

Factors Influencing the Use of Face Masks in Terms of Aesthetic Value and Safety Aspect for Health Among Youth in Kajang During Endemic COVID-19

Irwan Syah Md Yusoff, Azhari Md Hashim and Lee Hui Min

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A Scoping Review of Digital Agritourism in Rural Development Futures

Siti Yuliandi Ahmad, Arina Johari and Susan Hama

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A SCOPING REVIEW OF DIGITAL AGRITOURISM IN RURAL DEVELOPMENT FUTURES

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Abstract

The intersection between agritourism, rural development, and digital innovation has attracted increasing scholarly interest in recent years, particularly as rural destinations adopt digital tools to shape tourist decision-making and enhance experiential value. As agritourism evolves beyond traditional farm visits, it increasingly becomes a site of digital consumption where visitors engage with online information, social media content, and technology-enabled services that influence their perceptions, expectations, and co-created experiences. However, academic literature remains fragmented in linking these developments to consumer behaviour and digital consumer welfare, particularly in emerging economies. This scoping review synthesises global and Malaysian agritourism studies published between 2023 and 2025, with emphasis on how digitalisation mediates tourist experience, perceived value, and participatory roles within agritourism ecosystems. Following the Arksey and O'Malley framework and PRISMA-ScR protocol, twenty-one peer-reviewed sources were systematically analysed. The review identifies four dominant patterns: (1) digital adoption remains uneven, constraining consumer access and limiting trust in digital touchpoints; (2) innovation is often discussed without connecting it to consumer value creation; (3) empirical work is concentrated in a few national contexts, limiting generalisability of consumer insights; and (4) ASEAN perspectives remain underrepresented in digital consumer debates. The review concludes that agritourism scholarship would benefit from deeper integration of consumer behaviour theories, digital experience models, and welfare-oriented perspectives to understand how digital tools reshape visitor engagement in rural environments. The study contributes a multi-level agenda for consumer-centred agritourism research, highlighting implications for digital experience design, rural enterprise strategy, and inclusive tourism development in digitally transitioning regions.

Keywords: Agritourism, Digital Innovation, Rural Development, Scoping Review, Sustainable Tourism

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Abstrak

Persilangan antara agripelancongan, pembangunan luar bandar dan inovasi digital semakin menarik minat sarjana sejak kebelakangan ini, khususnya apabila destinasi luar bandar mula mengguna pakai alat digital untuk membentuk corak membuat keputusan pelancong serta meningkatkan nilai pengalaman mereka. Seiring dengan perkembangan agripelancongan yang melangkaui lawatan ladang tradisional, sektor ini semakin menjadi ruang penggunaan digital, di mana pengunjung berinteraksi dengan maklumat dalam talian, kandungan media sosial dan perkhidmatan berasaskan teknologi yang mempengaruhi persepsi, jangkaan dan pengalaman bersama yang dicipta antara pelancong dan pengusaha. Namun begitu, literatur akademik masih berpecah-pecah dalam menghubungkan perkembangan ini dengan tingkah laku pengguna serta kesejahteraan pengguna digital, terutamanya dalam ekonomi sedang pesat membangun. Ulasan skoping ini mensintesis kajian agripelancongan global dan Malaysia yang diterbitkan antara 2023 hingga 2025, dengan penekanan terhadap bagaimana pendigitalan memediasi pengalaman pelancong, nilai yang dirasakan, serta peranan penyertaan dalam ekosistem agripelancongan. Berpandukan kerangka Arksey dan O'Malley serta protokol PRISMA-ScR, sebanyak dua puluh satu sumber yang ditapis rakan sebaya dianalisis secara sistematik. Ulasan ini mengenal pasti empat corak dominan: (1) tahap penerimaan digital masih tidak sekata, sekali gus menghadkan akses pengguna dan menjejaskan kepercayaan terhadap titik sentuh digital; (2) inovasi sering dibincangkan tanpa dikaitkan dengan penciptaan nilai kepada pengguna; (3) kajian empirikal tertumpu pada beberapa konteks negara tertentu sehingga menghadkan kebolegunaan dapatan berkaitan pengguna; dan (4) perspektif ASEAN masih kurang diberi perhatian dalam perbincangan pengguna digital. Ulasan ini menyimpulkan bahawa kajian agripelancongan akan mendapat manfaat daripada integrasi yang lebih mendalam antara teori tingkah laku pengguna, model pengalaman digital dan perspektif berorientasikan kesejahteraan untuk memahami bagaimana alat digital membentuk semula penglibatan pelawat dalam persekitaran luar bandar. Kajian ini menyumbang satu agenda pelbagai aras untuk penyelidikan agripelancongan berpusatkan pengguna, dengan menekankan implikasi terhadap reka bentuk pengalaman digital, strategi perusahaan luar bandar dan pembangunan pelancongan inklusif dalam kawasan yang sedang melalui peralihan digital.

Kata kunci: *Agripelancongan, Inovasi Digital, Pembangunan Luar Bandar, Ekosistem Keusahawanan Luar Bandar, Transformasi Ekonomi Digital, Kajian Skoping, Pelancongan Lestari*

Introduction

Agritourism has evolved into a dynamic component of rural development, linking tourism, agricultural practices, and community-based entrepreneurship. It offers both

experiential value for tourists and economic diversification for rural producers. In recent years, researchers have noted the increasing integration of digital technologies in agritourism activities, ranging from online marketing platforms to artificial intelligence-enhanced visitor engagement tools (Muwani et al., 2025; Muzira et al., 2025). However, the application of such technologies remains uneven, particularly across developing regions where rural infrastructure and policy support are inconsistent (Tapera et al., 2025; Chibaya & Zhou, 2025).

There is growing recognition of the sector's potential in revitalising rural economies through sustainable practices and market differentiation. In Malaysia, for instance, agritourism has been framed as a strategic tool to revitalise underutilised land and stimulate local enterprise, particularly in peri-urban and remote areas (Cai et al., 2025). Nevertheless, several structural challenges persist, including the absence of tailored policies, low digital literacy among smallholder operators, and fragmented market segmentation strategies (Baby & Kim, 2025; Majumdar, 2025).

Conceptually, the literature lacks unified theoretical grounding. While some studies apply socio-cultural or entrepreneurial frameworks (Chhabra, 2024; Foryś, 2025), others offer descriptive accounts that do not link to broader models of digital transformation or sustainable development (Mapuranga et al., 2025). Additionally, there is limited empirical exploration of how digitalisation reshapes agritourism ecosystems in non-Western settings, especially in the ASEAN region (Nambiar, 2025; Gasimova et al., 2025).

This scoping review addresses these gaps by synthesising recent empirical and conceptual contributions published between 2023 and 2025. It focuses on the intersection of agritourism, digital innovation, and rural development. In doing so, the study aims to map the current knowledge structure, identify limitations in methodological and regional coverage, and propose a research agenda grounded in both theory and practice.

Methodology

This scoping review adopted a structured approach to identify and synthesise current literature on agritourism, digital innovation, and rural development. The review followed established procedures outlined in the scoping methodology literature and was informed by relevant themes emerging from empirical and conceptual contributions published between 2023 and 2025. Studies were identified from indexed academic databases and conference proceedings, with inclusion limited to English-language sources that focused on agritourism in relation to digitalisation, entrepreneurship, rural revitalisation, or visitor segmentation.

Each article was screened for relevance and categorised based on thematic domains, including socio-cultural value (Chhabra, 2024; Majumdar, 2025), regional policy application (Cai et al., 2025; Gasimova et al., 2025), digital platform strategies (Chibaya & Zhou, 2025; Mapuranga et al., 2025), and innovation in visitor profiling (Baby & Kim, 2025). Methodological patterns were extracted to highlight prevailing approaches and identify gaps, particularly in non-Western and emerging economy contexts (Nambiar, 2025; Muwani et al., 2024).

Special emphasis was placed on understanding how digital tools are operationalised in rural agritourism settings (Tapera et al., 2025; Muzira et al., 2025) and how entrepreneurship is framed through social or value-based models (Forys, 2025). Articles lacking empirical grounding or conceptual clarity were noted but excluded from thematic synthesis.

Findings

The findings from this scoping review provide a nuanced understanding of how agritourism has evolved in response to economic, technological, and socio-cultural shifts between 2023 and 2025. By analysing 20 peer-reviewed articles across global and regional contexts, the review captures diverse approaches to agritourism development, ranging from market segmentation strategies to rural innovation facilitated by digital technologies. Several themes emerged, including the rise of agritourism as a tool for sustainable development, the integration of digital marketing and artificial intelligence, and the renewed interest in cultural preservation and rural revitalisation. These studies reveal significant differences in methodological orientation, technological adoption, and policy responsiveness, highlighting both progress and persistent gaps. While digital innovation appears promising, many initiatives remain fragmented or confined to pilot-scale efforts. This section presents a structured synthesis of key insights, summarised in Table 1 format, to offer a comparative view of how each study contributes to the broader discourse on agritourism, digital transformation, and rural futures.

Table 1: Scoping Review Table

Title	Author and Year	Brief Intro	Methodology	Key Findings	AI/Technology	Brief Conclusion	Limitations
Leveraging Digital Marketing Platforms	Chibaya & Zhou (2025)	Examines the impact of digital marketing tools on agritourism in Zimbabwe.	Case study analysis from Southern Africa.	Digital visibility improved market access and stakeholder collaboration.	Digital platforms (social media, booking engines) are crucial.	Rural tourism operators must invest in a consistent digital presence.	Scalability beyond Zimbabwe not assessed.
Agritourism as a Social Movement	Forys (2025)	Investigates agritourism through the lens of social entrepreneurship.	Qualitative field study and value-based analysis.	Operators driven by ethics and lifestyle rather than pure profit.	Technology is discussed only marginally.	Policy frameworks should recognise values-based motivations.	Limited to specific European case contexts.
Agritourism and Regional Development	Gasimova et al. (2025)	Examines the economic role of agritourism in underdeveloped rural areas.	Conference paper synthesis with regional data.	Boosts local employment, infrastructure, and rural visibility.	No detailed discussion of technology.	Governments should prioritise agritourism in rural development policies.	Findings are not generalised to all regions.
Agritourism in Latvia	Justs et al. (2025)	Classifies agritourism operations in rural Latvia.	Empirical classification and mapping.	The tourist experience improves when farm typologies align with visitor interests.	No focus on digital tools.	Strategic categorisation boosts market clarity and planning.	Focuses only on Latvia; lacks tech perspective.
Happiness and Rural Tourism	Karampela et al. (2024)	Analyses happiness outcomes in agro and rural tourism contexts.	Bibliometric review.	Positive well-being impact from rural/agritourism participation.	Not explored.	Happiness should be a core metric in rural tourism planning.	Lacks implementation framework; conceptual only.

Table 1 (continued)

Title	Author and Year	Brief Intro	Methodology	Key Findings	AI/Technology	Brief Conclusion	Limitations
Digital Economy and Rural Revitalization	Lu et al. (2025)	Explores digital economy's role in rural revitalisation.	Case analysis and secondary data review.	Digital tools vital to modernising rural industries including agritourism.	Emphasises big data, e-commerce, AI, and rural ICT.	Digital inclusion key to resilient rural futures.	Limited application to tourism-specific enterprises.
Benefits and Cultural Significance of Agritourism	Majumdar (2025)	Explores cultural preservation through agritourism activities.	Conceptual reflection and case-based insight.	Agritourism fosters local pride and cultural continuity.	Not discussed.	Cultural dimensions should be integrated in agritourism planning.	No empirical data; limited scope.
SDGs and Rural Development	Majumdar (2025)	Links rural tourism and agritourism to the UN SDGs.	Conference paper with thematic mapping.	Agritourism enhances food security, decent work, and sustainability.	Minimal technology discussion.	Policy alignment with SDGs can guide tourism reforms.	Abstract-level recommendations only.
Digital and Social Media Marketing	Mapurang a et al. (2025)	Evaluates digital strategies for agritourism marketing.	Case-based digital marketing analysis.	Social media enhances rural visibility and facilitates targeted tourism.	Social platforms, websites, search optimisation discussed.	Digital literacy is essential for rural tourism success.	Lack of quantitative metrics on campaign effectiveness.
Bibliometric Analysis of Agritourism Trends	Mude & Saha (2025)	Tracks 20-year development of global agritourism research.	Bibliometric and keyword analysis.	Research interest surges post-2010; sustainability and tech are emerging themes.	Limited but calls for tech-driven future research.	Future studies should emphasise cross-discipline integration.	Language and database bias.

Table 1 (continued)

Title	Author and Year	Brief Intro	Methodology	Key Findings	AI/Technology	Brief Conclusion	Limitations
Agritourism Management and Cultural Heritage	Mulita & Sefa (2025)	Explores the role of agritourism in preserving rural heritage.	Qualitative case and document review.	Successful agritourism reinforces collective memory and fosters a sense of identity.	Technology use not central.	Agritourism can protect non-material heritage while stimulating economy.	Cultural specificity limits generalisability.
Digital Technologies and Human Development	Muwani et al. (2024)	Examines tech innovation for sustainable rural tourism.	Thematic analysis of African agritourism ecosystems.	Digital skills and tools drive rural entrepreneurs hip.	E-commerce, remote training, AI integration explored.	Tech equity is pivotal to rural inclusion.	Relies on illustrative cases, not statistical generalisation.
AI in Agritourism Marketing	Muwani et al. (2025)	Analyses AI applications in African agritourism promotion.	Conceptual review and scenario analysis.	AI helps personalise content and predict visitor behaviour.	Focus on AI algorithms, chatbots, and data mining.	AI enables adaptive, efficient rural tourism strategies.	Requires digital readiness, still scarce in rural areas.
Agritourism Development and Digital Marketing	Muzira et al. (2025)	Explores entrepreneurial innovation via digital marketing.	Book chapter, comparative African cases.	Digital strategy correlates with brand visibility and customer trust.	Web analytics, social automation tools.	Integration of digital tools can scale rural operations.	Fragmented data; no causal inference.

Table 1 (continued)

Title	Author and Year	Brief Intro	Methodology	Key Findings	AI/Technology	Brief Conclusion	Limitations
Agritourism in Wayanad District	Nambiar (2025)	Case study from Wayanad on farm-tourism nexus.	Mixed-methods fieldwork.	Strong local identity and eco-focus attract tourists.	ICT infrastructure still evolving.	Community-managed models yield better sustainability	Single case study; lacks scalability analysis.
Agritourism for Rural Development	Shokhan et al. (2023)	Reviews agritourism for socioeconomic upliftment.	Policy analysis and regional data.	Farm-based tourism brings alternative revenue to rural producers. Qualitative methods dominate; digital adoption research is minimal.	Not covered.	Agritourism can diversify rural economies.	Narrow geographic context.
Research Methods in Agritourism	Starman & Pavić (2024)	Meta-review of methodological approaches in agritourism.	Content analysis of 64 studies.	Adoption improves service delivery, but barriers persist.	Method gap in AI-related topics identified.	Future research should prioritise interdisciplinary designs.	Does not assess research quality or outcomes.
Digital Marketing Technology Adoption	Tapera et al. (2025)	Focuses on digital tech adoption in African agritourism.	Comparative case and survey analysis.		CRM, SEO, automation tools discussed.	Enabling environment is critical for rural tech diffusion.	Structural and policy limitations underexplored.

The analysis of 21 peer-reviewed studies published between 2023 and 2025 reveals recurring patterns in agritourism research, particularly regarding digitalisation, rural development, and consumer-facing dynamics. Across the corpus, digital tools are widely mentioned yet often implemented in a limited and uneven manner. Many agritourism operators rely primarily on social media, basic websites, and online booking systems as promotional instruments rather than as integrated components of a broader digital transformation strategy (Chibaya & Zhou, 2025; Mapuranga et al., 2025; Muzira et al., 2025). Only a small subset of studies discusses the use of advanced technologies such as artificial intelligence, automation, big data analytics, or digital capacity-building, indicating that digitalisation remains at an early, fragmented stage in many rural contexts (Lu et al., 2025; Muwani et al., 2024, 2025). At the same time, there is limited explicit engagement with how these tools shape digital consumer journeys, including perceived value, trust, and experience quality, even though some work hints at these dynamics through discussions of visitor segmentation and personalised offerings (Baby & Kim, 2025).

A second pattern concerns how innovation and entrepreneurship are conceptualised within agritourism. Several studies describe innovation as isolated initiatives, such as individual marketing campaigns, niche product development, or ad hoc use of digital platforms, instead of embedding these practices in broader entrepreneurial ecosystems or value co-creation processes involving multiple stakeholders (Chibaya & Zhou, 2025; Tapera et al., 2025). Research on values-based or socially embedded agritourism entrepreneurship points to the importance of ethics, lifestyle, and cultural commitments as drivers of business decisions, yet these studies rarely connect such orientations to how consumers perceive authenticity or derive cultural and experiential value from agritourism activities (Forys, 2025; Majumdar, 2025; Mulita & Sefa, 2025). As a result, the literature tends to under-theorise the link between innovation, entrepreneurial logics, and consumer welfare, particularly in digitally mediated environments.

Geographical and methodological patterns further shape the mapped trends. The reviewed work is heavily concentrated in African, European, and selected regional contexts, with relatively limited coverage of Southeast Asia despite its growing agritourism and digital tourism potential (Cai et al., 2025; Gasimova et al., 2025; Justs et al., 2025; Nambiar, 2025; Shokhan et al., 2023). Methodologically, qualitative case studies, descriptive analyses, and conceptual pieces dominate, while longitudinal designs, mixed-method approaches, and robustly theorised consumer-behaviour studies remain rare (Mude & Saha, 2025; Starman & Pavić, 2024). This concentration and methodological fragmentation restrict the generalisability of findings and limit the capacity to trace how digital innovation and agritourism evolve in different policy and market environments.

Finally, consumer behaviour and experience-related insights are present but not yet central to the overall body of work. One of the few studies that systematically focuses on visitor segmentation shows that agritourism visitors differ in their motivations, expectations, and desired experience profiles, with implications for how operators design and communicate value propositions (Baby & Kim, 2025). Other contributions imply that tourists increasingly depend on digital touchpoints to assess authenticity, cultural richness, and the trustworthiness of agritourism providers, yet they seldom analyse these processes using explicit consumer-behaviour frameworks (Chhabra, 2024; Mapuranga et al., 2025; Muzira et al., 2025). Taken together, the mapped trends suggest that digital adoption is widespread but often shallow, that innovation is insufficiently linked to consumer value creation, and that the geographical and methodological landscapes are uneven, with consumer-focused insights remaining underdeveloped. This configuration underscores the need for future research that explicitly connects digital tools and agritourism practices to consumer experience, decision-making, and welfare within diverse rural and regional contexts.

Discussion

The findings of this scoping review point to three recurring clusters of limitations in current agritourism scholarship: conceptual fragmentation, methodological shortcomings, and geographical imbalances. Conceptually, the integration of digital innovation into agritourism remains incomplete. Although many studies highlight the use of online platforms, social media, and other promotional tools, these discussions tend to remain descriptive rather than theoretically grounded (Mapuranga et al., 2025; Muzira et al., 2025). Research rarely situates digital adoption within established models of digital transformation or within frameworks that explain how consumers interpret and respond to digital touchpoints. Advanced technologies, such as artificial intelligence, big data analytics, or automated digital systems, are only sparsely examined despite their growing relevance for shaping tourist expectations and consumption patterns (Chibaya & Zhou, 2025). Similarly, entrepreneurial activity in agritourism is often analysed in isolation, with limited attention to how institutional support, community networks, or entrepreneurial ecosystems affect innovation and consumer experience (Foryś, 2025; Tapera et al., 2025). This contributes to a fragmented understanding of how agritourism operators create value and how consumers engage with digitally mediated offerings.

Social sustainability is also insufficiently theorised across the reviewed literature. While several studies acknowledge the role of agritourism in cultural preservation, local participation, and identity-building (Chhabra, 2024; Mulita & Sefa, 2025), far fewer address how digital tools influence rural identity formation, digital inclusion, or intergenerational knowledge transfer—all of which are central to understanding consumer equity and community welfare in digital environments. Methodologically, the field remains dominated by descriptive case studies and single-country analyses.

Many studies lack empirical depth and rarely apply established behavioural or tourism frameworks, such as the Technology Acceptance Model or the Community-Based Tourism theory, to explain consumer adoption of digital tools or the evolution of visitor expectations (Gasimova et al., 2025; Muwani et al., 2025). Longitudinal and mixed-method studies are notably absent, despite the need to trace how innovation adoption, tourist decision-making, and digital behaviour unfold over time (Mude & Saha, 2025).

Geographically, the literature remains uneven. The ASEAN region remains underrepresented, with only a limited number of studies providing context-specific insights into agritourism development in Malaysia or across the broader Southeast Asian landscape (Cai et al., 2025; Nambiar, 2025). This imbalance restricts a broader understanding of how cultural norms, digital readiness, and governance structures shape both operator innovation and consumer behaviour in rapidly digitalising rural settings. Even though several studies discuss national policy environments (Justs et al., 2025; Shokhan et al., 2023), few undertake deeper policy analysis or explore how governance dynamics mediate digital equity, innovation uptake, and consumer participation in agritourism. These gaps collectively highlight the need for more theoretically grounded, methodologically diverse, and regionally inclusive research that explicitly connects digital transformation with consumer science and rural community welfare.

Conclusion, Implications/Contributions, Limitations and Future Research

This review demonstrates that digital technologies are becoming increasingly central to the evolution of agritourism, yet the field has not fully capitalised on their transformative potential. Across the studies examined, it is evident that digitalisation is shifting agritourism from a traditionally place-based activity toward a more hybrid, technologically mediated experience where online discovery, digital storytelling, and platform-mediated interactions shape visitor expectations, trust, and perceived value. What emerges is a clear need for agritourism research to move beyond describing digital tools and instead examine how these tools alter the dynamics of consumer engagement, cultural interpretation, and rural economic participation. The review highlights that digital innovation in agritourism must be understood not solely as a marketing update, but as a structural change that influences how consumers co-produce experiences, how rural enterprises communicate authenticity, and how communities negotiate visibility in increasingly digitalised tourism markets (Chibaya & Zhou, 2025; Forys, 2025; Mulita & Sefa, 2025).

Looking ahead, future research should prioritise understanding how emerging technologies reshape the emotional, cognitive, and behavioural dimensions of visitor experience. Tools such as artificial intelligence, automated recommendation systems, and interactive digital media hold the potential to personalise agritourism experiences

and deepen consumers' connection to rural culture, yet their implications remain underexamined (Lu et al., 2025; Muwani et al., 2025). More ambitious empirical work is needed to study how these technologies influence trust formation, risk perception, satisfaction, and the co-creation of value. Equally important is attention to the social implications of digitalisation. Digital equity, defined by access, skills, and meaningful participation, will determine whether rural communities benefit from digital tourism or become further marginalised (Muwani et al., 2024; Tapera et al., 2025). Research must therefore explore how infrastructure gaps, literacy differences, and policy environments shape the distribution of digital opportunities and constraints across regions.

Finally, advancing this field will require methodological expansion. Longitudinal, multi-site, and mixed-method designs can illuminate how digital adoption evolves, how consumers adjust to new digital touchpoints, and how innovation diffuses across different cultural and policy contexts (Mude & Saha, 2025). Greater engagement with ASEAN contexts would also contribute to a more balanced global understanding of rural digital transformation (Cai et al., 2025; Nambiar, 2025). Ultimately, a more integrated research agenda combining digital technologies, consumer behaviour, and rural development perspectives will be essential for building agritourism ecosystems that are innovative, inclusive, and responsive to the needs of both visitors and rural communities.

Recommendation

To enhance the future development of agritourism in Southeast Asia, researchers should first adopt integrated conceptual frameworks that connect digital innovation with socio-cultural dynamics and rural entrepreneurship. Studies such as those by Chhabra (2024) and Forys (2025) demonstrate the relevance of these intersections, but current models lack cohesion. Combining approaches from community-based tourism, entrepreneurial ecosystems, and digital transformation would yield more comprehensive and locally relevant analyses.

There is also a pressing need to improve methodological rigour. Most existing research relies on single-case or cross-sectional designs, which limit the understanding of long-term digital impacts. Future investigations should incorporate longitudinal studies and mixed-method approaches to track how technological adoption influences sustainability practices, business outcomes, and social inclusion over time, as emphasised by Muwani et al. (2024) and Mude and Saha (2025).

Policy analysis remains underdeveloped in the current literature. Few studies interrogate the multilevel governance structures that mediate innovation uptake in rural tourism. Future work should map national and subnational policy ecosystems, particularly to assess how regulatory frameworks, fiscal incentives, and digital

infrastructure shape agritourism outcomes. This is especially important in fragmented governance settings, as highlighted by Tapera et al. (2025) and Shokhan et al. (2023).

Additionally, future research should differentiate between types of innovation. Not all agritourism initiatives follow the same trajectory. Some are low-tech and tradition-driven, while others employ digital platforms or artificial intelligence to scale operations or enhance visitor engagement. As Baby and Kim (2025) suggest, a more nuanced understanding of innovation types will support targeted marketing and business development strategies.

Finally, the issue of digital equity deserves deeper investigation. Agritourism innovation often overlooks the realities of rural digital literacy, infrastructure constraints, and generational divides. Scholars such as Mulita and Sefa (2025) and Majumdar (2025) call for a closer look at how digitalisation affects cultural identity, knowledge transfer, and community cohesion. Addressing these gaps will be essential for advancing inclusive, sustainable agritourism in Southeast Asia.

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