



Assessing Locals' Perceptions on the Environmental, Economic, and Socio-Cultural Impacts of Agritourism Versus Conventional Farming in Tanzania

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Abstract Agriculture and tourism are two critical sectors with a considerable influence on the socio-cultural, economic, and environmental aspects of Tanzanian society. These two sectors not only offer substantial employment opportunities but also contribute significantly to income generation and foreign exchange earnings. Nevertheless, the success of these sectors depends upon the participation and support of local communities, whose engagement is closely linked to their perceptions. In recent years, agritourism has emerged as a unique form of diversification in the agricultural sector, offering Tanzanian farmers a potential avenue to introduce a blend of agriculture and tourism-related activities and open a new income stream. Furthermore, since the impact of the COVID-19 pandemic on conventional farming and agritourism was different, post-pandemic opinions in the local community are likely to differ. Therefore, this study aimed to provide insights into the locals' perceptions and the factors that influence their perceptions to support a sustainable post-pandemic recovery. The study was conducted in the Arusha and Mwanza regions of Tanzania, and a total sample of 191 respondents was selected randomly for interviewing and filling out the questionnaires. To analyze the data, descriptive analysis, and principal component analysis were used. The findings indicate that locals' perceptions of conventional and agritourism farming are, on average, positive. Despite both sectors being perceived positively, the underlying reasons for the perception and support were different. For agritourism, the positive perception was primarily associated with the economic benefits, including income generation and the creation of employment opportunities. Whereas, for conventional farming, positive perception was associated with environmental conservation, economic benefits, food security, and community cohesion.

Keywords locals' perceptions, agritourism, sustainability, principal component analysis, Tanzania

INTRODUCTION

Tanzania's socio-cultural, economic, and environmental aspects are significantly influenced by the agriculture and tourism sectors (Sanches-Pereira, 2017). These sectors provide a significant amount of revenue and foreign exchange earnings in addition to employment creation. Agriculture is the cornerstone of Tanzania's socioeconomic growth. It contributes to employment, a sizeable portion of GDP, and export revenues (Mayala, 2021). Tanzanian agriculture has historically been dominated by conventional farmers who practice subsistence farming, which includes animal farming and the production of staple crops. Conventional farming, although significant, has several challenges such as financial and technological limitations, and climatic change (Kinyondo and Magashi, 2017). In recent years, the emergence of agritourism offers a distinctive avenue for farmers to diversify their farms to introduce an exciting blend of agriculture and tourism-related activities, creating new income streams and elevating living standards (UNDP, 2018). Tourism-oriented diversification is a

feasible and efficient approach to accelerate socioeconomic development (Ohe and Kurihara, 2013). Agrotourism in Tanzania involves integrating local agricultural communities into tourism value chains, aiming for inclusive development by linking farmers to tourism food supply chains (Anderson, 2018). The expansion of tourism activities from initially traditional tourist destinations like safari parks, beaches, and mountains to farming communities and rural areas brought about some transformational changes. These changes could lead to different reactions based on how they are perceived locally. The locals' perceptions may have an impact on their support for tourism expansion. Understanding this becomes essential for promoting sustainable growth. This study explores locals' perceptions of conventional agriculture and agritourism, as well as the relationship between these perceptions and support for the growth of agritourism. Since community engagement is crucial, this research is guided by a community-based strategy that acknowledges locals as significant stakeholders. The outbreak of the COVID-19 pandemic added another layer of complexity, with distinct effects on conventional farming and agritourism. In Tanzania, due to restrictions on people's freedom of movement and engagement, agritourism farmers experienced greater hardships than conventional farmers (Kachenje and Ohe, 2024). The effects of COVID-19 might change how the locals view these two subsectors. Therefore, it is essential to understand local perceptions to build a more effective recovery strategy. Despite its significance, as far as the author knows, there has been no research into the locals' perceptions about the conventional and agritourism sub-sectors following the COVID-19 epidemic. Therefore, this study aims to remedy the above deficiencies by comparing the perceptions of environmental, economic, and socio-cultural impacts among locals and farmers in agritourism areas and conventional farming areas.

Moreover, the study looks at how different variables affect the perceptions of the locals about conventional farming and agritourism. These variables included social issues like land tenure and perceived exclusion within the tourism industry, as well as demographic factors like gender, age, and education. Other factors were economic constraints like limited funding and working in the tourism sector. First, because of societal norms, there's a gender disparity in Tanzanian agriculture. Women face discrimination, which lowers their productivity relative to men (Nchanji et al., 2020). Second, educational background and farmer's age greatly influence how they respond to obstacles and how they decide to adapt to Tanzanian agriculture (Pauline, 2023). Also, research indicates that the age of farmers is positively correlated with their understanding of climate variability (Mamiro, 2014). The education level of farmers in Tanzania exhibits significant variation. Bundala et al. (2020) found that approximately 90% of small-scale farmers have limited or no formal education, highlighting disparities in educational backgrounds within the farming community. It is suggested that improving secondary agricultural education positively contributes to developing agricultural human capital and fosters positive attitudes (Mwaikambo, 2013). When it comes to land tenure, Tanzanian farmers primarily acquire their land through purchases or inheritance (Lyatuu and Urassa, 2014). The country exhibits diverse land tenure systems (Msangi et al., 2022). Land ownership is concentrated; according to Lyatuu and Urassa (2016), 55.5% of households possess less than the average amount of land per capita, which is 0.2 hectares. Also, land tenure is often controlled by husbands and fathers, putting women in a disadvantaged position (Agunga et al., 2018). Youth involvement in agriculture is restricted by limited access to land and capital, which presents difficulties for aspiring farmers and sustainable rural livelihoods (Lindsjö, 2019). Land tenure in Tanzania is impacting creditworthiness and crop diversification (Hepelwa, 2021).

Limited funds for farmers in Tanzania pose a significant barrier to improving agricultural productivity and livelihoods (Kinyondo and Magashi, 2017). It hinders productivity due to inadequate access to quality inputs, machinery, and transport, impacting overall profitability (Mdemu et al., 2017). Few farmers with appropriate resources benefit, while the poorest are often excluded, impacting food security and sustainability efforts (Tumusiime and Matotay, 2014). According to Mwonge and Naho (2021), several issues, including interest rates, gender, and collateral, can impede smallholder farmers' access to funds, which in turn hinders agricultural development. Perceived exclusion among locals in Tanzania's tourism sector stems from various factors. Factors influencing this perception include limited business opportunities leading to feelings of exclusion (Jani, 2023). Moreover, the insufficient absorption of youth in the tourism sector despite its employment potential exacerbates feelings of exclusion, with factors like limited access to capital and inadequate

employment practices playing a role (Lesseri, 2022). Other factors include language barriers, inadequate experience, poor education, cultural differences, and commitment issues (Magigi and Ramadhani, 2013). Additionally, social alienation, lack of trust in local governments, information gaps, and organizational and legal barriers to community involvement could be the reasons (Frolova et al., 2023). Finally, the level of familiarity among locals in Tanzania's agrotourism sector significantly impacts the attitude, development, and growth of the industry (Anderson, 2018). Locals' familiarity with rural tourism resources, such as agricultural products and clay soil for creating souvenirs, is crucial for fully utilizing these assets to attract tourists (Mkwizu et al., 2020).

OBJECTIVE

First, the study sought to examine locals' perceptions of the environmental, economic, and sociocultural effects of agritourism and conventional farming. Secondly, it aimed to explore the factors affecting their perceptions. Lastly, the study sought to investigate the correlation between the locals' perceptions and their degree of support for agritourism.

METHODOLOGY

The study was carried out in the Arusha and Mwanza regions from September to October 2023, using a cross-sectional survey research approach. These areas were chosen because of the significant concentrations of traditional and agritourism farming operations in them. The study focused on household heads as the statistical population. A random sample of 131 locals from agritourism areas, along with 60 locals from conventional farming areas, was selected. To guarantee equal representation and a fair probability of selection for every member of the population, a random sample was applied (Noor et al., 2022). The primary data collection was conducted using questionnaires. The questionnaire used a five-point Likert scale to rank responses and probed locals' perceptions and levels of support. Respondents were assigned scores of 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree, and 1 for strongly disagree. Furthermore, demographic information was gathered through the questionnaire, including age, gender, education level, familiarity with agritourism, land tenure, perceived exclusion, and place of residence.

Descriptive analysis, correlation analysis, regression analysis, and principal component analysis were used to analyze the data. Principal component analysis is used to reduce data complexity by grouping variables, facilitating better interpretation and measurement of perceptions (Durham and King, 2010). This study employed principal component analysis due to its capability to describe multiple datasets effectively. Regression analysis was used to determine the factors influencing variation in locals' perceptions. The explained variable's restricted range (1 to 5) and the explanatory variables' ordinal nature supported the use of ordinal logistic regression. When there is an ordinal explained variable (i.e., a meaningful order with uneven intervals between categories), as in the cases of Jajang et al. (2022), and Dewi and Kusumawati (2022), this regression approach works effectively. Furthermore, correlation analysis was conducted to evaluate the relationship between the perception of agritourism's impact and the level of support for present and future agritourism development. The preferred method was Spearman's correlation since the data were ordinal and non-normally distributed. Often denoted as Spearman's ρ , Spearman's rank-difference coefficient of correlation is a statistical measure used to evaluate the relationships between two nonparametric variables (MacFarland et al., 2016).

RESULTS AND DISCUSSION

Respondents' Descriptions

In agritourism areas, 138 questionnaires were distributed, and 131 valid responses were collected. The respondents were dominated by women, with 60.3%. The average age was 38.5 years. The

education level is medium education, with most respondents having reached the ordinary level (secondary education). In conventional farming areas, out of the 67 questionnaires distributed, there were 61 valid responses. The majority of sexes were dominated by women (55%), With an average age of around 38.6 years and a level of education that was medium to slightly high.

Common Factors in Locals' Perception

In the research areas, conventional and agritourism farming are generally perceived positively. 93.3% of respondents gave conventional farming a score higher than 3, while 87.1% of respondents gave agritourism a score higher than 3. Principal Component Analysis (PCA) was employed to identify the variables that underlie the perceptions of the locals about conventional and agritourism. The results are explained in the section that follows.

Locals' perception of the impact of conventional farming: Based on Eigenvalues of more than 1.0, we selected 4 factors for the perception of the impact of conventional farming. Eigenvalues above 1.0 indicate that collectively, the items can be represented as a unified factor. To measure factorability, Bartlett's Test of Sphericity was conducted, with the results presented in Table 2 showcasing the significance of our variables. According to Hair et al. (2010), Bartlett's test of sphericity less than 0.05 is considered suitable to assume the factorability of the correlation matrix. The overall Kaiser-Meyer-Olkin (KMO) value of 0.611 was adequate. In alignment with Hair et al.'s (2010) recommendation, a KMO value of 0.6 or above is considered acceptable for analysis, and any factor loadings below 0.5 were eliminated. The principal factoring extraction method and varimax rotation were used to obtain factor loadings. The cumulative contribution of these four factors was 63.5%, indicating their substantial explanatory power (see Table 1). Further, Table 1 also shows the uniqueness, which represents the variance that is not shared with other variables. The larger the 'uniqueness', the lower the relevance of the variable in the factor model. In our results, all the variables have a low uniqueness value, suggesting that they are strongly correlated with each other in their respective factors. The only exception is that the variable " difficulties in accessing markets" has a higher uniqueness value, implying that it contains unique variance not explained by other variables, hence being less relevant in the model.

Table 1 The results of principle component analysis (PCA) (n=61)

	Component				Uniqueness
	1	2	3	4	
Environmental conservation efforts	0.853				0.279
Management of water resources	0.847				0.219
Negative impact on biodiversity	0.714				0.476
Preservation of indigenous plants	0.523				0.463
Creation of employment opportunities		0.769			0.374
Source of income for the locals		0.745			0.315
Diversification of economic activities		0.700			0.221
Difficulties in accessing markets					0.747
Conventional farming is a primary source of food			0.892		0.192
Improvement of nutrition and self-sufficiency			0.866		0.279
Enhancement of the local culture and traditions				0.747	0.355
Influence our lifestyle and maintain our ethnic identity				0.663	0.455
Cohesion and community engagement				0.594	0.375
Summary					
Component	SS Loadings	% of Variance		Cumulative %	
1	2.70	20.8		20.8	
2	2.31	17.7		38.5	
3	1.68	12.9		51.4	
4	1.56	12.0		63.5	

Source: Authors' calculation based on primary data.

Table 2 Bartlett’s test of sphericity

χ^2	df	p
251	78	< .001

Source: Authors’ calculation based on primary data.

The analysis revealed different factors reflecting the different interplays between environmental conservation, economic impacts, and cultural considerations. The factors are explained as follows:

Factor 1: Environmental conservation and natural resource management

This factor accounted for 20.8% of the variance, showing the relationship between conventional farming and environmental conservation efforts. Positive loadings for variables such as "environmental conservation efforts" and "management of water resources" underscore the community's recognition of conventional farming's potential to foster sustainable environmental practices. The emphasis on conservation aligns with contemporary discourse promoting responsible agricultural practices.

Factor 2: Economic impacts and livelihood enhancement

This factor contributed 17.7% of the variance and reflects the economic dimensions of conventional farming. Variables like "creation of employment opportunities," "source of income for the locals," and "diversification of economic activities" exhibit substantial loadings, emphasizing the pivotal role of conventional farming in the local economy. This factor highlights the importance of conventional farming to serve as a catalyst for economic growth in rural communities.

Factor 3: Food security and nutritional resilience

This factor accounted for 12.9% of the variance. Variables like "conventional farming is a primary source of food" and "improvement of nutrition and self-sufficiency" reflect the community's reliance on conventional farming practices not only for sustenance but also for the enhancement of nutritional well-being and self-sufficiency.

Factor 4: Cultural enrichment and social cohesion

This factor accounted for 12% of the variance. It includes variables such as "enhancement of the local culture and traditions," "influencing our lifestyle and maintaining the ethnic identity," and "cohesion and community engagement". It indicates that the locals perceive conventional farming as a dynamic force that enhances local cultural practices, influences lifestyle choices, and plays a pivotal role in maintaining and celebrating ethnic identity.

Locals’ perception of the impact of agritourism: In principle component analysis, three factors emerged, with Eigenvalues surpassing the 1.0 threshold. The overall Kaiser-Meyer-Olkin (KMO) was appropriate at the value of 0.858. This value, as recommended by Hair et al. (2010), exceeds the threshold of 0.6, supporting the suitability of the data for further analysis. Bartlett’s Test of Sphericity was used to confirm the factorability of the correlation matrix, and the findings were significant (see Table 4). According to Hair et al. (2010), factor loadings below 0.5 were eliminated for improved accuracy. The principal factoring extraction method and varimax rotation were used to obtain the factor patterns, where the factor pattern describes the factor loading value. The total contribution of the four factors is 81.7% (Table 3). Variables in each factor have a strong correlation, as indicated by the low uniqueness value (see Table 3). The only variable that has high uniqueness and is distinct is the variable “negative impact on the natural landscape,” hence the lower relevance of the variable in the model.

Factor 1: Economic impacts and livelihood enhancement

It accounts for 34.0% of the variance and reflects various economic dimensions. Variables such as "income generation," "market for local crafts and arts," "employment creation for the locals," and "A source of economic diversification" were included. This indicates that the locals perceive agritourism as a catalyst for economic growth and improved livelihoods.

Factor 2: Environmental conservation and sustainability

It accounts for 27.3% of the variance, this component emphasizes the dual role of agritourism in environmental preservation. Factors such as "improved local scenery," "protection and preservation of local flora and fauna," and "facilitate environmentally sustainable practices". These variables

showcase a community appreciation for agritourism's positive impact on local ecosystems and cultural heritage.

Table 3 Principal component analysis (PCA) (n=131)

	Component			Uniqueness
	1	2	3	
Income generation	0.875			0.231
Market for local crafts and arts	0.844			0.174
Employment creation for the locals	0.833			0.146
A source of economic diversification	0.822			0.105
Opportunity to economically benefit from culture	0.789			0.121
Economic growth and improved livelihood	0.694			0.167
Improved local scenery		0.897		0.108
Protection and preservation of local flora and fauna		0.893		0.106
Facilitate environmentally sustainable practices		0.759		0.324
Negative impact on the natural landscape				0.624
Enhancement of local cultural heritage			0.955	0.080
Over-dependence on tourism			-0.908	0.067
Interaction with tourists and cultural exchange			0.902	0.130
Summary				
Component	SS Loadings	% of Variance	Cumulative %	
1	4.42	34.0	34.0	
2	3.54	27.3	61.2	
3	2.66	20.4	81.7	

Source: Authors' Calculation based on primary data.

Table 4 Bartlett's test of sphericity

χ^2	df	p
1909	78	<.001

Source: Authors' Calculation based on primary data.

Factor 3: Cultural engagement and concerns

Accounting for 20.4% of the variance, this component explains the social aspects of agritourism and its potential negative influence. Key variables include "enhancement of local cultural heritage," "interaction with tourists and cultural exchange" and "overdependence on tourism". While the variable cultural heritage and interaction with tourists underscore the positive impact, this factor also reflects concerns about potential overdependence on tourism.

The relationship between locals' perceptions and their level of support for agritourism: Using Spearman's rank correlation coefficient as a measure of monotonic association, a Test of Independence was carried out to investigate the connection between locals' perceptions and their support for agritourism. This approach was used since it can be applied to nonparametric variables. The null hypothesis (H0) posited no correlation between the variables "Level of Support" and "General Perception," while the alternative hypothesis (H1) proposed the existence of a correlation. The two variables, "the locals' general perception of agritourism" and "level of support for agritourism," showed a strong positive monotonic association, according to Spearman's rank correlation coefficient (ρ) of 0.744. This significant correlation, supported by a p-value of 0.0000, led to the rejection of the null hypothesis, underscoring the statistical significance of the observed association.

These results are consistent with previous studies showing a close relationship between locals' perceptions of the impact and their level of support. Studies by Anuar et al. (2022), Cui et al. (2022), and Wang et al. (2021) consistently underscore the positive relationship between locals' perceptions of tourism impacts and their support for sustainable tourism development. Notably, the positive

perception of economic, social, and environmental impacts has been shown to improve locals' attitudes towards tourism development.

In interpreting these overwhelmingly positive perceptions and support among the locals, it is important to keep in mind Tanzania's very early stages of agritourism development. According to studies like Vargas-Sánchez et al. (2014), communities generally view low-to-moderate tourism development as beneficial, but as the industry grows, locals' attitudes may change to the negative.

Regression Analysis: This section presents the output of ordered logistic regression, which examines the relationship between explanatory variables and the explained variable (general perception) for both conventional farming and agritourism.

Regression for perception of the impact of conventional farming

The logistic regression results show the perception of conventional farming and its association with various factors. The regression model is specified as following Eq. (1):

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon \quad (1)$$

where Y is the explained variable and $X_1, X_2, X_3, X_4, X_5, X_6$ as the explanatory variables and $\beta_0, \beta_1, \dots, \beta_k$ are the coefficients, and ϵ represents the error term.

Table 5 The results of ordered logistic regression (n=61)

General perception	Coefficient	Std. err.	Z	P> z	95% conf. interval	
Gender	-3.4918	1.6318	-2.14	0.032*	-6.6900	-0.2936
Age	-0.2742	0.0857	-3.20	0.001**	-0.4421	-0.1063
Education	0.8020	0.6537	1.23	0.220	-0.4793	2.0833
Farmer	2.7571	1.0576	2.61	0.009**	0.6843	4.8299
Land tenure	6.5275	2.1515	3.03	0.002**	2.3106	10.744
Limited Fund	0.5173	0.7831	0.66	0.509	-1.0175	2.0522

Source: Authors' Calculation based on primary data.

Note: The author coded the variables as follows: gender (male = 1, female = 0); land tenure (tenure = 1, no tenure = 0); Involvement in farming (farmer = 1, non-farmer = 0); Education (1 = primary, 2 = secondary, 3 = high school, 4 = college education); Limited fund (1=strongly agree, 5 = strongly disagree). * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ denote statistical significance.

The likelihood ratio chi-square statistic was used to indicate the goodness-of-fit of the model. A p-value of 0.0000 suggests the model is statistically significant. The pseudo- R^2 value of 0.592 indicates that the model explains approximately 59.2% of the variation in the explained variable.

The negative coefficient for gender suggests a gender-based disparity in the perception of conventional farming, with men associated with a lower probability of having a positive perception compared to women. This could be because traditionally, in the agriculture sector in Africa, women work mainly as food producers (Amusan et al., 2017 and Akanle et al., 2017). Hence, agriculture is very important for feeding their families. The negative coefficient for age highlights a generational aspect of the perception of conventional farming. The younger the farmers, the greater the likelihood of having a positive perception. Widiyanti et al. (2018) conducted research to identify the young generation's perception of the agricultural sector. The results showed that most youths had fairly good perceptions in terms of income, social status, and work convenience in the agricultural sector. However, it also pointed out that many rural parents in developing countries do not want their children to farm.

The positive coefficient for the "farmer" variable indicates that the locals involved in conventional farming are more likely to have positive perceptions. This could be because the locals involved in farming are direct beneficiaries of conventional farming. At the same time, the strong positive coefficient for land tenure highlights the connection between land tenure and positive perceptions toward conventional farming. In other words, this indicates that individuals who own their land are more likely to have positive perceptions of conventional farming. This could be because ownership of land comes with great benefits, such as lowering the cost of production and maximizing the profit gained. Furthermore, it has been shown that land ownership and the stability of land rights increased the income of farmers significantly (Zhang et al., 2023). Finally, the lack of statistical

significance for limited funds and education suggests that, in this context, financial constraints and level of education may not be significant factors influencing general perceptions of conventional farming.

Regression for perception of the impact of agritourism farming

The logistic regression results show the perception of agritourism and its association with various factors. The regression model is specified as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon \quad (2)$$

where Y is the explained variable and $X_1, X_2, X_3, X_4, X_5, X_6$ as the explanatory variables and $\beta_0, \beta_1, \dots, \beta_k$ are the coefficients, and ϵ represents the error term.

The likelihood ratio chi-square statistic was used to indicate the goodness-of-fit of the model. A p-value of 0.0000 suggests the model is statistically significant. The pseudo- R^2 value of 0.8471 indicates that the model explains approximately 84.7% of the variation in the explained variable.

Table 6 The results of ordered logistic regression (n=131)

General perception	Coefficient	Std. err.	Z	P> z	95% conf. interval	
Gender	-7.420	2.5114	-2.95	0.003**	-12.3422	-2.498
Age	-0.204	0.0660	-3.09	0.002**	-0.3329	-0.0744
Education	2.106	0.8303	2.54	0.011*	0.4781	3.7326
Level of familiarity	2.037	0.7991	2.55	0.011*	0.4703	3.6028
Working in agritourism	26.658	3033.73	0.01	0.993	-5919.34	5972.7
Perceived exclusion	-3.660	1.6090	-2.27	0.023*	-6.8133	-0.5063

Source: Authors' Calculation based on primary data.

Note: The author coded the variables as follows: gender (male = 1, female = 0); working in agritourism (agritourist = 1, non-agritourist = 0) education: (1 = primary, 2 = secondary, 3 = high school, 4 = college education); level of familiarity: (1=very unfamiliar, 5 = very familiar); perceived exclusion: (1= highly excluded, 5 = not at all excluded).

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ denote statistical significance

The coefficient associated with gender exhibited statistical significance. The negative coefficient suggests that holding other variables constant, men are associated with a lower probability of having a positive perception compared to women. In the African context, women have traditionally played a crucial role as food producers, often unpaid (Amusan et al., 2017). The emergence of tourism-oriented diversification presents a significant opportunity for women to transform this role into a source of substantial income. Women now have the opportunity to access previously unattainable economic prospects by offering a variety of culinary services to tourists, this could explain their overwhelmingly positive perception. This can also be supported by Gil Arroyo et al. (2019), who stated that agritourism is an important instrument to improve the social status of women.

The coefficient associated with age exhibited statistical significance. The negative coefficient means that an increase in age corresponds to a reduction in positive perception. This suggests that youth have a favorable view of agritourism activities compared to the older generation. Previous studies have mentioned that age is a factor that affects farmer participation in agritourism (Bagi and Reeder, 2012; Tew and Barbieri, 2012).

The coefficient of education was statistically significant. The positive coefficient signifies that all other factors held constant, an increase in education leads to a rise in the favorable perception of agritourism. This substantiates the pivotal role of education as a driving force shaping perceptions surrounding agritourism among the locals in Tanzania. Lewis-Cameron (2022) and Gossling (2018) disclosed that there is a positive association between education and the success of tourism-related activities in the destination.

The coefficient for the level of familiarity was statistically significant. The positive coefficient signifies that, with other variables held constant, an increase in the level of familiarity with agritourism activities corresponds to an increase in the likelihood of having a positive perception. This indicates a substantial role for familiarity as a catalyst in shaping perceptions regarding agritourism among the locals. Abdillah et al. (2020) found that rising awareness among the locals improved their support for tourism. The paper stated that lack of awareness initially caused negative perception, however, the perception changed as locals became more familiar.

The coefficient for perceived exclusion exhibits statistical significance. The negative coefficient signifies that an increase in perceived exclusion corresponds to a decrease in the probability of having a positive perception. A study by Stone and Nyaupane (2020) indicates that the exclusion of locals from tourism-related activities can lead to resentment and negative impacts on tourism areas. Finally, the lack of statistical significance for working in the agritourism industry suggests that, in this context, the variable may not be a significant factor influencing general perceptions of the impact of agritourism.

CONCLUSION AND RECOMMENDATION

In conclusion, the purpose of this study was to compare the locals' perceptions of the environmental, economic, and sociocultural effects of agritourism versus conventional farming, identify the factors influencing these perceptions, and investigate the relationship between the level of support and the perceptions of agritourism's impact. It was shown that both agritourism and conventional farming were generally perceived positively by the locals. Being a historically dominant practice, conventional farming reveals unique and complex perceptions. Locals view conventional farming not just as an economic activity but also as a dynamic force that enhances local cultural practices, influences lifestyle choices, and is essential to celebrating and maintaining ethnic identity. They also view conventional farming as a source of food sufficiency. As a new economic activity, the locals' perceptions of agritourism and their level of support for agritourism-related activities were also found to be significantly positively correlated. Local views agritourism as a catalyst for economic growth, environmental sustainability, and cultural exchange. However, the positive attitudes observed can be contextualized within the infant stage of agritourism development in Tanzania, where locals potentially see the sector as a promising avenue for economic, social, and environmental benefits. Given the trends observed in more established agritourism destinations, it is crucial to recognize the possibility of a shift in perception as agritourism grows. As Tanzania navigates the post-COVID-19 recovery phase, understanding and addressing these perceptions, along with potential challenges, is pivotal for formulating sustainable and community-based strategies for agritourism (Ohe, 2020) and conventional farming development.

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