

Master's Thesis

**Exploring Agritourism as Sustainable Development for Solomon Islands**

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## **CERTIFICATION PAGE**

I, SIMATA Ella Lynthia (ID 51212345) hereby declare that the contents of this Master's Thesis / Research Report are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

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SIMATA, Ella Lynthia

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## ACRONYMS

AD	After Death
AHRC	Agriculture Heritage Research Centre
AHS	Agriculture Heritage Systems
AL	Agriculture Livelihoods
AO MAL	Agriculture Officer Ministry of Agriculture and Livestock
CBRM	Establishment of Constituency Fisheries Centres
CBSI	Central Bank of Solomon Islands
CEMA	Commodity Export Marketing Authority
CEO	Chief Executive Officers
CFC	Establishment of Constituency Fisheries Centres
CIDP	Coconut Industry Development Program
CP	Cattle Programme
CTI-CRFF	Coral Triangle Initiative-Coral Reef Fisheries and Food
CWA	Caribbean Week of Agriculture
EBEP	Export-Based Expansion Programme
EP	Extension Programme
ESBID	Field Experimental Station and Biotechnology Infrastructure Development
FAD	Fishing Aggregate Devices
FAO	Food and Agriculture Organisation
FAO UN	Food and Agriculture Organisation of the United Nations
GDP	Gross Domestic Product
GIAHS	Globally Important Agricultural Heritage Systems
HRHD	Honey in Rural Households National Honey Development
HRPGCP	Horticulture Research and Plant Genetic Resources Conservation for Development
IPCP	Integrated Pest Control Programme
IPPO MAL	Interim Principal Planning Officer Ministry of Agriculture and Livestock
M ZNT	Manger Zai Na Tina
MAL	Ministry of Agriculture and Livestock
MCT	Ministry of Culture and Tourism
MFMR	Ministry of Fisheries and Marine Resources

MHMS	Ministry of Health and Medical Services
NBSP	National Biosecurity Strengthening Programme
NCISP	National Cocoa Industry Support Programme
NFSE	National Food Security Enhancement
NGO	Non-Government Organisation
NODP	National Oil Palm Development Programme
PIC	Pacific Island Countries
PIFON	Pacific Islands Farmers Organisation Network
PS MCT	Permanent Secretary Ministry of Culture and Tourism
SBD	Solomon Islands Currency
SFO MFMR	Senior Fisheries Officer Ministry of Fisheries and Marine Resources
SI	Solomon Islands
SIG	Solomon Island Government
SINFP	Solomon Islands National Fisheries Policy
SINTP	Solomon Islands National Tourism Policy
SITAMS	Solomon Islands Tourism Accommodation Minimum Standards
SIVB	Solomon Islands Visitors Bureau
SLIDP	Small Livestock Industry Development Programme
SME	Small Medium Enterprises
SPTO	South Pacific Tourism Organisation
TMP	Tuna Management Plan
TRIP	Tourism Research Investment Planning
UN	United Nations

## **ABSTRACT**

This paper explores the potential for Agritourism as a vehicle to support the current sustainable development policy frameworks in the Solomon Islands. Agritourism can be a beneficial tool for many Pacific Islands countries, who are adopting the concept in order to develop both their agriculture and tourism sectors.

As a backdrop for the paper, literature on agritourism and its key attributes of success factors, social, environmental and economic benefits are captured and drawn from various examples within different countries. It is revealed that agritourism as a policy framework is a key factor in making the concept successful at both public and private sector levels.

This thesis uses the methodology of qualitative drawing on the practical application of agritourism within the concept of traditional agriculture based on the Global Important Agricultural Heritage System (GIAHS) in the Kunisaki Peninsula and Usa, Japan. Furthermore, primary data is drawn through interviews and surveys from the government and private sector stakeholders in both the agriculture and tourism sectors in the Solomon Islands. The primary data has revealed that the existing policy frameworks can support agritourism and can also help in

determining the current engagements in both sectors that have the potential for agritourism in the Solomon Islands.

The results from both the Kunisaki Peninsula and Usa cases and the surveys conducted among public and private sector stakeholders in the Solomon Islands have been analysed and determined that the key attributes for agritourism to thrive are based on a robust policy. The analysis reveals that there are six key areas for policy directions recommended for a robust Solomon Islands' agritourism policy.



# CHAPTER 1: INTRODUCTION

## 1.1 Background of the Study

In the Pacific region, tourism is the essence of several small islands economies status as it provides a positive avenue for change and trade growth. From a regional perspective, despite the SIG recognising the significant role that tourism plays, the tourism sector is yet to yield economic benefits for the country. “Tourism is a nascent sector in the Solomon Islands but was slow to grow at the same pace as many neighbouring countries in the Pacific region” (TRIP Consultants, 2015, pp. 10-33). Tourism development in the Solomon Islands has great potential as it promotes sustainable tourism development by preserving and conserving the environment. One of the ways sustainable development takes place is through the preservation of cultural heritage sites and by encouraging community participation. Moreover, TRIP Consultants (2015) highlights that the growth of tourism can also lead to more job opportunities; revenue generation; enhanced environmental management, and the promotion of cultural traditions in the country (p. 10-35).

The Solomon Islands is situated southwest in the Pacific Region and is a sovereign state that gained political independence in 1978. It consists of 922 islands, which make up the 9 provinces of the country. It has culturally diverse population which

consists of several ethnicities including Melanesian, Polynesian and Micronesian people.

Historically the Solomon Islands is a country that has depended on the subsistence agriculture for consumption and livelihood. According to Food and Agriculture Organisation of the United Nations (FAO) (2016), the estimated agriculture land is 108,000 hectares while the total area of the country is 28,900 square kilometres. In 1996, the agriculture sector accounted for 41 percent of the country's GDP in comparison to 2006, where it was 31 percent (p. 4). Most importantly, in 2013, the estimated area cultivated is 100,000 hectares. It shows that the country's society is an agriculture-based economy. Coconut, ngali nut and banana are the main agriculture products. Some of the main products that have been produced and exported are timber, copra, palm oil, fish, cocoa and livestock. The country is rich with its mineral and forest resources, which results in uncontrollable logging and mining industry taking into consideration the vulnerability of the resources and the country as well (View appendix 5, 6 and 7). Therefore, the government is emphasising more on local agricultural products for export in order to contribute to the country's revenue.

Moreover, The Solomon Islands National Tourism Policy (SINTP) of the country also emphasizes the need for enhancing the linkage between tourism and other productive and social sectors nationally. It is evident that the SIG has embraced agritourism

initiatives since 2017 but is yet to develop a concrete policy framework around it. Agritourism promotes and strengthens the economic, social and environmental linkages between tourism and agriculture (Solomon Islands Visitors Bureau (SIVB), 2018, p. 1). Hence, any agritourism policy should promote and direct initiatives towards enhanced local food production and enhanced retention by reducing imports. Agritourism can also increase employment opportunities for locals and enhance the contribution by tourism operations to the local social and economic development of the Solomon Islands. Given the need for agricultural land to use in environmental-friendly ways for food production, agritourism initiatives should contribute towards safeguarding the land and natural environment. With that, this small but fast-growing base of tourism needs to link with the agricultural sector, which is predominantly practised nationwide on a subsistence basis. The linkage between these two sectors within rural settings will promote the participation of the rural populace in two highly labour-intensive sectors by adopting the right approaches to promote agritourism and help drive sustainable development.

## **1.2 Research Objectives**

The following are the objectives of this study;

- i. To explore the concept of traditional agriculture with relates to agritourism in terms of its key attributes and benefits to local stakeholders.

- ii. To explore current government policy frameworks and opportunities in tourism, agriculture and marine sectors and its applications to support agritourism development in the Solomon Islands.
- iii. To identify key attributes of agritourism in Kunisaki Peninsula and Usa area and explore the possibilities and implications of recommendation for agritourism development in the Solomon Islands.

### **1.3 Research Questions**

- i. How traditional agriculture can be applied to promote agritourism in the Solomon Islands, and what are the social, economic and environmental benefits?
- ii. In what ways the current government policies for agriculture and fisheries encourage agritourism development in the Solomon Islands?
- iii. How traditional agriculture tourism in Kunisaki Peninsular and Usa area in Japan is relevant in policy development for agritourism in the Solomon Islands?

### **1.4 Significance of the Study**

About 85 percent of the Solomon Islands people reside in the rural areas, which occupies a large portion of land under customary ownership (The World Bank, 2019, p. 1). The government has no control over and influence of customary land. The people need

to appreciate the potentials of the tourism industry within the context of agritourism to improve their living standard and manage their resources for the development of their wellbeing and future generations. An effective sustainable development model based on agritourism can help prevent the rural to urban drift issue, which is prevalent. Moreover, with the labour-intensive nature of both agriculture and tourism, there is a huge prospect for the engagement of the population in formal employment. Hence, the human resource dimension of agritourism is crucial to ensure it is economically, socially and environmentally sustainable.

Moreover, agritourism as a business concept ensures the preservation of the environment, thus making it a sustainable business option. Currently, the government is heavily dependent on logging operations for revenue, thus destroying the environment, which is impacting negatively on both flora and fauna. The government needs to look at other alternatives, such as tourism and agriculture, to embrace sustainable development. Agritourism can be beneficial for all parties in Solomon Islands-the government, the people- while also protecting the environment. Therefore, it is important to assess and explore the successes derived from the traditional agricultural practices as the production base for the development of agritourism in the Solomon Islands. Undertaking this area of research is very important to inform the policy recommendation and formulation process by the government and the relevant ministries to work towards improving the growing

sustainable tourism sector through the adoption and integration of agritourism businesses  
in the country.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Introduction**

The agritourism concept has been around for sometimes, and while it has been extensively adopted and practised by some countries in certain regions of the world, other countries are still in the process of understanding how it works to practically and effectively. Despite the agritourism concept being new in some countries, the nature of this concept links and interacts with ecotourism and the wider concept of sustainable tourism development. The concept involves the development of a dual-sector combination that includes agricultural activities undertaken within the context of the tourism sector or vice versa.

Some scholars have defined the concept from differing perspectives in the attempt to describe its impacts and implications. Therefore, this chapter reviews the works of scholars regarding agritourism and its implications and reviews how agritourism positively contributes to the social, environment and economic growth.

### **2.2 Agritourism**

As stated by Kumbhar (2009), agritourism is a travel experience that combines agriculture and tourism (p.1). It includes rural settings with products of agricultural

operations packaged into tourism experiences. It encourages visitors to travel to a farm to work and experience life on the farm. As mentioned by Chronopoulou (2013), agritourism contributes to regional economic developments through agriculture and tourism activities (p. 21). Such development stimulates local businesses, promoting friendly farming techniques, maintaining heritage, and promoting the natural beauty of the environment.

According to Waithe (2006), agritourism is defined as a set of activities involving a business that relates agriculture with products and services as well as tourism experience (p. 9). This concept is further developed by Phillip, Hunter, & Blackstock (2009), as involving the development of farming activities for the purpose of attracting tourists. Therefore, tourists can experience life on these farms by taking part in these activities thus creating an authentic tourist experience (p. 2).

According to the Caribbean Week of Agriculture (CWA) (2013), agritourism is a combination of rural agricultural products and rural experience (pp. 2-3). It includes agricultural products, pastoral landscapes, natural environment, crafts, culinary products and local culture, which attracts targeted segments of customers. The importance of agritourism in the Caribbean is the link between agriculture and tourism within the rural context. It creates opportunities to showcase agricultural products, create employment opportunities, increase the tourism value chain, reduce leakages, and preserve the



environment and culture. It also enhances food and nutrition security as well as contributes towards reducing poverty in local communities.

However, taking into consideration, agritourism in the Japanese context, Vafadari (2012), remarks that tourism activities in rural areas are vital as they provide economic benefits to the rural communities by creating job opportunities and supporting the agricultural sector (pp. 1-5). For example, Satoyama (mountain forest) and Satoyoumi (marine resources) depict the management of mountain forest as well as marine resources and their significance for community livelihood. In this regard, according to Vafadari (2013), the concept of GIAHS can apply to such sustainable resource management practices (pp. 1-5). The GIAHS model along with the traditional agriculture concept initiated by Food and Agriculture Organisation (FAO) can support agritourism; which includes the conservation of landscape, agriculture systems, heritage, culture and traditional value that have been integrated in the tourism sector.

### **2.3 Agritourism in the Pacific Island Countries**

In the context of the Pacific Countries, countries such as Vanuatu, Samoa, Tonga and Fiji have adopted agritourism by predominantly focusing on connecting agriculture and tourism through the food supply chain (Natuman, 2017, p. 2). The economic analysis of agritourism of these Pacific Countries focuses on reducing food imports for the tourism

sector. Through strengthening the local capacity of the agriculture sector for local food production. The attraction of agritourism in the Pacific Countries is not as prominent as the prospect of economic growth by encouraging local food production to support the local tourism sector.

According to South Pacific Tourism Organisation (2017), the 27<sup>th</sup> Council of Pacific Ministers of Tourism and the Board of Directors of South Pacific Tourism Organisation (SPTO) have made the recommendation to pursue agritourism initiatives for the Pacific Islands (pp. 1-3). The importance of linking and strengthening agriculture and tourism promotes new profitable markets and drives product development and diversification as well as promoting sustainable local economic growth.

Further, Alison and Don (2018), state that agritourism is a new concept which is still in the process of policymaking agenda in the Pacific Island Countries as well as the Caribbean (p. 1). Agritourism enhances the promotion of local products and creating business opportunities for rural communities. It also allows small island countries to reduce food imports, which encourage food security and increase local food production that is nutritious.

In the context of the Solomon Islands, the linkage between agriculture and tourism in food production and supply is the main driver for adopting agritourism. However, the

prospect for agritourism as a tourist attraction for Solomon Islands has showcased through the National and Provincial Food Festivals. Traditional methods of organic farming showcased during these festivals. The key examples of food festivals that have been showcased as tourism events are the Yam Festival in South Malaita and Banana Festival in the Makira Province.

## **2.4 Farm tourism**

As Graham and Rendle (2000), describes the concept of farm tourism as changes in agriculture over time (pp. 635-642), Visible changes that have been included farm structure, increased intensification and specialisation of farming activities as well as a decrease in on-farm income. Farm tourism is interrelated to agritourism as they both create economic benefit and illustrate the combination of agriculture and tourism. Furthermore, Waithe, 2006), cited farm tourism as an act of visiting agriculture sites or agri-business setting for leisure purposes, education and participate in farm activities by visitors (p. 10).

According to Busby and Rendle (2000), farm tourism has been purposely developed for economic benefits especially in the rural areas where people depend on agriculture activities for sustainable livelihood and growth of the local economy (pp. 2-9). Farm tourism emerged as agriculture activities, techniques and landscapes integrated

as tourism attractions, which essentially the same as the agritourism.

## **2.5 Impacts of Agritourism**

### ***2.5.1 Positive Economic Impacts***

Agritourism often is described as the link between <sup>1</sup>agribusiness and tourism businesses. This broader context often intends to strengthen the linkage between the two sectors to derive and maximise the revenue potential of both. Some of the objectives for strengthening this dual-sector linkage includes maximising revenue, creating employment opportunities, increasing foreign earnings as well as creating and enabling the multiplier effect from both sectors.

According to Dittman (2009), agritourism is a driver to regain and improve the economic crisis in Cape Town in South Africa during the Post-Apartheid era. This was done through community-based tourism, which involves farming as an attraction. The key examples include wine land, strawberry farming, ostrich farming, and garden route, which brings people to visit the farm from all over the neighbouring countries because it is close to South Africa.

In the Pacific, certain countries are leading the way in embracing agritourism to

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<sup>1</sup> The business of agricultural production or business that earns most or all its revenue from agriculture.

reducing food imports by tourism facilities and produce local substitutes by the production of locally farm food. It also creates economic participation and empowerment of rural communities and enhancing local food security with a strong domestic market base for agriculture products through tourism.

### *Generating Revenue*

Agritourism is a farm-based and income generated business. It is because the farmers operate the business and generate income by selling the product to tourist coming to experience life on the farm as well as supplying agricultural produce to hotels, resort and restaurants.

According to the Agritourism Policy setting (2017), root crop development, livestock development and vegetable production are the major agricultural economic activities in the Solomon Islands (pp. 1-6). The approach reduces economic leakage and increases domestic economic activities within both agriculture and tourism. Reduced import costs mean creating domestic business opportunities to generate and increase revenue from local productions.

### *Create Employment Opportunities*

Agritourism businesses also creates employment opportunities and increases the rural population's involvement and participation in economic activities. Adopting and promoting the agritourism has brought about a direct and indirect benefit to the involved people (Agritourism Policy setting, 2017, pp. 1-6). The agritourism business has a great capacity to generate medium to large-scale labour-intensive employment opportunities and additional income sources to the locals. Therefore, increasing demand for labour, which will contribute immensely to reducing unemployment and increase entrepreneurial opportunities.

According to Maruti (2009), the local government has recruited people to work in the Maharashtra agritourism center because of the employment opportunities it creates from adopting agritourism (p. 1). Within the Pacific context, being the leading destination in agritourism, Vanuatu has ventured into agritourism which allows locals to generate income from working on the farm and the farm owner also generates income by supplying their produces to the hotels and resorts as well as exporting beef and root crop internationally (Natuman, 2017, p. 2).

In the Solomon Islands context, the intended policy direction is stated in the tourism development strategy as;

Tourism increases income generation opportunities, leading to a reduction in poverty levels and development of rural economies to reduce urban migration because of the development of linked economic activities such as agriculture, fishing, and other services which support tourism (TRIP Consultants, 2015, p. 14).

### *Multiplier Effect*

The agritourism business concept encourages growth and employment opportunity for local communities, which in turn produces a multiplier effect between the two sectors as well as within the local economy. In a regular context of such business environment, the key economic stakeholders include; the farmers, the employees, the community residents, the transport providers, the retail sector, the local government and the tourists. The economic linkages between these key business stakeholders and their customers enhances the multiplier effect within the local economic context of a geographic area or a community setting. Such business interactions “result in the effect of a service creating further wealth or positive effects in that area” (Rusu, 2011, pp. 1-5). The introduction of agritourism in a specific region will result in the creation of jobs in that geographical area. Therefore, the workers in the tourism industry can create income and possess extra money to spend on goods and services.

With that, “to service the tourism market, local producers need to find profitable and competitive ways to meet the tourism industry’s demand for volume, quality, regularity, and safety requirements. The exposure of tourists to specific local products could also help export market penetration. Possible examples for market penetration might include beef from Vanuatu, red papaya from Fiji and black pearls from the Cook Islands” (Pacific Islands Forum Economic Minister's meeting, 2013, pp. 1-3).

### ***2.5.2 Negative Economic Impacts***

#### ***Inflation of land value***

Agritourism, on the other hand, causes an increase in land value (Barbieri & Tew, 2010, p. 2). It is because of the increase in large-scale production for farm tourism. According to Marko, Blesic, Vujko, and Gajic, (2017), agritourism in Serbia creates inflation on the price of land because it commercialises of the agriculture sector (p. 2). As there is more demand for land for commercial purpose, it increases the value of the land.

#### ***Prices of food and other products increase***

The increase in agritourism business has also created an increase in price of agricultural products and services such as accommodation and transportation (Marko,



Blesic, Vujko, & Gajic, 2017, p. 2). Therefore, the demand for the farm stays and transportation are high in comparison to relatively low supply. As stated by Zachary (2015 ), in Kansas agritourism farms are in rural areas, and the distances are relatively remote from the main cities (pp. 28-30). Therefore, access to markets and travel has affected tourism demand, because for the farm communities to earn a profit they must increase prices to cover operational expenses. In addition, Carlos, Wohlgenant and Boonsaeng, (2006), mentioned one factor that influences the increase in the price of food and other agricultural products is the increase in skilled labour who are hired to work on the farms as there is a need for additional hospitality skills for providing friendly hospitable services to meet customers expectation (p. 3).

### ***2.5.3 Positive Social Impacts***

#### ***Creates a favourable image of the countryside***

As stated by Gillespie (2011), about Dumfries and Galloway communities, agriculture is a part of their way of life (pp. 1-20). The people depend on a subsistence farm to consume and sell agricultural products to generate income and earn their living. However, as time passed the communities increasingly embraced agritourism, which enables them to create added value to the existing product and establish other related

tourism business such as farm shop, accommodation as well as food festivals.

The friendly interaction between the host communities and the guests enables farmers to sustain and maintain their cultural and historical identities. Furthermore, it encourages education for both the farmer and the guest, which can improve the understanding of relationship and behaviour between hosts and visitors. It helps decrease the risk of prejudice, misunderstanding, tension and conflict. In addition, most accommodation businesses in Dumfries and Galloway farm areas are mainly owned and managed by women. “With that, agritourism has help address one aspect of social issues of sustainable development and as one of the objectives in the Agenda 21 for the empowerment of women and ownership of resources” (Gillespie, 2011, pp. 1-20).

### *Community empowerment:*

Agritourism enhances community development. It helps to build community pride and confidence by strengthening the buying power of the local community as well as improving local community standards of living and quality of life (Azimi, et al., 2012, pp. 3-5). According to Marko, Blesic, Vujko and Gajic (2017), agritourism creates education for young children as visitors from different places participate in sharing knowledge and create new friendships (p. 2).

#### ***2.5.4 Negative social impacts***

##### ***Enhance moral degradation in the local community***

Like any other development, agritourism also has some negative impacts on society. As described by Marko, Blesic, Vujko and Gajic (2017), it invites moral deprivation, which results in the increased crime rate, prostitution and social conflicts (p. 1). One of the reasons behind this new people are coming in to visit the local host community with different cultural background and attitude that in turn influences the behaviour of young generations. It increases the social problem, which includes such practices as locals involving in prostitution and crime (Bwana, Olima, Anddika, Agong, & Hayombe, 2015, pp. 78-88).

##### ***Creates conflicts in traditional societies and values***

Research has revealed that agritourism enhances the opportunity to relax and experience quiet rural environments. As stated by Marko, Blesic, Vujko and Gajic (2017), agritourism, on the other hand, causes conflicts in traditional belief and values in society as a tourist with different social and cultural backgrounds to visit the rural communities (p. 2). They can influence the younger generations affecting the way they dress, their beliefs and also behaviours, which results in contradicting the host's traditions and

cultural values. Egbali, Nosrat and Sayyed, (2011), discuss that even though agritourism is socially and environmentally sustainable development, it also has negative impacts on the traditions and cultures of both the guests and the hosts. Therefore, the consequences must properly be addressed by strengthening positive aspects of agritourism (pp. 63-76).

### ***2.5.5 Positive environmental impacts***

#### ***Agritourism and sustainable Tourism Development***

Agritourism promotes sustainable tourism development, which is environmentally friendly and sustainable. “Sustainable tourism is an industry practice committed to making a low impact on the environment and local culture, while helping to generate future employment for local people” (Baumgartner, 2008, p. 4). It also involves multiple activities in rural areas, which the visitors can experience in agricultural areas, agricultural occupations, local products, traditional food and lifestyle.

In “The Impact of Agro-tourism on Sustainable Development of Bosnia and Herzegovina” by Lejla Zunic (2001), the majority of Bosnia and Herzegovina are living in the rural areas and depend on agritourism for revenue (pp. 1-10). Agritourist marketing is an idea that promotes sustainable development through a converging environment with regards to flora and fauna and the understanding of the social key attributes. In this regard,

adopting agritourism contributes to minimising the impact on the physical and cultural setting. This creates a profitable business opportunity based on a positive environmental output and tourist experience of the environment.

### *Environment sustainability*

Agritourism emphasises activities that involve environmental sustainability (Azimi, et al., 2012, pp. 3-5). It includes farm tourism, green tourism, community development and managing the environment, which adds value to the product as a tourist attraction. Agritourism promotes managing the environment, which creates and encourages a good community relationship.

#### *2.5.6 Negative environmental impacts*

### *Environmental Degradation*

Agritourism development is sustainable tourism development. However, it fosters water, air pollution and solid waste (Marko, Blesic, Vujko, & Gajic, 2017, p. 1). By default, such practices often create a physical divide between the environment, communities and visitors. According to Naidoo and Sharpley (2015), agritourism is one of the tourism development practices that create less negative environmental impacts on

both nature and societies (p. 1). In such instances, some strict and restrictive measures are often imposed, thereby isolating the affected areas from visitors or community residents. In this regard, the reserved spaces restrict interactions with the locals as tourists are spatially separated from the community. It deprives the locals' freedom of space to the surrounding environment. The human activities have caused degradation to the environment and generate waste disposal problems, especially in rural areas.

### *Disrupts flora and fauna species*

Agritourism development can also result in destroying the originality of flora and fauna along with their natural habitations. The excellent state of the environment, both natural and human-made, is vital to agritourism. However, this development has a wide array of activities that can destroy plants and animals. According to Ugur (2003) "the negative impacts of agritourism development can gradually destroy environmental resources on which it depends" (Ugur, 2003, pp. 1-9). Therefore, the development of infrastructures such as airports, roads, clinics, restaurants, shops, and toilet facilities in order to promote agritourism can lead to the destruction of the natural ecosystems.

## **1.6 Relationship between Agritourism and Sustainable Development**

Agritourism is an aspect which connects social, economic and environmental factors

of sustainability that relate to rural communities' participations and their attitudes towards tourist activities (Ciolac et al., 2019, pp. 2-24). It promotes farm activities that are environmentally friendly such as organic farming and emphasises on the natural and bio-ecological aspects. It creates recreation and leisure for tourists while also impacting the education of the local communities. Thus, proving to be economically beneficial for the locals as it establishes employment and agri-business in the local societies.

In addition, Matyakubov and Defrancesco (2018) further develop the role of agritourism in "Role of Agritourism in Sustainable Rural Development in Uzbekistan: Insights from the Italian Experience", as promoting sustainable development in the rural areas of Uzbekistan, as it accommodates eco-friendly activities on the farm, which leads to an increase in revenue for local communities' in terms of agri-businesses. In this regard, tourists can experience the local traditions and culture through the landscape, rural facilities, services and the rural lifestyle. Hence, food, traditional farming system, festivals and farming activities such as horsing and planting techniques (Matyakubov & Defrancesco, 2018, pp. 1-3).

Furthermore, sustainable livelihood approach framework for tourism (SLFT) is a concept that promotes sustainability activities for tourism in terms of capital attraction such as natural and human-made and cultural attractions that attracts tourists as well as

including community participation that benefits the livelihood of local communities (Shen, 2009, p. 3). A classic example (SLFT) is agritourism because it enhances rural development but in a sustainable manner. Agritourism as a sustainable development for tourism it contributes economically to the community as well as positively develop the cultural and social livelihood of local community life while encouraging agri-business

## **2.7 Policy Framework for Agritourism**

In a much broader context, policy influences and guides the drive towards a proposed development agenda in any sector. It is the framework of actions adopted and used by the organisation or institutional body as a guide in implementing a project. However, as this paper focuses on agritourism, this section discusses and reviews successful policy framework development for agritourism.

### ***2.7.1 Socio-economic perspective of agritourism policy***

Agritourism development requires a policy to guide its day-to-day activities. The economic aspects of agritourism influence policymaking. According to (Boyne, Hall, & Williams (2008), agriculture, tourism and rural development interrelated because of tourism and food production (p. 3). Policies are developed to accommodate economic benefit for both host and tourists.



As stated by Contini (2009), no proper coordination exists between the suppliers of the product and the services provided. Coordination to link them together must improve that requires a policy (pp. 1-12). Furthermore, Natuman (2017), examines that in Vanuatu policies have been established to accommodate and guide agritourism activities such as linking the hoteliers and farmers in terms of supplying agricultural products to the hotels and resorts (p. 2). Therefore, it has been established to minimise importing goods and increasing the use of more local produces.

### ***2.7.2 Environmental perspective of agritourism policy***

According to Spurlock (2009), globalisation creates unsustainable development problems to peoples' livelihood and the environment. He claims that the behaviours of people, and food consumption varies according to the culture, beliefs and places (pp. 2-22). Therefore, the agritourism policy is essential to accommodate the challenges and ways to address the issues of unsustainable development. It aids in understanding the role of agriculture, which is blended by culture as well as understanding economic and environmental factors that influence these consumptions.

As Sharpley and Roberts (2004), emphasise, farm tourism as a sustainable development since rural locality is vulnerable to mass tourism development (pp. 1-6). It

refers to integrating tourism activities that enhance rural development sustainably and create benefit to community livelihood. Therefore, a policy must be designed and formulated to address the challenges of farm tourism, which accommodates the principle of agritourism.

## **2.8 Implications**

There are several success factors that other authors describe in the literature that influences the adaptation of the agritourism. Yeboah, Owens, Bynum and Okafor (2017), states that the success factors that influence agritourism in North Carolina are product developments, marketing strategies, support from the government, training, partnership which link the farmers, stakeholders and government as well as a private-public partnership farm and communication (p. 2).

As mentioned by Vähäuski (2016), the success factors in agritourism observed in Finland is identified as having in place a good strategy, which involves the operation, competitor benefit, resourcing the implementing and renewable strategy. Interaction, proper decision-making and good technical know-how are also considered significant success factors. He continues to describe the success factor as evident in England that results in the social, economic benefit of agritourism which includes good customer services, managing finance, marketing and sales and organisation skills (pp. 15-19).

Chaiphan (2016), stresses that the success factors of agritourism in Northern Thailand include product and service design, attractions, accessibility, activities, safety and accommodation. These influence the development of agritourism because it enhances the uniqueness of a product and services and the authentic culture such as values, food and lifestyle. With easy accessibility to experience and taste the product and service, it creates the attraction of agritourism as in the case of North Thailand (p. 15).

Moreover, Schulze, Sidali, and Spiller (2007), also emphasises on the need for entrepreneur skills as a success factor of agritourism. As farmers are experts in the various farming systems such as organic farming and conventional farming, they turn to create a mutual learning experience with their guests (p. 3).

Further, Moraru, Ungureanu, Bodescu and Donosa (2016), mentions that the success factor that drives towards adopting agritourism were both economic motivation and social motivation. That is the development of diversification of farm, which includes farm and other businesses such as farm shops and other related businesses can be operated to help maintain a family way of living (p. 267).

Above are some common success factors that have been identified and also describe the social, economic and environmental benefits of the agritourism in different

countries in distinct regions of the world. It shows the positive impacts of these factors that can influence agritourism in various countries. These successes factors are influenced by certain attributes within the respective countries, and hence, further analyses of these factors will present the case for which factors can be generically adopted and observed as key to success for agritourism.

## **2.9 Traditional Agriculture**

According to Davidson and Cater (1998), traditional agriculture is practised in Papa Stour in AD and is recorded in 1967 which land has been cultivated and organised in blocks as well as by using the manure of cow for soil cultivation (pp. 1-12). The system that has been practised is a combination of livestock and crops. As stated by Ellis & Wang (1996) traditional agriculture in the region in Tai Lake China has been practised for around 9 centuries ago, and it is ecologically high with long-term productivity (pp. 1-17). Over the years, the practices of agriculture technology remain the same. The productions of rice and wheat have increased and, as a result, income from farming increased as well, which also benefited the growing population.

According to Takeuchi, Brown, Washitani, Tsunekawa and Yokohari (2003), traditional agriculture in Japan is the inter-relationship of human with nature over the past,

which is known as “Satoyama”. It is where the landscapes are managed, and both human and nature benefit from the natural and human-made resource management. The Satoyama system refers to the management of the forest, which is an environmentally friendly practised with benefits to the human livelihoods in terms of food and resources (pp. 1-10).

According to the Food and Agriculture organisation of the United Nation (FOA), (2015), the origins of GIAHS relates to the traditional agriculture as farmers/fishers maintain the system used from the past. It includes inheriting traditional knowledge and culture, managing the rural landscapes and enhancing the importance of biodiversity of agriculture to the rural communities (p. 3).

## **2.10 Globally Important Agriculture Heritage System (GIAHS) and branding Agritourism.**

### ***2. 10. 1 Background***

GIAHS was originally founded by the Food Agriculture Organisation (FAO) of the United Nations in 2011 in around twenty different countries in the world. The concept originated from European countries (Sun, Jansen-Verbeke, Min, & Cheng, 2011, p. 3). It is a program that integrates human community and their relationship with the agriculture landscape and environment to revive the local area and to pass and protect this as the

traditional agriculture system for future generations. According to the (Food & Agriculture Organisation of United Nations (FAO), 2018) GIAHS are the scenario of tourism attractions where agricultural environment, robust biodiversity of the ecosystem and significant cultural heritage are interrelated and connected creating natural and human-made attractions in an environment. United Nations (UN) has designated fifty sites as GIAHS in twenty countries with eleven of these located within Japan.

GIASH is a vital concept that demonstrates the principle of agritourism by conservation of Agriculture Heritage System (AHS) (Sun, Jansen-Verbeke, Min, & Cheng, 2011, p. 1). It depicts agritourism as humankind harmonised with nature valuing the history of agriculture system over the years which integrates agriculture system with culture as heritage as it passes down from generation to generation. However, due to the pressure of globalisation, there is a direct bearing on the environmental and cultural habitats that have been developed under the GIAHS model.

Furthermore, GIAHS is a significant concept of agriculture heritage system, which has continued over centuries (Tian, et al., 2016, pp. 1-5). Providing food necessities and livelihood for rural settlers, which creates evidence that humans have lived in harmony with nature practising agriculture as part of their culture and heritage. As time evolved, the traditional agriculture systems have become the attractions for tourist

experiences. Therefore, agritourism offers experiences for tourists and opportunities for farmers in terms of providing farm activities; SME in agribusiness and farm stay accommodations.

### ***2. 10. 2 Structure***

The GIAHS sites vary from each other according to the uniqueness of their respective features and strategies. To be designated as GIAHS sites, each must meet certain criteria and pre-conditions. There are five criteria's', which includes "food and livelihood security, agro-biodiversity, local and traditional knowledge systems, Cultures, value systems and social organisations and landscape and seascape features" (Food & Agriculture Organisation of United Nations (FAO), 2018).

Additionally, as for the mentioned criteria, some approaches are human-made in nature within the community such as farmers, foresters and fishers in certain societies, which could be used to designate a site under GIAHS. It collaborates with the local government and FAO. Thus, this illustrates a high social capital and human capital as they promote the dynamics of unique agriculture systems.

The Ifugao Rice Terraces in the Philippines is a GIAHS site designated by the FAO UN in 2002 (Vafadari M. K., 2014, pp. 1-5). The rice terrace has been a remarkable

agricultural landscape, which was inherited from the older generations in that society and has become their heritage. The concept of becoming a GIAHS site has developed as it demonstrates the importance of the traditional agriculture system, conservation of natural resources, promoting traditional know-how by way of practising traditional agricultural system as well as improving the livelihood of surrounding communities through engaging in agritourism.

GIAHS is a vibrant concept for conservation of landscape, and the Kunisaki Peninsula are one of the eleven sites in Japan that have been designated in 2013 by UN FAO as a GIAHS. The Kunisaki Peninsula is the heart of religious and cultural significance for the community living in that area throughout history (Kazem, 2013, p. 3). However, the aspect of uniqueness for the Kunisaki Peninsula is the water pond (Tameike) surrounded by forest, which has been dug by humans back in history for an irrigation system for agricultural purposes. This pond has been created for the irrigation system and is inspired by traditional human knowledge. Moreover, the oak forest has been grown for planting mushroom (Shitake), as well as the endemic grass called Shichitoui, which has become a bonus to the uniqueness of the Peninsula's product and an attraction for tourists regarding the scenario, experiences and food.

As Kazem (2012), highlights that Noto's Satoyama (Landscape) and Satoumi



(Seascape) in the Noto Peninsula, Ishikawa Prefecture in Japan are designated as one of the GIAHS site in 2011 by UN FAO (pp. 1-3). The concept enhances rural development based on conservation of the environment, managing biodiversity and cultural resources, which helps to revitalise the rural community by benefiting from economic activities through community-based tourism.

### ***2. 10. 3 Significance of GIAHS***

GIAHS, in relation to traditional agriculture concept, helps to revitalise areas of historical cultural and natural significance by reviving traditional and natural agriculture system as inspired by traditional knowledge. Thus, creating the culturally unique and valuable aspects of the sites. The system creates a friendly environment for a diverse ecosystem. It creates opportunities to preserve and maintain heritage sites. With the long history and heritage of traditional agriculture system and knowledge used in the past and passed down to the future generation, it significantly shows the interaction of humans with nature as part of their tradition, culture and livelihood (Sun, Jansen-Verbeke, Min, & Cheng, 2011, p. 3). The importance of this system is to conserve the traditional agriculture system and manage the natural and human-made environment which reflects humans' relationship with nature (Kazem, 2013, p. 3)

Furthermore, the traditional agriculture system has been integrated with

sustainable tourism development creates improved livelihoods for local host communities. People depend on agriculture for food, income and livelihood (Ye-hong, Dela-cruz, Min, Liu, & Zhang, 2013, p. 2). Thus, agritourism development involves farming and conservation of heritage sites by maintaining natural or human-made landscapes and conserving the environment.

According to FAO (2019), the significant of GIAHS Kunisaki Peninsula is the combination of forestry and agriculture which is seen in the form of the human-made water pond (Tameike). There are about 1200 water ponds that have been dug over the past years by humans for the agriculture irrigation system. Oak trees have been planted on top of the mountains and used to plant mushroom (Shitake) as value-added. As rain washes down the deadwood and enters in to the ponds, it provides nutrients to the crops and the ecosystem (p. 2). Then it washes down to the sea and gives high nutrients to the marine species. It illustrates the necessity for an irrigation system in the past because of limited water available to the farms. Furthermore, this irrigation system is still used by farms today. The human also depends on agriculture and marine resources for food and livelihood security.

## **2.11 Literature Gap**

Chen and Qiu (2013) emphasise that tourism development, which includes

agritourism is an approach to conserve the environment and redevelop the rural economic growth. Based on the literature review, it is obvious that agritourism focuses on developed countries. There are limited studies done in Pacific Islands Countries (p. 1). However, with the Pacific Island Countries' vulnerability to climate change, sustainable tourism will enhance product development for the agritourism sub-sector. It will also help the Pacific Islands to be more friendly in the working environment and create economic development for the rural communities. Moreover, in the context of Solomon Islands, 85 percent of the population lives in rural areas (The World Bank, 2019, p. 1). Therefore, this research will fill this gap, investigating the possible customisation and creating policy for agritourism in the Solomon Islands and the Pacific.

## **2.12 Conceptual Framework**

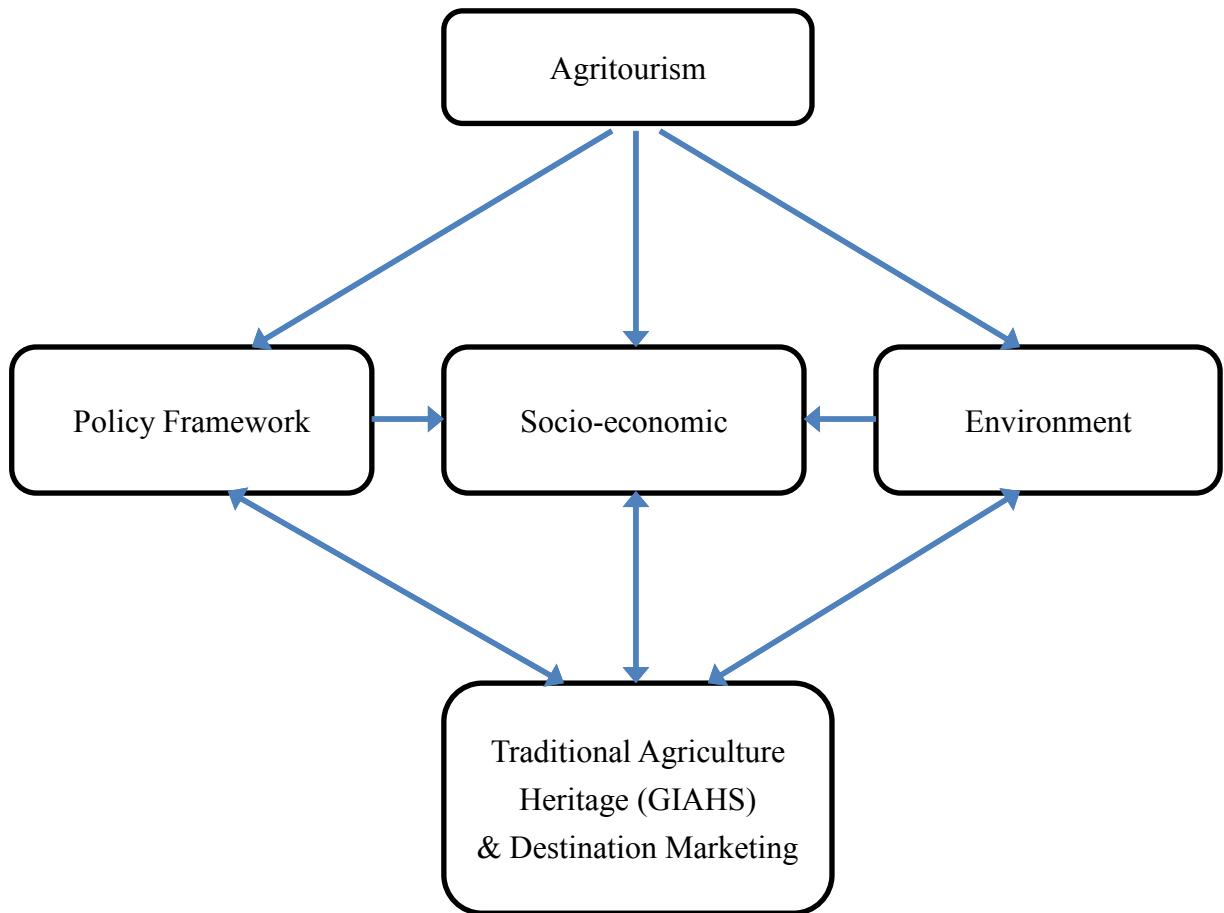
The conceptual framework for this paper shows the benefits of agritourism, based on the experiences of various countries. The analysis covers a wide range of issues ranging from policy frameworks, government support, and product development approaches, training approaches, public and private sector partnerships, as well as benefits and impacts of the agritourism in various contexts and countries. Ascertaining these attributes of agritourism helps create a better understanding of the concept. The literature review also helps to establish the practicality and relevance of agritourism in

the current stage of development in the Solomon Islands.

### *Conceptual Framework Diagram*

The conceptual framework diagram of agritourism aims to depict how the contents of the literature review are related to the critical aspects of the research. Furthermore, it seeks to develop its connections to a policy framework that can support it as well as look at the outputs in terms of socioeconomic outcomes and sustainable development. Given that the focus of the research concentration in the Kunisaki region in Japan and Honiara, as well as the Solomon Islands, the framework further highlights the importance of aspects such as traditional agriculture, heritage (natural or historical) and destination marketing (View Diagram 4). Furthermore, the analysis of the attributes within the traditional agriculture concept can help determine how it contributes towards agritourism success. It yields social, economic and environmental benefits for practitioners, host communities and the country and hence, providing a basis for directions for agritourism policy particularly in the case of the Solomon Islands.

Diagram 1: Conceptual Framework



### **CHAPTER 3: METHODOLOGY**

The research design that has been employed in this research is qualitative. Qualitative methodology has been used to obtain empirical data. The methodology aims to explore, assess and evaluate the perspectives of both the government and the private stakeholders on the various attributes on agritourism in the areas that the concept has been practised. Furthermore, the qualitative approach has been employed to gauge the potential of agritourism for the Solomon Islands based on traditional agriculture attributes as the product base. Also, the approach aims to determine how agritourism can adopt from the existing sustainable development policy framework. This approach creates an opportunity to gather public and private sector insights from individuals and businesses within the case study areas. Thus, this chapter highlights the research approach that aims to gather primary data based on sets of questionnaire questions that are designed to address the research objectives and the research questions. The research design is summarised in diagram 5 and are going to be elaborated later in this chapter.

### 3.1 Research Design

#### *The Flow of Research Design*

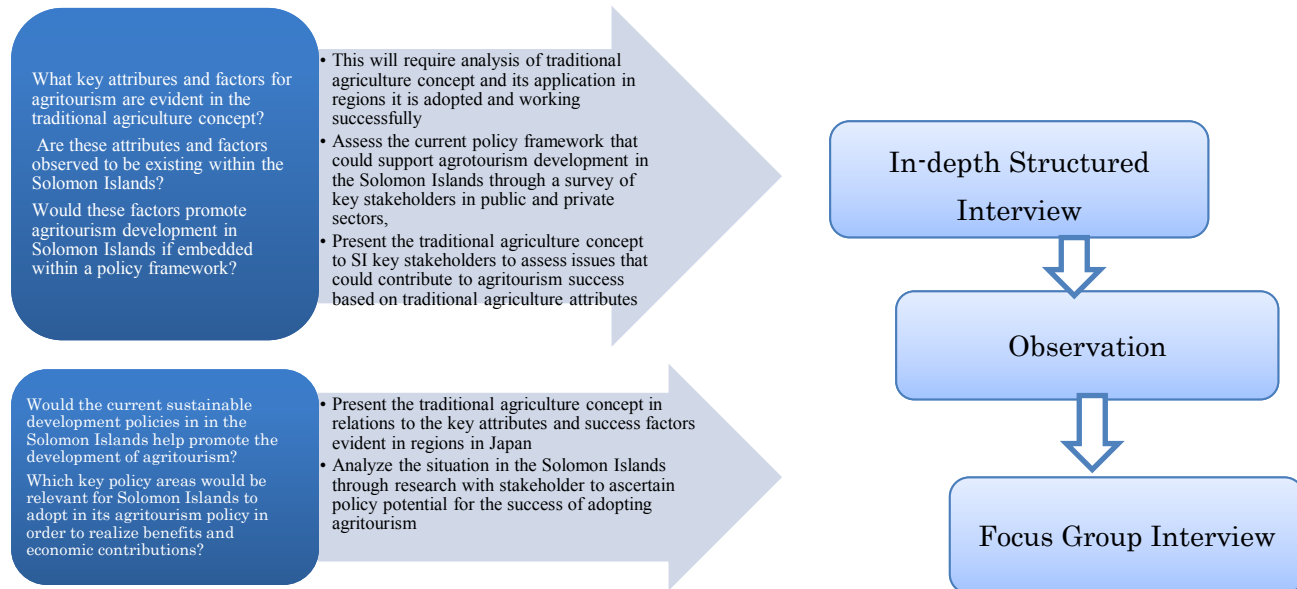


Diagram 2: Research Design

The research design has adopted a mixture of both unstructured and semi-structured interviews which are based on questions that have been designed to extract the relevant data that is going to address the research objectives. The interviews have been conducted after the initial responses to the structured questionnaire. The aim of the interviews is to gather supplementary information to the responses to the questionnaire questions that are taken from government and private sector respondents from both agriculture and tourism. Other methods that have been used to gather empirical data include observations on site, informal interviews, and desk research to collect, derive and analyses data. Pertaining to the Kunisaki Peninsula and Usa area stakeholders' responses,

site visits during field trips is one of the main data collection methods. However, questionnaires have been distributed during interviews, which have been conducted with the Kunisaki and Usa stakeholders on the site visits and direct observations. The responses helped in determining the aspects of direct observations and direct interviews with the stakeholders. The focus of the observations and interviews is to examine the successes of the traditional agriculture concept applications within the context of GIAHS.

In terms of gathering raw data from the Solomon Islands, three sets of questionnaires have been developed to target government and tourism and agriculture, private sector stakeholders. Questionnaires are distributed and followed by site visits and direct interviews with respondents to obtain detail and supplementary information pertaining to the identification of potential for and benefits from agritourism, which can be adopted by the Solomon Islands. While the interview approach has been adopted to determine and establish the key attributes of traditional agriculture with potential for agritourism products; focus groups have also been conducted in order to validate the information supplied through responses. The focus groups consisted of all three groups of stakeholders, however, follow up interviews are conducted with selected respondents belonging to these groups, for example the Head of Division for MCT. This selected approach is used in order to draw from practical ideas that can support the formulation of policy directions for agritourism development in the Solomon Islands.



### ***3.1.1 In-depth Structured Interviews***

The questionnaires that have developed targeted three distinct groups of respondents for the Solomon Islands. The three groups are government stakeholders in both agriculture and tourism, a specific group of tourism private sector respondents and a specific group of agriculture stakeholders. The set of questions are based on the research objectives and the three key research questions. The questionnaire for government stakeholders focused on determining the existing policy frameworks that can support sustainable development in the tourism, agriculture and marine sectors. Furthermore, it focuses on determining the current level of government support for sustainable development and the existing programmes and projects that are supported by the government in the respective sectors. The tourism stakeholders' questionnaire focuses on determining how they source their food, existing partnerships between tourism operations and agriculture, and identifying potential opportunities for agritourism initiatives based on existing activities and products. It also aims to highlight possible threats and challenges that could address through a policy framework. It enables agritourism to enhance sustainable development. A similar approach has been adopted in the agriculture stakeholders' questionnaire with a specific question on what aspects of the current agricultural practices that are traditionally inspired has the potential to be developed as tourist attractions and can be linked to tourism.

Based on the responses to questions in the questionnaire by each group, supplementary interviews have also been conducted to extract further information about the practical steps that can be adopted at the policy level or sectoral levels towards sustainable development. For example, tourism and agriculture operators in the Solomon Islands have been interviewed to determine the unique potential aspects that can be required to ensure the linkage between tourism and agriculture. The aim is to strengthen the connection in order to establish the platform for agritourism to create sustainable economic, social and environmental benefits. Interviews have been conducted in the Solomon Islands with stakeholders from the productive sectors such as tourism, agriculture and marine in both the government and the private sector. It helps obtain data to gauge existing policy frameworks within the targeted sectors that supports the wider concept of sustainable development. It is further aimed to gauge private sector opinion of the potential for agritourism development within the context of existing business activities in each sector. In this regard, interviews are in a sample size of fifteen (15) government respondents and a respective sample of eight (8) respondents from the tourism and agriculture private sector. The sample of 15 government respondents has fairly distributed between tourism, agriculture and marine, and the same has also been done for the private sector respondents, which are mainly from just tourism and agriculture sectors.

In the case areas of Kunisaki and Usa, the data gathering on the traditional agriculture was done during the monthly internship in 6 cities, which includes Kunisaki, Usa, Kitsuki, Taketa, Hiji, and Yufuin. Prior to the internship field trips, an online questionnaire survey has been conducted with stakeholders in each city to determine the agricultural attractions that have been linked to tourism, government support, the significance of human resources and challenges that have been encountered. Based on the responses from stakeholders, structured interviews are conducted with a sample of 25 people from both the government and private sector stakeholders in tourism, agriculture sectors. The samples are drawn randomly from each city but with a focus on gender distribution within the respective sectors and are based on the respondents to the online questionnaire survey. The sample is deemed adequate to capture required perspectives as the focus areas are centred on the heritage agriculture project areas only.

### ***3.1.2 Direct Observation***

Direct observations are crucial as a 'data' collection method because it gives practical insights into how the pockets of agritourism activities are unfolding without a policy framework in the Solomon Islands context. More importantly, the direct observation method helps to assess what issues are motivating and driving such undertakings, which can help to shape policy directions. The direct observations also

focus on farmers' production capacity and distribution links with tourism facilities such as hotels, restaurants, cafes and other tourist-oriented service outlets. From the tourist perspective, the observations focus on the menu composition, potential for linkages to agricultural activities and sourcing of locally produced agricultural products in comparison to imported products. Site observation also helps to determine the opportunities where tourism operators can capitalise on to strengthen the linkage with agriculture suppliers. The direct observations conducted in the Solomon Islands took place between February and March 2019 during a research trip. Appointments are made with tourism operators to substantiate what they have indicated within their questionnaire responses pertaining to food sourcing issues, existing partnerships with agriculture suppliers and to assess the tour prospects through informal interviews with in-house guests at some of the hotels during the research visits. Following responses to the questionnaire by agriculture farmers and agriculture product processors, visits are also made to farms and factories that produce virgin coconut oil and ngali nut oil. Direct observation is focused on organic farming systems that have the potential for agritourism, the manufacturing processes of agriculture products that have the potential to be included in tour itineraries and the production capacities that could sustainably cater for the food demands by tourism operators.

While visiting farms in the Kunisaki Peninsula and Usa area, special attention

has been given to the heritage tourism concepts and historical agriculture infrastructures that are being currently used as tourist attractions by farmers. Observation has also extended beyond just the agritourism aspects to factors that makes the agritourism in the context of GIAHS successful. These include aspects as human resource capacity, the partnership between government and private sector players, the participation of social groups in the operations and the level of government support towards the projects. These observations are important because they help to substantiate the responses stakeholders presented in their responses to the online questionnaire. Furthermore, in places such as animal farms where there are hygiene restrictions, prior arrangements to conduct observations have been made through existing networks. For the visits to such restricted sites of interest, the researcher made observations, conducted interviews and also conducted meetings with the Chief Executive Officers' (CEO) of Greenhouse farms and the animal farms. The range of information gathered from these meetings varied somewhat from city level, policy planning and to private company level business plans.

Furthermore, the aspects observed on-site helped in the cross-analysis of issues and findings with those findings gathered from the Solomon Islands in order to determine the crucial areas for policy direction recommendations. In both the observation cases in the Solomon Islands and Japan, unstructured questions about the observable aspects of business operations, policy implementation and traditional agriculture practices have

beran asked directly to the respondents to supplement the responses to the structured interview questions.

### ***3.1.3 Focus Group Interviews***

Lastly, the focus groups have been conducted particularly in the Solomon Islands with selected respondents from government, tourism and agriculture sectors, in order to validate the policy direction platforms that emanated from the cross-analysis of responses.

This approach is significant because the research focuses on two distinct industries, and it is vital to validate opinions and responses in ensuring synergies on the perception of the attributes that are commonly highlighted by respondents from each sector. Furthermore, using the focus group approach helps to get the key stakeholders from the two sectors (and related sectors) together and share views and experiences, which helps in highlighting practical policy direction areas for agritourism that also supports and promotes sustainable development approaches within the respective sectors.

## **3.2 Method of Data Analysis**

The analysis of the findings and data gathered from the various methods employed was conducted firstly according to geographic locations where the research was conducted.

The Solomon Islands data was analysed based on the responses presented by each of the

three distinct groups of government stakeholders, tourism stakeholders and agriculture stakeholders. Once the analysis results of each group's responses were complete, a cross-analysis of the groups' results was conducted to determine common areas of responses pertaining to existing policy frameworks, opportunities for strengthening the linkage between tourism and agriculture, government support and programs and challenges. Similarly, the results from the research in the Kunisaki/Usa case areas were analysed to determine their key agritourism product base, the level of government support, programs and challenges.

All of the data collected from the interviews, surveys, direct observations and focus groups has been analysed using the process of qualitative content analysis. According to Given (2008), content analysis is the “process of categorizing qualitative textual data into clusters of similar entities, or conceptual categories, to identify consistent patterns and relationships between variables or themes.” (Given, 2008, p. 121) The idea is to identify or derive meaning from the data collected.

One of the ways this qualitative method has been applied to the findings of the research for this thesis is through the creation of key themes. For example, one of the key themes that emerged from the interviews is “agriculture heritage products” which has been used to examine the various aspects of agritourism (View Chapter 4, Section 4.2.1).

Finally, another cross-analysis was conducted on the findings from research in the Solomon Islands to determine the potential for agritourism as a vehicle for sustainable development and the practical application of traditional agriculture and heritage tourism in the context of GIAHS in the Kunisaki/Usa case areas. This cross-analysis helps to determine the key areas for policy direction recommendations for an agritourism policy framework for the Solomon Islands that would support existing policy frameworks for sustainable development.

### **3.3 Methodological Limitation**

The three limitations in this research includes financial constraints, time limitations and convenience of respondents in terms of their availability and accessibility. The methodology approach includes field trips and internal travel to the Solomon Islands, which is costly. The research undertaking has been incorporated into planned field trips as part of some course work. For international travel, only 15 days are covered under the scholarship funds, so the remainder of the research in Honiara has been funded privately.

Therefore, time is one of the limitations to obtaining detailed information from respondents. Follow up interviews and obtaining contacts for follow-up discussions with respondents is a crucial process of the data collection process. Given the time limitations,



the issue of meeting key respondents is also an issue of limitation. It has been addressed again through obtaining contact details of those who are not available for questionnaire dissemination and follow up discussions.

## CHAPTER 4 RESEARCH FINDINGS

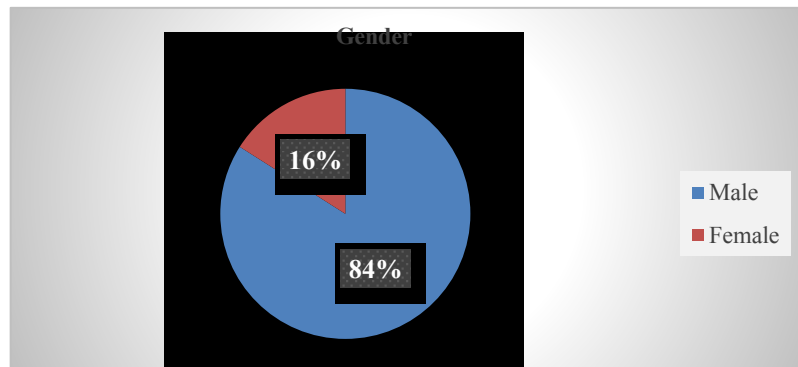
This chapter presents the findings gathered from the primary data collected during the research phase. The primary research has been conducted in the traditional agriculture case in the Kunisaki Peninsula and Usa area, Japan, as well as tourism and agriculture sector stakeholders in Honiara, Solomon Islands.

The paper analyses the traditional system of agriculture in the natural environment and landscape in traditional agriculture, including the GIAHS sites in the Kunisaki Peninsula and Usa area in Japan. It reveals that the tourism application in the traditional agriculture landscape determines the human resource development requirements for agriculture heritage and tourism. Furthermore, the research also explores the existing sustainable development policy frameworks and the potential for linking agriculture and tourism in the Solomon Islands.

### **4.1. Traditional Agriculture Case Study Kunisaki Peninsula and Usa area, Oita Prefecture, Japan**

#### *4.1.1 Identifying Respondents' Gender Composition*

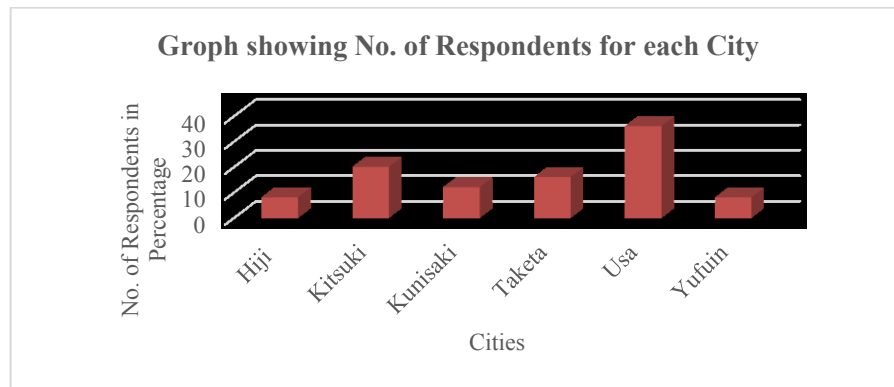
Figure 1: Identify Gender Equality



In the Kunisaki Peninsula and Usa area, the research includes meetings, direct observation, formal and informal interviews. The whole program demands a very high level of networking in order to reach the targeted respondents. The total sample that has been surveyed is 25 people from 6 different cities within the area. Out of the total sample 25, the gender distribution displays that 21 respondent's 84 percent are male, and 4 people (16 percent are female (View Fig.1).

#### 4.1.2 City Visited and Covered in the Research

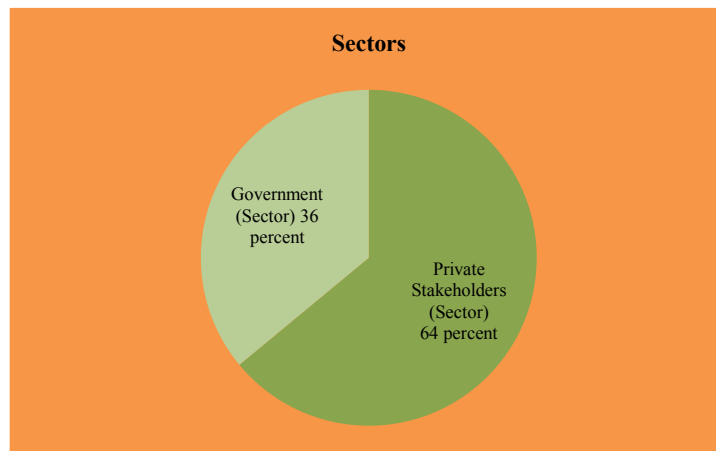
Figure 2: Cities Visited



The 6 different cities that have been covered during the research consist of almost half of the Oita prefecture. The responses are varied, with most of them being highly interactive and informative given the sample size. As depicted in Figure 2, 36 percent of the respondents are from Usa, which is the largest of the sample. There are five respondents from Kitsuki, which are represented as 20 percent of the sample, while the respondents from Taketa represent 16 percent, which is a total of 4 respondents. Furthermore, out of the total surveyed sample, 3 respondents are from Kunisaki, representing 12 percent and are followed by Hiji and Yufuin, with 8 percent of the respondents, respectively.

### 4.1.3 Private and Public Sectors

Figure 3: Private and Public Sectors



As shown by Figure 3, 9 respondents are from the public sectors, which makes up 36 percent of the total sample. The interviews have been conducted with the highly ranked officials that directly deal with policy matters from each city office. The largest component of the respondents is 64 percent, which has been drawn from the private sector in the cities. The targeted respondents from the private sector are mainly from the management and executive level.

### 4.2 Interview outcomes from Kunisaki Peninsula and Usa area, Japan

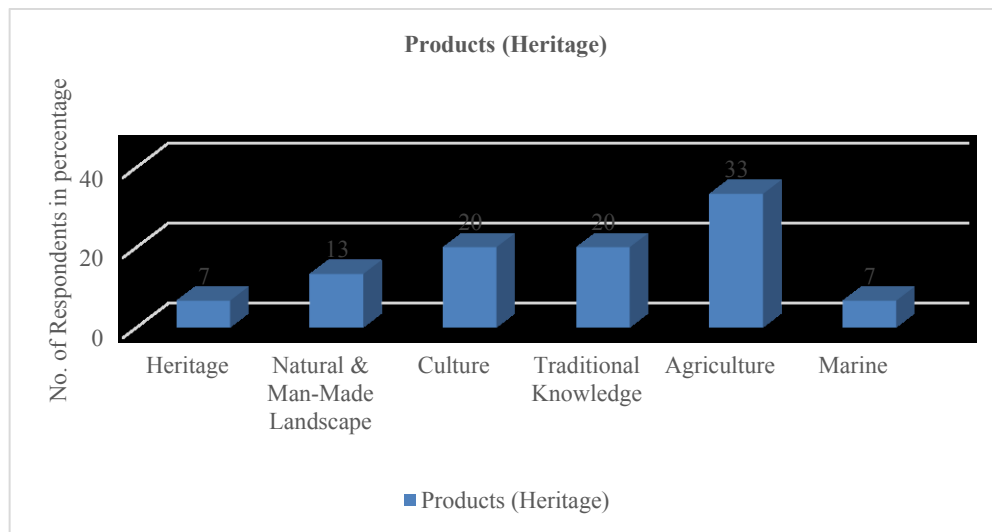
This section will be examining the data collected from the surveys and interviews conducted in the Kunisaki Peninsula and the Usa area in Japan. The combination of the research program, the choice of questions, the elements of observation and the targeted respondents have been carefully selected and arranged with the purpose to enhance a

comprehensive view of agritourism practices in the area covered. The survey covers socio-cultural, economic, human and natural resources aspects and the relationship these elements have with agritourism development in the area. The surveys help to understand and increase awareness about the differences between the various cities. The research of the Japanese city cases is focused especially on relevant key attributes of traditional agriculture and in terms of managing these aspects of the agricultural landscape as well as the natural environment through networking and collaboration with the government and the local communities.

#### 4.2.1 Traditional Agriculture Heritage Products

Question: What are the products (Heritage)?

Figure 4: Traditional Agriculture Heritage Products

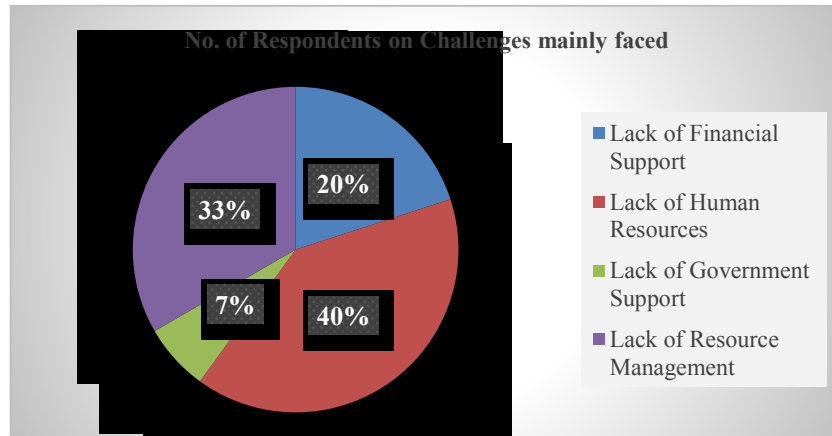


The method for data collection involved questionnaire designed capturing the five main criteria of GIAHS which relates to traditional agriculture. It includes food and security, biodiversity, traditional knowledge system, socio-cultural value system and the human-made and natural attractions. As depicted in figure 4, the question asked was related to the type of products (heritage) present in the cities. This question objectively aims to collect information on aspects of natural landscape or agriculture sector each city wants to revitalise, protect and sustain. Furthermore, this aims to differentiate the uniqueness of their respective brands for traditional agriculture heritage, which presents the principle contribution towards agritourism. Out of the total surveyed sample of 25, agriculture has been declared as the main product by 33 percent of respondents. Besides, 20 percent of respondents agreed that it is vital to revitalise, protect and pass on traditional knowledge and culture, respectively to pertain to agriculture food production. The other important aspects that have been highlighted as vital include natural and human-made landscape with 13 percent then followed by marine and heritage, with 7 percent of respondents, respectively.

#### *4.2.2 Current Challenges or Problem faced*

Question: What are the challenges or problems faced?

Figure 5: Current Challenges or Problems Faced



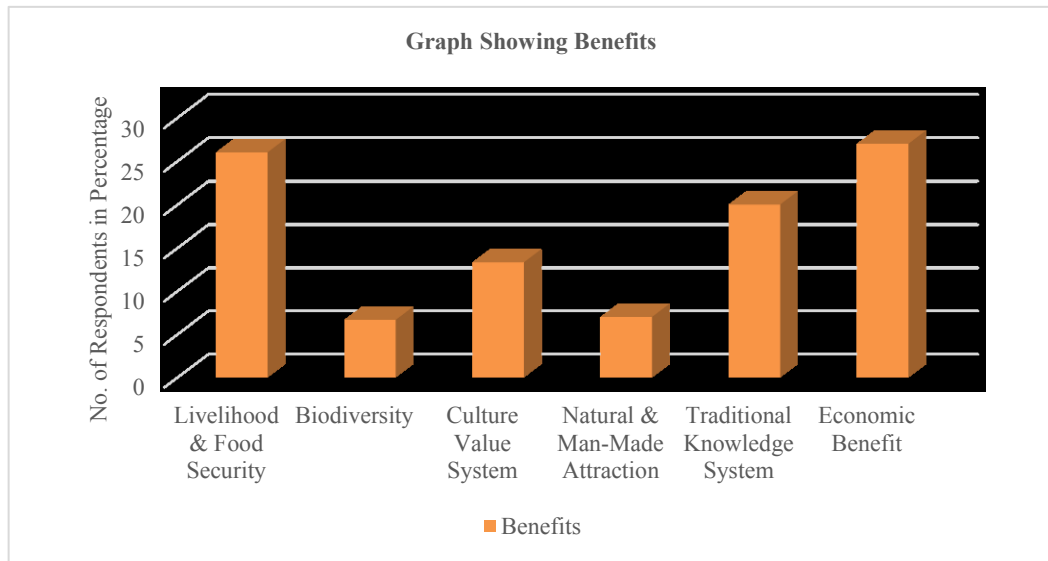
In terms of challenges and problems encountered, most of the respondents have mentioned that the major problem in the case areas is the lack of human resources, which constitutes about 40 percent. The other challenges often faced include the lack of resource management at 33 percent, followed by the lack of financial Support with 20 percent and then lack of government support at 7 percent.

#### *4.2.3 Benefits of traditional Agriculture in Kunisaki Peninsular and Usa Area*

Question: What type of benefit do you get from traditional agriculture?



Figure 6: Benefits of Traditional Agriculture in Kunisaki Peninsular & Usa Area

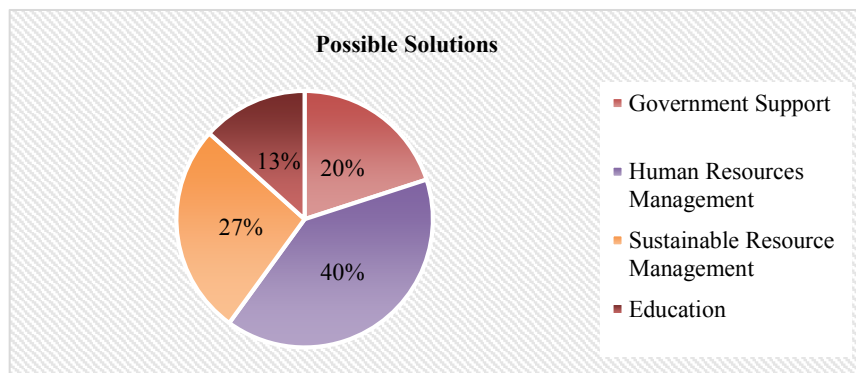


During the interview, one of the vital questions asked is about the benefits derived by both the rural community and the government from their respective traditional agriculture concept initiatives. As illustrated in Figure 6, 27 percent of the respondents have stated that traditional agriculture creates economic benefit to the communities and local governments. A further 26 percent of interviewees agree that traditional agriculture enhances both food and livelihood security. Promotion of local and traditional system has been emphasized by 20 percent of the respondents, while the benefit and culture value system has been highlighted by 13 percent. Traditional agriculture concepts help in conserving natural and, or human-made attraction and biodiversity, and these benefits have been highlighted by 7 percent of the respondents.

#### 4.2.4 Possible Solutions to Address the Challenges

Question: What are some of the possible solutions can be done to address the challenges or problem faced by the communities?

Figure 7: Possible Solutions



In Figure 7, the graph illustrates the possible solutions gathered from the respondents with regards to the challenges in the area, has been highlighted. The 40 percent of the respondents have identified human resource management as a key solution, 27 percent selected sustain resource management, 20 percent have selected government support, and 13 percent have identified education as possible areas of the solution.

### 4.3. Local Government Perspective, Solomon Islands

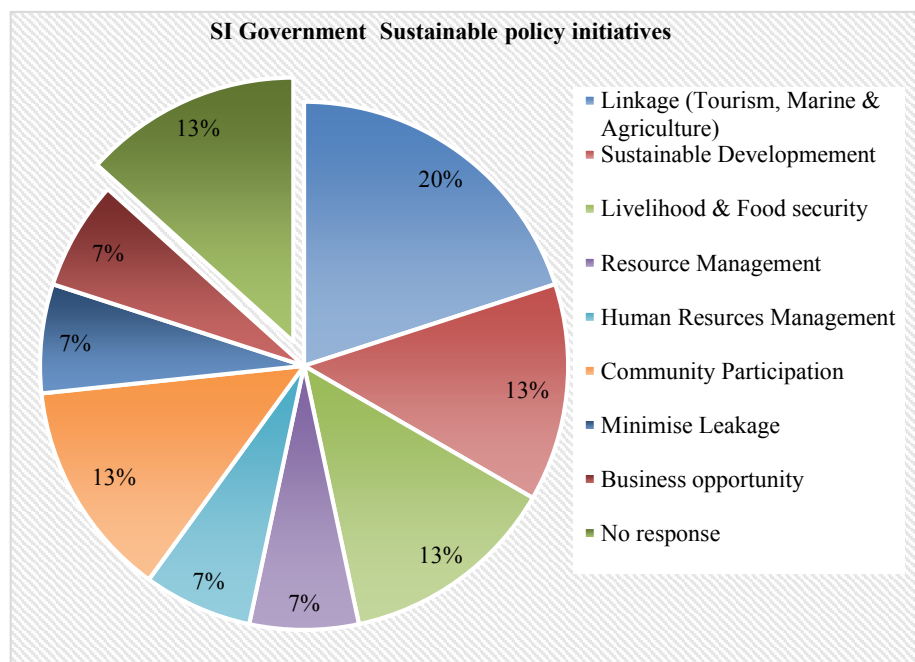
This section consists of the feedback of the local government sector in the Solomon Islands that has been gathered from 10 questions designed to gauge policy

platforms, the potential for agritourism and addressing challenges to adopting the concept. Questionnaires have been distributed to 15 government officers 5 each from tourism, agriculture and marine respectively. It is to collect data from the government perspective from three productive sectors that are linked to agritourism. Thus, the government stakeholders' perception in the Solomon Islands is depicted according to each of the 10 questions.

#### 4.3.1 Solomon Islands Government (SIG) Sustainable Policy Initiative

Question: What sustainable development policy initiatives do government ministry, or department have in place that supports agriculture, marine, tourism development?

Figure 8: SI Government Sustainable Policy Initiative



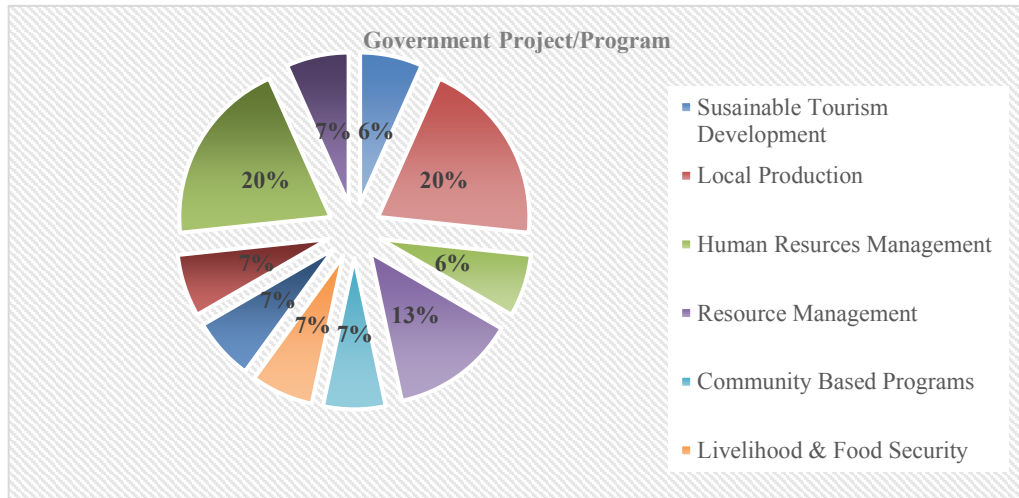
Question 1 is designed to gauge feedback on sustainable policy initiatives by

government in the tourism, agriculture and marine sectors. As shown in the pie chart above, 20 percent of the respondents has highlighted existing policy encourage linkages between the productive sectors (tourism, agriculture and marine), which is represented at 20 percent. Regarding policy that accommodates sustainable development, livelihood and food security as well as community participation, there is equal feedback of 13 percent respectively. Similarly, for a policy that covers resources management, human resource management, minimises leakage and business opportunity, each has been highlighted by 7 percent respectively. However, further 13 percent of the respondent did not provide any response to the question.

#### *4.3.2 Government Project/Program Promoting Sustainable Development*

Question: What specific projects or programs is your ministry responsible for that help promote sustainable development, food security, conservation and environmental protection?

Figure 9: Government Project / Program



In terms of gauging government's support towards sustainable development, food security, conservation and environmental protection through the project, 20 percent of responses to Question 2 largely favour farming (agriculture/marine) for locally produced goods through government project. The 13 percent of the respondents have been indicated a focus on government support for resource management. Respondents has also indicated that community-based programs, livelihood and food security, land management, and biosecurity all constitute 7 percent of the government's support, respectively.

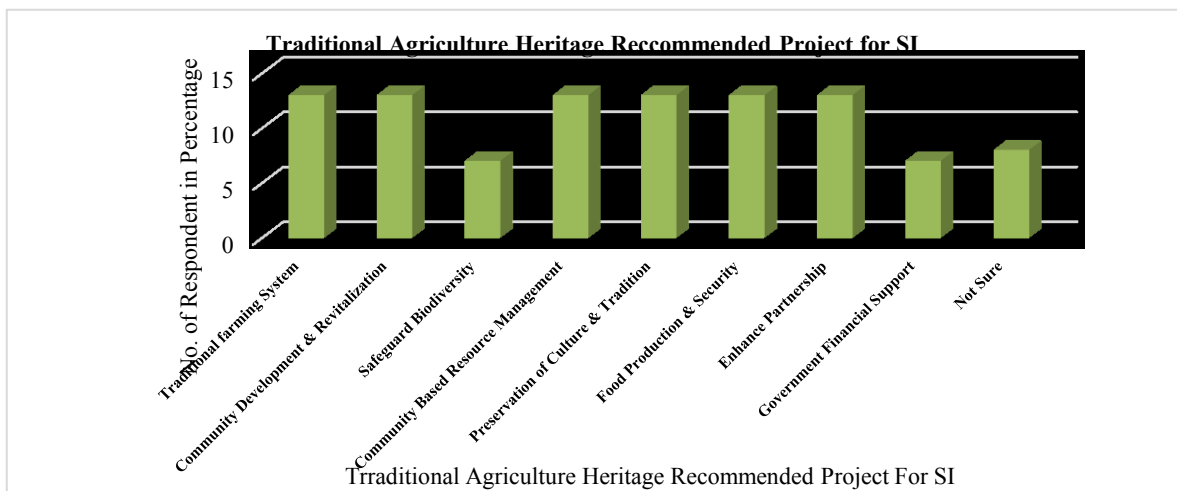
The other project/programs that have been indicated as being supported by the government are human resource management and sustainable tourism development with 6 percent respectively. Finally, 7 percent of the respondent also did not provide any

response to this question.

#### 4.3.3 Traditional Agriculture Heritage Recommended Project for the Solomon Islands

Question: If GHAS with related to traditional agriculture were recommended for SI, how would your projects and programs help promote it?

Figure 10: Traditional Agriculture Heritage Recommended Project for the Solomon Islands



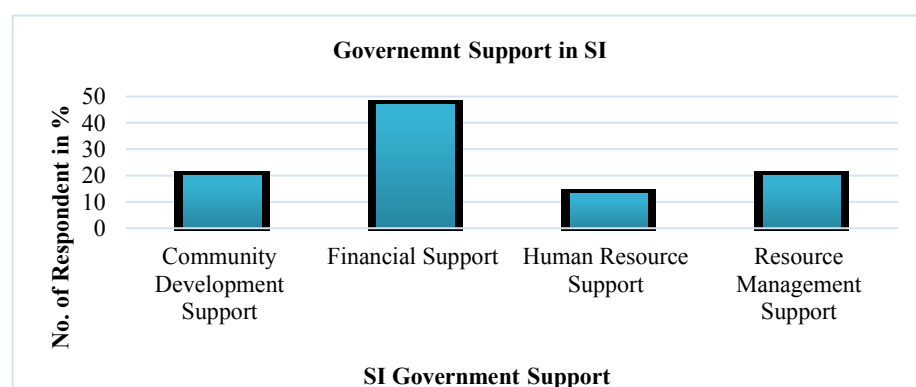
This graph illustrates the responses to the question that has intended to gauge the potential for traditional agriculture heritage that interrelated with agritourism in the context of project areas recommended for the Solomon Islands. As depicted by the graph, majority of the respondent have been represented by 13 percent; each indicated that the potential areas for GIAHS in relation with traditional agriculture are food production & security, traditional farming system, community development & revitalisation,

community-based resource management, preservation of culture & tradition and enhance partnership. A further 7 percent respectively has indicated safeguard biodiversity and government financial support as areas that have the potential to foster traditional agriculture in relation with agritourism while the remaining 8 percent has indicated that they are ‘not sure’.

#### 4.3.4 Government Support in the Solomon Islands

Question: What incentives and support do the ministry or department provide to support and encourage community (and individual) participation in agriculture farming, marine protection, ecotourism or conservation?

Figure 11: Government Support in the Solomon Islands



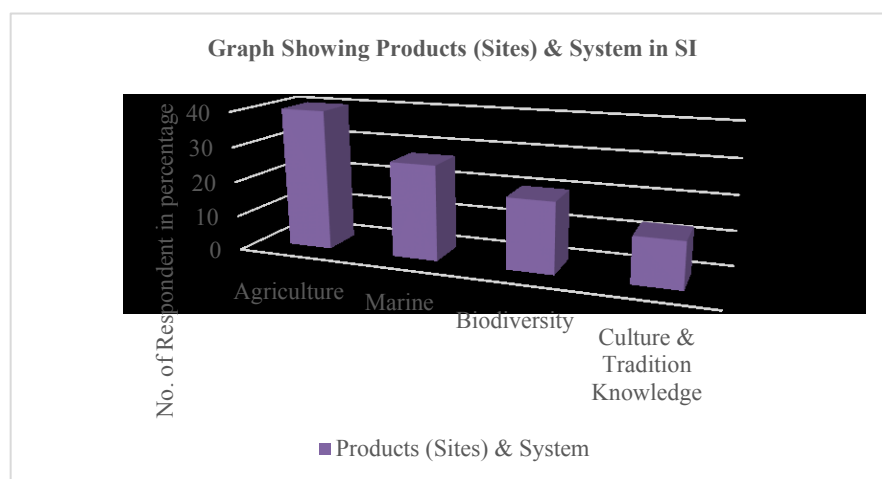
The graph above delineates the feedback to the question relating to whether Solomon Island government assistance is appropriated and delivered to both government

and private sectors and communities for supporting tourism, agriculture and marine. From the responses, 47 percent have specified financial support, 20 percent has indicated community development support and resource management support, respectively, while only 13 percent of the responses have highlighted human resource support.

#### 4.3.5 Graph Showing Products (Sites) & System in the Solomon Islands

Question: What are some of the specific important agriculture and marine products (or sites) and system that can be used to support tourism growth and why?

Figure 12: Graph Showing Products (Sites) and Systems in the Solomon Islands



The graph in figure 12 shows the response percentage for the different important agriculture and marine products (Sites) and system that can be used to support tourism growth. The products (sites) and systems are categorised by agriculture with 40 percent;

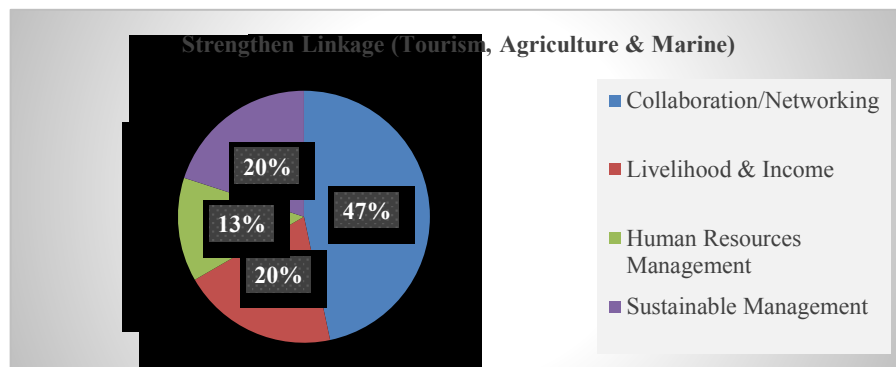


marine registered 27 percent, followed by biodiversity with 20 percent and culture & traditional knowledge with 13 percent.

#### 4.3.6 The linkage between (Tourism, Agriculture & Marine)

How will your ideas (or possibilities) strengthen the linkages between agriculture, marine, forestry and tourism sectors contribute to economic opportunities and encourage sustainable development?

Figure 13: Linkage Between Tourism, Agriculture and Marine



The pie chart in figure 13 displays responses to the ideas (or possibilities) that will strengthen the linkages between agriculture, marine, forestry and tourism sectors to contribute to economic opportunities and encourage sustainable development. The responses have resulted in 47 percent agreeing with social collaboration, while 20 percent highlights the Livelihood & income and sustainable management, and 13 percent indicates human resources management.

*4.3.7 Challenges/Problem faced in the Solomon Islands in Developing Sustainable Development (Agritourism) in linking the Productive Sectors*

What are the challenges you might see in the drive to strengthen the linkage between agriculture, marine, forestry and tourism?

**Figure 14: Challenges / Problems Faced in SI in Developing Sustainable Development (Agriculture) in Linking the Productive Sectors**

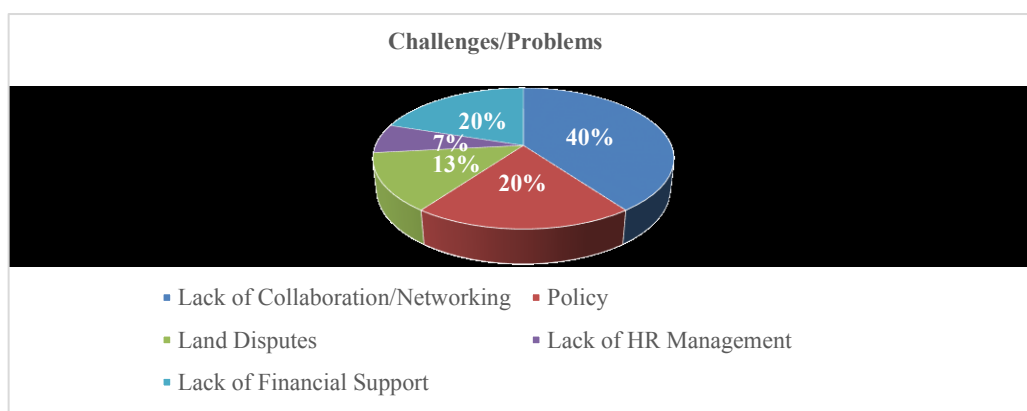


Figure 14 Graph shows the responses to the question relating to the challenges or problems that have been faced or can be encountered while strengthening the connection between the three sectors. The challenges that can potentially impede the drive to strengthen the linkage between agriculture, marine, forestry and tourism are presented based on the responses gathered, which displays that the major challenge is lack of collaboration/networking with 40 percent. Policy and lack of financial support have been highlighted by 20 percent respectively, and land dispute by 13 percent, followed by human resources management identified by 7 percent.

#### 4.3.8 Possible Threats in the Solomon Islands

Question: What are possible social and environmental threats to your respective sector of interest if its linkage to tourism is strengthened?

Figure 15: Possible Threats in the Solomon Islands

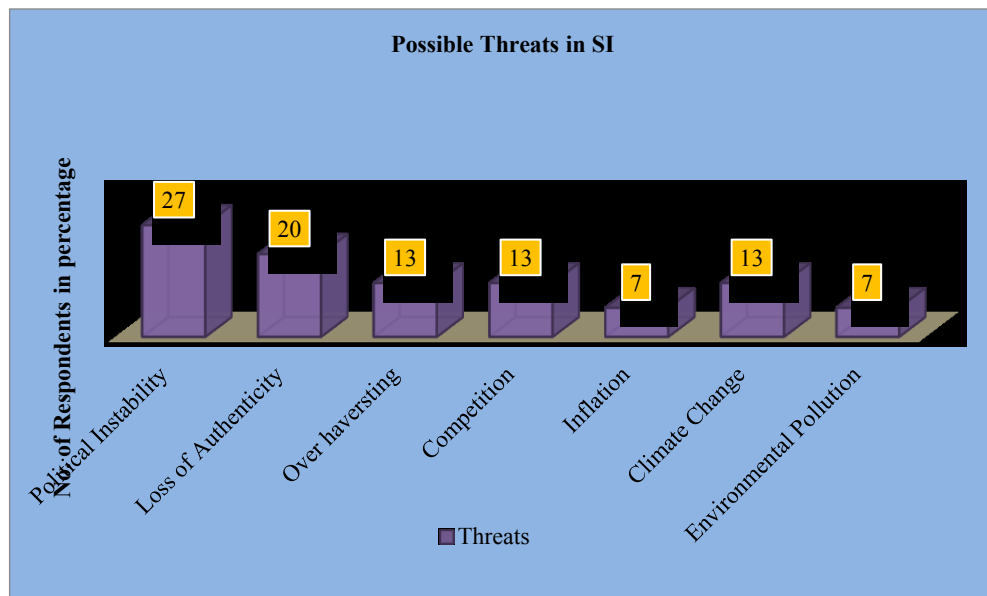
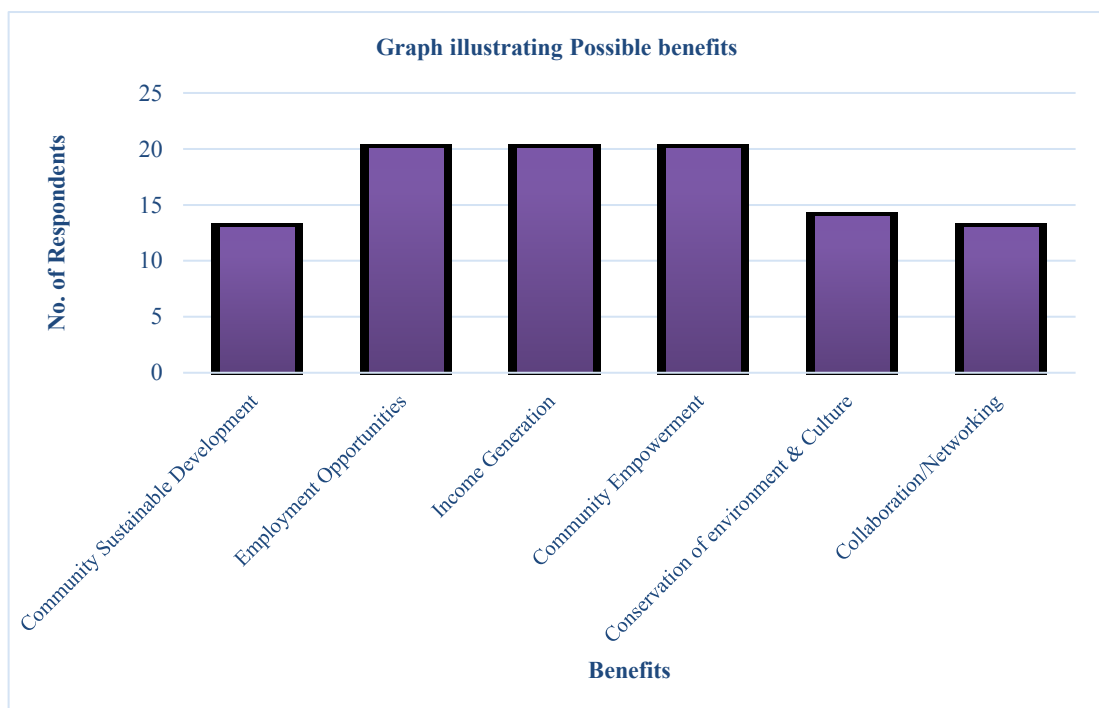


Figure 15 graph illustrates the responses towards the question pertaining to possible social and environmental threats to the respective sector of interest if its link to tourism is strengthened. According to the results, 27 percent of respondents have mentioned that the major threat is political instability, 20 percent highlights the loss of authenticity. Furthermore, 13 percent of the respondents have stated that overharvesting, competition and climate change pose a threat to the development of the tourism industry. Finally, 7 percent have highlighted inflation and environmental pollution as a threat.

### 4.3.9 Possible Socioeconomic and Environmental Benefit Linking the Productive Sectors

Question: What are the possible social and environmental benefits to your respective sector of interest if its linkage to tourism is strengthened?

Figure 16: Possible Socioeconomic and Environmental Benefits Linking the Productive Sectors



The Graph in Figure 16 shows respondents' feedback on possible social and environmental benefits to the respective sector of interest if its connection to tourism is strengthened. Equal number of respondents have agreed on employment opportunities, income generation and community empowerment with 20 percent respectively. Conservation of environment & culture has 14 percent of respondents, and 13 percent of

the respondents have indicated sustainable community development and collaboration/networking as benefits.

These are the common responses from the government sector perspectives which are based on the results that have been collected from the research which has been conducted with the government stakeholders from the three sectors of agriculture, marine and tourism.

#### **4.4. Private Sector (Tourism) Perspective, Honiara, Solomon Islands**

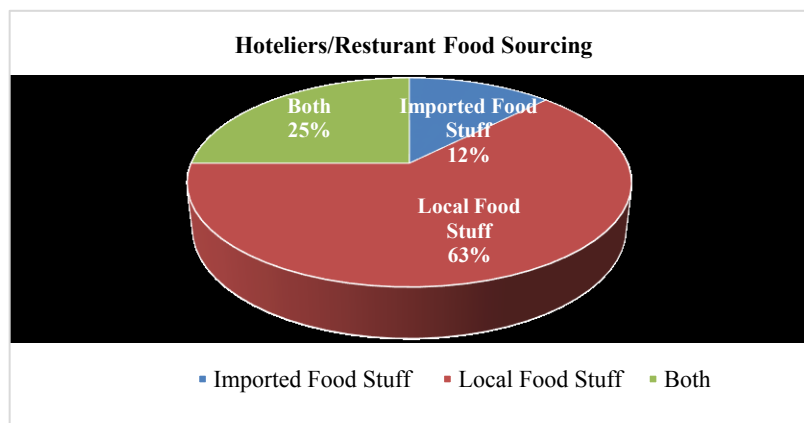
This section comprises of the tourism's private sector's perspectives where data has been collected from 8 hotels (accommodation and restaurant providers) in Honiara, Solomon Islands. The interviews have been conducted with the representatives at the senior management level. The questionnaire has been designed to gather information from hotels with restaurants that acquire foodstuff locally or imports, hence establishing a link with farmers. The questions are geared towards determining if the sourcing of locally produced foods is dependent on factors such as farming practices, location and quality, the unique aspects of the farming partners that can develop into a tourist attraction. Another question aims to determine if there is a potential to develop further ties and strengthen the relation between tourism and the agriculture and fisheries sectors, in order to encourage agritourism practices. Moreover, it also discusses the challenges present in

carrying out these agritourist activities. Finally, the questionnaire is geared towards determining if such sectoral connections are strengthened, then would they enhance economic involvement and benefits.

#### 4.4.1 Respondents Regarding Food Sourcing

Question: Where and how much do hoteliers and restaurants source their foodstuff locally or through imports?

Figure 17: Respondents Regarding Food Sourcing



As shown in Figure 17, most of the hotels with restaurants (63%) which have been surveyed, source their food locally from local farmers while only 12 percent have indicated that they source their food through imports. It has been revealed that 25 percent of respondents have mentioned that their foodstuff is sourced both locally as well as through imports.

#### 4.4.2 Partnership Between Hoteliers/Restaurant and Farmers/Fishermen

Question: Are there any current partnerships between hoteliers and restaurants with farmers in terms of sourcing foodstuff locally and does this partnership depend on factors such as farming practices, location and quality?

Figure 18: Partnership Between Hoteliers / Restaurants and Farmers & Fishermen



Figure 18 graph shows that there are currently established partnerships between hoteliers/restaurants with farmers/fishers in terms of sourcing foodstuff locally. The data has revealed that out of the hotels/restaurants surveyed, 50 percent have existing partnerships with local farmers for the agriculture and livestock products and the other 50 percent have established partnerships with fishers for marine food. The indication is that partnerships with local farmers and fisherman are invariably based on the practices of traditional farming and fishing, which contributes to sustainable development. The results also indicate that respondents have sourced their local foodstuff from all provinces around the Solomon Islands.

#### 4.4.3 The aspect of Developing Agritourism

Question: Are there unique aspects of the farming partners that could be developed into a tourist attraction or has the potential to be developed to strengthen the linkage between tourism and the agriculture and fisheries sectors?

Figure 19: Aspects of Agritourism

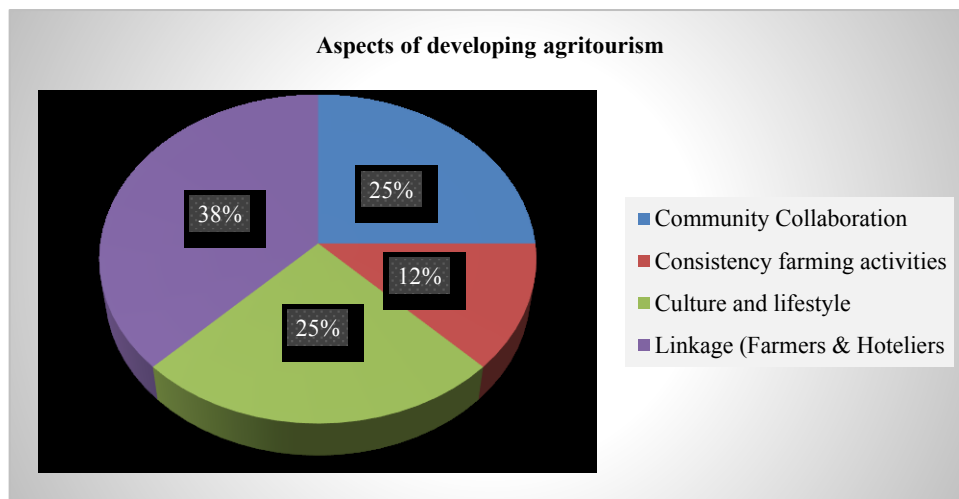


Figure 19 displays the responses of interviewees which are based on the question “Are there unique aspects of the farming partners that could be developed into a tourist attraction or has the potential to be developed to strengthen the linkage between tourism and the agriculture and fisheries sectors?” The results display that 38 percent of respondents mention that in order to develop unique agritourism attraction, there needs to be stronger relations between farmers and hoteliers through establish partnerships. Also, 25 percent respectively mentioned it is important to build community collaboration and

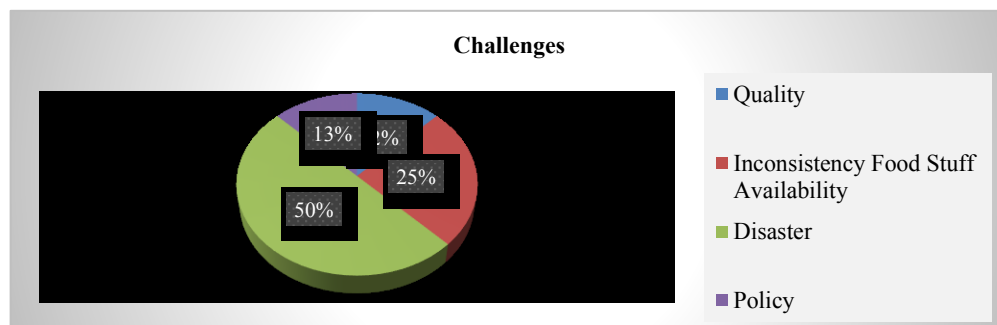


preserves the unique culture and lifestyle. Finally, 12 percent of the respondents have highlighted that the consistency of farm activities is crucial to develop the uniqueness for agritourism attractions and activities.

#### 4.4.4 Challenges Faced

Question: What challenges are there that need to be addressed to strengthen such linkages and enhance economic involvement?

Figure 20: Challenges



The question has been designed to gather responses on the challenges that need to be addressed to strengthen such linkages to enhance economic involvement and benefits. Figure 20 shows that 50 % of the respondents have mentioned disaster as a major challenge. Furthermore, 25 percent of the respondents have highlighted the inconsistencies of foodstuff availability as a challenge, while issues about policy are 13 percent and 12 percent focus more on the quality of the product and or foodstuff.

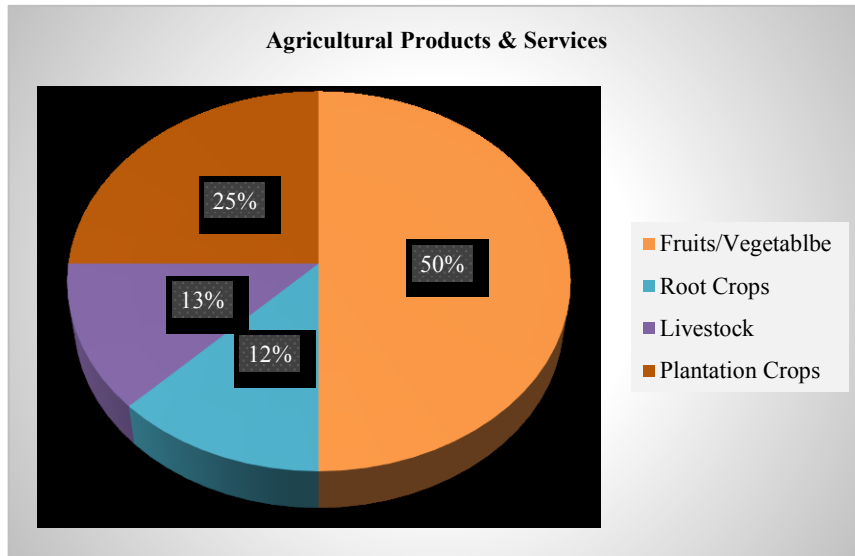
#### **4.5 Private Sector (Agriculture) Perspective, Honiara, Solomon Islands**

This section consists of the private agriculture stakeholders' perspective. There are 7 different agricultural business which have been visited and interviewed, which includes farmers and processed company in around Honiara, Solomon Islands. The research has been conducted to gather information on the types of agriculture products that farmed. It also emphasises on how much that has reserved for commercial consumption as well as the type of farming practices. On the same note, it presents the potential for agritourism or contributes to sustainable development; it also gathered any unique aspects of the farming practices that have the potential to develop as tourists' activity and attraction as well as whether external support is given to the farm to support its growth and address its challenges

##### ***4.5.1 Agricultural Products & Services***

Question: What type of agriculture products do you farm or produce?

Figure 21: Agriculture Products & Services

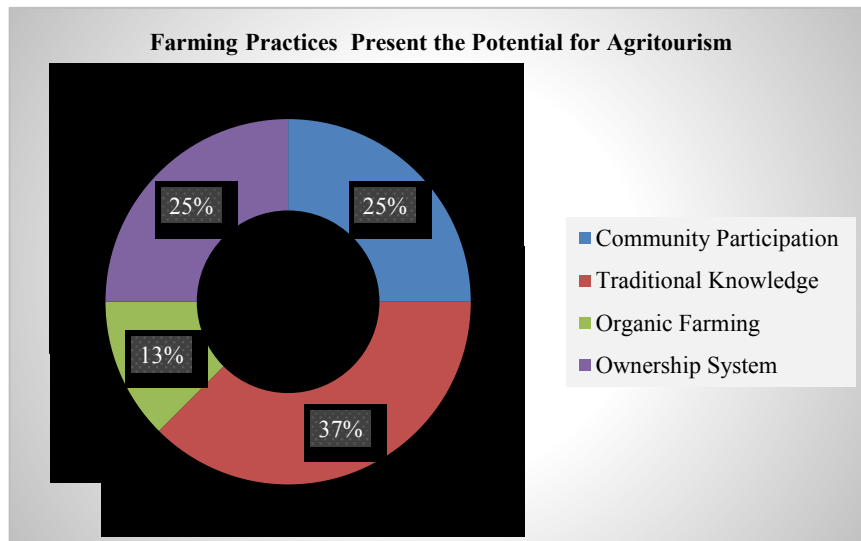


The research finding gathers that farmers have mainly farmed and produced an agricultural product like fruits and vegetables which shows 50 percent on the pie chart, 25 percent have mentioned that plantation crop also produced and followed by livestock with 13 percent and root crops with 12 percent.

#### *4.5.2 Farming Practices Present the Potential for Agritourism*

Question: What type of farming practices have used that might present the potential for agritourism or contributes to sustainable development?

Figure 22: Farming Practices that Present Potential for Agritourism

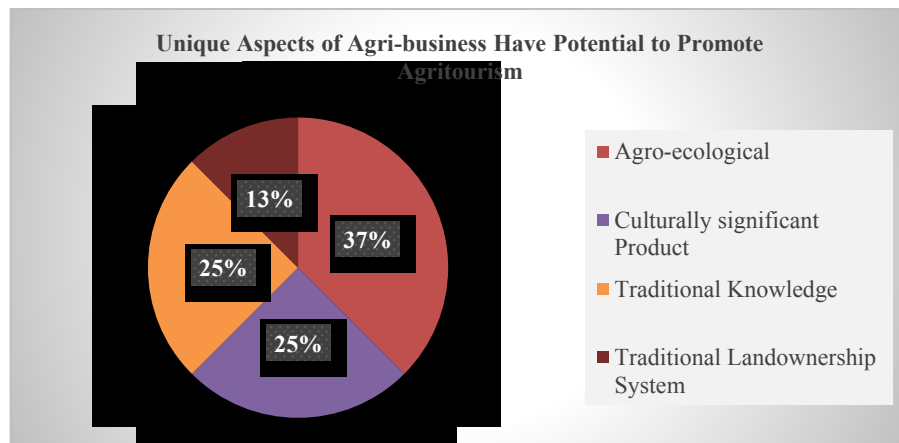


This graph shows the type of farming practices that have been used that might present the potential for agritourism or contributes to sustainable development. There are four types of farming practices that have been identified while gathering research response from the farmer and the agri-business stakeholders. The large number of the agriculture private sector practices farming using and enhancing the traditional knowledge are passed down from the older people, which is 37 percent illustrated on the chart. Another two practices that have also been identified, which is also used and has the potential for agritourism involves community participation and ownership system, which shows 25 percent respectively then followed by the practices of organic farming which is at 13 percent.

### 4.5.3 Unique Aspects of Agri-business Have Potential to Promote Agritourism

Question: Are there any unique aspects of the farming practices that have the potential to be developed as a tourist activity or attraction?

Figure 23: Unique Aspects of Agribusiness having Potential to Promote Agritourism

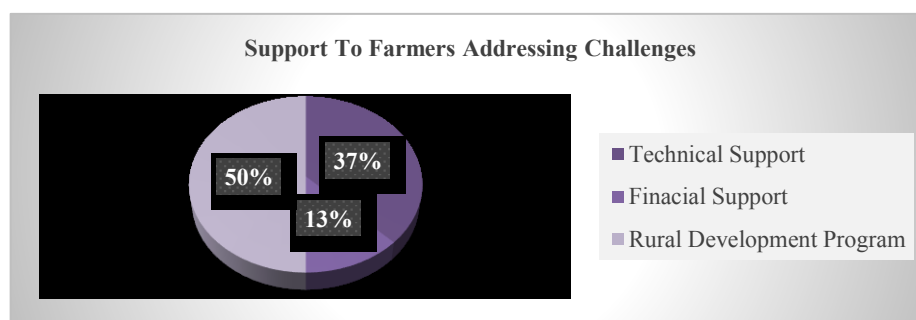


This graph showcases the unique aspects of the farming practices that have the potential to be developed as a tourist activity or attraction. It has gathered that the major aspects are based on the agri-ecological with 37 percent developing eco-friendly activities. The other significant aspect is categorised as culturally significant products and traditional knowledge at 25 percent respectively, and 13 percent represents the traditional land ownership.

### 4.5.4 Support to Farmers Addressing Challenges

Question: Are there any external support given to the farm to support its growth and address its challenges?

Figure 24: Support to Farmers Addressing the Challenges



There is support given to the farms to promote their growth and helps address the challenges that have been identified during the research, as shown in the pie chart above. The major support is a rural development program with 50 percent; 37 percent focus on the technical support and followed by financial support 13 percent. Supports are both from the government and the NGOs.

## **CHAPTER 5: RESEARCH ANALYSIS**

This chapter focused on analysing the result/research finding in chapter 4 relating to the research objectives and research question in chapter 1. The analysis of the research findings has geared towards the key objectives of the research. Therefore, when analysing the findings, the aim is to identify the key policy areas that emanated from both Japan and the Solomon Islands in order to identify policy directions for the Solomon Islands based on what the data is describing and displaying with regards to the key objective areas.

The analysis is separated according to the two areas of focus (Japan and Solomon Islands). Each area is further analysed according to the results gathered from private and public sector stakeholders from tourism and agriculture perspectives.

### **5.1 Traditional Agriculture Case Study Kunisaki Peninsula and Usa area, Japan**

According to the research findings from the Kunisaki and Usa area, the perspectives are shared through the responses provided mainly by males at the senior management level. It is indicated that males are involved in the drive behind traditional agriculture concept that has been adopted as a vehicle for agritourism. Hence, decision-makers are senior officials in the public sector, indicating prominent local government commitment and support.

Responses have also been very supportive of the economic perspective from agritourism predominantly from private sector stakeholders in the region. It indicates that while agritourism is promoted through the engagement of the traditional agriculture concept by farmers and tourism stakeholders, a primary objective is the economic benefits that are associated with the initiative.

## **5.2 Traditional Agriculture Heritage and Tourism in the Kunisaki Peninsula and Usa area, Japan with related agritourism and its economic, social and environmental benefits.**

### ***5.2.1 Potential of traditional agriculture concept relating to Agritourism in the case study area***

According to the research findings shown by figure 4, Kunisaki Peninsula has adopted a traditional agriculture in relation to agritourism because it has the potential to enhance economic, social and environmental benefit. Agriculture is highly rated because the rural community around the area depends entirely on farming and agricultural activities throughout their history. For decades the people within the area have dug water ponds (Tameike) purposely for irrigating the rice paddy field and farms. Local communities have engaged in farming for consumption and business as a source of



income. These systems have become the GIAHS when it is declared as a heritage to the area.

With that, it has shown the connection of the agri-heritage and historical aspects in the peninsula to GIAHS within the context of agritourism. The beautiful art of the stonewall is of historical value to the people. The relationship of the castle to the agri-heritage of the stonewalls and stone bridge for the irrigation system is because the management of the development historically resides in the castle. Funds are given by the castle management to build the stone walls, and the stone bridge for the irrigation system and these agri-heritage infrastructures help the local communities to farm more efficient and convenient. It results in a fast income generation because of efficient agricultural activities. The water dam pump is built for distribution of water to the various regions for agriculture irrigation. It has been built using traditional knowledge without any modern technology. Therefore, traditional knowledge is also a tourist attraction. In this regard, traditional knowledge is attached to agriculture thus creating the link to agritourism.

### ***5.2.2 Challenges faced in the case study area, Japan***

In regard to Figure 5, both the government and the private stakeholders have mentioned that the major problem faced is the lack of human resources. This lack of human resources is not only a prefecture issue, but it is a national issue throughout Japan.

It is attributed to depopulation faced by Japan because of the ageing population combined with the decision of the young generations not wanting to have children because they engage in work and frequent travels for business reasons. Similarly, rural areas around the case area have experienced migration of younger generation to big cities such as Tokyo and Osaka in search of employment and ideal life. Consequently, this results in a lack of human resource to support the management of the SME in the local communities. Thus, the result is not enough human resources to revitalise the region's farming initiatives.

The second challenge that has been highlighted is the lack of resources management. Due to the issue of depopulation and the issue of migration, rural areas lack the resource management expertise, it has resulted in not enough people being available to champion resource management initiatives.

Another obvious challenge highlighted is the lack of financial supports by the government, particularly towards the local communities farming sector. With the lack of support for farmers, issues such as product quality, reliability of supply and volume of supply are being compromised. Hence, the underlying challenge and problem that is attributed to the lack of humans are resource availability to get involved in resources management.

### ***5.2.3 The socioeconomic and environmental benefits of `traditional agriculture concept with relates to agritourism, case study area, Japan***

Figure 6 in chapter 4 displays that the traditional agriculture systems benefit the local communities and the government from the various cities given that they are employed as a medium to drive agritourism development. The benefits have been categorised into economic, social, environmental and human capital development within the Kunisaki Peninsula and Usa area.

The practices identified from the traditional agriculture and tourism initiatives have paved the way for economic development through the creation of employment for locals; increase business opportunities and community developments. Given the business opportunities such as converting old homes for accommodation throughout the area, the need for infrastructure became urgent. Hence, the development of support infrastructure, such as roads had progressed significantly. There are wider economic benefits identified.

#### ***Infrastructures***

Infrastructure is a significant catalyst in tourism development as it supports accessibility for visitors to destinations and enables service delivery to visitors by host

communities. Development of roads, bridges, water system, public toilets, signs, temples, shops and art villages are significant developments in these areas. These have created conveniences, reliability and accessibility for tourists to visit the cultural, heritage and agricultural resources. Subsequently, the whole development approach helps in sustaining business undertakings, which have a direct contribution to the local economies

### *Business opportunities and income generation*

The traditional agriculture concept as a vehicle for agritourism development has helped business opportunities in both sectors, which boosts the economic growth and benefit for local communities. There is a significant increase in SME developments in both the tourism and agriculture sectors given the linkage through agritourism. These opportunities have helped provide support to the local community in generating income, preserving culture, conserving the environment, and providing educational opportunities.

Other important aspects that have emerged from adopting traditional agriculture concept in the Kunisaki and Usa area region include social capital benefit, which covers food and livelihood security, preservation of traditional system and culture value system. These issues are vital for cross-sectoral policy coherence, especially through the adoption of agritourism.

## *Stakeholders Collaboration*

Using the traditional agriculture concept as a vehicle to drive agritourism enhances a shared vision and collaboration between local communities and the local government. Hence, the traditional agriculture and tourism within the context of agritourism development helps to showcase the importance of community collaboration for the revitalisation program they have undertaken to help manage the environment. Traditional agriculture plays a significant role in the communities in regards to the stakeholder sharing the same vision to develop agritourism through collaboration and community involvement such as the joint initiatives in conservation and resource management undertakings in the peninsula. Such cooperative relationship culminates into the creation of the Tourism Research Centre for Kunisaki (Kenkyu centre or Agriculture Heritage Research Centre (AHRC)). The facility is dedicated to research and developing the traditional agriculture concepts and agri-heritage into tourism products. These aspects of agriculture are intertwined with tourism and have become the main attractions for tourism-based researches conducted at the AHRC.

Furthermore, human capital is another vital aspect of the successful establishment of traditional agriculture in agritourism development. Human capital is the collection of characters and interpersonal skill, which includes the knowledge, talents, skills, abilities, experience, intelligence, training, judgment, and wisdom possessed

individually and collectively by individuals in a community. These resources create the capacity of the host communities to accomplish their development goals for tourism activities. Therefore, human capital, needs to be strengthened and constantly developed as a key business-enabling attribute for agritourism development.

#### ***5.2.4 Possible Solution from the perspective of the case study area, Japan***

The research, as shown in figure 6, reveals that possible solutions to address the lack of human resource capacity to support agritourism in the Kunisaki and Usa areas is the constant development of human resource capacity. It includes capacity building of businesses in human resource management. Furthermore, the local government, in cooperation with the local community, jointly sets priority to recruit energetic young people from overseas with good employment packages to undertake work on the farms and SMEs in the rural areas. Therefore, the local government's financial assistance towards agribusinesses and tourism business has increased significantly in order to ensure sustain the agritourism sector.

### **5.3 Local Government Perspective, Honiara, Solomon Islands**

This section analyses the existing policy framework by the Solomon Islands Government (SIG) for sustainable development that would encourage agritourism

development and identify opportunities in tourism, agriculture and fisheries sectors that demonstrate the potential for agritourism development in the country. It also explores how stakeholder participation for agritourism development has been promoted given the opportunities and potential that exists. This section further identifies recommended areas that would help strengthen the linkage between tourism, agriculture and other sectors such as the marine sector. This chapter also focuses on identifying existing sustainable development program that SIG is already engaged in, which enhances the agritourism contributions towards the common benefits derived from such undertakings.

***5.3.1 Exploring current government policy frameworks and opportunities in tourism, agriculture and marine sectors and their relevance to support agritourism development in the Solomon Islands.***

***Sustainable development Policies Initiatives***

The research findings reveal that there are current government policies within the productive sector ministries, which includes MCT, MAL and MFMR that are linked directly to the sustainable development agenda. Although these are not specifically on the agritourism, the findings have helped to identify the areas for policy direction recommendations for a specific policy on agritourism development. As revealed by the research findings, 20 percent of government respondents has stated policies that

encourage connections between these productive sectors (tourism, agriculture and marine) is already in existence. For example, according to PS MCT 2018, the SINTP 2015-2019 spells out the directions for tourism to strengthen linkages to other sectors within the economy. The Tourism Policy recognises the fact that the tourism industry has interrelations with other sectors and sub-sectors to grow. The industry depends on these sectors and sub-sectors to develop tourism products to enhance visitor experiences. The wider environment in which agriculture, marine, forestry exists in is the core ingredient for tourism product development. IPPO MAL (2018), states that through MAL departments (Extension Service, Quarantine & Biosecurity, Research (ESQBR), Planning unit, Commodity Export Marketing Authority (CEMA), Livestock Unit) there are opportunities to enhance the partnership with the private sector, NGO, donor partner (national & international) and other service providers to improve production capacity of the agricultural sector. This assessment is reiterated the need for stronger stakeholder involvement and partnerships in the sectors that would support agritourism. This notion is also supported by the findings from the traditional agriculture sites and systems communities in the Kunisaki and Usa regions in Japan.

It has been identified that there are other policies, which accommodate sustainable development, livelihood and food security through promoting community participation. These policies support aspects, which foster and promote sustainable eco-



tourism development and increase participation of the local resource owners to provide services for visitors while at the same time making sustainable income to mitigate poverty and improve their standard of living. According to AO MAL (2018), the National Food Security, Food Safety and Nutrition Policy enhances the tri-sector policy approach between Ministry of Health and Medical Services (MHMS), MAL, and Ministry of Fisheries and Marine Resources (MFMR). The Solomon Islands National Fisheries Policy (SINFP) 2017 encourages sustainable rural livestock developments through the policy area for increasing the sustainable production and productivity of agricultural and fisheries, including climate change adaptation and disaster risk reduction. In comparison to the findings from the Kunisaki Peninsula and Usa, it is found that the agritourism undertakings through the traditional agriculture concept are yielding improvements in people's livelihood while at the same time contributing to conservation and addressing welfare security of the communities.

The 7 percent of respondents have highlighted policies relating to resources management, human resource management, minimising leakage and encouraging business opportunity. For instance, SINFP 2018-2028 (Draft) aims to provide active services in order to enhance sustainable management and development of fisheries and aquatic resources that will bring benefit to the Solomon Islands. The Fisheries Management Act 2015 make provisions and promotes conservation, management,

development and sustainable use of fisheries and marine resources of Solomon Islands. These existing policy initiatives and legislation provisions are already creating the enabling environment for sustainable development in the fisheries sector, which creates the opportunity for a stand-alone agritourism policy aligned it.

Solomon Islands National Plan of Action for the Coral Triangle Initiative-Coral Reef Fisheries and Food (CTI-CRFF) provides the platform for integrated ecosystem management approach through community-based resource management. SFO MFMR (2018), stated Sea Cucumber Fishery Management and Development Plan enhances the MFMR to manage the sea cucumber by imposing a ban on harvesting for certain periods. Tuna Management Plan (TMP) is also put in place by the MFMR for the management of tuna stock harvesting through restricted issuance of licenses for boats to fish within the Solomon Islands Exclusive Economic Zone. These initiatives are already indicated the existing policy framework for the management of fisheries resources and hence, presents the opportunity for policy linkage for the tourism for local seafood supplies and to develop conservation and marine protected areas for tourism attractions. These initiatives must be recognised for policy directions for an agritourism policy framework as they provide the basis for product development for the tourism sector in the country.

### ***5.3.2 Government Project/Program the Support Community Sustainable Development in the Solomon Islands***

The findings in figure 9 have also revealed that there are programs under the respective ministries responsible for tourism, agriculture and fisheries that will promote agritourism within the broader context of sustainable development. There are several programs/projects that helps to promote sustainable development, food security, conservation, cultural preservation and environmental protection. It further reveals that the government has supported programs/projects such as agriculture farming, marine protection and rural production for improved livelihood. For example, the program has supported by the MAL which includes Agriculture Livelihoods (AL) improvement, Export-Based Expansion Programme (EBEP), National Cocoa Industry Support Programme (NCISP), Coconut Industry Development Program (CIDP), National Oil Palm Development Programme (NODP), Cattle Programme (CP), Extension Programme (EP), Field Experimental Station and Biotechnology Infrastructure Development (ESBID), Honey in Rural Households National Honey Development (HRHD), Horticulture Research and Plant Genetic Resources Conservation for Development (HRPGRCP), National Food Security Enhancement (NFSE), Integrated Pest Control Programme (IPCP), National Biosecurity Strengthening Programme (NBSP) and Small Livestock Industry Development Programme (SLIDP).

Resource management is another significant programme that has been highlighted. For instance, MFMR support programs/projects that enforces the Fisheries Management Act 2015 and the Fisheries Management Regulations to ensure sustainable harvesting and management of marine resources. An example is the deployment of Aggregate Fishing Devices (FADs) to assist communities conveniently catch fish as a means of food security. Another program initiative involves the establishment of Constituency Fisheries Centres (CFCs) that purchases fish from local fishers in rural areas providing a steady income for community livelihood purposes.

The 7 percent of respondents has highlighted that government support community-based programs, Livelihood and Food Security, Land Management and Biosecurity, which indicates that the government prioritises sustainable resource management due to vulnerabilities that the Solomon Islands face. In this regard, SIG supports projects that promote engagement with communities to support resource management are exemplified by the establishment of Constituency Fisheries Centres (CBRM) approach.

The other project that SIG supports is Human Resource Management and sustainable tourism development with 6 percent respectively highlighting as key programs. It is vital for SIG, given its vision to fully prepare its human resource capacity

in both the public and private sectors.

The research findings also demonstrate that the broader sustainable development agenda already supported by sector policies aimed at improving livelihoods, addressing food security. There is a strong opportunity for the agritourism policy to have a similar policy direction for its targeted stakeholders.

### ***5.3.3 Traditional Agriculture Heritage Recommended Project for Solomon Islands***

It has identified that there are some potentials for traditional agriculture in the context of project areas recommended for the Solomon Islands, as illustrated by the graph in figure 10. The 13 percent of respondents indicated that the potential areas for traditional agriculture are food production & security, traditional farming system, community development & revitalisation, community-based resource management, preservation of culture & tradition and enhance partnership. For instance, according to PSMCT 2018, eco-tourism project assistance by MCT is aimed at supporting tourism product development, development of tourism activities & attractions and tourism business undertakings that observe and adopt sustainable development concepts and eco-friendly tourism development methods. In recent developments, agritourism tour itineraries have already developed within Honiara, which includes three different agri-business activities

that appeal to international air visitors and cruise ship passengers.

Moreover, the traditional farming methods and practice that support the organic farming concept are becoming increasingly popular among agriculture practitioners, and the demand by hotels and restaurants for products from such farms are increasing. These organically farmed products are also fetching higher prices in the local market due to the appeal for naturally cultivated products. The traditionally inspired organic methods of farming can appeal to tourists as attraction and at the same time also appeals to their taste preferences. Harnessing these agricultural practices can lead to promoting indigenous crops management practices.

A further 7 percent respectively indicates safeguard biodiversity and government financial support as areas that have the potential to facilitate agritourism development. It is because SIG's program to support the government officials to provide capacity building through training to impart technical knowledge and promote the safeguarding of biodiversity is crucial for rural areas. Similar sentiments regarding how traditional agriculture concept can support the agritourism to address conservation, food security, resource management and traditional farming practices revealed in the Solomon Islands study, which relates to GIAHS. While GIAHS might not be an immediate option in the Solomon Islands, the potential for the agritourism practices under the traditional

agriculture concept that promotes an enabling environment for businesses, alignment to existing policy frameworks and government support initiatives have adopted for policy directions for an agritourism policy in the Solomon Islands.

#### ***5.3.4 Government Support for the Existing Sustainable Development Project/Programs***

The findings depicted in figure 11 also revealed existing supports that SIG provides through the productive sector ministries (tourism, marine and agriculture) that encourages community (and individual) participation in agriculture farming, marine protection, ecotourism or conservation. The major government form of support is financial. It includes grant assistance to support local tourism operators for improving accommodation, transportation services, hosting of traditional food festivals and other tourism business. The incentives that the MFMR provide to support the community and individual participation towards marine protection and conservation is through the supply of equipment such as outboard motor, boats, fishing gears, refrigerators and as well as technical expertise for the projects. For agriculture development, MAL provides funding to both agriculture and livestock farmers.

Furthermore, other government support identified included building capacity for community-based development, resource management training and incentives and human

resource capacity building through community training in tourism, agriculture and marine product management. For instance, MCT supports the delivery of training in tourism business and hospitality management and resource management for tourism purposes. The MFRM, support community fisheries programs that helps communities to start their businesses, and once they demonstrate taking ownership of managing their fisheries resources, technical and financial assistance provided to them as incentives. The Ministry CBRM unit provides awareness programs to schools, communities and the public on the better management of our marine resource.

Therefore, this depicts that the SIG has shown more support in promoting and encouraging sustainable development and community-based development, which also present the opportunity to support agritourism development among the various sectors. Given the above, it is crucial for stronger stakeholder involvement in programmes relating to community-based projects to ensure that the enabling environment created for activities relating to sectoral linkages

### ***5.3.5 Potential Product (Sites) and System in the Solomon Islands***

Figure 12 shows specific agriculture and marine products (or sites) and system that can be used to support tourism growth. The agriculture sector is rated as the highest



priority productive sector as majority of Solomon Islands population depend on it for both livelihood and generating income. For example, SIG continues to focus on supporting the processing of coconut into certain value-added agriculture product, which encourages agritourism development. It includes processed Virgin Coconut Oil and bottled with a variety of flavours, which are now very popular as gifts packs and souvenirs among overseas tourists. Kokonut Pacific (SI) Limited factory in Honiara is established as a point to visit on tour itineraries for visitors to Honiara. Zai Na Tina Organic farms, Betikama school farms, Oil Palm Plantation and factory visits are currently included on tour itineraries within and in the out-sketch of Honiara.

Furthermore, the food festivals held within the country every year are fast becoming very popular for both overseas and domestic tourists. The two most popular food festivals are the Yam Festival and the Banana Festival, which tourists are increasingly becoming interested in as there is the opportunity see or learn the traditional rituals that are observed and practised during planting, growing, harvesting and cooking yam and banana. The Agriculture show is hosted annually by the National Government as an avenue to promote and showcase products to tourist while at the same time promoting traditional systems of farming.

With regards to marine Soltuna Cannery at Noro in Western Province, it is a

potential site, which can be included in tour packages for tourists to learn how tuna processing was undertaken. Marine attractions includes the mangrove sites in the Western Province of the Solomon Islands where visitors can participate in mangrove planting as part of the community-based conservation. These initiatives have formed a very practical base for agritourism product development within the Capital City of Honiara and in other provincial centres in the country. Therefore, agritourism product development must be a critical part of its policy with links to other existing policy frameworks with similar anticipated outcomes.

Conserving and promoting the Country's biodiversity is vital and the important for product development for tourism. Marine-based opportunities that can be used to support tourism include the conservation of turtles nesting sites especially green turtle, megapod birds, fish and seashells that currently undertaken at the Arnavon National Marine Park in Santa Isabel Province. Similarly, the country's only World Heritage Site- East Rennell World Heritage Site - is another major asset for tourism development with linkage to other programme initiatives in other sectors, including agriculture and fisheries.

As for the culture & tradition knowledge of Solomon Islanders, there is an immense opportunity for linking the knowledge to the agritourism development in terms of the traditional farming systems methods and systems. These traditional systems are

geared for food security and sustaining livelihoods, which are currently being practised. It includes traditional farming methods and systems of swamp taro and breadfruit. These are highlights from the findings that provide the basis for agritourism development in the Solomon Islands but drawing on principles from the Kunisaki and Usa communities that are involved in traditional agriculture tourism.

### ***5.3.6 Recommended Activities Linking Tourism, Agriculture and Fisheries Sectors***

Figure 13 depicts the government perspective on a recommendations about activities to strengthen the connection between agriculture, marine and tourism sectors. These have been categorised according to social collaboration, which have been ranked the highest. It means that in order to strengthen these industries, there is a need for stronger collaboration. For example, encourage community involvement through linking their agriculture production with tourism facilities or restaurants within the local vicinity and encourage local communities to engage in coastal marine conservation initiatives such as restrict commercial fishing and impose seasonal harvesting of marine resources to ensure resources are protected and conserved. There needs to be a joint cross-sectoral policy platform to encourage collaboration between Agriculture, Forestry, and Fisheries & Tourism to coordinate all related and interrelated activities to complement each in product development.

As for livelihood and income, and sustainable management of these elements is crucial. Forest tourism is important as it enhances tourism within the conservation areas that are restricted from logging activities and exploring the traditional knowledge of trees and other forest properties for medicinal purposes. There is a wealth of local and traditional knowledge of tree species in many areas in the Solomon Islands. Hence, the people with such traditional knowledge could use as tour guides, but more so, SIG must establish a mechanism whereby such traditional knowledge can be imparted to the younger generations for its sustainability.

Other experiences that have been the potential for agritourism development include visitations to plantations such as, kava, cacao, banana, noni and bee-keeping and involving visitors in the experiences such as making their cacao or tasting the products while on the visit. For example, cacao is fast becoming very popular in the Solomon Islands with the introduction of the Chocolate Week celebrations since 2017. Locally grown cocoas are being processed and can be turned into chocolate and sold as gifts.

### ***5.3.7 Challenges of Strengthen the Linking Tourism, Agriculture and Fisheries Sectors***

Figure 14 depicts the possible challenges faced about strengthen the linkage between agriculture, marine, and tourism. One of the major challenges is the lack of

collaboration and networking. For example, as stated by PS MCT 2018, there is a lack of strong coordination mechanisms between the government agencies responsible for the various sectors. Lack of proper dialogue channel between services providers, private stakeholders and government contribute to this situation. This disengagement between tourism, fisheries and agriculture (and other sectors) makes it very difficult for any policy coherence approach to the development of any sector, and in this regard, this poses a real challenge for agritourism.

Lack of policy and lack of financial support are other challenges identified and coupled with lack of policy implementation when they do exist it more challenging. For example, “There is lack of coordination between tourism and agriculture and marine sector and Lack of cross-sectoral policy coherence that would enable the engagement between the various sector for a common policy or development outcomes” (PS MCT, 2018). Due to poor policy implementation, and coupled with a lack of government financial support, many programs do not turn out successful due to non-incentives for the stakeholders.

Another challenge faced in Solomon Island is the high rate of land dispute due mainly to the land tenure system, which is predominantly customary ownership. Since land is not a registered commodity, it leaves the system open to constant dispute by tribal

groups who claim a stake in the ownership. This situation has over the years, contributed to the lack of tangible development of the productive sectors in the Solomon Islands and posed a challenge for agritourism.

Moreover, the human resource has been ranked the least as a challenge but as in the case of the Kunisaki Peninsula, if there is no proper human resources capacity development plan in place, then it could be a major problem for sustainable development in the Solomon Islands. The availability of skilled and unskilled employees with the knowledge of agriculture heritage and tourism is an issue that will certainly require some consideration of agritourism development is to be adopted successfully in the Solomon Islands.

The analysis has revealed that financial support from the government for rural community sustainable development in terms of agriculture, marine and tourism might not be a sustainable approach. More support should be focused on human resource development with regards to training and workshops to create capacity for local communities in tourism and agriculture knowledge. Government support should also focus on enhancing community participation and ownership of programs in order to create community collaboration. Once communities and people takes ownership of initiatives for agritourism businesses, then it can make sense for government support.

### ***5.3.8. Possible Threat for Sustainable Development in SI***

There are possible social and environmental threats that are faced, and one of the major threats is political instability as the political system has a direct impact on the economic environment. For example, an agritourism development can be the priority of the government of the day, but any change of government can mean the shifts in the priorities, and hence, this would directly affect the on-going programs.

Loss of authenticity, foreign cultural influence may have some impact on people's livelihood and has highlighted as one of the possible threats. Foreign influences have always caused as a result of tourism, and this poses major worry for many rural traditional communities. They may lose their original identity or culture and traditions, which often results in communities and people losing authenticity. Regarding the biodiversity and livelihood disturbance of marine habitats/species of special interest, managing the carrying capacity of such places is crucial, and there must be proper protocols put in place to guide visitors' behaviours.

Further, 13 percent of respondents respectively states that the overharvesting of resources, competition and climate change pose a threat to the development of the tourism industry. Over Harvesting of certain products resource for consumption or commercial purposes must be curbed in order to reduce exploitation. Enticing visitors' interest in

traditional farming practices contributes to conservation while at the same time, creating an income opportunity. With regards to climate change, it can be seen as a threat since its effects are crosscutting in any development, the likely disturbance to the marine, terrestrial species and animal in a biodiversity-ecosystem would be detrimental to the growth of any development that depends on the natural environment. To address challenges head on, the relevant policy frameworks that support and promotes both adaptation and mitigation approaches needs to be captured in any policy framework for agritourism development.

Finally, 7 percent highlights the inflation and environmental pollution as a threat noting that inflation is prevalent in the Solomon Islands, and this situation is making the Solomon Islands an expensive destination in the Pacific region. It is posing a threat to the sustainability of the tourism sector. Therefore, policy directions must be formulated to mitigate the negative impacts of inflation on the cost of travel and stay. More so, the legislation to curb environmental pollution and degradation must be strongly enforced by the authorities responsible in order to ensure that development happens within the safeguarding guidelines of the environment



### ***5.3.9 Possible Socio-Economic and Environmental Benefit Linking the Productive Sectors***

Despite the negative impacts with regards to the challenges and threat that can occur when the productive sectors of Tourism, agriculture and Marine are not linked strongly, there is always the opportunity for stronger connections between the relevant policy and incentives.

Benefits such as employment opportunities, income generation and community empowerment have been highlighted by 20 percent of respondents as socioeconomic benefits from the strong linkage. Increased employment enables people to enhance their standards of living and given an increased in the new generation of entrepreneurs that are innovative, creative and are environmentally cautious, and there is practical potential for agritourism to yield benefits. Employment for both skilled and unskilled workers in the sector will enhance participation in the sector, thus reducing the migration of people to Honiara city.

In terms of revenue generation, agri-business undertakings provide individuals and communities with a source of income for improved livelihood among resource owners. The positive social development that can potentially emerge from such business undertakings is the increasing opportunities for the involvement of women and youths in

agritourism.

Environmental and cultural conservation respectively has 14 percent of respondents. This has been cited because controlling the ecosystem helps maintain the food chain in the designated location or site. Pursuing projects that safeguard ecosystems also help in reducing the effects/impacts of climate change on our environment. In many cultures, sustainable harvesting of resources is embedded in the cultural practices of communities, and this contributes to conservation. It is vital for the element of culture and traditional practices to be adopted in product development so that traditional food grown locally could increase and substitute these imported foods.

Education of local communities and visitors on history, heritage and culture of the areas they protect for tourism attractions and traditional agriculture knowledge is vital on two fronts. While the host community benefits through educating their members and passing vital traditional knowledge to younger generations through education, the same undertaken also enriches the experience of the visitors as they learn new information and knowledge that are culturally inspired.

#### **5.4 Private Sector (Tourism) Perspective, Honiara, Solomon Islands**

This section analyses the tourism private stakeholder perspective on the aspect of

agritourism relating to tourism operations with a focus on the accommodation services in Honiara, Solomon Islands. As accommodation services is an important aspect of the tourism industry, it is important to gather information with regards to the food sources and their linkage with local farmers. In the case of Honiara, most restaurants located within hotels, and hence, it is crucial to assess the perspective of sourcing food supplies by the accommodation that operates in the restaurants. More so, the connection between accommodation service providers and farmers is vital to gauge the potential for agritourism in the context of increasing locally produced products in order to reduce imports.

#### ***5.4.1. Explore the Possibilities and Implications of Recommendation for Agritourism Development in the Solomon Islands.***

##### ***Food Sourcing***

Figure 17 identifies that in agritourism there is already an existing link between the hoteliers and the farmers where a large volume of food is sourced locally compared to overseas imports the general perception by hoteliers in regard to sourcing food locally which depends on the type of food they demand and its availability. When demand for

certain types of food is high but not available locally, they shift to imported food. It reveals that food such as fish, crabs, seafood, root crops, pork, chicken, fruits and vegetables are readily available and sourced from the local suppliers. On the contrary, food such as beef, lamb, seasonal vegetables such as carrot, orange and beverage are mostly imported since they are not available locally. Therefore, in this case, there is already a strong linkage between the hoteliers and farmers in terms of sourcing certain foods locally.

#### ***5.4.2 Partnership Between Hoteliers/Restaurant and Farmers/Fishermen***

In chapter 4, figure 18 shows current partnerships between hoteliers and restaurants with farmers in terms of sourcing food locally, and this partnership depends on factors such as farming practices, location and quality. It has gauged that there has been established relationships for sourcing of food from the farmers by restaurant and hoteliers, which indicates that the partnerships with local farmers and fisherman were invariably based on the practices of traditional farming and fishing, which contributes to sustainable development. It shows that with a proper policy in place to strengthen this existing linkage, there is a huge potential for agritourism to flourish in this regard.

#### ***5.4.3. Potential Aspect of development Agriculture***

Figure 19 displays the responses has identified unique aspects of the farming

practices that can be developed as a tourist attraction and hence, has the potential to strengthen the linkage between tourism and the agriculture and fisheries sectors. The major way to promote and strengthen the linkage between the sectors in question is establishing linkage or partnership. It is important because linking this sector will help enhance a good relationship, which can create trust in developing agritourism. Both community collaboration bundled with culture and lifestyle also indicates a positive aspect of the partnership. Such partnerships are crucial to strengthening in the long-term in order to ensure consistency in supplies of products between farmers and tourism service providers.

#### ***5.4.4. Challenges Faced in Strengthen Linkage and Enhance Socio-economic Involvement***

According to figure 20, one of the major gaps is to address the natural and human-made disaster, which shows 50 percent on the pie chart. Natural and human-made disasters always cause a major setback when occurring as it directly affects farm production capacities. For example, during heavy rain, flooding, landslide and other extreme events destruction to farm affect their production capacities and result in limited supply. The disaster also drastically affects fishermen's' abilities to meet demand, and as supply is adversely affected, the prices of products increase, rendering them expensive

for buyers and users such as hotels and restaurants.

Another challenge is the inconsistency food availability, as shown 25 percent. It means that there is a lack of linkage between the suppliers and buyers. For example, the production of agriculture products is often limited but give the labour-intensive nature of production; farm equipment may be required to enhance production efficiency. Another example is the high seasonality nature of some products, which also creates supply gaps and therefore, hotelier shift to use imported food.

The lack of policy to guide the development of agritourism has identified by 13 percent of respondents, which clearly explains the prevailing issues such as lack of strong linkage the productive sector (tourism, agriculture and marine) and the inconsistent supply-demand situation between suppliers and buyers.

## **5.5. Private Sector (Agriculture) Perspective, Honiara, Solomon Islands**

### ***5.5.1. Products, Sites and System in the Solomon Islands***

In chapter 4, figure 21 illustrates the various types of agricultural products and services has provided and have the potential for agritourism development. Some local farmers and businesses that are involved in various agri-business have categorised into

four types based on the type of products. These include plantation crops, horticultural crops, root crops and livestock. Composition of farmers are represented by 50 percent of respondents focuses on the fruit and vegetable because it is easy to manage, healthy, and highly demanded by the hoteliers/restaurant. Plantation crop includes coconut, oil palm, cocoa and ngali nut are highly demand market for value-added products like coconut oil, chocolate, processed ngali nut for baking and cooking oil.

Given that 13 percent of the farmers are involved in the farming of pigs, chicken, chicken layer and the duck is low in comparison to the farmers focusing in horticulture crop and plantation crop, this explains why hoteliers import livestock product. Hence, local production capacity is crucial, but this must also focus on improved quality and reliability in production.

### ***5.5.2. Farming Practices that Present the Potential for Agritourism in the Solomon Islands***

Figure 22 shows that various farming practices used that might present the potential for agritourism or contributes to sustainable development. They are categorised into various aspects and activities, which includes traditional knowledge, community participation, organic farming and ownership system. The major farming practice

identified was the traditional knowledge method of farming. This farming system is used mostly by local farmers and adopted from the subsistence methods of farming for generations. For example, Zaina Tina Organic farm integrates some traditional practices which are consistent with organic farming principles as part of their farming methods. It includes minimum tillage and residue retention on the ground. However, burning residues (farm wastes) is not allowed in organic farming. Burns Creek Livestock Farm, which is for family-owned businesses as well as to raise livestock for income and household consumption, and they practice traditional methods of feeding for their piggery and poultry.

For both farms, the community participation and ownership system are inspired by cultural values, norms and beliefs in communal or collective ownership. For instance, Zai Na Tina Organic promotes natural commodity from culturally significant crop such as ngali nut and hence, it fitted to promote the product through agritourism initiatives. However, the farming methods communally owned as ngali nut trees communally owned. It promotes value-adding products which has been linked to rural people and encourages participatory development of their forest resources. Furthermore, as shown on the chart, organic farming practices is the least because only a few farmers practice it. Therefore, it is gauged that the various farming practices currently practised and adopts some forms of traditional methods with conventional organic farming methods and therefore have the



potential to be harnessed and promoted for agritourism development

### ***5.5.3. Unique Aspect of Farming Practices in the Solomon Islands***

According to figure 23 in chapter 4, there are identifiable unique aspects of the farming practice that have the potential to be developed as a tourist activity or attraction. The aspects are categorised as an agri-ecological, culturally significant product, traditional knowledge and traditional land ownership system. Most established agri-businesses focus on the agri-ecological principles with regards to practice that ecologically sensitive for farms. It has been demonstrated by practices that are appealing to eco-tourists and advocate for sustainable agriculture. According to MZNT (2019), the system that they adopt at the farm is environmentally friendly as the integrated farming system with a biogas unit which produces cooking gas and liquid fertiliser. A duck/fish pond is on the farm, and while it provides a habitat for the fish and ducks, it is also used for liquid fertiliser production.

With regards to other activities, the farmer provides the experience for visitors to tasting organic foods on the farm. Zai Na Tina farm also involved in the Farm Stay where accommodation is provided for visitors who want to experience living and working on the organic farm.

As far as culturally significant products and traditional knowledge are concerned, both aspects are identified as having the potential to promote agritourism and have been provided by the Zai Na Tina farm and the Burns Creek Livestock Farm. Such as traditional products as the ngali nut are being traditionally processed for local recipes such as taro pudding or used as toppings for desserts. The Livestock farm that have been used in traditional methods of feeds for pig growth can reduce fat and tenderises the flesh. These activities are done using traditional knowledge practice during the past and inherited modern-day farmers, which can be very educational for tourists and could become attractions

Another aspect is the uniqueness of the traditional Landownership system where women inherit the ownership of land and make the decisions over how it was used for commercial and home consumption. Traditionally, powers over land rest with women on the province of Guadalcanal where Honiara (the area of focus in the research) and this provides a unique opportunity for women to take leadership in such development. With that, such aspects are traditionally unique and can be promoted as unique aspects of such farms, which ties in the culture, traditions, value and norms of society with the farming operations.

#### ***5.5.4. Support to Farmers Addressing Challenges***

Finally, figure 24 depicts some of the support that can be given to the farm to strengthen productivity and help them to grow. More so, the supports are crucial for farmers to address the challenges faced. It is identified that both the NGOs and SIG have been supporting the farmers and the stakeholders that operate agri-businesses in rural communities as well as on the periphery of the urban areas such as Honiara. The Rural Development Program (RDP) established by SIG to support livelihood projects in agriculture has been the main source of support to farmers. This program includes empowering farmers to expand product capacities, diversify into new product lines and support human resource development through training and awareness in communities and specifically to farmers. Technical support in terms of agricultural advice and support in the supply of basic farming equipment have also included under the RDP support. This support enhances farmer to provide quality product and efficient service.

#### **5.6. Summary of the Analysis**

From this research, results have identified that rural setting in terms of sustainable community development are similar for both the case studies in Japan and the Solomon Islands. Despite Japan being more developed than the Solomon Islands, agritourism development suits the rural setting because both have the key attributes such as traditional

knowledge, agriculture practices, culture and environmental attractions. For example, one of the commonalities in the case studies in both countries is the people's attachment to agriculture with traditional or historical connections.

However, there are some difference in both cases as well. Japan has a clear policy in place with very structured implementation and wider community support readily available. They have strong social capital in term community collaboration and cooperation with the local government. The local communities around the Kunisaki Peninsular and Usa areas have cultures, which integrate agriculture with traditional and cultural values. In the Solomon Islands, there is a clear lack of policy framework for agritourism, and this also creates the challenges such as lack of government support and lack of human resources to champion such programs that would encourage agritourism. Though there are policy frameworks in place, they support the broader concept of sustainable development than specific to agritourism as a sustainable development policy option.

Another hindrance to the agritourism development in the Solomon Islands due to the absence of a clear policy is lack of technical and financial support from the government. The government do not prioritise such development as its main focus is on the forestry sector where it generates most of its revenue from through logging. However,

from the findings and the analysis, it is encouraging to note that there are already pockets of agritourism practices already happening in the absence of a policy framework. More importantly, there is potential for the development of agritourism based on traditional and culturally inspired farming methods that blended with modern methods. Values adding processing of agriculture products are being encouraged and already practised agriculture businesses that were interviewed, and these are fundamental platforms for agritourism.

What is emanating from the analysis is the need for a well-defined policy framework to developed in order to strengthen linkages between the various sectors that are directly responsible for any strategic establishment and growth of agritourism in Honiara and the Solomon Islands as a whole.

***5.6.1 Cross Analysis of Agriculture Practice with Agritourism Programs in Case Study Area, Japan and the Solomon Islands***

**Table 1: Cross Analysis of Agriculture Practices within Agritourism Programs**

	<b>Agriculture Practice</b>	<b>Agritourism products</b>	<b>Analysis (Explanation) how it can be applicable in Solomon Islands</b>
<b>Kunisaki Peninsula Area, Japan</b>	1. Farming Irrigation System - water pond (Tameike)	Tameike walk projects, by local people/fishing and recreations in Tameike environment	None applicable in SI
	2. Traditional Knowledge (Making	Workshop activity for tourist in Shichito-ii gakusha	Workshop on making traditional mat as Western, Isabel and Temotu has its own unique mat making and design

	mat from shisitoe grass)		
	3. Locally produced wine (Chie bijin)	Wine tourism and destination branding, souvenir	Wine tourism can be done by pineapple in Malaita Province since it was known for the best pineapple in SI
	4. Strawberry farm school	Agritourism experience and activity (strawberry picking)	Breadfruit farm (Chips), banana (Chip & food tourism), cocoa (Chocolate), coconut (Oil) for tourist experience & Souvenir
	5. Chinese Lantern	Use for festival	Festivals (Showcasing harvesting and the processing end product of food like chips)
	6. Medicinal Herbal Plant	Case of Tomiku Chaya restaurant and food tourism	Establish local restaurant for health and food tourism
<b>Usa Area, Japan</b>	1. Sanwa Shurui produce Ichiko Japanese wine and alcohol	Same as Ichiko	Wine tourism can be done by pineapple in Malaita Province since it was known for the best pineapple in SI
	2. Organic Rice farm	Destination branding	Promoting food and wellness tourism as organic rice is produced to the hotels & restaurant
	3. Usa Shrine	Heritage	SI has its heritage and can use as dark tourism (Educational purpose)
	4. Stone bridge (Ryouai gawa) oldest 5. in Japan	Use of the bridge for product and package branding/destination branding	Historical sites as tourist's attraction
	6. Mudfish	Food tourism	Anavon & Tetepare conservation area for the attraction
	7. Kote in Ajimomachi very traditional way art	Art gallery	Different art displayed at the art gallery for tourist's attraction
	8. Ryouai Tanada Community house	Evet and festival / CBT activities such as ...	Kakabona Villages & Turarana in Guadalcanal Province, SI CBT activities
	9. Station Market (Michino Eki)	souvenir / direct marketing	Craft shop and market
	10. Grape farm (Winery-Hyakusho Ikki)	Agritourism, green tourism activities	Breadfruit farm (Chips), banana (Chip & food tourism), cocoa (Chocolate), coconut (Oil) for tourist experience & Souvenir

### ***5.6.2 Human Resource Dimension and Requirements***

Human Resources is one of the vital aspects of fulfilling the agritourism development. It needs human resources as these two sectors are labour intensive. In the context of Japan case study area, there is an ongoing problem of lack of human resources for farm management and work. As agritourism development requires labour, there is a need to retain the young generation. Therefore, there is a need for incentives to be given to help engage young generation to retain and carry on the management and work.

On the other hand, in the case of the Solomon Islands, agritourism development creates job opportunities in both urban and rural areas. The combination of tourism and agriculture sector as agritourism is technical. Therefore, human resource capacity is important with regards to maintaining and building Human resources capacity as well as gaining the technicality. Agritourism development needs the right human resources to have technical knowledge for farming and tourism services, management skills. It will enhance the sustainability of agritourism development as its relevant for policy development.

***5.6.3 The Model Role of Traditional Agriculture (GLAHS) as a tourist's product for the Solomon Islands and level of contribution for social groups.***

Bananas are staple food consumed either cooked or raw and is known as a traditional food in the Solomon Islands. Makira Province in the Solomon Islands is known as the land of banana after it has been confirmed that there are 40 varieties of bananas that grow there, as mentioned by (Daniells, 2007, p. 1). Makira is also known as the banana bank. As the climate is tropical, it enables a diversity of food crop that includes bananas to be cultivated and grow very healthy. The people of Makira province have long maintained a strong cultural and traditional linkage to the bananas that are exotic to their island. In this regard, as part of the tradition attachment to bananas, they have unique ways of baking and cooking different banana for different menus. For example, it is locally baked or cooked with coconut cream. Many of the banana species also have various uses such as medicinal properties. As mentioned by (Foley, Englerger, Lyons, & Daniel, 2011, pp. 22-25), banana has many different benefits, which also medicinal for blood, and its fibre is waded to make the bag. The system of cultivating organically 40 different species of banana with different names is already a tourist attraction.

Given the peoples' attachment to banana, a Banana Festival is celebrated every year in Makira Province. It is described by (Grayson, Unknown , p. 2) as "a fruity festival



of a tasty, nutritious crop”. The banana festival becomes part of the attraction being promoted to attract visitors both locally and internationally to see their culture integrated with this traditional food crop as it is part of the staple diet. This festival initiative holds huge potential for agritourism. The festival involves showcasing all traditional banana species, creating various local dishes from various species and help the local people demonstrate traditional farming systems. The festival now is supported by the ministry of agriculture as a medium to promote food security practices that are traditionally and culturally inspired.

Another recommended traditional agriculture heritage with the potential to be explored for GIASH with related to traditional agriculture in the Solomon Islands is the traditional attachment by the Temotu people to the breadfruit. Temotu people in the most eastern province of the Solomon Islands have long been dependent on breadfruit as a means of food security. With more than 14 variety of breadfruit, the Temotu people have been growing breadfruit for generations with each family having their farm. The breadfruit is traditionally processed into chips called “Nambo” through a traditional drying method only known to them. According to Pacific Islands Farmers Organisation Network (PIFON) (2016), by Moses Pelomo; the breadfruit trees naturally grow in the temperate jungles of the Solomon Islands (p. 17). While only a few species are found throughout the country, Temotu has more than 14 species, which bears fruits all year

round. In Temotu, breadfruit is unique as it is known to be traditionally important as a means of food security for generations. They value the traditional knowledge of harvesting the breadfruit fruit and processing into the chips that can be preserved for years. The traditional drying technic has transfer down from older adults to the younger generation. Given these attributes, the breadfruit has the potential as an agriculture heritage in Temotu Province.

The system of cultivating organically 13 different species of breadfruit with different names is already an agritourism attraction. Traditionally, making breadfruit into chips (Nambo) by the use of heat and sunlight, in order to dry the breadfruit and turned into chips and this process alone is a tourist attraction. The experience of community participation and gaining the traditional knowledge of this process can be the tourist attraction since it is only done in Temotu province

In both models, the level of contribution for each social group are divided into three: individual, family and communities. Each person owns a tree from childhood and grown-up as it is passed down by their elders. It is common traditional practice as each must family own plantation of these trees. With that, it is the culture that communities work together to manage trees and help process into food for big gatherings. Under this context, it is not for commercial, but the system is maintained since over the past decades.

It is embedded in their agriculture practice because it is considered as food security. The traditional knowledge and techniques of farming and processing food embedded in their culture. Therefore, academia's can be the facilitator for the traditional utilisation of knowledge for attraction and local business can create agritourism businesses.

#### ***5.6.4 Brand Suggestions and Brand Identity through Traditional Agriculture***

The uniqueness of the product itself is already its brand. Branding identified in both Makira and Temotu Provinces focuses on the traditional systems of growing banana and breadfruit trees. Promoting the different species of these trees are showcased during festivals such as banana festivals and food festivals. On the other hand, the chips are produced from breadfruit in Temotu province is called Nambo. Nambo has been a household name in the Solomon Islands although only Temotu Province produces it. The Nambo is the end product of traditional agriculture from the traditional system of cultivating to the process of producing the chips.

#### ***5.6.5 Marketing Plan Based on Existing Tourism***

Given the opportunities to brand both the banana growing culture in Makira Province and the traditional production method of nambo chips in Temotu Province, the

marketing of these high potential prospects for agritourism in the Solomon Islands must align to the current marketing and promotion strategies for tourism that is being carried out by Solomon Islands Visitors Bureau.

While the Banana growing culture of Makira Province has been developed into a tourism event called the Banana Festival, there is still a very strong emphasis on the agriculture dimension. Over the years, the Banana Festival is seemed more emphasis on the cultural aspect of banana farming, and therefore the event has been strongly promoted as a tourism event with side-line events of cultural performances by the various tribal groups of Makira province. Hence, the target market segment for the Festival over the years has been culture enthusiasts, researchers and agriculture practitioners. Marketing and promotional emphasis must continue to focus on the cultural aspect of the Makira banana growing culture, and continuous development of human resource in the traditional agricultural skills and knowledge is crucial in order to make it a strong tourism product prospect.

On the other hand, the Nambo production culture of Temotu Province must focus on the traditionally inspired breadfruit farming systems and the demonstration of the traditional method of producing Nambo. These activities must be the focus of any agritourism product development. Given the isolation of Temotu province from the main

tourist traffic in the Solomon Islands, the most practical market segment for this product is the cruise ship market. Therefore, cruise ships frequent the Temotu Islands, it is crucial that Nambo. The production demonstrations include on tour itineraries within the provinces or at least at the main port of calls for cruise ships.

### ***5.6.6 Cross Analysis findings in Japan & Solomon Islands***

There are six key areas that become visible from the analysis, which are contained in the third column and these areas form the basis for the agritourism policy directions, inter alia, in order to ensure that it is consistent and supportive to the existing sustainable development agenda.

While the good policy is being highlighted to enhance linkages between policy and programs (or projects), the directions that an agritourism policy can take in order to ensure it is consistent with sustainable development is crucial – hence, the six areas identified are essential policy direction platforms.

**Table 2: Cross Analysis of Findings in Case Study Areas**

<b>Kunisaki/Usa Findings</b>	<b>Solomon Islands -Government &amp; Agriculture/Tourism Stakeholders Findings</b>	<b>Key Policy recommendations</b>
-High collaboration between the local government & local communities promoting agritourism activities	-Collaboration between the tourism & agriculture sector	Key Stakeholder Involvement

<ul style="list-style-type: none"> <li>-Community participation involving in the agritourism business</li> </ul>	<ul style="list-style-type: none"> <li>-Collaboration between government &amp; private stakeholders promoting agritourism activities</li> <li>-Community participation in enhancing agritourism business</li> </ul>	
<ul style="list-style-type: none"> <li>-Agriculture products as key for their agritourism</li> <li>-Traditional Farming irrigation system</li> <li>-Traditional Knowledge/Culture as experience</li> <li>-Japanese food as an added attraction (mushroom) growing</li> <li>-Natural/Man-made attraction (natural landscape inspired the human-made irrigation system)</li> </ul>	<ul style="list-style-type: none"> <li>-Agriculture products</li> <li>-Traditional farming techniques</li> <li>-Traditional knowledge/cultural diversity as experience</li> <li>-The Solomon Islands locally prepare food</li> <li>-Natural/Man-made attraction</li> </ul>	<p>Agritourism Product Development</p>
<ul style="list-style-type: none"> <li>-The concept creates employment for local communities</li> <li>-Increase business opportunities through heritage tourism</li> <li>-Rural community development opportunities encouraged by the push for heritage tourism and traditional agriculture</li> <li>-Improvements to heritage sites</li> </ul>	<ul style="list-style-type: none"> <li>-Create employment for locals and unemployed youths in two labour-intensive sectors</li> <li>-Create SME business opportunities for local communities, farmers, tourism operators and local government</li> <li>-Improve infrastructure – resourcing infrastructure development to support the two sectors</li> </ul>	<p>Enabling Environment</p>
<ul style="list-style-type: none"> <li>-Good policy linking tourism &amp; agriculture is a key success factor</li> <li>-Policy enhancing sustainable development</li> <li>-Environmental conservation practices</li> <li>-Forest management systems</li> </ul>	<ul style="list-style-type: none"> <li>-The government ministries (Tourism, Fisheries &amp; Agriculture linked directly to sustainable development</li> <li>-Linkages between these productive sectors (tourism, agriculture and marine)</li> <li>Marine resource management</li> </ul>	<p>Linkage to existing Policy Frameworks</p>
<ul style="list-style-type: none"> <li>-Financial Support (Subsidies)</li> <li>-Lack of HR - Human resources training</li> <li>-Voluntary work</li> <li>-Community development</li> </ul>	<ul style="list-style-type: none"> <li>-Financial Support (Grant)</li> <li>-Lack of HR - Human resource technical training/workshops</li> <li>-Rural community development -</li> </ul>	<p>Government commitments and support</p>

<ul style="list-style-type: none"> <li>-Promote sustainable development</li> <li>-Food security &amp; livelihood</li> <li>-Cultural preservation</li> <li>-Environmental protection.</li> </ul>	<ul style="list-style-type: none"> <li>-Enhance sustainable development for two sectors</li> <li>-Food security &amp; livelihood are captured</li> <li>-Cultural preservation is encouraged</li> <li>-Environmental protection is put into practice</li> </ul>	<p>Linkage to other sectors and programmes</p>
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## **CHAPTER 6: CONCLUSION**

The research study intends to achieve and improve the researcher's capacity with skills to facilitate training and advocacy, identify gaps and challenges faced by our agritourism sector, both in Japan and the Solomon Islands and also the managerial skills, and training skills required to boost agritourism in the Solomon Islands. Besides, having researched this nature has improved the researcher's confidence in contributing productively in planning strategies and the development of policies within the MCT of sectoral relations between tourism and other productive sectors. Furthermore, the research has provided invaluable experience to understand better the key attributes of agritourism and its success and the roles that the key stakeholders need to play in order to implement better the government's work plans on the development of tourism, agriculture and other related sectors such as marine and fisheries.

### **6.1 Summary**

In conclusion, tourism has been described as having the potential to lead economic development in the Solomon Islands. On many occasions since independence, governments have proposed ambitious visitor number targets, and have always fallen short. However, there are promising signs of an increase in tourist arrivals. On the other hand, the agriculture sector has been developed to ensure rural communities are involved



in economic activities; hence agriculture is quite widespread in the Solomon Islands in comparison to tourism.

While the agritourism has been successfully adopted and practised in certain regions and countries around the world, the policy objectives of these countries can vary and are based on how they want to foster the linkage between the two sectors. In many instances, countries in Asia and Europe embrace agritourism for employment creation, revenue-generation (including increasing foreign earnings) and enhancing the multiplier effects within the micro and the macro economies of the respective countries. These form the basis for the global view of the benefits of agritourism.

In the Pacific, agritourism has been introduced in countries such as Vanuatu, Tonga, Samoa and Fiji by 2015. The success rates of agritourism will vary in these countries depending on factors such as the state of tourism development, agriculture sector production capacity, community involvement and government support. It is also notable that the policy objectives for agritourism in the Pacific countries vary depending on the effect, impact and benefits they wish to derive from the concept. In many Pacific cases so far, respective governments intended to strengthen the linkage between agriculture and tourism to enhance local capacity and increase import substitutes, reduce leakage of money from the economy, create community food security capacity to cater

for local consumption and create business opportunities for the local population.

Furthermore, the agritourism concept involves the combination of two distinct industries of agriculture and tourism for economic activities and environmental advocacy. Although there are negative impacts, which cautiously need to be exercised to manage or minimise, it also has positive impacts economically and environmentally which can lead to improving the rural people's standard of living and as a result will lead to increase the country's economy. On the same note, creating a way forward for PICs in term of further embracing the agenda of sustainable development.

As a Pacific Island State, the Solomon Islands is currently working on setting the policy platform for agritourism within the context that tourism is being aggressively developed to becoming a key economic driver in the country. For tourism to become a key economic driver, its link to trigger growth in other sectors must be established and strengthened. The Solomon Islands population depends so much on agriculture for their livelihood and particularly those living in the rural area. Tourism also has huge potential in the Solomon Islands to enhance rural participation in economic activities. The National Tourism Policy has highlighted policy directions for tourism to be linked with other productive sectors to drive coordinated economic growth. The Policy further highlights that the involvement of resource owners in tourism and related business is paramount. There are opportunities for policy coherence to established between Tourism, Agriculture

and Trade. Linking these sectors together would help increase the economic capacity of Solomon Island people that include youths, women and most importantly, rural population.

The research analysis reveals that the SIG ministry responsible for the productive sectors has an existing policy that focuses on the sustainable development for sectors such as tourism, agriculture and marine. Hence, there is a need for policy coherence among the productive sectors in order to encourage and guide their respective contributions directly towards the implementation of the sustainable development policy. There is an urgent need for an agritourism policy to guide its development and align its development with other sectors to enable a coordinated growth within these various sectors and create the much needed business opportunities for the country's economic growth.

Tourism is always seen as a sector that has the potential to strengthen the links between productive sectors. Therefore, MCT wishes to drive the growth of the tourism sector in connections with other productive sectors such as Agriculture, Fisheries and Trade. The ministries are committed to further cooperation with all key stakeholders that are available to help shape the agritourism policy for the Solomon Islands with two key prospects, which includes the policy that will drive and encourage the growth of all sectors involved and a policy that is incentive-based to encourage maximum participation

and involvement.

## **6.2. Recommendation**

Based on the analysis of the results extracted from the comparison between the responses by the public and private sectors stakeholders in both Kunisaki Peninsula, the integrated Usa region and the Solomon Islands, recommendations have been developed for agritourism policy directions that can be practical for the Solomon Islands. Furthermore, the policy directions have been drawn from a comparison of response analysis between the case of traditional agriculture (GIAHS) within the context of agritourism and the potential for agritourism for the Solomon Islands within the context of sustainable development.

There are six identified key areas for policy directions, and these areas of policy focus are based on the attributes of agritourism as discussed in the research analysis. The six key policy direction areas are;

- i. Key Stakeholder Involvement
- ii. Agritourism Product Development
- iii. Enabling Environment
- iv. Linkage to existing Policy Frameworks

- v. Government commitments and support
- vi. Linkage to other sectors and programmes

The following are the policy direction recommendations for the Solomon Islands agritourism policy framework for the consideration of the Government and the key stakeholders in both the agriculture and tourism sectors:

#### ***6.2.1 Recommendation 1: Key Stakeholder Participation***

The active participation of key stakeholders from both the public and private sectors is crucial in order to ensure commitment to the long-term commitment and sustainability of agritourism. Hence, the recommended policy directions for key stakeholder participation includes;

- i. There must be strong and active involvement of the private sector players from all sectors especially in concerns to the policy implementation of an agritourism policy.
- ii. Resource owners such as those who own fertile lands and owners of existing tourism facilities must be involved in the implementation phase of the policy through clearly defined roles
- iii. From the government stakeholders, it is crucial that officials involved in policy

formulation and programme implementation have clearly defined roles within a policy framework. From the private sector, high-ranking officials such as farm managers, hotel managers and restaurant managers must be included in the implementation phase through clearly defined roles and responsibilities.

- iv. In order to secure and encourage the long-term commitments of the key stakeholders in both sectors to develop agritourism, the policy must be benefit-focused. The economic benefits must be a policy outcome and benefits must relate to improving stakeholders' profit enhancement, livelihood improvements and food security capacity.

### ***6.2.2 Recommendation 2: Agritourism Product Development***

For agritourism to be practically adopted and thrive in the Solomon Islands, the aspects and attributes for product development in both the agriculture and tourism sectors must be identified, assessed and documented. Hence, the recommended policy directions for Agritourism product development include;

- i. Documentation of key attributes with the agriculture sector such as traditional farming methods and systems. For example, it will be crucial for policy to drive the proper documentation of the Banana growing culture in Makira Province and

the Breadfruit growing and processing culture in Temotu Province to identify the traditionally inspired systems, the cultural significance of the systems, the sustainability nature of the systems and practices over the years and commission the documentation of these practices is based on detailed research for the long term support towards this agritourism product base for Solomon Islands and its links to the tourism business prospect;

- ii. Identifying the communities that are harnessing traditional agricultural methods and systems to nurture and encourage their on-going interest and commitments to such practices by linking to tourism operations. The key outcome from this policy direction suggestion is to ensure that communities that are ready to develop and host agritourism products and activities are encouraged and incentivized by both Government and Private sectors development programs;
- iii. Identify and document the types of traditional agricultural methods and systems to the cultural, natural or historical significance of such practices for enticing visitors' interests. In this regard, the policy focus must attempt to create coherence and strengthen the linkage between culture, nature and historical attributes for agritourism development that would support and promote sustainable development;
- iv. To encourage community-based product development, community revitalisation

initiatives such as training on traditional farming methods and systems must be harnessed. Furthermore, for community-wide commitments and involvement, it is vital that community-based participation and management systems are adopted and maintained. In the interest to promote agritourism as sustainable development for communities, detail documentation of traditional agriculture systems and practices is crucial in order for policy to support ongoing training and transfer of traditional knowledge among and within communities;

- v. Traditional food production and security systems that are culturally inspired must be identified, documented and harnessed by resource owners. Again, the policy must be geared towards ensuring that traditional practices that support food security must be captured and recognized in the interest of government and private sector support programs in collaboration with resource owners. This must also have direct link to sustainable development practices and existing policy frameworks so that policy coherence is promoted during program implementation phases.

### ***6.2.3 Recommendation 3: Enabling Environment***

In order to create an enabling environment for agribusinesses and tourism related business have to be linked to each other by products, management systems, economic



benefits and activity partnerships. It is crucial part in a policy framework that promotes sustainable development through agritourism in the Solomon Islands context. Hence, the recommended policy directions in this regard should include;

- i. The policy must be directed at creating and developing both agriculture and tourism human resource capacities at community levels in order for projects to be implemented with the relevant commitments and integrated successfully between the two sectors. This means policy must support a growth-oriented approach for businesses in both sectors and partnerships between businesses in both sectors must be incentivized and supported.
- ii. Resource management capacities must be enhanced within host communities and stakeholders of project initiatives in order to be inclusive of resource owners and secure government support. This means policy must promote the involvement of resource owners and communities as key partners with businesses in both sectors and such must be encouraged by government through its project support approaches;
- iii. Through the policy, the Government can formulate an agritourism investment incentives package for the private sector players such as farmers, hoteliers, restaurant operators, and other related businesses that are prepared to engaged in agritourism partnerships and promote sustainable development through those

partnerships. Incentives for agritourism should comprise duty exemptions on capital investments, subsidies and tax rebates, land registration process to be facilitated and supported by government.

- iv. The policy must help to drive the government's investment in necessary support infrastructures such as roads, bridges, restroom facilities and water and power supplies to support the growth of two highly productive sectors of agriculture and tourism.

#### *6.2.4 Recommendation 4: Linkage to Existing Policy Frameworks*

The notion of adopting agritourism within the wider concept of sustainable development is crucial for it to contribute to broader policy goals and outcomes. Therefore, creating or identifying the channels for policy to effectively and practically link the agritourism to the existing policy framework that harnesses sustainable development outcomes is crucial. The recommended policy directions to ensuring the agritourism policy are effectively linked to existing policy frameworks include;

- i. Identify the existing policy and legislative provisions that encourage sustainable development, food security, livelihood improvements, and conservation and develop a conceptual framework for the interrelationship between such attributes and the agritourism objectives pertaining to sustainable development;

- ii. Although GIAHS is currently not applicable for the Solomon Islands, linking GIAHS guiding principles and attributes of traditional farming systems, community-based management, preservation of culture/traditions, food production and security and enhancing partnerships between public and private sector partners must be captured in the policy. The GIAHS principles that are supportive of promoting sustainable development through traditional agriculture and community-based initiatives must be considered favourably for the policy direction to strengthen the linkage with existing frameworks;
- iii. The policy must provide for the strengthening of linkages to youth development policy. Urban drift affects the human resource capacity in the areas for involvement in resource management and workforce on farms. Hence, the linkage of agritourism policy direction to existing provisions within the National Youth development policy pertaining to economic engagements, youth entrepreneurship and youth empowerment must be assessed, established and strengthened;
- iv. The policy direction for agritourism must be aligned to other human resource development policies frameworks that target the issue of unemployment amongst the rural population and urban youths. Training policy at technical and vocational levels within the country must be explored for the opportunity to link agritourism

training and capacity building programs to existing partnerships and policy provisions;

#### *6.2.5 Recommendation 5: Government Commitments and Support*

If the agritourism for the Solomon Islands is a government's initiative to ensure policy coherence for dual sector sustainable development and economic growth, the government's commitment and support for its project and program implementation is vital. Hence, the recommended policy directions for government commitments and support include the following;

- i. Government-driven product development initiatives must be supported through budget provisions specific for the initiatives that encourage product development in agriculture and tourism that could be practically linked together. This means that policy direction must support budget provisions within the tourism division and agriculture project assistance programs to harness the sustainable growth of the sectors through agritourism;
- ii. For the implementation of agritourism activities within a policy framework, initiatives must be project-based, and such project must be designed to harness such attributes as enhanced local food production, effective resource management

systems, promoting specific traditional agriculture and framing methods and activities. Furthermore, the policy direction must be aimed at executing projects in collaboration with communities that have resources such as land, human resources and commitment readily available in order to enable a sustainable growth of the sectors;

- iii. Work plans of both the MCT and the MAL must include agritourism programmes and projects. The coordination of joint projects premised on agritourism principles and outcomes is to be managed through a Projects Implementation Unit comprising designated officers from both ministries. Such mechanism will directly support the sustainable development agenda within the two sectors through specific project implementation.

#### ***6.2.6 Recommendation 6: Linkage to other Sectors & Programmes***

Noting that agritourism thrives economically and sustainably in sync with other sectors, it is crucial that policy must promote the synergy based on the common policy outcomes for other productive sectors in the country. Hence, it is recommended that in order to tighten the linkage agritourism have to other sectors; the following policy directions are crucial:

- i. Policy outcomes for agritourism must be premised on common and generic policy outcomes of sustainable development policy such as livelihood improvement, sustainable income-generation, conservation and shared economic benefits;
- ii. The policy must provide for the strengthening of linkage between agritourism projects to resilience programmes and frameworks developed to address natural disaster, community revitalisation, climate change mitigation programmes.

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## **APPENDICES**

### **Appendix 1: Questions for interview on the case study area Kinisaki Peninsular and Usa area, Oita Prefecture, Japan**

1. What are the products (Heritage)?
2. What to revitalise?
3. What type of benefit you get from GIASH?
4. What are the challenges or problems faced?
5. What are some plans?

### **Appendix 2: Question for the interview on the government perspectives, Solomon Islands. Agriculture, Fisheries, Forestry and Tourism Government sector**

1. What sustainable development policy initiatives does your government ministry or department have in place that supports agriculture, marine, forestry or ecotourism development? Please name policy and explain.
2. What specific projects or programs is your ministry responsible for that help promote sustainable development, food security, conservation and environmental protection? Please list
3. If traditional agriculture (GIAHS) is recommended for SI, how would your projects and programs help promote it? Please specify and explain how.
4. What incentives and support do your ministry or department provide to support and encourage community (and individual) participation in agriculture farming, marine protection, ecotourism or conservation? Please outline
5. What are some of the specific important agriculture and marine products (or sites) and system that can be used to support tourism growth and why?
6. What would you recommend as activities to strengthen the linkage between agriculture, marine, forestry and tourism sectors? Please list your ideas and/or possibilities?
7. How will your ideas (or possibilities) strengthen the linkages between agriculture, marine, forestry and tourism sectors contribute to economic opportunities and encourage sustainable development? Please explain.
8. What are the challenges you might see in the drive to strengthen the linkage between agriculture, marine, forestry and tourism? Please list
9. What are possible social and environmental threats to your respective sector of interest if its linkage to tourism is strengthened? Please list and explain.
10. What are the possible social and environmental benefits to your respective sector

of interest if its linkage to tourism is strengthened? Please list and explain.

### **Appendix 3: Question for interview agriculture private stakeholders (Farm Business), Solomon Islands.**

1. What type agriculture product do you farm or produce?
2. How much percent is self-consumption or commercial?
3. Are you doing organic farming at all? Yes or No
4. Are you doing traditional farming at all? Yes or No
5. If yes, how different is traditional farming with modern style?
6. Are there any unique aspects of your agriculture business that might have the potential to promote (as an experience or market) to be linked with tourism (agritourism)?
7. If yes, what are the important agriculture products and systems that can be used to promote agritourism in your business context or the Solomon Islands as a whole?
8. Are you currently involving in any forms of tourism especially agriculture tourism?
9. Are you currently receiving any forms of support from NGOs, development partners or the local or national government in your agri-business?
10. What are some challenges on your agriculture business faces currently or anticipated to face in the near future?
11. What are some of your future plan for the expansion of your agriculture business?
12. Are there any specific plans for the establishment and promotion of agritourism associated with your current agriculture business?

### **Appendix 4: Question for interview tourism private stakeholders (Hoteliers and Restaurant Owners), Solomon Islands.**

1. What type of tourist accommodation service are you currently providing?
  - a. Hotel
  - b. Budget Accommodation
  - c. Resort
  - d. Serviced Apartment
  - e. Eco-lodge
  - f. Others. (Please specify)
2. Do you operate a restaurant or catering services for your guests on your accommodation facility? Yes/No
3. If yes, do you source your food items from local suppliers or rely mostly on

imported foods? Yes/No

4. If you source your food supply for your service operations, what type of agriculture and/or marine products do you source locally?
5. Can you provide an estimated percentage ratio of locally sourced food and imported food that you use on your menus to your guests? (e.g. 40% local and 60% imported)
6. For your locally sourced foods, do you collaborate with producers or suppliers that engage in organic or traditional farming methods for agricultural, marine or forestry methods? Please specify (special interest materials)
7. Do you think there is potential to develop tours or visits for your guests to the farms or operations that you source your hotel food from locally as a tourist attraction? Please specify why there is potential?
8. What other agriculture or marine products do you think your operation would like to see produced and sourced locally? Please specify and explain
9. What are some challenges you face with the agriculture and marine products that you currently source locally? Please list.
10. Would your operation be interested to (support local food security and enhance local community involvement in economic activities? Explain if you are interested or not interested.

## **Appendix 5 :**

### ***Productive Sector Dominated by Logging***

Diagram 1 shows that productive sectors contribution is dominated by logging and is levelling off. There is a need for investment in non-logging sectors to support the economy to move forward. The blue bars depict the productive sectors, and it represents tourism, agriculture, fisheries and forestry. It shows an increase in GDP as well as the country's revenue.

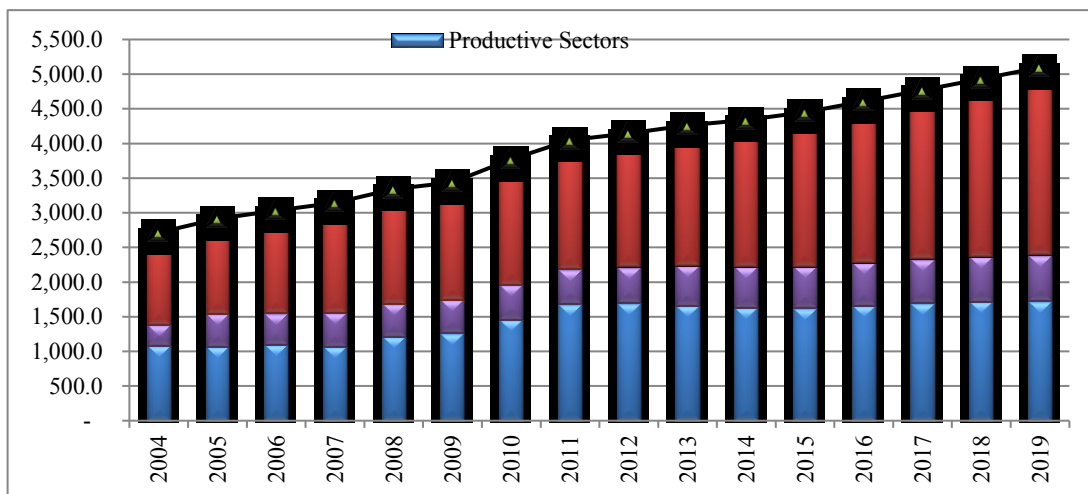


Diagram 3: Productive Sector Dominated by Logging

Source: CBSI Presentation, National Sustainable Tourism Investment Forum, 2017

## Appendix 6

### Projected Increase Over 10 Years

Potential earnings from tourism can increase by more than twofold if the 50,000 visitors target is achieved by 2027. The foreign earnings estimate in 2016 is SBD \$427.7 million (from BOP data). The graph also shows a projected increase over the next ten years, from 2016 to \$800 million marks.

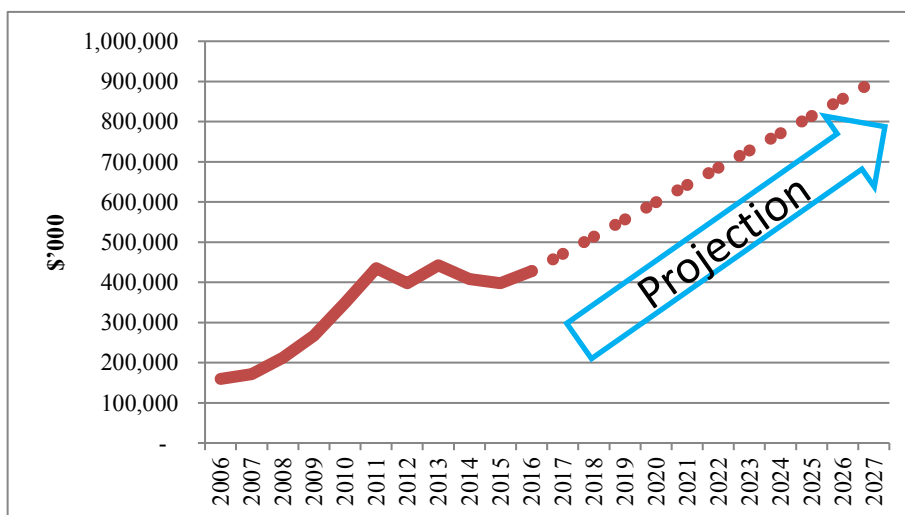


Diagram 4: Project Increase over 10 Years

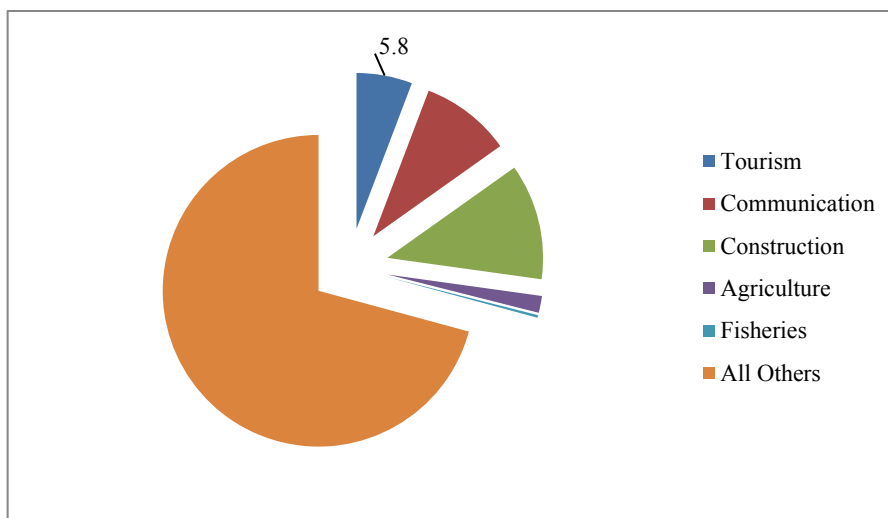
Source: CBSI Presentation, National Sustainable Tourism Investment Forum, 2017



## Appendix 7

### *Lack of Investment for Tourism Development*

The Tourism sector has received 5.8 percent of total loans from the financial institutions. This figure indicates that there is very minimal borrowing for tourism development through debt-equity, and this generally reflects a lack of investor confidence in the sector. However, when compared to other productive sectors, the difference is not that significant.



**Diagram 5: Lack of Investment for Tourism Development**

**Source: CBSI Presentation, National Sustainable Tourism Investment Forum, 2017**