

Using AHP to Analyze the Motivation of Taiwan Eco-agritourism by Foreign Visitors

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Abstract

This study explored the visiting intentions of foreign travelers in Taiwan farm with activities focus on nature, environment, and agriculture, and to take success examples at Taiwan recreation farms. The methodology used in this study was Analytic Hierarchy Process (AHP), where foreigners answered different questions that helped to know the decision making of foreign to visit a Taiwan recreation farm. The results showing the importance of tourists to visit a recreation farm in Taiwan taking the most important dimensions in the motivation that include Taiwan farms as a main attraction. In the visit to the farm tourist are focus first in the cleanliness of the place, location, security and price in general, then in the food quality and taste and to buy organic products. Tourists also are seeking for adventure and fun activities with animals and plants with environmental enjoyable activities. This study can encourage to other countries to take the example that Taiwan show to the world and start to apply an eco-agritourism projects and elevate the new concept of Eco-agritourism as a sustainable way.

Keywords: AHP, Motivation of eco-agritourism, Taiwan recreation farms.

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I. Introduction

In Taiwan, tourism and agriculture are two elements of the country's socio-economic development that have increase in the benefits effects on the economy. Both contribute to the GDP by providing considerable employment and rural income generation. The number of tourists that arrived in Taiwan on 2017 was 10,739,631 tourists. The direct contribution of tourism to GDP in Taiwan was TWD 341.5 Billion (USD 10.6 Billion), 2.0% of total GDP in 2016 and is forecast to rise by 3.3% in 2017. Agriculture GDP increased to 62,946 TWD Million in the fourth quarter of 2017 from 45,185 TWD Million in the third quarter of 2017. This situation helps to Taiwan rural areas are becoming increasingly important with agritourism attractions for travel, leisure agriculture, organic agriculture, heritage and cultural topics, landscapes and natural areas that allow to the people (tourists, visitors) to get knowledge about the importance of the agriculture and tourism in Taiwan.

The agriculture and tourism projects in Taiwan develop product diversification, promotion for agricultural products, increased food security, help to agriculture value chain linkages, smallholder access to export markets, and combine all this factors with the tourism sector of a Taiwan farm. The tourism industry in the farms provides an important export market for Taiwanese agricultural products. For example: if the restaurants and hotels need and demand a diverse agricultural products, and tourists want to get an agritourism experience and attractions' brand, all combine will help to farmers. The development of agritourism tours and demonstrations as attractions in Taiwan rural areas provides the potential for creating or expanding micro, small, or medium-sized companies.

The main objective of this research is to gain an understanding of foreign travelers visiting motivation in leisure farm with activities focus on nature, environment, and agriculture and to take success examples in Taiwan farms to help other countries for development good eco-agritourism projects. The specific research objectives of this study are as follows:

- Develop a new concept of tourism called Eco-Agritourism with literature review that helps to sustainability in all world.

- To identify the good examples of recreation farms around Taiwan with experiential activities based on Eco-Agritourism.
- To analyze the dimensions (criteria) and alternatives of the tourist motivation at recreation farms with Eco-Agritourism examples in Taiwan.

II. Literature Review

Tourism is an activity encompassing economy, society and nature (Karampela S., Kizos T., and Spilanis I., 2016). The growth of the tourism as a social activity along with the development of the tourism industry throughout the world and as a highly important economic function has been impressive during the past three centuries (Rohana M., 2015). Tourism have considerable types and divisions, and one of the most important is sustainable tourism that is identified by: ecological tourism (ecotourism), green tourism, rural tourism, agritourism, and responsible tourism, all these opposing to the traditional, mass tourism (Juganaru I., Juganaru M., and Anghel A., 2008).

The combination between Ecotourism and Agritourism created “Eco-agritourism”. Eco-agritourism is a new concept that promoting the care of nature and biodiversity with organic agriculture practices and conservation of the nature. Eco-Agritourism is the new type of tourism focus in the care of environment with experiences based in natural attractions combining agriculture friendly with the environment. Eco-Agritourism help to community development attracting income from tourists with sustainable tourism (Authors of this research).

Tourism satisfaction is determined by what individuals seek in a destination (their motivations), by what the destination offers (attributes) and to what extent the destination meets these desires, namely its performance relative to these attributes. (Arseneault P., Boivin M, and Sarrasin B., 2017.) Motivation has been identified as a significant determinant of behavioral intentions in visiting tourism destinations (Backman, et al. 2014).

According to literature, most significantly dimensions in evaluations in Taiwan recreation farm tourist motivation, included: A. Attractions (Taiwan recreation farms), B. Farm facilities, C. Food products, D. Experiential activities, E. Purchase Decisions.

An attraction is a physical or cultural feature of a particular place that individual travelers and tourists perceive as capable of meeting one or more of their specific leisure-related needs (Robert Harris & Joy Howard, 1996). In Taiwan, recreation farm is an attraction has been changing to develop and implement market-orientated service strategies to increase environmental concern, green experiential quality, green experiential satisfaction and green experiential loyalty (Cheng C., and Wu, H. 2017).

Farm Facilities reflects the importance of a place in providing features and conditions that support specific goals or desired activities (Clark I., Hercus L., and Kostanski L. 2014.). Food products is anything that you can eat and digest, because the body needs food to grow and live (Dictionary Vocabulary, 2018). Experiential activities in tourism encourages visitors to participate and promotes activities that draw people into cultures, communities and the nature. (Smith W., 2005). Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand (Wharton, 2011).

III. Research Design and Methods

3.1. Research Structure:

Based on the discussion of the relevant literature, this study defines the motivation of tourists in several factors that help to make a decision for visit, this divided in five (5) dimensions and twenty-five (25) alternatives.

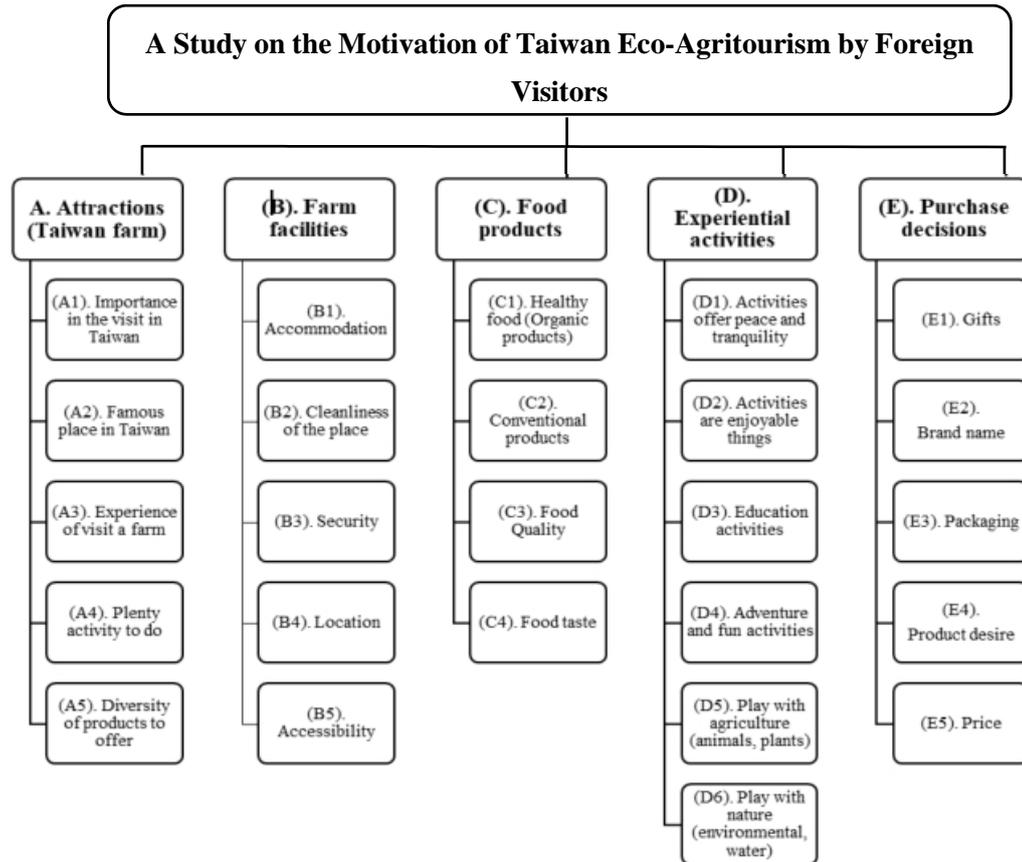


Figure 3-1 Research Structure

Source: Compiled by this study

In this study each dimensions have different alternatives that motivated to the tourists:

A. Attractions (Taiwan recreation farms):(A1). Importance in the visit in Taiwan, (A2). Famous place in Taiwan, (A3). Experience of visit a farm, (A4). Plenty activity to do, (A5). Diversity of products to offer;

B. Farm facilities: (B1). Accommodation, (B2). Cleanliness of the place, (B3). Security, (B4). Location, (B5). Accessibility;

C. Food products: (C1). Healthy food (Organic products), (C2). Conventional products, (C3). Food Quality, (C4). Food taste;

D. Experiential activities:(D1). Activities offer peace and tranquility, (D2). Activities are enjoyable things, (D3). Education activities, (D4). Adventure and fun activities, (D5). Play with agriculture (animals, plants), (D6). Play with nature (environmental, water)

E. Purchase Decisions: (E1). Gifts, (E2). Brand name, (E3). Packaging, (E4). Product desire, (E5). Price.

3.2. AHP Sampling

The sampling began with the DELPHI methodology, and the results in this methodology showed the average is > 3 and coefficient of variation ≤ 0.5 and indicated that all questions can be accept for apply in Analytic Hierarchy Process (AHP). AHP questionnaire was take with 27 samples, 2 were lifted from the analysis because was answer wrong, in total 25 samples for AHP analysis. Aumann et al. 2015, said that there

is no precise rule for sample in AHP, there is general consensus that the AHP does not require a particularly large sample, because one respondent in a survey needed 25 minutes to complete the ranking of over 40 alternative (Sato Y., 2003).

3.3. Research Method and Data Analysis

The Analytic Hierarchy Process (AHP), introduced by Thomas Saaty (1980), is an effective tool for dealing with complex decision making, and may aid the decision maker to set priorities and make the best decision and which is an extremely important tool for applying MCDA. Development of the AHP hierarchy involves the researcher establishing a clear goal and then identifying the criteria and sub-criteria that may realistically influence this goal. It is therefore essential that the hierarchy is representative of the system under study, and that the criteria are clear and convey the same meaning to all respondents (Wickramasinghe, V. and Takano S. 2009).

AHP used a scale with 9–point, where 9 represents the extreme importance of one objective over the other, and 1 represents equal importance between the two objectives. Tourists needed to compare the dimensions and alternatives. Through a process of normalization, a score is derived which reflects the relative importance attributed to each objective. Data can then be weighted and aggregated to create combined scores for the research population, or to enable comparison between sub-groups of respondents (Morgan, 2017).

Satty (1980) showed that there is a relationship between the vector weights, w , and the pairwise comparison matrix, A , as shown in equation (1).

$$Aw = \lambda_{\max} w$$

(Equation 1.)

The λ_{\max} value is an important validating parameter in AHP and is used as a reference index to screen information by calculating the consistency ratio (CR) of the estimated vector. To calculate the CR, the consistency index (CI) for each matrix of order n can be obtained from equation (2).

$$CI = \frac{\lambda_{\max} - n}{n - 1} \quad (\text{Equation 2})$$

Then, CR can be calculated using equation (3):

$$CR = \frac{CI}{RI} \quad (\text{Equation 3})$$

Where RI is the random inconsistency index obtained from a randomly generated pairwise comparison matrix. Table 3-1 shows the value of the RI from matrices of order 1 to 10 as suggested by Satty (1980). If $CR < 0.1$, then the comparisons are acceptable. If, however, $CR > 0.1$, then the values of the ratio are indicative of inconsistent judgments. In such cases, one should reconsider and revise the original values in the pairwise comparison matrix A. This study used $CI = 1.12$ because have five (5) dimensions.

IV. Results and Discussion

4.1. Tourist basic information:

Table 4-1 include the basic information of the respondents, the questions are: Gender, Age, Education level, Occupation, Days in Taiwan, Purpose of visit.

Table 4-1 Percentage on the tourist basic information

Information	%	Information	%
Gender		Occupation	
Male	52	Service worker	16
Female	48	Business person	24
		Teacher or researcher	4
		Student	40
		Others	16
Age		Days in Taiwan	
18-20years	4	1-10 days	68
21-30 years	76	11-20 day	4
31-40 years	12	21-30 days	0
41-50 years	4	More than 31	28
more than 51 years old	4		
Education level		Purpose of visit	
Primary School or below	0	Pleasure	68
Junior High School	0	Business and Conference	0
Senior High School	16	Study	20
College / Bachel	44	Others	12
Graduate School or above	40		

Source:Compiled by this study

The basic information include: Gender (Male or Female), Age (18-20 years, 21-30 years, 31-40 years, 41-50 years, more than 51 years old), Education level (Primary School or below, Junior High School, Senior High School, College / Bachelor or, Graduate School or above), Occupation (Service worker, Business person, Teacher or researcher, Student or others), Days in Taiwan (1-10 days, 11-20 days, 21-30 days or more than 31), Purpose of visit: (Pleasure, Business, Study, Conference, others).According to the table the most common purpose to visit Taiwan is Pleasure with 68%. As can be seen, the tourists arrive to Taiwan for stay between 1 to 10 days. Female and male was almost equal with age around 21-30 with 76%, they are in majority students and business persons and like visit Taiwan farms.

4.2. AHP General analysis

Table 4-2 provides the results of the most important criteria for tourist with the local and overall weights. The importance start with A. Attractions (Taiwan farms) > B. Farm Facilities > D. Experiential Activities > C. Food products > E. Purchase decisions. In this order we can appreciate that Taiwan farm is very important for the tourists and then the farm facilities. In the importance of criteria tourists prefer experiential activities than food products and purchase decisions.

Table 4-2 General Criteria analysis

Criteria	Local weights	Overall weight	Priorities
A. Attractions (Taiwan farms)	0.329594	0.329594	1
B. Farm Facilities	0.229161	0.229161	2
C. Food products	0.167928	0.167928	3
D. Experiential Activities	0.178711	0.178711	4
E. Purchase decisions	0.094605	0.094605	5

Note: 1. $\lambda_{max} = 5.287745$
 2. C.I. = $(5.287745 - 5) / (5 - 1) = 0.071936$
 3. C.R. = $0.071936 / 1.12 = 0.064229$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.071936. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R. = 0.071936 / 1.12 = 0.064229$. Since this value of 0.064229 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

4.2.1. Attractions (Taiwan recreation farms) validation

Table 4-3 shows the local and overall weights on the criteria A called Attractions (Taiwan farms) with each alternatives. The weights in this criteria are: $A3 > A1 > A4 > A2 > A5$ or; $A3$. This farm can give me great experience $> A1$. Is very important for me visit this farm in my Taiwan travel plan $> A4$. In this farm I can do plenty of activities $> A2$. Is very famous this farm in Taiwan, so I need to visit $> A5$. This farm have diversity of products to offer. Results shows that farms in Taiwan can give to the tourists a great experience in their visit to Taiwan, also respondents expressed that is very important for them visit this farm in the Taiwan travel plan because in Taiwan farms they can do plenty of activities.

Table 4-3 Criteria A. Attractions (Taiwan farms)

Criteria	Local weights	Overall weight	Priorities
A1. Is very important for me visit this farm in my Taiwan travel plan.	0.196743	0.064845	2
A2. Is very famous this farm in Taiwan, so I need to visit.	0.161616	0.053268	4
A3. This farm can give me great experience.	0.361381	0.119109	1
A4. In this farm I can do plenty of activities.	0.1808	0.059591	3
A5. This farm have diversity of products to offer.	0.09946	0.032781	5

Note: 1. $\lambda_{\max} = 5.211411$

2. C.I. = $(5.211411 - 5) / (5 - 1) = 0.052853$

3. C.R. = $0.052853 / 1.12 = 0.04719$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.052853. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R. = 0.052853 / 1.12 = 0.04719$. Since this value of 0.04719 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

4.2.2. Farm facilities validation

Table 4-4 shows the local and overall weights on the criteria B. called Farm facilities. The weights in this criteria are: $B2 > B4 > B3 > B1 > B5$ or; B2. The cleanliness of the place is important to me $> B4$. Location is important to me $> B3$. Security of all facilities is important to me $> B1$. The accommodation is important to me $> B5$. The accessibility of this place is important to me.

In this criteria, the alternatives evaluated by tourist shows that the cleanliness of the place when they visiting a recreation farm is important for them. After that they expressed that location is important and security of all facilities in the place. Tourists are interesting for a place clean in everywhere in Taiwan farms and for them the location is very important because places with location far from the city is hard for tourist visit in a tour of 1 to 10 days.

Table 4-4 Criteria B. Farm facilities

Criteria	Local weights	Overall weight	Priorities
B1. The accommodation is important to me.	0.160721	0.036831	4
B2. The cleanliness of the place is important to me.	0.315413	0.072281	1
B3. Security of all facilities is important to me.	0.18384	0.042129	3
B4. Location is important to me.	0.211111	0.048379	2
B5. The accessibility of this place is important to me.	0.128914	0.029542	5

Note: 1. $\lambda_{max} = 5.109771$

2. C.I. = $(5.109771 - 5) / (5 - 1) = 0.027443$

3. C.R. = $0.027443 / 1.12 = 0.024503$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.027443. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R. = 0.027443 / 1.12 = 0.024503$. Since this value of 0.024503 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

4.2.3. Food products validation

Table 4-5 provides the Food products criteria with alternatives based in different local and overall weights. The weights in this criteria are: $C3 > C4 > C1 > C2$; or $C3$. Food quality in this farm is important for me $> C4$. Food taste in this farm is important for me $> C1$. I like that this farm have healthy food (organic products) $> C2$. I like that this farm have conventional products.

For tourists, food quality in the farm that they visit is very important and food taste as well. Tourists prefer visit farms with organic products than conventional products, because conventional products contents chemicals and not is healthy. The organic products can provide to nature a good development and healthy life to all people.

Table 4-5 Criteria C. Food products

Criteria	Local weights	Overall weight	Priorities
C1. I like that this farm have healthy food (organic products).	0.222643	0.037388	3
C2. I like that this farm have conventional products.	0.12577	0.02112	4
C3. Food quality in this farm is important for me.	0.33123	0.055623	1
C4. Food taste in this farm is important for me.	0.320357	0.053797	2

Note: 1. $\lambda_{\max} = 4.012675$

2. C.I. = $(4.012675 - 4) / (4 - 1) = 0.004225$

3. C.R. = $0.004225 / 0.9 = 0.004695$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.004225. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R. = 0.004225 / 0.9 = 0.004695$. Since this value of 0.004695 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

4.2.4. Experiential activities validation

Table 4-6 shows the local and overall weights on the criteria D.

Experiential Activities. The weights in this criteria are: $D4 > D2 > D1 > D5 > D6 > D3$ or; $D4$. I come to this farm because have adventure and fun activities $> D2$. I come to this farm because the activities are enjoyable things $> D1$. I come to this farm because the activities offer peace and tranquility $> D5$. I come to this farm because I can play with agriculture (e.g. animals, plants) $> D6$. I come to this farm because I can play with nature (e.g. environmental, water) $> D3$. I come to this farm because I can learn and get education training. Tourists expressed that for them is very important the adventure and fun activities and activities that have enjoyable things. All this activities is with agriculture (e.g. animals, plants) and nature (e.g. environmental, water).

Table 4-6 Criteria D. Experiential Activities

Criteria	Local weights	Overall weight	Priorities
D1. I come to this farm because the activities offer peace and tranquility.	0.155108	0.02772	3
D2. I come to this farm because the activities are enjoyable things.	0.227588	0.040672	2
D3. I come to this farm because I can learn and get education training.	0.10997	0.019653	6
D4. I come to this farm because have adventure and fun activities.	0.241657	0.043187	1
D5. I come to this farm because I can play with agriculture (e.g. animals, plants).	0.135928	0.024292	4
D6. I come to this farm because I can play with nature (e.g. environmental, water).	0.129749	0.023188	5

Note: 1. $\lambda_{max} = 6.10602$

2. C.I. = $(6.10602 - 6) / (6 - 1) = 0.021204$

3. C.R. = $0.021204 / 1.24 = 0.0171$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.021204. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R. = 0.021204 / 1.24 = 0.0171$. Since this value of 0.0171 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

4.2.5. Purchase decision validation

Table 4-7 shows the local and overall weights on the criteria E. Purchase decisions. The weights in this criteria are: $E5 > E1 > E4 > E3 > E2$ or; $E5$. The price is important for me $> E1$. I want get from this farm gifts to my family or friends $> E4$. I have product desire in this farm $> E3$. I like the packaging of the products in this farm $> E2$. The brand name of this farm is important for me.

Tourists in this criteria prefer the price in the first place and then they want to get gift to take to family or friends. If we combined this two alternatives, we can see that tourist think first in the price before buy gifts and also the thinking in the price before go to any farm in Taiwan. After that the product desire is very important, product desire for tourist in Taiwan is that tourists want to get tea products from Taiwan, go to Muzha tea area in Maokong

and then can get the product that they desiring; this area is cheap and the location is close to the city center in Taipei.

Table 4-7 Criteria E. Purchase decision

Criteria	Local weights	Overall weight	Priorities
E1. I want get from this farm gifts to my family or friends.	0.235064	0.022238	2
E2. The brand name of this farm is important for me.	0.155234	0.014686	5
E3. I like the packaging of the products in this farm.	0.175517	0.016605	4
E4. I have product desire in this farm.	0.182516	0.017267	3
E5. The price is important for me.	0.251669	0.023809	1

Note: 1. $\lambda_{max} = 5.072712$

2. C.I. = $(5.072712-5) / (5-1) = 0.018178$

3. C.R. = $0.018178 / 1.12 = 0.01623$

Source: Compiled by this study.

CI is the consistency index calculated in the previous step with a value of 0.018178. RI is the consistency index of a randomly generated comparison matrix. It can be seen that for $n = 5$, $RI = 1.12$. Using these values for CI and RI, it can be calculated that $C.R.=0.018178/1.12=0.01623$. Since this value of 0.01623 for the proportion of inconsistency CR is less than 0.10, we can accept that our judgments matrix is reasonably consistent so we may continue the process of decision-making using AHP.

V. Conclusions and Suggestions

This study assessments and compiles the relevant literature and materials concerning for create the new concept of Eco-agritourism, starting with ecotourism and agritourism, and then make a reviews on the motivation, Taiwan tourism, leisure agriculture and multi criteria decision making by AHP analysis which act as the theoretical basis upon which to construct and illustrate the Eco-agritourism motivation by tourist in this study. Based on the results of analysis and discussion, it can be concluded that Eco-agritourism motivation for the tourist in Taiwan are focused in five important criteria: Attractions (Taiwan recreation farms), farm facilities, food products, experiential activities and purchase decisions. The most important criteria for the tourist is attractions that means in the pleasure visit they need to take the experiential activities at Taiwan recreation farms. In Taiwan recreation farms tourists can get the great experience for learn and take a great time with the agriculture and nature.

In the visit to the Taiwan farm tourist are focus first in the cleanliness of the place, location and security. Also they look the food and taste quality as important, taking organic products with the first position than conventional products. Tourists also are seeking for

adventure and fun activities with animals and plants, all these activities are enjoyable things for them.

Eco-agritourism is a sustainability way to create business in any part of the world. Taiwan is a big example with less land and a lot of people, and Taiwanese can create Eco-agritourism projects in a sustainable style with many examples in recreation farms. This study can be based in the three pillars of sustainability: social, environment and economic. With the examples of Taiwan farms we also can conclude that: In the social pillar, eco-agritourism can preserve the rural heritage, preserve the customs and traditions of towns outside the city, and give enthusiasm for daily surpassing the people. In the environmental point, eco-agritourism helps to conserve the ecosystems of endangered species, preserve natural habitats, conserve water sources, and in the economic point can create jobs, increase farm incomes and also, farm income. The authors of this research suggest that the methodology used can be applied anywhere in the world with tourists visiting recreation farms. Researchers can apply AHP methodology in anywhere because it is a good tool on multi-criteria decision making (MCDM), also can apply more surveys and others MCDM methodologies. Government need to promote eco-agritourism topics and increased the promotion on organic products that helps the environment where we live and our healthy life.

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