

Review of: "Agritourism: a source for socio-economic transformation in developing economies"

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Potential competing interests: No potential competing interests to declare.

Thank you for giving me the opportunity to review an article titled "Agritourism: a source for socio-economic transformation in developing economies". The article is very interesting and will contribute to the body of knowledge. However, I have provided my comments which I think need to be addressed.

Abstract – The abstract is well written and contains all the information required for an abstract

Introduction – The introduction is also well written as it gives an overview of agrotourism worldwide.

After the introduction, the structure of the article should be re-arranged so that the argument flows in a way that the reader easily understands. Thus, I suggest the following order:

After the introduction the next subheading should be "background of agrotourism in Zimbabwe" (i.e., the case study area). It should be the one titled "The Zimbabwean context" in the article.

After the background of the agrotourism in Zimbabwe the literature review should follow and this should be in line with the objectives of the research and must be critical. You may add the case study area as a sub-heading if you wish to make those readers who do not know where Zimbabwe is to familiarise with the case study area.

After the literature review, the methodology section should follow. The methodology as it is needs to be revised. You stated that 105 articles were reviewed but did not give the number of those that were eventually used in the results. It is important to state their number as you mentioned that "the most pertinent literature was chosen for this paper". You can get help by reading literature on qualitative content analysis or systematic literature review. Some of the sources to read on the qualitative content analysis include:

Bauer, M. W. (2000). Classical content analysis: A review. In M. W. Bauer & G. Gaskell (Eds.), *Qualitative Researching with Text, Image, and Sound* (pp. 131-151). Sage.

Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*. Sage Publications.

Stepchenkova, S. (2012). Content analysis. In L. Dwyer, A. Gill & N. Seetara (Eds.), *Handbook of research methods in tourism: Quantitative and qualitative approaches* (pp. 443-458). Edward Elgar.

Stepchenkova, S., Kirilenko, A. P., & Morrison, A. M. (2009). Facilitating content analysis in tourism research. *Journal of*

Travel Research, 47(4), 454-469. <https://doi.org/10.1177/0047287508326509>

After the methodology the results should then follow. The article at the moment is not clear what the results are. It is also not clear whether the conceptual framework is based on the results or is the one used to guide the research as part of the literature review. If it is part of the results, then the results should be explained first before developing the framework.

After the results then the implications should follow.