

## HOUSEHOLD ECONOMIES UNDER THE EFFECT OF AGRITOURISM

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### ABSTRACT

Over the past decades, agritourism has spread rapidly worldwide with the growing interest of tourists in learning about rural life and the farmers' need to increase their income with various economic activities. Diversifying business activities on the farm, primarily through agritourism, increases the farm's income and helps reduce the financial problems. Yet, the economic importance and consequently the cultural and social consequences of agritourism in rural areas have not been well studied, particularly in the developing countries. The concept of agritourism is considered in various forms in the literature related to tourism and rural development, without a consensus on its different activities. Agritourism is often known as tourist farm, holiday farm, farm-based tourism, and rural tourism. Depending on the epistemological framework, different authors have defined agricultural tourism from different perspectives, yet the lack of a common definition has limited the development of effective policies to support agricultural tourism. However, the meaning of agritourism in this study is related to farming activities performed on the farm or in other agricultural environments for entertainment or education. This study explores agritourism's cultural and economic consequences in unspoiled rural regions of north Albania that have not yet experienced tourism as a sustainable economic activity. The findings indicate that economic consequences arising from agritourism include improvement of economic development, increasing financial challenges, monetary recognition of new economic patterns, and requirement of economic and administrative measures. Cultural consequences include the emergence of cultural challenges, cultural promotion tools, culture-instilling strategies, pre-implementation management measures, post-implementation management measures, and cultural capacity development. The results could help local authorities to develop sustainable tourism plans in the rural areas with traditional agricultural livelihoods Albania.

**Keywords:** Agroturism, Albania, economic development, rural areas.