

Promoting the Sustainability of Agritourism in Thailand: A Case Study of Japanese Experiences and its implications

Abstract

The trends of sustainability tourism sectors in Japan and Thailand have become more popular at present. This article investigates the pandemic's impact on agritourism in both countries and explores the strategies adopted by agritourism operators to navigate through these challenging times especially in Thailand. Through an analysis of relevant literature and firsthand information from agritourism establishments, this study reveals how agritourism destinations in Japan and Thailand have faced disruptions due to travel restrictions and safety concerns, resulting in a decline in visitor numbers. Nonetheless, some concepts have enabled agritourism operators to adapt and survive during the crisis as well as post crisis for Thailand.

Learning objectives

This research investigates the effects of the COVID-19 pandemic on the agritourism industries of Thailand and Japan. It aims to understand the challenges faced by agritourism establishments during this difficult time and the strategies they implemented to navigate them. By examining the responses of both countries' agritourism sectors, the research seeks to generate ideas and recommendations for Thailand's agritourism industry trend, using successful practices from Japan as a model.

Introduction

Tourism, the act of traveling for pleasure or business purposes, is a global phenomenon that encompasses a wide range of activities and experiences. From exploring new destinations and immersing oneself in different cultures to indulging in recreational activities and enjoying unique cuisines, tourism offers individuals the opportunity to discover, relax, and create lasting memories. According to Edgell et al. (2008) as one of the world's largest industries, tourism plays a vital role in economic development, job creation, and cultural exchange, making it an integral part of modern society.

Tourism plays a significant role in contributing to the GDP of Thailand with average 20 percentages by (Manakitsomboon, 2021) before the COVID-19 pandemic, tourism was a major driver of economic growth in the country, accounting for a significant portion of Thailand's GDP. The tourism industry encompasses a wide range of activities, including hospitality, transportation, entertainment, and retail. Tourist arrivals from around the world, attracted by Thailand's rich cultural heritage, stunning natural landscapes, and renowned hospitality, contributed substantially to the country's economic prosperity.

Similarly, tourism plays a crucial role in contributing to the GDP of Japan. According to Statista by (Alexandru Arba, 2024), the contribution of the tourism industry to the gross domestic product (GDP) in Japan amounted on average 10 percentages before covid 19. The tourism generated contribution to the GDP had been increasing in the past few years until the advent of the COVID-19 pandemic put an end to the trend. Before the COVID-19 pandemic, Japan's tourism industry was a key driver of economic growth, attracting millions of international visitors annually. Japan's appeal as a tourist destination lies in its rich cultural heritage, cutting-edge technology, breathtaking natural landscapes, and renowned cuisine.

The tourism sector in Japan encompasses a wide range of activities, including visits to historical landmarks, cultural festivals, traditional ryokan stays, urban exploration in vibrant cities like Tokyo and Kyoto, and outdoor adventures such as hiking in the Japanese Alps or soaking in natural hot springs. The influx of international tourists brought significant revenue to Japan's economy, directly benefiting sectors such as hospitality, transportation, retail, and entertainment. Moreover, tourism indirectly supported other industries, such as agriculture, manufacturing, and arts and crafts, by stimulating demand for local products and services. Notwithstanding, the changing global consumption trends and attitudes towards food, leisure, travel, and location have opened up fresh opportunities for rural producers through agritourism, ecotourism, wine and food tourism, and specialized agricultural production catering to niche tourism markets stated by (Hashimoto and Telfer, 2011).

Agritourism, a subset of tourism, has gained popularity in recent years as individuals seek authentic and immersive experiences in rural environments. The term "agritourism" describes any kind of activity that combines agriculture and tourism described by (Arroyo et al., 2013) such as farm visits, vineyard tours, fruit-picking, and farm stays, allowing visitors to engage with agricultural practices, local cultures, and natural landscapes. The various definitions focus on emphasizing the rural setting and the types of activities visitors do in the countryside. Agritourism offers a unique opportunity for travelers to reconnect with nature, learn about sustainable farming methods, and support local communities. Agritourism became more popular for a few reasons:

when cars became widely available and made travel easier, during tough economic times when people looked for cheaper getaways, when city residents wanted to escape the stress of wars, due to nostalgia for rural life, and as agritourism activities themselves grew in popularity by (Sano et al., 2011).

Agritourism needs to create sustainable value in environmental, social, and economic areas. Therefore, farms should prioritize adopting agritourism practices that provide multiple benefits to the environment, society/culture, and economy. This helps not just individual farmers but also the wider community. However, the progress of agritourism varies a lot between different regions. This is influenced by factors like the area's capacity for visitors, how well-connected it is to tourist destinations, what attractions are available, and the level of government support. Since agritourism is still developing in many countries, it's important to understand the specific conditions and areas that need attention for improving and refining it. Because of this, guidelines for developing agritourism can be looked at from both the supply side (farms/providers) and demand side (tourists). On the supply side, motivating factors for farmers include economic incentives, personal interests, their ability to invest, and any obstacles or risks involved in starting agritourism activities. On the demand side, the interest in agritourism is influenced by things like tourist preferences, including spending power, free time researched by (Bhatta and Ohe, 2020).

However, with the onset of the COVID-19 pandemic and the subsequent travel restrictions and border closures, Thailand's tourism industry experienced a significant downturn. The absence of international tourists resulted in a sharp decline in tourism-related revenue, impacting not only businesses directly involved in tourism but also those in related sectors such as agriculture and retail. Similarly, with the onset of the COVID-19 pandemic the average contribution of GDP declined to around 5 percentages by (Alexandru Arba, 2024). In Japan, this country also faced unprecedented challenges in its essential industry. Travel restrictions, border closures, and safety concerns led to a drastic decline in tourist arrivals, resulting in substantial revenue losses for businesses across the tourism supply chain.

Background of agritourism industry

Agricultural tourism, often referred to as agritourism, is a form of tourism where visitors travel to rural areas to experience and participate in agricultural activities, learn about farming practices, and immerse themselves in the local culture and way of life. Both Japan and Thailand have rich agricultural traditions and diverse landscapes, making them prime destinations for agricultural tourism. Most agricultural products from both countries are significantly designated as rice products but in contrast with texture and size of its grain in addition to the major agricultural sector of production.

Japan has a long history of agricultural practices deeply intertwined with its culture. Agricultural tourism in Japan offers visitors opportunities to experience various aspects of traditional and modern farming life. Some key features of agricultural tourism in Japan include rice farming, which is a central part of Japan's agricultural heritage. Tourists can participate in rice planting and harvesting activities, learning about the intricate techniques involved in rice cultivation. On the other hand, Japan's rural areas are facing a decline in population and an aging society. This is causing exhaustion in local communities. To breathe new life into these areas, there's a need to attract more people temporarily. However, relying solely on tourism for this purpose is risky

because it's influenced by economic, social, and consumer changes. Rural areas that depend too much on tourism often suffer financially. Agriculture is also struggling due to fewer people and tough competition. As a response, Agri-tourism is seen as a simple solution for alternative business in order to accomplish higher revenue for each agritourism sector.

Sano et al. (2011) also mentioned that Agritourism is considered a niche or specialized type of tourism. In Japan, only 2.1% of domestic travel involves agritourism experiences. However, with Japanese domestic travel spending around 189.4 billion USD (682.5 billion baht), the agritourism market is still worth 4 billion USD. This shows the importance of having a good agritourism strategy to succeed in this niche market.

The Japanese government defines agritourism as "staying leisure activities to enjoy nature, culture and interacting with locals in rural, mountainous areas with nice landscapes." Compared to Europe, agritourism in Japan faces some unique challenges like employees being reluctant to use paid vacation time, strict regulations making new businesses difficult, and a follow-the-crowd mentality hindering individualistic activities.

As a result, Japanese agritourism has developed differently, with practices like:

- Farmhouse stays focused on tourist-farmer interaction rather than making money.
- Working holidays on farms, where guests help with farming in exchange for meals/accommodation.
- Learning vacations called "Tourism Universities" for training people in community development using local resources.
- Children staying at farmhouses for hands-on education experiences. rural areas, but its effectiveness is uncertain.

In focus of harvest experience farm, fruit picking is a popular activity in Japan. The country boasts a wide variety of fruits such as strawberries, apples, peaches, and grapes. Fruit picking tours allow visitors to harvest fruits directly from the orchards while enjoying the scenic countryside. With a growing interest in organic and sustainable agriculture, many farms in Japan offer experiences focused on organic farming methods. These include composting, natural pest control, and traditional Japanese farming techniques like "no-till" agriculture (an agricultural technique for growing crops or pasture without disturbing the soil through tillage). Furthermore, rural homestays offer visitors the chance to stay in traditional farmhouses (minshuku) or rural guesthouses (ryokan) to experience authentic rural life. Guests can enjoy home-cooked meals made from locally sourced ingredients and immerse themselves in the local culture.

Compared to Thailand's agricultural tourism industry is similarly diverse, offering visitors opportunities to explore the country's rich agricultural heritage and vibrant rural communities. One of the highlights of agricultural tourism in Thailand is rice farming same as Japan, which is also a cornerstone of the country's agricultural sector. Tourists can participate in rice planting and harvesting activities, as well as learn about traditional rice cultivation methods. With an increasing emphasis on sustainability, many farms in Thailand are adopting organic farming methods such as Ohkaijhu organic farm and eco-friendly practices. Tourists can visit organic farms, learn about sustainable agriculture techniques, and even participate in workshops on permaculture and natural farming which includes organic food restaurants and exploring plantation sites.

Moreover, Community-based tourism is also prevalent in Thailand's agricultural tourism sector. Visitors can engage with local farmers, learn traditional crafts, and participate in cultural activities such as Thai cooking classes and handicraft workshops. Thailand's diverse ecosystems support a wide range of agricultural activities, from highland coffee plantations in the north to aquaculture farms in the south. Agri-ecotourism initiatives allow visitors to explore the connections between agriculture, ecology, and cultural heritage in the country.

In depth of Thai agritourism sector, Na Songkhla and Somboonsuke (2012) showed that Thailand's farming industry used to be super important, but now with factories and cities booming, it's not as big a deal. This is because people are making more money doing other things. Farming faces some tough problems too, like prices that keep changing and crazy weather patterns. To make more money and grow more crops, farmers are using fancy new technology. But some folks worry this might hurt the land in the long run. It's like mixing farming with tourism. Visitors get to learn about how farms work and see the beautiful Thai countryside. This helps farmers make extra money and teaches people about sustainable farming and how things used to be done. The Thai government started officially supporting agritourism in 1995 to give tourists more options. Now there are tons of agritourism activities, like visiting farms, staying in villages, learning about farming, and buying local products. There are over 400 agritourism spots in Thailand already, and more are on the way. Even though agritourism is getting popular, it's still new for many farmers. There's a lot to learn about how this growing industry will impact Thailand's farms. Singha Park, Rai Ruen Rom Organic Farm, Hydrangea San, Mae Fa Luang Garden, and Choui Fong Tea in northern Thailand are renowned agritourism destinations managed by local farmer groups and prominent entrepreneurs. Originally, Chiang Rai boasts abundant natural resources, offering a diverse range of agricultural activities, including mountainous landscapes with various plantations and highlands with rice paddies, livestock farming, orchards, and vegetable gardens. The majority of residents in this region are farmers, cultivating a wide variety of agricultural products. However, with support from various organizations and the rise of community-based tourism, the structure of agricultural activities in this community is undergoing change compared to the past.

Community-based tourism is also prevalent in Thailand's agricultural tourism sector. Visitors can engage with local farmers, learn traditional crafts, and participate in cultural activities such as Thai cooking classes and handicraft workshops. Thailand's diverse ecosystems support a wide range of agricultural activities, from highland coffee plantations in the north to aquaculture farms in the south. Agri-ecotourism initiatives allow visitors to explore the connections between agriculture, ecology, and cultural heritage in the country. In both Japan and Thailand, agricultural tourism provides unique opportunities for visitors to connect with local communities, learn about traditional farming practices, and gain insights into the cultural and environmental significance of agriculture in these countries.

The COVID-19 Pandemic and its Effects on Agritourism in Japan

According to Bhatta and Ohe (2020) the COVID-19 pandemic had a significant adverse effect on the global tourism sector. According to a report by the UN World Tourism Organization, international tourist arrivals in 2020 were projected to decline by 58% to 78%, depending on factors such as the effectiveness of virus control measures, duration of travel restrictions, and border closures. This decline could lead to a reduction in global tourism revenue by \$910 billion to \$1.2 trillion compared to previous years. This research indicated a decrease in tourism expenditure in Japan ranging from 39.1% to 65.1%. However, these figures were at the lower end

of the UN's predictions. This variance can be attributed to the composition of Japan's tourism, including domestic overnight trips (60.2%), domestic day trips (18.8%), inbound foreign visitors (16.5%), and outbound Japanese travelers (4.4%). Thus, if inbound tourism drops significantly, the economic impact is mitigated by continued domestic travel demonstrated.

According to Bhatta and Ohe (2020) also mentioned that following substantial losses, Japan implemented measures to revitalize its tourism industry. A budget of 1679.4 billion yen (419.8 billion Thai baht) was allocated for the "Go To Travel Campaign," consisting of various components. Alongside supporting food, events, and entertainment, a joint public-private campaign aims to stimulate tourism demand by offering discount coupons for accommodations, day trips, souvenirs, restaurants, tourist facilities, and transportation. Extensive advertising efforts are also planned to assist airlines in resuming operations and attract foreign tourists to Japan. While restaurants are considered separately, there are economic benefits for food and beverage establishments associated with tourism. The campaign, implemented from July 22 to September 15, resulted in 16.89 million tourist nights and approximately 73.5 billion yen (18.3 billion Thai baht) in support. This initiative is expected to continue until the end of January, potentially alleviating the pandemic's economic repercussions. According to Baranyi (2021) Japan implemented the Go to Travel campaign as a strategic measure, which was extensively advertised online, particularly through social media platforms, well in advance of its commencement, aiming to garner widespread visibility and engagement.

In response to the COVID-19 outbreak, Japan restricted movement and closed businesses for a while in early 2020. This limited travel and hurt the tourism industry, which normally thrives during that time.

Agritourism owners in Japan have endured various hardships, most notably being their very initial transition to agritourism from traditional agriculture, most often being from the traditional, staple rice farming, but like many other firms in the tourism industry, nothing could have allowed them to foresee the emergence of the COVID-19 pandemic.

Faced with the pandemic, many agritourism owners needed to shift their focus beyond just offering farm tours and selling farm goods. They began launching processed foods made directly from their farms, particularly focusing on local delicacies. Marketing has become an essential part of survival. Agritourism businesses had to start afresh in a crowded industry they weren't accustomed to navigating. Each business needed to leverage its local character to attract customers in a market severely weakened by disruptions in transportation and trade, as well as the global recession.

Additionally, the second prong of joint support is marketing. Implemented in 2014, before the pandemic, Japan's Hometown Tax allows taxpayers in urban areas to shift a certain percentage of their tax payment to rural areas in exchange for products of that area. The Hometown Tax provides a platform for rural producers to enhance their presence and create tax revenue for the local community from those that have left to live in urban areas and are missing the sense of home. Although its purpose was not designed to alleviate the blow dealt to businesses by the COVID-19 pandemic, the policy's mechanism allowed agritourism businesses the switch to manufacturing and selling their own merchandise.

Entrepreneurial ingenuity alone is not enough for firms to survive the COVID-19 pandemic, other crucial supports are utterly needed for a sector that was hit as hard as tourism, agritourism in particular. The necessary supports should come from the community and the government, and the combination of the two resulted in the best outcome coming from working together. Agritourism businesses would benefit from the passion and flexibility of the local

community, along with the government's efficiency and reliability. This teamwork, called a public-private partnership, is exactly what helped during the COVID-19 pandemic such as “Go To Travel Campaign” as mentioned before.

Liquidity, being one of the most essential aspects in maintaining a business, is the financial prong of this joint support. Healy, Pearce, and Stockbridge (1998) argued that the government provided financial aid to agritourism businesses to alleviate the financial burden caused by the pandemic in the same manner as they did follow the liberalization of the market for agricultural goods during the Uruguay Round of multilateral trade negotiations within the framework of the General Agreement on Tariffs and Trade. This assistance included grants, low-interest loans, and subsidies to cover operational costs such as rent, utilities, and employee wages through the Japan Agricultural Cooperatives and its affiliated Norinchukin Bank. The bank, unlike many agricultural credit institutions and banks around the world, is wholly owned by agricultural cooperatives, and would be more willing to lend to fellow farmers and agritourism operators despite the risks associated with the sector. To alleviate financial constraints, these measures aimed to support agritourism operators during economic downturns and sustain their businesses until a return to normal economic conditions.

As part of this study, Japan's efforts to support the agritourism industry during the COVID-19 pandemic are crucial in showing how Thailand could implement similar policies to renovate its own industry. This includes governmental support through financial aid and marketing initiatives, as well as the involvement of local communities.

What an agritourism in Thailand do next to reach its sustainability

Considering that agriculture plays a vital and dynamic role in Thailand's economy and way of life and greatly adds to the distinctive character of the nation and serving as a bridge between cultural heritage, economic growth, and sustainable development, agritourism is now one the very prior directions for new tourists in Thailand who are not just looking for normal sightseeing in the metros. The agritourism in Thailand has been separated into 5 regions which has its own unique and special features and locations to be visited including the north, east, northeast, south and central plains. In order to help general tourists and agritourists learn about Thailand's agriculture, explore the diversity and richness of the country's agricultural products, gain a better understanding of the Thai way of life, and take pleasure in travel to environmentally friendly destinations, the concept of agritourism and sustainable tourism should be continued to be shared and promoted in Thailand. It also offers tourists a glimpse into traditional Thai farming practices, fostering a deeper understanding of the country's rich agricultural heritage while providing income opportunities for rural communities.

Here are some suggestions to Thailand's agritourism for its initial step of the sustainability regarding the experiences from Japan.

- ***Policy and planning to encourage people to visit smaller cities (2nd tier)***

The Thai government has initiated fresh initiatives to promote tourism to lesser-known destinations. For example, Chiang Rai where are many agritourism places to visit including Singha Park, Rai Ruen Rom Organic Farm, Hydrangea San, Mae Fa Luang Garden, and Choui Fong Tea, according to the Minister of Tourism and Sports, Ms. Sudawan Wangsuphakijkosol, discussions are underway regarding the possibility of utilizing funds from digital wallets for travel expenditures. This campaign would focus more on post covid that encourages people to travel

more in 2nd tier cities which might continue campaign from “Rao Tiew Duay Kun” as known as “We Travel together”. Rao Tiew Duay Kun would be the same strategy that Thailand used during Covid 19 same as “Go To Travel” additionally, free-visa would be one of campaigns that would be able to attract tourists which the Government implemented.

- ***Digital promotion and online booking system***

There are some successful examples of agritourism in Japan which offers a wide range of options for rural lodging and facilitates online booking for various agricultural experiences. Through this platform, tourists can conveniently browse and reserve agricultural experiences, thereby enhancing their engagement and convenience. Online platforms are very efficient and used by tourists, which is because people now are increasingly relying on the Internet and mobile apps for travel planning and booking. They are accustomed to using smartphones and mobile apps for various activities, including travel planning and booking. The online platform provides a convenient and fast way to search, compare and book agritourism projects, allowing them to easily arrange trips anytime, anywhere. If they have sufficient information to refer to when deciding on travel destinations and activities, such as detailed project descriptions, pictures and customer reviews, they will have a higher conversion rate to pay if they have clear expectations about the destination and activities. In Thailand, a similar model could be developed to create an online booking platform tailored to agricultural tourism needs.

- ***Online promotion and digital transformation for the agritourism***

According to Bowman et al. (2020) Facebook and TikTok's visual and viral nature has made it a crucial marketing tool post-COVID, offering a platform for the agritourism businesses to showcase their offerings in a creative, engaging manner. Farmers can use these social media to promote their business by creating content that highlights the beauty of their farms, the quality of their produce, and the authenticity of the farm experience. Videos can range from farm tours and day-in-the-life snippets to educational content about sustainable practices and DIY gardening tips, all aimed at engaging a broad, diverse audience and driving interest in agri-tourism and direct produce purchases. With the good use of social platforms with high active users and trend topics, farmers can provide the KOLs with exclusive insights, products, or experiences so they can make the collaboration more appealing and authentic, effectively leveraging their influence to reach a wider audience interested in agri-tourism and sustainable agriculture.

- ***Promoting Work-Life Balance***

Thailand could introduce policies encouraging companies to promote work-life balance, similar to Japan's "Premium Friday" initiative, incentivizing early departure at the end of the month to stimulate domestic travel and leisure activities. It's also essential to track the increase in domestic travel and usage of paid vacation days could serve as indicators of success.

- ***Ecotourism and sustainable development***

According to Ana (2017), ecotourism primarily emphasizes the conservation of natural environments and wildlife while promoting sustainable travel practices. It often involves activities such as wildlife safaris, birdwatching, nature walks, and visits to national parks or protected areas. Ecotourism aims to raise awareness about environmental conservation and support local communities living in or near natural habitats. While both ecotourism and agritourism involve sustainable practices and foster connections with nature and local communities. Japan offers

valuable examples of ecologically conscious farm stays and eco-tourism destinations. For example, a farm in Kyushu prioritizes environmental conservation and ecological education, attracting a large number of visitors. As Thailand boasts plentiful natural environments and wildlife resources, the Thai government could introduce ecological farm projects to leverage ecotourism for attracting visitors. This initiative would serve to preserve local natural environments and foster sustainable development. These projects could be facilitated through partnerships with state enterprises or established as Public-Private Partnerships (PPPs).

- ***Partnerships and Collaboration***

According to Sano et al. (2011) that encouraging teamwork between schools, government agencies, farmers, and tourism groups is vital for developing and implementing agritourism education initiatives in Thailand. By learning from Japan's successful approach to agritourism, Thailand can create fun and educational experiences that teach students about farming and history together. This way, students can understand how farming connects with culture and society in a meaningful way.

- ***Product diversification and branding***

According to Mandujano (2013) as Japan one of the strongest branding countries in the world, the government of Thailand should strengthen agritourism products, focusing on both agricultural goods and local facilities. For example, local residents could diversify local products including Thai silk and Thai madras to shift from offline to online marketing. According to Ohe (2023), agritourism farms should transition their sales strategies to online direct sales to mitigate the risks associated with in-person interactions. This shift has involved a move from a Business-to-Business model to a Business-to-Consumer approach. Concurrently, consumers have shown a similar inclination towards increased online shopping, especially during periods of lockdown or semi-lockdown. This could help benefit in terms of not only increasing the local's income but also standard of living to local people who produce these local products and enhance the soft power of branding, reaching not only physical visitors but also online visitors. One of examples would be elephant trouser which become popular for tourists and Thai residents.



Source: <https://www.otoptoday.com/>



Source <https://news.trueid.net/detail/AZKR7XQV0yD>

Conclusion

Before the COVID-19 pandemic, both Japan and Thailand were experiencing growth in their agritourism sectors. Agritourism destinations offered a variety of experiences, including farm stays, fruit-picking tours, and cultural activities. Similarly, in Thailand, agritourism was on the rise, with the government viewing it as a strategy for rural development and poverty alleviation. Visitors could enjoy farm visits, homestays, and culinary tours showcasing local cuisine.

During the COVID-19 pandemic severely disrupted tourism in Japan and Thailand. The number of tourists visiting both countries dramatically decreased, with Japan experiencing a sharper decline due to stricter border restrictions. While Thailand's earlier reopening led to a faster tourism recovery, the traditionally strong market of Japanese tourists to Thailand has been slow to rebound because of Japan's cautious approach to travel. Japan responded with measures like the "Go To Travel Campaign" and financial aid to support businesses. Similarly with Thailand launched the campaign "Rao Tiew Duay Kun" which help businesses during this pandemic time. This could help keep tourism businesses afloat by providing much-needed liquidity during challenging periods. Many tourism businesses struggle to maintain cash flow, especially during times of crisis such as the COVID-19 pandemic. Initiatives like the "Rao Tiew Duay Kun" Campaign" and financial aid packages play a crucial role in ensuring these businesses have the necessary funds to cover operational costs like rent, utilities, and employee wages. By offering support through grants, low-interest loans, and subsidies, governments can help sustain tourism businesses until economic conditions improve. This assistance is essential for ensuring the survival of the tourism industry, which is vital for local economies and employment opportunities.

Looking ahead through the post-COVID-19 era to the sustainability, the agritourism sectors in Thailand are expected to gradually recover as travel restrictions ease and confidence in travel returns. They could use the strategies which come from Japanese ways to improve Thai's agritourism business, including efficient policies promote online booking, digital agritourism, ecotourism for work-life balance, collaborative partnerships, & product diversification and branding, all driving sustainable tourism growth. These strategies have the potential to generate benefits not only for Thailand as a nation but also for local communities. By promoting these strategies as mentioned, opportunities are created for local people to showcase and market their goods and services to visitors. This not only boosts the tourism industry but also empowers local economies by providing platforms for small businesses and artisans to reach a wider audience. Additionally, apart from strategies, liquidity is one of the most important concerns for farmers doing agritourism, so they are also exploring new opportunities for agritourism in the post-COVID era, recognizing the sector's potential to contribute to the resilience of agritourism businesses. Online direct selling of farm products emerged as a positive outcome, helping to compensate for the revenue drop from decreased tourism activity. This adaptation underscores the sector's capacity for innovation and resilience in facing unprecedented challenges.