT		✓
31	Di Domenico and Miller	2011	UK	Authenticity of AT		✓
32	Su	2011	China	Rural tourism	✓	
33	Telfer and Wall	1996	Indonesi a	Tourism and food	✓	
34	Pittman	2006	US	AT		✓
35	Fadali, Harris, Curtis	nd	US	AT and its potential	✓	
36	Tweeten, Leistritz and Hodur	2008	US	AT and rural tourism		✓
37	Alonso and O'Neill	2010	US	Small Hospitality Enterprises	✓	
38	Alonso	2010	US	Farmers relations with SHE		✓
39	Viljoen and Tlabela	2007	SA	Rural tourism diversification	✓	

40	Gascoigne, Sullins & McFadden	2008	US	AT		√
41	Scroggs	2004	US	AT as diversification	√	
42	Gopal, Varma and Gopinathan	2008	India	AT as rural development		√
43	Rilla, Hardesty, Getz and George	2011	US	AT and econ potential		√
44	Ainley & Smale	2010	Canada	Agritourist profile		√
45	Icoz, Pirnar, Gunlu	2010	Turkey	AT potential		√
46	Ragunandan, Horner, Scheupbach	2010	India	AT potential	√	
47	Schilling, Marxen, Heinrich, Brooks	2006	US	AT potential		
48	Phelan & Sharpley	2011	UK	AT entrepreneur		√
49	Cannarella	2002		Non-rural diversification	√	
50	OECD	2008	Germany	Diversification into AT		√
51	Oredegbe and Fadeyibi	2009	Canada	Farm diversification		√
52	Witbooi, Cupido and Ukpere	2011	SA	Success factors for entrepreneurial act	√	√
53	Phillip, Hunter and Blackstock	2009		Typologies of AT	√	
54	Ritchie, Tung and Ritchie	2010		Research about research in tourism		√
55	Reed and Kleynhans	2009	SA	Purchasing of land for other than agriculture		√
56	Sun, Jansen-Verbeke, Min and Cheng	2011	China	Agricultural heritage systems	√	
57	Ashley and Roe	2002	SA	PPT		√
58	Meyer	2008		PPT and linkages in accommodation	√	
59	Boluk	2011	SA	FTTSA & poverty	√	
60	Mahony	2007	SA	FTTSA and certification	√	
61	Nowers, de Villiers and Myburgh	2002	SA (WC)	Wine routes and success factors	√	√
62	Ashley & Haysom	2006	SA	PPT vs. CSR	√	
64	De Beer and	1997	World	Tourism development	√	

	Wheeller		wide			
65	Rogerson	2006	SA	PPT and LED	✓	
66	Nel	2001	SA	LED and Policy changes	✓	
67	Nel and Binns	2002	SA (Still Bay)	LED & change agents	✓	
68	Binns and Nel	2002	SA	Tourism as LED	✓	
68	Reardon and Barrett	2000		Agroindustrialisation	✓	
77	Mertz, Wadley, Christensen	2005		Land use strategies (N.A)	✓	
81	Sen	2005		Human rights and CA	✓	
82a	Jackson	2005		Capabilities, culture and social structure	✓	
84	Pressman and Summerfield	2002		Critique on CA	✓	
86a	Terzi	2010		Capabilities and education	✓	
87	Van Ootegam & Spillemaeckers	2010	Belgium	Well being and capabilities	✓	
88	Du Toit	2001	SA	Ethical Trade Initiative	✓	
89	Sen	2004		Capabilities and Lists and valuation of it	✓	
90a	Sen	1997		Capabilities and Human Capital	Editorial	
90b	Bhorat, van der Westhuizen, Jacobs	2011	SA	Poverty and Agriculture in SA		✓
91a	Sen	2003		Capabilities and development	✓	
91b	Sandrey, Punt, Jensen & Vink	2011	SA	Agriculture and employment in SA		✓
92	Walker, McLean, Dison and Peppin-Vaughan	2009	SA	Human Development and Universities	✓	
94	Troskie	2009	SA	Agricultural census		✓
96	Cleverdon	2002	SADC	Challenges that tourism face	✓	
97	Kiper	2011	Turkey	AT and olive/viticulture		✓
100	Harrison	2008		PPT critique	✓	
102	Koch, De Beer and Elliffe	1998	SA	SDI models used in tourism development (NA)	✓	
121	Malkanathi and Routry	2011	Sri Lanka	AT		✓
123	Bruwer	2003	SA	Wine Routes		✓

Addendum E: Secondary research plan followed by researcher

Date of Research	Search engines	Key words used	Results
4, 5, and 6 Oct 2011	Google Scholar	Definition for agritourism Agritourism Agritourism and economic development Economic development in SA	
19 Oct 2011	www.landbou.com www.landbou.com www.landbou.com www.farmersweekly.co.za www.farmersweekly.co.za www.farmersweekly.co.za	Agritoerisme Plaastoerisme Landelike toerisme Agritourism Farm tourism Rural tourism	12 articles 0 hits 2 articles 7 hits 0 hits 0 hits
20 Oct 2011	www.agritourism.agrisupportonline.com /agritourism_southafrica.htm	Agritourism associations in SA	3 guest farms
21 Oct 2011	www.farmstay.co.za	Western Cape	54 records
25 Oct 2011	www.agritourismworld.com	South Africa	1 hit (Black Eagle Lodge)
27 Oct 2011	Jstor Science Direct Emerald Taylor and Francis Wiley online Sage online	Agritourism in SA	5 hits (none used) 7 hits 3 hits (1 used) 19 hits (1 used) 8 hits (none relevant) 1 hit
22 Nov 2011	Wiley Online J-Stor Taylor and Francis	Endowment theory of Sen	1958 hits 2481 hits 1382 hits
9 Dec 2011	SUN Scholar	Agritourism in South Africa Farm tourism in South Africa Accommodation on farms Farm stays Farm accommodation Agritourism Agri-tourism Agrotourism Tourism	0 results 0 results 0 results 0 results 1 hit (not relevant) 1 hit (Afrikaans and not relevant) 0 results 0 results 65 hits
10 Jan	www.agritourismsa.com		Website is blank

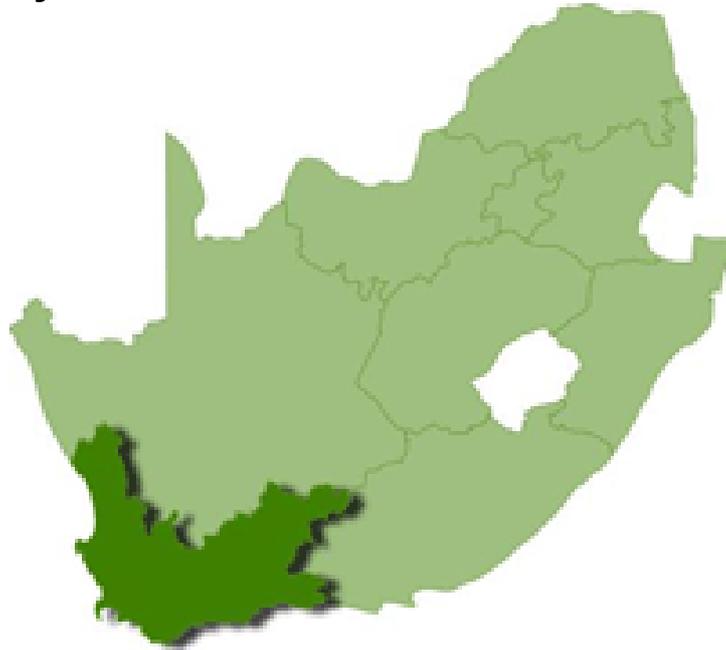
2012	www.agritourismworld.com	South Africa	No information on the site Black Eagle Lodge in Caledon is the only SA result
15 Feb 2012	Google Scholar	Capabilities approach Sen	190 000 results
17 May 2012	Science Direct Database Taylor and Francis Database Google Scholar	Intergenerational development Intergenerational capabilities approach Intergenerational sustainability	65 results 60 results 580 000 results
2 Jun 2012	Google Scholar Sage	Case Study methods Qualitative research	709 000 results

Addendum F: Primary data gathering activities

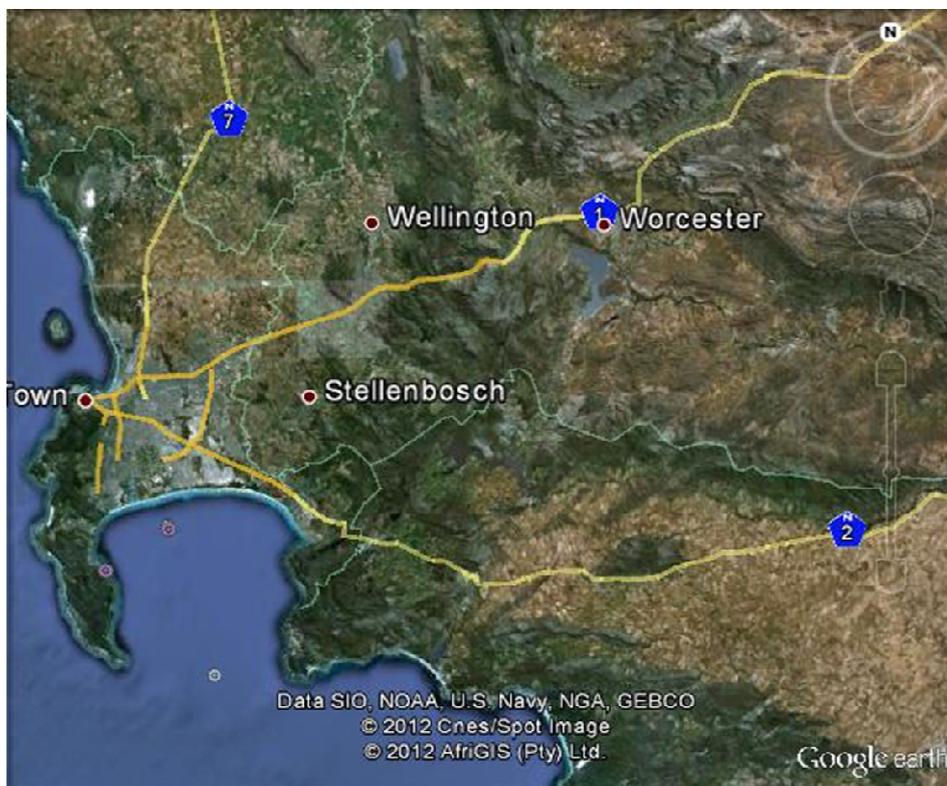
Date	Action	Communication method	Information
23 Nov 2011	Contact Swellendam Tourism Contact Montagu Tourism	Emailed and phoned them	Requesting any farms that they can suggest that do agritourism activities in their region. Swellendam- No response Montagu -1 farm (Keisies Cottages)
2 Dec 2011	Contact Keisies Cottages	Email	Introduction and request them to be part of my research study
9 Dec 2011	Contact Tierhoek Cottages	Email	Requesting to meet with them and be part of my research study
11 Dec 2011	Feedback from Tierhoek Cottages	Email	Requesting more information from me
15 Dec 2011	Contact Keisies Cottages	Email	Request meeting with them early in the new year
5 Jan 2012	Feedback from Keisies Cottages	Email	Can visit on 21 January
5 Jan 2012	Contact Tierhoek Cottages again	Email	Requesting a visit to their establishment
21 Jan 2012	Meeting with Keisise Cottages	Face to face	45 minute interview and information session with owner
30 Jan 2012	Feedback from Tierhoek Cottages	Email	Agree to be part of my research and is willing to meet me
8 Feb 2012	Feedback from Tierhoek Cottages	Emails	Agree to meet me on 18 Feb 2012
18 Feb 2012	Meeting with Tierhoek Cottages	Face to face	Interview and information session with owners of Tierhoek Cottages
13 Mar 2012	Contact Keisies Cottages	Email	Requesting a meeting with staff on 29 March 2012
13 Mar 2012	Contact Tierhoek Cottages	Email	Requesting a meeting with staff on 17 April 2012
13 Mar 2012	Feedback from Tierhoek Cottages	Email	Adhering to my request for meeting with staff
19 Mar 2012	Feedback from Keisies Cottages	Email	Adhering to my request for meeting with staff
29 Mar 2012	Meeting with staff of Keisies Cottages	Face to face	Meeting with staff for 40 minutes in small gender determined groups
17 Apr 2012	Meeting with staff of Tierhoek Cottages	Face to face	Meeting with staff for 45 minutes in small gender determined groups
17 Apr 2012	Make booking for weekend stay at Tierhoek Cottages	Email	Will stay at Tierhoek Cottages in Quince Cottage from 19-21 July. Three visitors will accommodate the

			researcher to the farm
28 May 2012	Make payment for booking at Tierhoek Cottages	Email	Make full payment for intended weekend visit
26 Jun 2012	Make booking for weekend stay at Keisies Cottages	Email	Will stay at Keisies Cottages in Lavender Cottages from 27-29 July. Three visitors will accommodate the researcher to the farm
26 Jul 2012	Request meeting with staff of Keisies Cottages	Email	Schedule individual meetings with staff to follow up on previous group discussion.
27 Jul 2012	Request to meet with owner of Keisies Cottages	Email	Want to have follow up on our last discussion
27 Jul 2012	Make payment for booking at Keisies Cottages	Email	Make full payment for intended weekend visit
27 Jul 2012	Feedback from Keisies Cottages	Email	Owner and workers will be able to speak to me on 27 July. Workers need to be interviewed before 14:00
9 Jul 2012	Request meeting with staff of Tierhoek Cottages on 19 Jul at 15:00	Email	Schedule individual meetings with staff to follow up on previous discussion
17 Jul 2012	Request meeting with someone at Robertson Tourism	Phone	Request meeting with knowledgeable person at Robertson Tourism about Agritourism in the area
19 Jul 2012	Meeting with Alison and Bruce of Tierhoek Cottages (owners)	Face to face	Follow up interview
20 Jul 2012	Meeting with Lettie van Zyl of Robertson Tourism Bureau	Face to face	Meeting in connection with agritourism and its potential
20 Jul 2012	Meeting with employees at Tierhoek Cottages	Face to face	Individual follow up interviews
23 July 2012	Confirm meeting with Toni of Keisies Cottages	Email	Confirmation of booking and interviews
24 July 2012	Request meeting with person from Montagu Tourism Bureau	Phone	Request meeting with knowledgeable person at Montagu Tourism about Agritourism in the area.
27 July 2012	Meeting with Mariette Barns	Face to face	Meeting in connection with agritourism and its potential
28 July 2012	Meeting with employees of Keisies Cottages	Face to face	Nobody participated in the interview
29 July 2012	Meeting with Toni of Keisies Cottages (owner)	Face to face	Follow up interview

Addendum G: Maps of Western Cape and Breede River Valley



Map 1: South Africa (Rooms for Africa, 2011)



Map 2: Western Cape (Google Earth, 2012)



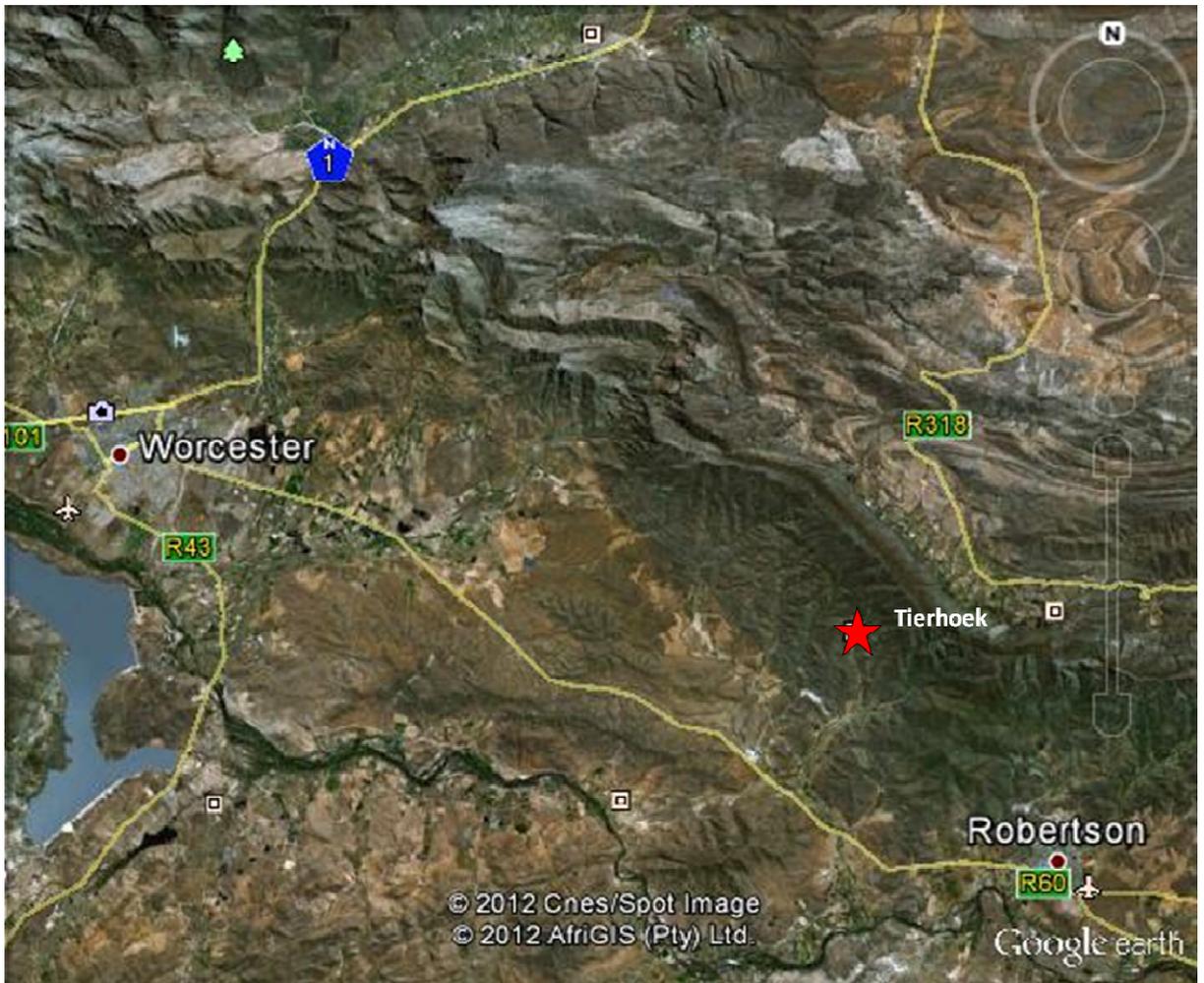
Map 3: Breede River Valley in the Western Cape (Google Earth, 2012)

Addendum H: Map of Keisies Cottages



(Google Earth, 2012)

Addendum I: Map of Tierhoek Cottages- Robertson



(Google Earth, 2012)

Addendum J: Description of demographics of all research participants

This is a breakdown of all the research participants of this study.

Gender

Male	Female
29%	71%

Ethnicity

Black	Coloured	White	Other
0%	79%	21%	0

Age Grouping in years

0-21	22-30	31-40	41-50	51-60	61-70
14%	0%	29%	36%	21%	0

Language

Afrikaans	English	Xhosa	Other
79%	21%	0	0

Education Levels

Grade 1-7	Grade 8-12	Tertiary
64%	14%	21%

Addendum K: Interview with Mariette Barnes of Montagu Tourism on 27 July 2012 at Montagu Tourism offices

Discussion took place in Afrikaans, but has been translated for the sake of uniformity for this research study

Many tourists want to stay on a working farm, but the farmer is too busy and don't want tourists in their way, may stay on farm, but can't take part in farming activities

Farmers' perception is busy changing and is becoming more accessible to tourists, accommodation on farms are assisting in this regard. If there are more willing farmers, the tourism office can promote agritourism more.

Farmers must be more accommodating to tourists if agritourism is to grow in the coming years; tourists also need to be more informed if agritourism is to grow in the area.

Agritourism options available in the area

In Ashton- Farmer Red Beard- allow people to pick fruit and vegetables and positive feedback has been received.

Gwano Caves outside town has an animal petting zoo and some horse riding.

Mooivallei in Bonnievale- cheesery and tourists can see how cheese is made.

Koo cannery will do tours, but only for large groups, and you need to book in advance.

Montagu Dried Fruit Co-op provides tractor rides in and around their premises, and you can see how they operate.

Keisies Cottages are well known for picking of roses during season, and they use to have gooseberries that the children could pick.

Unique challenges for Montagu as town- tourism town, hot water springs are seen as the "only" attraction, many tourists just pass through town, need to have more festivals in the town to get it more well known.

Tourists visit Montagu for the peace and quite, the rustic environment is a great pull factor. Currently the tourism industry is having a hard time- winter, but in general the industry does well. Montagu Tourism is currently working on more festivals, and there is a constant supply of new accommodation in the town.

Montagu does not concentrate on wine tourism as a source of income, only one cellar in town and then one in Barrydale, this wine route is very different to other wine routes, and majority is co-operatives in area.

Montagu is changing, there are new people in town with many new ideas on how to do things, and this is increasing the demand and supply in tourism products.

Addendum L: Notes of interview with Lettie van Zyl, Manager of Robertson Tourism Bureau on 20 July 2012 at Robertson Tourism Offices

Interview was conducted in Afrikaans, but translated to English for uniformity in the document

One of the only farms that are focusing on agritourism is Farmer Red Beard, allows people to pick fruit and vegetables, but is currently having a hard time, limited support.

Farmers don't want people on their farms.

Stud farmers say the tourist upset the horses and this lead to stress in the animals.

Fruit farmers don't want to go through the effort and tourists only create more problems for them.

Requests by tourists include the following:

- They want to go to organic farms. Tourists buy organic vegetables in Cape Town, and would like to visit the farms where these produce come from. Not all fruit and vegetables come from the same farm, and tourists don't understand that various farms contribute to the box scheme.
- Many tourists are under the impression that the fruit comes only from Tierhoek, but this is not the case. Don't really know where the fruit comes from, maybe McGregor?
- Tourists would rather visit organic farms since these farms (according to them) are more family orientated farms were children and animals can interact.
- Tourists would like their children to touch animals. Currently Nerina farm in Robertson offer them this opportunity.
- Goederede Farm offer tourists the opportunity to pick strawberries and other seasonal fruit, but they are struggling due to a lack in demand.

Many farmers have accommodation on their farms that tourists can stay in, but they don't offer any activities on the farm that the tourists can partake in.

Farmers have not realised that they can combine tourism and agriculture, and this can form one business, and not two which is currently the perception. It is happening here and there, but its not seen as a whole industry yet.

Challenges that Robertson face

- Tourists do not book in advance, so its not possible to have tours to farms since farmers cant be at the tourist's beck and call everyday. Its not possible to take groups to farms.

- Town is seen as a drive- through town, so no coordination between various sectors of the industry is taking place.

What is needed to make agritourism an industry?

- Awareness campaigns for tourists, but also for farmers.
- Better marketing for agritourism farms

Currently Robertson Tourism have the Hands on Festival and the Slow Festival that is aimed at creating awareness, but it is still very limited to the wine industry.

ADDENDUM M: Primary questions which guided discussions with participants

Questions are in Afrikaans since all the farm workers were interviewed in their mother tongue.

Aanvanklike groepsonderhoud met werkers van Keisies Cottage op 29 Maart 2012 te Montagu

1. Stel myself aan die werkers voor en gee bietjie agtergrond oor my studie.
2. Verduidelik die doel van die studie en hoekom hulle gekies is om daaraan deel te neem.
3. Verduidelik die vorm wat die werkers moet teken.
4. Kry die toestemmingsvorm geteken van elke deelnemer.
5. Gesels oor die plaas en werk

- Waar bly julle?
- Hoe lank werk julle al op die plaas?
- Wat doen elkeen van julle op die plaas?
- Hoe was dit voordat die akkommodasie op die plaas begin is?
- Is daar enige nadele gekoppel aan die akkommodasie op die plaas?
- Is daar enige voordele gekoppel aan die akkommodasie op die plaas?
- Watter ure werk julle elke dag?
- Wanneer is julle af?
- Het julle enige skool opvoeding?
- Het julle enige kinders?
- Waar gaan hulle skool?
- Wat van julle werk is lekker, en wat is sleg?

ADDENDUM N: Questions for interviews with the farm owners

- Did you diversifying so you are a little bit more secure when there is economic downturn?
- Financially it makes sense to diversify into agritourism, but what are the softer skills that you teach the people that work for you?
- What is your relationship like with your staff?
- How often or how much contact do you have with the guests that come here? Or do you just wave as they pass?
- Have you ever had requests like they want to go look at the farm? They want to go and walk in the mountains?
- What other forms of diversification do you have on the farm?
- Where do you originate from?
- What form of agriculture do you practice on the farm? And why?
- How did you decide to do agritourism on your farm, and did you have any support?
- Have the tourism bureau helped you in any way? Are you guys registered with them?
- Do you think there is a link between the tourist and the food which is grown on the farm?
- What do you understand under the concept “agritourism”?
- Does your staff stay on the premises? Why or why not?
- What training has your staff undergone to work in the tourism industry?