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Assessing Rural Agri-tourism Potentials for Sustainable Development of Akpabuyo Local Government Area, Cross River State

¹Okpodu Victor, ²Dr. Nnamdi Chukwuemeka Ehirim, ³Alalade Oluwasegun Ayodeji, ⁴Awoyemi Samson, ⁵Asiyanbi Olaide

^{1,3,5} Department of Rural Development and Gender Issues, Agriculture and Rural Management Training Institute, ARMTI, Ilorin, Kwara State, Nigeria

² Department of Agricultural Economics, Federal University of Technology, Owerri, Imo State, Nigeria

⁴ Department of Training Technology, Agriculture and Rural Management Training Institute (ARMTI), Ilorin, Kwara State, Nigeria

Corresponding Author: **Okpodu Victor**

Abstract

The low value-added services of rural farmers is a serious hindrance on agri-tourism. Most rural communities with agri-tourism potential lose a lot of revenue due to poor diversification process. The study determined the various agri-tourism potential of Akpabuyo Local Government Area, Cross River State with responses from the operations of forest farmers with a well-structured questionnaire. A sample of 96 farmers was drawn from the total population using two stage random sampling procedures and the data obtained were analyzed using both descriptive and inferential statistics. The analysis revealed a mean age of 43 years of mostly married male farmers suggesting that they are still with vigor and agility for the forest operation and that they are capable of adopting innovative and creative skill of agri-tourism in the area. They are mostly staple food crop producer (52.1) with few tree and forest crop farmers (13. %). More than 63% of the respondents were into food

crop processing such as cassava and maize. It could be seen from the result that agri-tourism business thrives more in the area if the learning opportunities are provided through farm tours (4.53 ± 1.06), educational demonstration to visitors (4.33 ± 0.98), more revenue generation (4.28 ± 1.01) and animal exhibition (3.83 ± 1.28). Basic rural infrastructure (3.49 ± 0.98), capital sourcing (3.478 ± 0.98), use of ICT (3.29 ± 1.14) and funding tourism with farming activities (3.26 ± 1.04) may strongly affect agri-tourism but destruction of flora and fauna through agri-tourism cannot affect diversification of farming to agri-tourism in the area. The study therefore recommends an extensive educational training of young farmers on the ICT and educational programmes that promotes agri-tourism while making rural market infrastructure relatively available for speedy agri-tourism operations in the state.

Keywords: Agri-tourism, Sustainable Development, Agricultural Marketing, FAO

1. Introduction

The demand and supply of recreational activities is gradually gaining ground in Nigeria giving the potential benefits it brings to farmers, visitors and the rural communities. Farm recreational centers have been characterized as simply agro-tourism, which promotes a diverse and sustainable rural economy while at the same time, countering the declining effect of farm incomes. Agri-tourism covers a wide range of activities, including buying produce directly from a farm stand, navigating around, picking fruit, feeding animals, to even operating a hospitality business on or around farms. In line with the aforementioned, Philan and Sharpley (2011) ^[3] views agri-tourism as a diversification strategy that could promote a more diverse and sustainable rural economy, while at the same time protecting farming incomes against market fluctuation. Zehranur and Savran (2018) ^[14] observes that both domestic and foreign tourists prefer rural areas with preserved nature devoid of noise and pollution. The tourists enjoy the opportunity of a better feeling with nature. As an emerging tourism, it catalyzes both income and non-income benefits to farmers.

In Cross River State, the annual Calabar carnival and festivals with other agri - produce fairs such as farmers' day celebration; have offered many tourists and visitors various activities that could be of interest in natural products thus, promoting rural tourism. Therefore, to promote a more diverse and sustainable rural economy, diversification from rural farming to agri-

tourism should be farmers' attitude and practice as farmers' entrepreneurship, new skills and capabilities is enhanced for a more competitive in agricultural marketing. Akpabuyo local council along the Atlantic coastline is endowed with rain forest vegetation. The forest resources with several species of wood, which can support lumbering and large-scale furniture companies expands both the domestic and export markets. In addition to agribusinesses and farming opportunities offered by the area, the socio-economic disposition of the rural people is improved.

Despite these natural provisions for improved socio-economic disposition of the people, agri-tourism business enterprise is undeveloped. No study has assessed the agri-tourism potentials of Nigeria and Cross River State in particular. This study sets to explore the agri-tourism potentials of the state hence, these pertinent research questions will be addressed in this study. What are the agri-business opportunities that centred on agri-tourism in the state? What are the farmers' entrepreneurial capabilities in agri-tourism of the area? What is the effect of agri business opportunities and entrepreneurial capabilities of the stakeholders on development of the area?

Investigating agri-tourism potentials of the rural areas will show the degree of possibility of its development when farming activities in the area is diversified. The economy of Nigeria has for long relied solely on the oil sector. This study will provide detail opportunities and barriers to the development of agri-tourism in Nigeria.

1.1 Objectives of the study

The broad objective is to review the agro-ecological potentials and the possible diversification to agri-tourism development in the study area. The specific objectives were to:

1. describe the socio-economic factors of agri-tourism stakeholders in the area,
2. identify various agribusiness opportunities for agri-tourism in the study area,
3. determine the stakeholders' entrepreneurial capabilities for agri-tourism of the state.
4. determine the effect of agribusiness potential and entrepreneurial skills of the people and the development of the area and
5. determine the various factors that militate agri-tourism growth of the state.

1.2 Hypothesis

H₀: Stakeholders agribusiness potential and entrepreneurial skills do not have any effect on the development of the area

H₀₁: The hypothesis suggests that the current factors cannot enhance agritourism development.

H₀₂: All current factors do not affect the development agritourism

H_{02a}: At least one factor affects the development of agritourism

2. Literature review

Rural communities are often faced with challenges which caused abundant labour force to migrate to urban areas with concomitant effect on declined farm production. Michał and Przebórska (2004) concluded that rural areas stopped to be linked to agricultural production because of the evolutionary economic and social changes associated with them. This is primarily due to poor socioeconomic disposition of the

people, poor infrastructural development and low entrepreneurial skill development. These assertions are further heightened by other challenges in market competition, land tenure system, poorly developed input market, etc. Agri-tourism reserves the trend of rural-urban drift as it involves attraction of people from different areas for recreational activities, increase rural income and develop both rural market infrastructures. Tourism' is a mixture of social-cultural and economic phenomenon which involves people's movement to places outside their usual environment for personal or business/professional purposes. The movement comprise people (tourists) on excursion or business. Hence, the derivation of agri-tourism as a business model amongst farmers' is to recognize the need to diversify farm operations to other supplementary farm incomes for infrastructural development.

Agri-tourism may include a wide variety of activities, ranging from buying produce directly from a farm stand, picking fruit, feeding animals, etc. Thus, by combining agriculture and tourism, agri-tourism offers both economic diversifications to farmers and rural experiences to tourists. In order to stay in agri-business, some farm operations must add value to primary products and create dependable revenue sources. Proximities to the cities and other metropolitan areas with tremendous opportunities provided to facilitate the diversification of farm product and the attendant service with supplementary incomes requires agri-tourisms. Hence, today rural farmers are continuously looking for "new ways" of doing business and exploring the viability of alternative economic strategies that will create niche and new market opportunities within an emerging global market. Hjalager 1996 as quoted by Michał and Przebórska (2004) concludes that rural and agri-tourism is considered to be crucial "mode of lifting rural areas out of a situation of migration and economic decline".

Wicks & Merret (2003)^[1] concludes that agri-tourism is a hybrid concept that merges elements of two complex industries—agriculture and travelling to open up new profitable markets for farm products and services as well as provide travel experiences for a large regional feeder market in the country. Though many authors may consider it as a "working farm," which denotes a combination of tourism services and traditional agricultural activities, the concept in a simple term is a business model that links agricultural production/processing with tourism and agribusiness that attract visitors into a farm, forest, or other agricultural operations. The essence is to build recreational facilities, entertainments and/or education to the visitors or consumers of natural products while generating income for rural development. Empirical reviews suggested that agri-tourism classifies its activities as rural farm operations that create recreational outlets and rural tourism (Sharon *et al.*, 2010)^[12]. It was deduced from these suggestions that individual stakeholders in agri-tourism must be skilful, creative and critical in developing value-added products for consumers' interest. The services and product that people want or consumers' preferences that ordinary primary products cannot provide are the element of agri-tourism. Agri-tourism refers to services provided by agricultural entrepreneurs within their own farm, which allows visitors to take part in agricultural or complementary activities in the farm. Thus, agri-tourism provides a number of economic, educational, and social benefits to producers, consumers/tourists, and communities.

Furthermore, agri-tourism provides incentives for producers (agripreneurs) to remain in agriculture as well as provide numerous economic benefits to the surrounding community through its operations. It creates jobs and support rural income and economy. Other “spill over” of economic development opportunities, occurs, when agricultural tourists shop, eat and lodge in the surrounding community emanates. In the long run, agri-tourism also provides rural communities with the potential to generate more local tax revenue. Also, the educational experiences that connect visitors to scenic landscapes and the local community heritage educate the public about the contribution of agri-tourism to the quality of life. Thus, agri-tourism can also preserve the agricultural heritage farmland and forestland which ensures that future generations will have the opportunity to visit local farms and timber operations, learn more about agriculture, participate in recreational activities and enjoy a local food supply. In short, agri-tourism has the potential to turn urban residents into strong allies for farms, forests and other agricultural enterprises.

3. Methodology

3.1 Study area

Akpabuyo represents one of the 18 LGA of Cross River State. Its' location lies between latitude 4° 5 and 5° 40 and longitude 8° 25 and 8° 32 East. It has a vegetation of a tropical rainforest belt that is bounded to the east with the Atlantic coastline of Bakassi and to the west with the Republic of Cameroon.

3.2 Data collection

Primary source of data gathering was used to collect quantitative data using structured interview and questionnaire administration procedure.

3.3 Sampling method

Two-stage random sampling techniques was used. First, there was a random selection of ten (10) communities in the Local Government Area. These communities selected were drawn from the list of all the communities in the Local government area. All the communities in the area have well developed primary rainforest and various creative farming operations that allowed attraction of people for recreational purposes. Second was a random selection of twenty farmers from each of the ten communities already selected from the state. The farmers were drawn from the list of forester registered with the state Agricultural Development Program (ADP), headquarters in Calabar. Again, with the assistance of well-trained extension agents from ADP of the state as enumerators, these farmers were administered with a well-structured questionnaire. A total of 120 farmers were administered with the questionnaire but the study found only

96 responses relevant for data analysis.

3.4 Method of data analysis

Data were analyzed with both descriptive and inferential statistics. The use of simple descriptive statistics such as mean and relative frequency was employed while factor analysis was used to isolate the various factors agri-tourism potential that enhances rural development of the state. The chi square test was used to test the factors that affect the growth of agri-tourism in the area.

4. Results and discussion

4.1 Socio-economic characteristics of the respondents

The socio-economic status of the respondents as provided in Table 1 farmers' reveals that the farmers age of between 19 - 36years constitute majority with 45.8% followed by 37-55years with 39.6%. An average age of 40.3 years was reported implying that the respondents are still in their active age and can improve productivity by adopting creative farming and agri-tourism operations that can increase consumers' preferences in the area. Furthermore, the result reveals that farming is a male dominated activity as 61.5% of the respondents are males while only 38.5% are females. This can be attributed to the tedious nature of farming in the study area. The population of respondents comprises of 72.9% married and 22.9% singles. This indicated a more responsible family institution that can provide enough labour force for agri-tourism operations in the area. Meanwhile, statistical observation from Table 1 displays that farming activities in the study area are basically carried out on a subsistence basis as majority (53.1%) of the respondents claimed to farm mostly for home consumption. Beyond this is a small proportion of 18.8% of the respondents who claim to farm specifically for commercial but reserves few for home consumption The study reveals that about 16.7% of the respondents claim to farm basically for the market.

It can be seen from the table that 62.5% of the respondents have a household size of less than five persons, while 37.5% have 5 - 10 persons. The high percentage for the low household size could be traced from the fact that the population comprises of mostly youth who probably are still in the process of building their household size. It is obvious on Table 1 that the population of the respondents are literate and knowledgeable as 45.8% possess tertiary qualification, 29.2% claim to have completed secondary education and 13.5% possess adult education. This result is consistent with the assertion of Kumar (2019)^[10] that the higher the level of education of farmers, the more likely their involvement in agri-tourism. This is because low literate farmers are more ignorant of the benefits of agri-tourism and its community activities.

Table 1: Distribution of respondents according to their Socio-economic characteristics (N=96)

Variables	Frequency	Percentage
Age		
19 – 36	44	45.8
37 - 55	38	39.6
56 and above	15	14.6
Sex		
Male	59	61.5
Female	37	38.5
Marital status		
Single	22	22.9

Married	70	72.9
Divorced	2	2.1
Widower	1	1.0
Widow	1	1.0
Household Size		
<5	60	62.5
5 – 10	36	37.5
Educational Status		
No Formal Education	7	7.3
Adult Education	13	13.5
Primary Education	4	4.2
Secondary Education	28	29.2
Tertiary Education	44	45.8
Reasons for Engaging in Farm Enterprise		
Exclusively for Home Consumption	11	11.5
Mostly for Home Consumption, with Intention to Sell Surplus	51	53.1
Partly for Home & Partly for Market	18	18.8
Exclusively for the Market	16	16.7
Main Source of Income		
Salary	5	5.1
Sales of Farm Produce	19	19.8
Civil Service	7	7.3
Farming	48	50.0
Trading	13	13.5
Others	4	4.2
Total	96	100

Sources: Field Survey data, 2019

FAO (2015) ^[4] reports that most of the world's poor reside in rural areas as Smallholders who operate as farmers, engage in multiplicity of off-farm jobs in order to earn a diversified income. Hence, this survey result on Table 1 shows that 50.0% of the respondents who might have diversified into other income earning jobs, earn their main source of livelihood from farming, 19.8% earn their main source basically from the sales of farm produce and 13.5% earn more from trading other commodities. This result disagrees with IAASTD (2009) ^[8] whose report asserted that in Sub-Sahara Africa, many smallholder farms give lower priority to farming than non-farm activities, but however, this result agrees with the survey of FAO (2020) ^[5] who reported that agricultural sector provides the main source of livelihood for most citizens in Nigeria. Furthermore, respondents who earn more from farming asserted that it is more profitable than non-farm activities. This could be associated with the fact that most of the respondents as farmers have integrated in the various food chain by engaging in agribusiness as farmers and at the same time as processors, processing farm produce such as cassava, oil palm, maize, smoking of fresh water fish, poultry and pig meat before taking them to the market.

Survey on Agribusiness Potential for Agri-tourism Development:

Table 2 shows that 52.1% of the respondents are into food crops (Cassava, maize, yam etc.) production, while 17.7% of the respondents are into livestock/fisheries production and the remaining farmers of 13.5% are for tree crops. This result confirms the survey study of FAO (2015) ^[4] that most farmers in Nigeria engage more in the production of food crops when compared to other agricultural produce. The reason could be that before engaging in farming activities, most farmer attempt to prioritise their main staple household food first, and then diversify into other areas of farm production to achieve healthier diets and also produce for

the market. Furthermore, observation shows that in an attempt to promote market opportunities, majority of the farmers equally undertake various agricultural shows to display fresh farm produce to visitors and customers who visit their various community for business, enjoyment and learning experience.

Table 2: Distribution According to Agribusiness Enterprise

Activities	Frequency	Percentages
Farm Activities Carried Out		
Staple food crop production	50	52.1
Tree crop and Forest Crops	13	13.5
Plantation/Orchard	10	10.4
Horticultural/Ornamental Crops	5	5.2
Livestock/Fisheries	13	17.7
Others	1	1.0
On-farm Value addition		
processing of farm produce	49	51.04
manufacturing of other products	22	22.92
hospitality Business	25	26.04
Processing Activities		
Food crop processing	51	63
Oil palm processing	15	18.5
Livestock/Fisheries	14	17.3
Others	20	1.2

Source: Field Survey data, 2019

Value addition in agriculture comprises the processing of food and non-food raw materials, consequently adding value to the final product. In the study area, it is observed that 51.04% of the farmers are also into processing of farm produce, 26.04% ventured into hospitality business and the remaining 22.92% also engaged in manufacturing of other products. This shows that farmers in the study area are already taking advantage of opportunities to integrate along a given food chain. i.e., from their initial function as producers' farmers can expand into other value adding activities as means of income diversification. Also, the accessibility of the study area to the state capital could be a

contributing factor that provides a competitive advantage to the farming communities who take advantage of the various agricultural shows to showcase these products. This finding agrees with the assertion of Bwana *et al.*, (2015) ^[2] who concluded that the reason small farmers often get involved in value-added processing and marketing is to find additional means of improving their farm income and sustain farm operations by making creative combinations of products and by-products. In addition, Srisomyong. N. (2010) ^[13] concludes that farm enterprises willing to exploit agri-tourism business opportunities need to restructure their operations in order to adapt to agricultural changes that will expand their activities. With services built around the natural ambiance of the farm with very minimal hard developments, operations of cattery/hospitality businesses in the form of local drinking bars, restaurant etc. are found to fascinate customers and visitors who are exposed to continental delicacies prepared directly with fresh produce from the farm. The study further agrees with the conclusion of Azimi *et al.*, (2011) which states that there are social benefits associated with agri-tourism as its activities provides openings for new economic activities to be diversified into, thus creating employment opportunities for members of a community.

Furthermore, it is observed that 63% of the respondents were into food crop processing such as cassava, maize e.t.c, 18.5% are into oil palm processing, 17.3% of the respondents also function as livestock/Fisheries processors and others with 1.2% indulge in - waste recycling, cold storage etc. It is evidential that the respondents can adopt various value adding techniques of processing of the various prominent crops/livestock/fisheries farmed in the study area in meeting the food, nutritional and livelihood security of people in relation to felt needs. These diversification activities, form important businesses conducted by the farmers along with their farm operations for both income generation to the farmers as well as for the enjoyment and experience of visitors. Thus, this study agrees with the conclusion of Srisomyong (2010) ^[13] that agri-tourism can be considered as a kind of farm diversification which can be developed as a supplementary activity to agriculture. This suggests that as the activities of farm diversification promotes agri-tourism, likewise, it enhances the expansion of new and existing businesses through the creation of new markets for the local agricultural products.

Agri-tourism development may be based on so many factors which may not be limited to the below variables, but in this work particular attention was placed on these because of their relevance to the study areas. Table 3 reveals these factors, and it clearly indicates that they are the major factors contributing to the growth/development of agri-tourism in the study area. All the factors showed a significant result at 99% confidence interval using the chi square criterion and only three of these factors of development were not significant. Below, are the variables not responsible for the development and growth of agri-tourism in the study area: -

1. Agricultural business provides additional revenues to the local government;
2. Oil palm processing; and
3. Agri – produce market

Hence, based on the above revelation, we reject the null hypothesis to accept the alternative and thus conclude that there are certain factors that enhances agri-tourism growth

in the study area. This revelation provides very good baseline information to build on, and very positive for potential stakeholders interested in investing in Agri-tourism in the study area. Furthermore, the study revealed that there are possibilities of creating opportunities for diversification of income and provision of social and economic incentives for both the farmers and local community to remain in agriculture. The fact that the vegetation in Akpabio LGA provides a mixture of coastal and forest agro ecological potentials, makes the environment favourable all year round for farming various agricultural produce due to the favourable climate the environment enjoys. The rural landscapes, coupled with culturally grown farm produce, with locally manufactured products and experiences of the natural environment provides possible contributory factors attracting visitors and can enhancing the exceptional quality of life that the study area is known for. Hence, it is evidential that these clearly enhance the potential for successful agri-tourism activities.

Table 3: Descriptive Factors Enhancing Agri-tourism Development

Variables	Factors Rating	Mean	SD	p
Farm Tours	412	4.53	1.055	0.000**
Harvesting	444	4.67	0.938	0.004**
Animal Exhibition	337	3.83	1.279	0.008**
Educational Demonstration	407	4.33	0.975	0.000**
Agri- business provides additional revenue to LGA	347	4.28	1.012	0.250
Oil Palm Processing	413	4.58	1.095	0.475
Direct Sales of Produce	374	4.202	1.305	0.000**
Promoting Fishing activities	333	3.96	1.099	0.009**
Bed and Breakfast	239	3.57	1.261	0.047*
Social Activities	285	3.48	1.498	0.000**
Agric- Produce Market	381	4.32	0.954	0.258
Study visit	353	3.922	1.270	0.001**

** Significant at 99% * Significant at 95%

Agri-tourism possesses the potential to generate opportunities for local farmers to increase their income and generate revenue to the community through linkages with the local hospitality businesses such as hotels and other tourism-based companies (Bwana *et al.*, 2015) ^[2]. The study shows that the environment is exposed to the thriving of agri-tourism business as more learning opportunities are provided through farm tours, animal exhibition, study visits and educational demonstration to visitors. In addition, the unique agro-ecological potentials of Akpabuyo provide a very big prospect for the local markets to thrive at the farm gate. This could improve the possibility of enhanced food security in the study area by improving food production at the local levels. Such activities provide an opportunity to showcase the different assortment and uniqueness of traditional food crops of the community. Thus, farms have opportunities to improve their sites to provide more local attractions to visitors and create various activities to offer. Consequently, as Agri-tourism programs help to improve the quality of life for the local community, the energetic population which also comprises of the young people who are migrating out of the community in search for greener pasture may be encourage staying back in the farms. This study agrees with the conclusion of Bwana *et al.*, (2015) ^[2] who established that this will not only reduce rural-urban migration but also increase crop production.

Table 4: Factors That Affects Agri-tourism Business

S. No	Variables	Total	Mean	SD	P
1	Sourcing for capital	334	3.479	0.983	0.002**
2	Funding Tourism alongside Farming	313	3.260	1.038	0.000**
3	The development of agri-tourism posts hazard to the natural environment	255	2.656	1.064	0.001**
4	The agricultural products increase generation of waste	233	2.427	1.053	0.000**
5	Promoting and attracting customers	216	2.25	1.036	0.000*
6	Network skills	297	3.093	1.214	0.000*
7	Advertising and promoting	256	2.666	1.072	0.002*
8	Finding and hiring employees	218	2.270	1.070	0.010*
9	Management skills for operating agritourism	287	2.989	1.192	0.000*
10	Agri-business destructs flora and fauna	247	2.6	1.065	0.369
11	Taxation	277	2.885	1.014	0.005*
12	Basic infrastructure (roads, electricity, e.t.c.)	335	3.489	0.984	0.000*
13	Use of ICT	316	3.291	1.141	0.000*

Table 4 reveals these factors that significantly affect the growth of agri-tourism agribusiness in the study area. Using the chi square criterion, all of these factors are significant at 99% confidence, these which include: Sourcing for capital; funding tourism alongside farming agri-tourism; post hazard to the natural environment etc. All these factors not properly handled play major roles affecting the growth of the sector. On the other hand, statistics reveals that agribusiness destructs flora and fauna, maybe present but not making any significant impact hindering the growth and development of agri-tourism in Nigeria. Therefore, we reject the null and accept the alternative hypothesis that are certain factors affecting the development of agritourism in the study area.

Although, it has been observed that the study area possesses certain potential that could offer a way for farms in the community to expand their agricultural activities into agritourism. Likewise, there are barriers to farm thriving in agri-tourism. The table above suggest that the hindrances to the success of agritourism in the study area depend on certain factors that lies within and beyond the capacity of the farmer and the farm. Prominent among the factors as recognized by the respondents as vital hindrances to agri-tourism development can be grouped into two scope:

Firstly, are the Operational factors, comprising of inability of financial sources to provide financial assistance and inadequate capital to fund farm diversification into agri-tourism. The study further reveals that most farms could run into problems due to poor business strategies in marketing as it relates to networking, market promotion and advertisement. The farmers have low entrepreneurial management skill, and as such will find it difficult to plan and organise the expansion of activities on their farms towards agri-tourism development. Also, because agri-tourism is a new concept, people are yet to acquire the prerequisite skill for the operations of agri-tourism in Nigeria.

Secondly, are inadequate government policies on waste management, which do not encourage most agricultural activities in Nigeria. Also, there are poor rural road, electrification and water supply in the study area.

Through ICT, the farmers are provided with the much-needed information on which technologies are easily accessible and suitable for the growth of agri-tourism in the global markets. The findings show that the use of ICT is a very serious problem that could hinder the growth of agritourism in the study area. Meanwhile, despite the large network coverage of the cellular phones in the state, most respondents claim they depend mostly on the use of state

sponsored agricultural promotion programs in promoting their farm enterprises. This is consistent with the assertion of Konosoang & Andre (2014)^[9] that market infrastructures such as rural electrification and ICT may seriously undermine the growth of agri-tourism industry.

5. Conclusions and recommendations

Climate and nature of Akpabuyo has endowed the location with enormous agro-ecological potentials. This study has demonstrated that agri-tourism development can lead to farm diversification as an incentive for many small farms, and can also, become a reliable economic driver of development in the environment through the creation of - alternative income, job, market etc. By so doing, opportunities abound for farmers to exploit agritourism potentials in the environment, even in a small setting as an enterprise. It only requires a more sophisticated entrepreneurial mind-set. However, farmers who unconsciously have diversified into agritourism businesses are faced with some trials: deficiency of experience of farmers in the operation of tourism business; insufficiency of knowledge, expertise, and training in the tourism field; low marketing skills in networking, business promotion, market linkages the use of ICT as a means of reaching the global market. It is therefore, imperative that its development and potential challenges be subjected to further study to ascertain its sustainability. Meanwhile, this research submits the followings as recommendations to assist the private sector, farmers, policy-makers, non-governmental organisation and other relevant stakeholders intending to support/venture into agritourism business.

1. Since the population of the respondents are mostly made up of young people, there is need for training to focus more on the prospect of agri-tourism, value addition and the economics of business diversification;
2. Agri-tourism is capital intensive. Hence, the need for government intervention through policy in formulation in making the environment investment friendly for farmers; provision of rural infrastructure such as roads, electricity, water etc.
3. Farmers need to be educated on other sources of sourcing for funds from their environment;
4. Human capacity building to focus more on:
 - Potentials of agritourism;
 - Enterprise management;
 - Marketing skills development and application to agritourism;
 - Customer relationship management

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