

ABSTRACT

Touristy farms have appeared throughout numerous regions of the world as a means of promoting both natural and cultural heritage. Nevertheless, scant research has focused on applying tourism marketing to touristy farms in North Morocco. The

current study investigates how touristy farms in the province of Tetouan and Tangier, Morocco, valorise and market their natural and cultural patrimony. Relying on a structured questionnaire distributed to farm owners, thirty practical replies have been gathered and analysed via a descriptive analytical approach. The findings reveal that the questioned farms are chiefly small, owned by individuals or families.

Shaped as tiny enterprises, these farms mainly valorise agricultural and experiential heritage such as mountains, gardens, agricultural practices and traditional food, instead of constructed or monumental heritage. These farms announce wide target markets but they only entice local and regional tourists; this gap is due to strong dependence on a single marketing channel, social media, along with community involvement, whereas further formal devices as brochures, tourism agencies, branding, and artificial intelligence carry on being insignificant. The most repeatedly mentioned challenges are tourism seasonality, low promotion, financial constraints, and weak infrastructure. Satisfying tourists is chiefly checked via informal review of social media content, instead of structured tools. These outcomes advocate the studies on tourism marketing through farms by presenting proof from Morocco and the North Africa context, which has obtained minimal research attention. They also stress useful stages that could support the sector achieve rural growth as diversifying marketing channels, constructing formal brands, and evaluating tourist gratification in a structured method.

Keywords: Tourism marketing; natural and cultural patrimony; touristy farms; agritourism; rural tourism; Morocco.

I. Introduction

Throughout the last twenty years, farms have gradually turned to touristy destinations. Farm tourism used to be viewed as a secondary source of revenue for farmers. Nowadays, as Armesto-Lopez et al. (2025) clarify, it has grown a key strategy for cultivators endeavoring to remain viable amid the deterioration of conventional agriculture. Agritourism does not only provide a source of income, but it also upholds saving cultural traditions, produces jobs in rural zones, and stimulates further sustainable farming (Thakur and Arora, 2025; Yadav, 2025; Madkhali, 2023). As a result, it can boost economic, cultural, and ecological aims at once.

Nevertheless, farms can merely profit from agritourism if they make good marketing for it. The traditional marketing strategy, which relies on product, price, place, and promotion, does not reflect what make farm tourism distinctive: the direct useful experience it offers to tourists. Thus, the researchers have incorporated innovative elements concerning the marketing model, namely people, process, and physical environment (Petroman et al.; Chiang et al., 2025). The studies managed in Philippines and Taiwan reveal that digital devices, recent products, and community engagement can support farmers in enticing and satisfying visitors. Nevertheless, the significance of each factor relies on the local conditions (Chiang et al., 2025; Zubietta, 2025).

Another crucial factor is the way farms utilise their natural and cultural patrimony. Endowing tourists with real local experiences, as conventional farm workshops, traditional meals, and contact with local residents, can boost community identity and social relations (Chhabra and Dewland, 2024). Cultural learning is a main motive that fascinates visitors towards farms as well (Song et al., 2025; Rykonen et al., 2024). Nevertheless, this also leads to risk; if not run wisely, local culture may simply alter to a product to sell, which can exclude the communities it intends to support (Tang and Xu, 2023). Thousands of farmers endeavor to make of historical buildings, traditions, and tools a genuine source of revenue (Lapan and Barbieri, 2013).

In a number of developing countries, similar problem carries on emerging: Despite the actual potentiality of agritourism, farms frequently cannot use it effectively. The studies organised in China, India, Italy, and United States, reveal that agritourism can produce occupations and help access to new markets, but farms repeatedly confront limitations because of weak infrastructure, lack of marketing skills by farmers, and fragile assistance by institutions (Ling et al., 2024). Similarly, in Philippines farm tourism remains less developed because farmers have limited marketing knowledge, and government help is unstable (Yamagishi et al., 2021). A review of almost 2000 studies approves that these challenges are still going, although attention towards agritourism has developed swiftly since the pandemic (Turtureanu et al., 2025).

The same review emphasises a significant point: Only a few studies has concentrated on the Global South, particularly North Africa (Turtureanu et al., 2025). This is the main gap because Morocco's rural tourism encounters the same cases depicted previously, incorporating farms managed by tiny families, fragile infrastructure, and unstructured, informal marketing. The region of Tetouan and Tangier is a clear instance of this; it is wealthy with natural heritage, as mountains, forests and coastline; it is rich with cultural traditions, as hospitality, farming, and gastronomy; the number of touristy farms presenting this natural and cultural patrimony is increasing in this destination. Nevertheless, no research has examined in detail the way these farms really market themselves, the tools they apply, or the problems they run across.

This article intends to address this gap through studying touristy farms located in Moroccan provinces of Tetouan and Tangier. It has three objectives: (1) Identifying the natural and cultural patrimony these farms evaluate, and the activities they utilise to present it; (2) describing the marketing strategies they apply, along with their feeling towards the effectiveness of these strategies; and (3) displaying the major challenges

they encounter, and how they assess visitor gratification. Besides the introductory part, this paper contains a set of sections. The 2nd section examines the literature related to marketing agritourism, developing rural destinations, preserving heritage, and enhancing service quality. The 3rd section illustrates the methodology. The 4th section describes the findings. The 5th section debates these results in relation to the relevant literature; and the 6th section ends with the key contributions of the study, useful applications, and recommendations for future research.

II. Literature review

2.1. Marketing Frameworks and Strategies for Farm Tourism

Relying on research, the traditional 4Ps marketing model is no longer sufficient to fulfil the main connections and experiences in touristy farms. Petroman et al. highlight that the classical 4Ps marketing sample –product, price, place, and promotion– has to incorporate the fifth component –people– emphasising the significant role of human communication in experiences related to tourism sector. Based on study in Romania, these authors praise dynamic marketing methods, namely, stimulating visitors to spread the word, presenting farm incidents, and participating in tourism exhibitions to construct robust farm brands. Chiang et al. (2025) develop the marketing framework to 7Ps via encompassing people, process, and physical evidence of the farm environment along with the traditional 4Ps. They apply the 7Ps on farm tourism in Taiwan. They realise that linking practical marketing strategies to digital resources, product variation, brand constructing, and community participation can improve the attractiveness and rivalry of farm tourism areas. Their analysis underlines that tangible environment– as landscapes, atmosphere, and facilities– plays a focal role in forming tourist anticipations. Zubietta (2025) investigate marketing strategies, product novelty, and visitor experience at twelve agritourism spots in CALABARZON, Philippines, relying on a survey of 385 tourists. The outcomes reveal that product innovation and accommodation have the highest effect on visitor gratification, while promotion shows less impact. The three previous studies share the same point: the influential marketing of agritourism has to incorporate the farm's concrete potentials, tourist experience, and natural and cultural environments into a cohesive strategy.

2.2. Agritourism as a Driver of Rural Economic Development

Depending on a comparative analytical study of agritourism in Kenya and India, Thakur and Arora (2025) discover that the chief factor behind agritourism progress is economic advantages. They add that agritourism plays a crucial role in improving revenue, creating local occupations, protecting cultural values, and generating responsible farming practices. They sum up that agritourism grows more influential as a progressive strategy when its cultural, environmental, and economic aspects are taken into account by stakeholders. Likewise, while studying agritourism impact in Saudi Arabia and Egypt Madkhali (2023) realises that agritourism contributes to creating jobs, selling handicrafts, and improving living standards. Yadav (2025) stresses that agritourism does not only function as a key strategy for diversifying the income of farmers in India, but it contributes to regional job creation, cultural patrimony protection, sustainable controlling of natural heritage as well. Wu et al. (2024) advocate a framework whereby farms can grow more diverse through boosting activities across three economic fields: services, manufacturing and production. Relying on a study of 87 farms in Taiwan, they realize that the foremost factors behind farm diversification are customer market trends, technological growth, and resource enhancement. They also highlight that the broader farms diversification does not only improve economic incomes but business stability as well. Armesto-Lopez et al. (2025) argue that agritourism has appeared as a vibrant divergence strategy for family farms in the Global North. Relying on their study, agritourism progress is formed by agricultural methods, high demand of visitors, and urban closeness, and that it has advanced from an extra farm activity into a key enterprise. Ling et al. (2024) run case studies concerning agritourism in developed nations (USA, Italy) and developing countries (India, China). They realize that the chief economic advantages of agritourism are generating occupations, making extra farm revenue, and boosting local products access to markets. On the contrary, they observe ongoing structural obstacles, encompassing underdeveloped rural infrastructure, weak farmer consciousness, and inadequate cooperation of institutions. Yamagishi et al. (2021) focus their study on the challenges confronting farm tourism improvement in Philippine. They realise that this field carries on being underdeveloped by virtue of farmers' shortage of marketing skills, inadequate agritourism goods, fragile government organization, and deficient infrastructure. Relying on the previous studies, frequent difficulties incorporate scrawny infrastructure, imperfect farmer skills, and weak government support. Both Ling et al. (2024) and Yamagishi et al. (2021) highlight that developing the economic benefits offered by agritourism

requires a united method adopted by the governments, communities, and private investors.

2.3. Cultural Heritage Preservation and Authenticity in Farm Tourism

The correlation between agritourism and cultural heritage conservation makes up one of the main issues concerning the studied literature, taking into account that the marketing of both cultural and natural patrimony is essential to the field of investigation in the regions of Tetouan and Tangier.

Lapan and Barbieri (2013) focus their study on the connection between agritourism and heritage safeguarding among 164 farmers in Missouri, USA. They realize that the majority of farmers do not efficiently succeed in monetising historic buildings and traditional tools. They sum up that as agritourism represents an appropriate device for rural heritage protection, its sustainability needs farmers to build strategies for improving heritage resources. Chhabra and Dewland (2024) reveal that the farms promoting trustworthy experiences, such as conventional farming, organising public incidents, constructing significant social relations and sharing local gastronomy, efficiently empower local identity and social unity. They recommend that sustainable marketing strategies focus on cultural authenticity and social ties. Rykonen et al. (2024) realise that satisfying tourist relies on product quality and the wider heritage environment, as landscape, historical locations, and farmer hosting, in Scandinavian farm tourism. Song et al. (2025), based on study in China, highlight that cultural learning and identity formation are basic motives behind tourist involvement in agricultural heritage tourism. Tang and Xu (2023) investigate the cultural integration in rural tourism. They determine several fundamental factors concerning cultural integration, such as protecting heritage, revitalizing remote destinations, and fascinating tourists. Their study cautions that managing cultural integration in poor way can convert local culture into commercial product and exclude hosting residents. They sum up that interaction among tourism suppliers, directors, and customers is helpful for accomplishing sustainable and fair rural tourism upshots. Morales-Zamorano et al. (2020) focus their study on evolving a value chain sample for agritourism products through analysing 100 agricultural ranches in Mexico. Their research ends up in the notion that triumphant agritourism relies on connection among chain components, developing human skills, accessing to new markets and distinguishing business concept, while protecting natural and cultural heritage as keys to generating long-term rivalry and sustainability in rural agricultural tourism.

2.4. Service Quality, Visitor Satisfaction, and Product Innovation

Developing the product, satisfying the visitor, and qualifying the service are vital to generating rivalry in farm tourism destinations. Wang and Hao (2023) study discovers that tourists in Qingjing Farm, Taiwan, reveal a sort of gratification towards the natural patrimony and staff services, while show dissatisfaction at the level of the food cost, transportation and activities. They emphasise that the focus should not be limited to endowing simple resources but offering high planned experiences as well. Jincy and Reshmi also analyse a service quality of farm tourism areas in Kerala, India. Their outcomes uncover noteworthy disparity concerning service quality dimensions: Empathy accomplishes a high score, whereas reliability fulfills low score. This is because tourists grow aware of the high- prices of farm tourism services. Their results propose that pricing strategies should be wisely adapted to various tourists' segments. Fernandez et al. (2025) realizes that youthful tourists in Philippines zealously prefer engaging instructional experiences as taking part in crop harvesting and fauna nourishing. They uphold the notion that farm stakeholders should vary entertainment activities and present inexpensive packages with maintainable farming sessions. Ruiz Morales et al. (2024) interview 753 dwellers from Spain to grasp their standpoint about agritourism. They realize that though the Spanish residents lack knowledge concerning pastoral farming, they reveal optimistic attitudes towards ecological and cooking aspects. Among the workshops that attract them are transhumance and cheese making, whereas their desire to afford keeps low. Their study ends up in the notion that strategic marketing, proficient training, and governmental uphold are required to overcome the difficulties.

2.5. Ecological Farming, Social Dimensions, and Sustainability

Grillini et al. (2025) investigate 493 farms in Austria and Italy. They realize that farms adopting agritourism tend to apply biological farming strategies so often. Nevertheless, this trend is affected by farmers' individual and family features, namely schooling and values, rather than by visitor request. Their analysis reveal that though agritourism develops communication amongst farmers and tourists, it decreases farmers' leisure time and contribution to local workshops. These outcomes propose that agritourism can create ecological advantages; however, it may lead to social difficulties, emphasising the application of plans that stimulate the integration of local community. Turtureanu et al. (2025) study 1,915 web of science publications concerning agritourism. They found that agritourism is gradually

significant for post- pandemic rural progress. They underline gaps at the level of infrastructure, governance, and research on sustainable ecological outcomes.

In the end, Turtureanu et al. (2025) approve that the Global South, encompassing North Africa, continues to be insufficiently explored in agritourism research field. This gap does not only justify but also emphasise the academic value of investigating Moroccan touristy farms, where original practical results can greatly improve the targeted field.

III. Methodology

This study is based on a descriptive, analytical, and cross-sectional design. It intends to examine how touristy farms in the province of Tetouan and Tangier valorise and market their natural and cultural heritage. It also aims at interpreting the outcomes in relation to the previous global reviewed literature. A structured quantitative questionnaire has been opted as the focal tool because it helps the similar questionnaire items to be distributed systematically to farm owners across various areas, even when the sample is hard to pinpoint and reach. Moreover, it generates frequency and percentage data, enabling the results to be obviously assessed in connection with the marketing and patrimony aspects examined in previous studies.

The targeted population incorporates owners and managers of touristy farms located in the province of Tetouan and Tangier. Because there is no official and full catalogue of these farms, a targeted sampling approach was applied to determine and interact with eligible participants. This approach is suitable for investigating the developing and informal rural tourism sector. The adopted questionnaire was administered online, using one appropriate Google Form, from late December 2025 to the middle of July 2026. In the course of this period, 32 replies were obtained. Two answers were not taken into account because they include no beneficial responses. As incorporating sufficient relevant information, 30 questionnaire answers were covered in the final analysis.

The questionnaire contained 37 items classified into three main sections. The first section includes general information about the farm: Farm name, ownership type, location, establishment year, workers number, and branding status. The second one focuses on tourism marketing for natural and cultural patrimony by touristy farms; this part examines the type of heritage valorised by farms, the activities, workshops, sports, and incidents arranged to promote it, the marketing strategies to market it, the effectiveness of these strategies, and the challenges confronted while practicing marketing. The last one copes with evaluating visitor satisfaction by the farms

owners. The majority of the questionnaire items were closed-ended, with participants choosing one or more options. Concerning the questions where participants could pick more than one reply, the percentages stated in the 4th part are counted utilizing the 30 participants and may thus exceed 100%. A few questions also encompassed another open option, which permitted the respondents to provide further responses using their own words.

To analyse the data descriptive statistics were adopted, chiefly frequencies and percentages, for every questionnaire item. This followed the descriptive analytical method applied in the research. Some associated questions were examined together to explore significant outcomes. For instance, the tourist clusters that farms intended to fascinate were checked against the tourists who really visited the farms. Two queries, farms' establishment year and number of workers, were replied by a small number of participants. Thus, these variables are stated separately, and their percentages are counted relying on the number of participants who responded every question instead of the total sample of 30 respondents.

As the sample was based on non-random choice and belonging to one region, the findings reveal trends among the farms who participated in the study. These results cannot be applied to depict all Moroccan touristy farms. Another limitation is that the study relies on data offered by farms owners, instead of depending on other sources. These limitations are debated more in the 5th part. The participation of farm operators in the questionnaire was voluntary, and their full answers were kept private and not shared publicly.

IV. Findings

Valorisation of Natural and Cultural Heritage by Touristy Farms: A Descriptive Analysis

This part presents the outcomes of a questionnaire filled in by the owners and directors of touristy farms belonging to the province of Tetouan and Tangier. Thirty practical replies were gathered and examined. The analysis adopts a descriptive analytical approach: the rate of occurrences and percentages are applied to depict the farms features, the natural and cultural patrimony they promote, the marketing strategies and activities they utilize, and the challenges they confront.

4.1. Profile of the Surveyed Farms

Regarding ownership, the upshots reveal that touristy farms frequently represent tiny projects managed by individuals or families. Fifteen farms (50 %) are managed by individuals, thirteen (43,3%) are run by families, and merely one (3,3%) is owned by an association. Concerning branding, nineteen

farms (63,3%) state that they have no recorded brand or trademark, while ten (33,3%) do. This indicates that official branding is still limited amongst the studied farms. Thirteen owners responded that their farms were founded between 1995 and 2026. This suggests that farm tourism is an experience that carries on fascinating recent competitors in the destination. Depending on nine respondents, the majority of farms illustrate that the employees' number in each farm is between three and eight. This highlights that these touristy farms are a sort of micro enterprises with a restricted number of workers, which is a feature of rural tourism grounded in family.

4.2. Natural and Cultural Heritage Valorised by the Farms

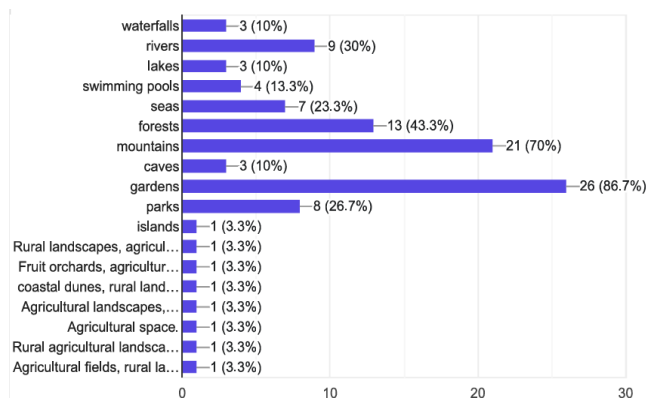


Chart 1: Natural patrimony promoted by the touristy farms.

The first chart displays various natural resources that touristy farms rely on to appeal visitors. The primary environmental stated attractions are gardens (86, 7%) and mountains (70%), succeeded by forests (43, 3%), rivers (30%), parks (26,7%) and seas (23,3%). The secondary natural components incorporate swimming pools, lakes, caves, and waterfalls (about 10% each). Some respondents tack on agricultural and rural landscapes, namely medicinal and aromatic plants, orchards, and vegetables gardens, as a fraction of what they introduce as nature, which reveals that farms frequently merge agricultural land with natural landscapes.

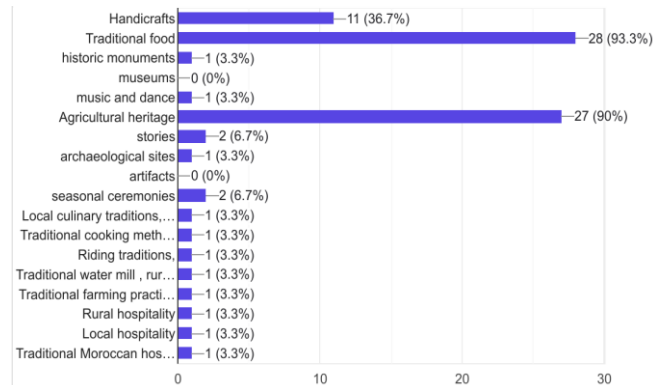


Chart 2: Cultural patrimony promoted by the touristy farms.

The second chart presents sundry cultural resources that touristy farms count on to attract tourists. The key cultural heritage components that are well valorised are traditional food (93,3%) and agricultural heritage (90%), prior to handicrafts (36,7%). Whereas, the minor ones incorporate stories and legends, and seasonal ceremonies, (6,7% each). Some of the less worthy products are music and dance, archeological sites, traditional farming practices and local hospitality, (3,3% each).

4.3. Target Market and Actual Visitor Profile

Concerning the market segment the investigated farms announce targeting diverse kinds of tourists, namely regional (96,7%), local (90%), and national (86,7%), whereas international tourists are targeted merely by 63,3% of them. Nevertheless, as enquired about the cluster of tourists who usually pay a visit to the farm, the image alters. The participants in the questionnaire highlight that local tourists (70%) are the prevailing visitor bunch, succeeded by regional (40%), national (20%) and international tourists (13,3%). The data reveals an obvious gap: Farms show an intention for a broad market, but the majority of visitors are local and they select the farm by virtue of being nearby to them.

4.4. Activities Promoting Natural Heritage

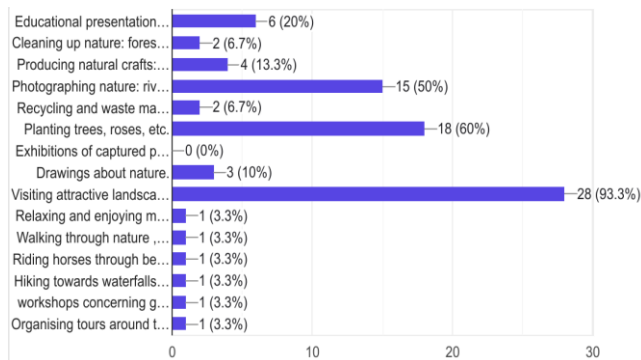


Chart 3: Activities used to promote natural heritage (n=30, multiple answers possible).

In this chart, to promote natural patrimony the influential activity that farms focus on is visiting attractive landscapes (93,3%), succeeded by planting trees or flowers (60%), and photographing nature (50%). A handful of farms rely on educational activities, such as presentations about nature, producing natural crafts, drawing, and recycling (between 7% and 20%). A few farms state some extra activities, namely horseback riding through nature, tours around plants, or resting and eating in natural spaces, as well.

4.5. Activities Promoting Cultural Heritage

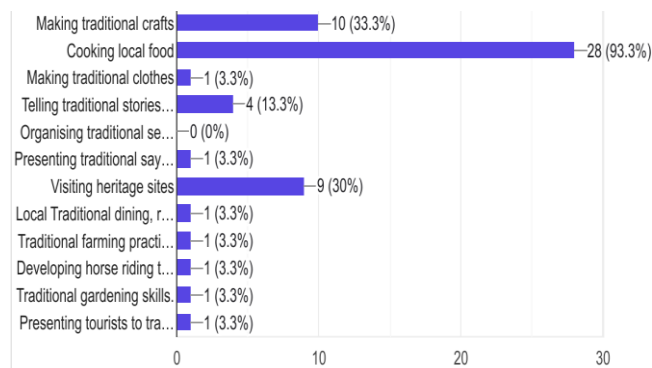


Chart 4: Activities used to promote cultural heritage (n=30, multiple answers possible).

Based on the 4th chart, to promote cultural patrimony the first activity that farms concentrate on is cooking local food (93,3%). The second one is making traditional crafts (33,3%) and visiting heritage sites (30%). The third one is telling traditional stories (13,3%). The last activities incorporate making traditional clothes, presenting traditional sayings, dining in local traditional way, practicing traditional farming, developing horse riding traditions, and exercising traditional gardening skills (3,3%).

4.6. Tourism Sports Offered

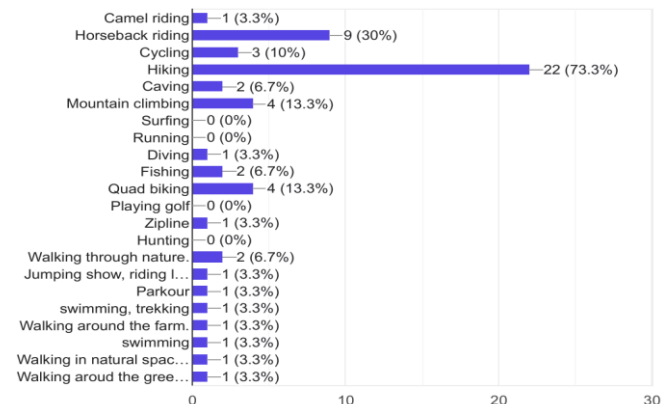


Chart 5: Tourism sports organised by the farms (n=30, multiple answers possible).

Most farms (73,3%) highlight that hiking is the most practised sport in the sector of tourism. 30% of farms stress horseback riding as the second sport favoured by tourists. Around 13% of them offer mountains climbing and quad biking, while merely 10% focus on cycling. Lastly, only one or two farms introduce other sports as swimming, camel riding, caving, fishing, diving, ziplining and parcour. This reveals that there is a great diversity in activities but it is less widespread, except for riding horses and hiking.

4.7. Assessed Effectiveness of Heritage-Related Activities in Attracting Tourists

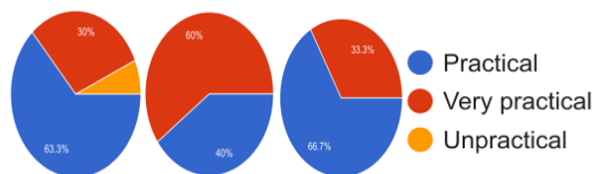


Figure 1 : Sport activities ; Figure 2 : Nature activities ; Figure 3 : Cultural activities

Chart 6: Assessed practicality of activities in attracting tourists (n=30).

The farm holders have been requested to rank to what extent sport; natural and cultural activities are effective in appealing visitors. As revealed in chart 6th, 60% of the farms regard activities related to nature as “very practical”, while the rest (40%) consider them as “practical”. Besides, 33,3% of the farms consider cultural activities very practical, while 66,7% practical. Moreover, 30% of them view sport activities as very practical, while 63,3% practical. Nevertheless, there are two

farms (6,7%) who see them as unpractical. In a word, the activities associated with nature obtain the highest favourable evaluation.

4.8. Marketing Strategies and their Assessed Effectiveness

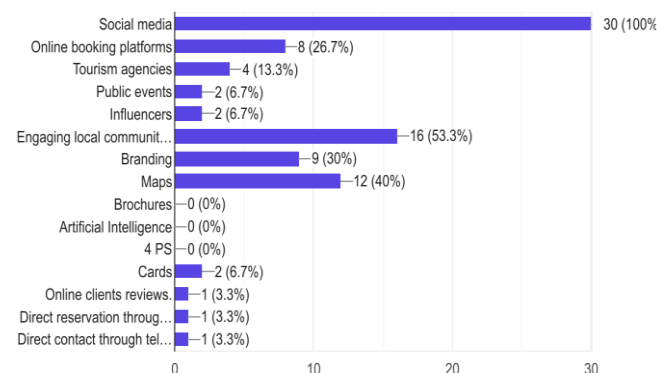


Chart 7: Marketing strategies used to promote natural and cultural heritage (n =30, multiple answers possible).

As revealed in chart 7, thirty farms (100%) rely basically on social media, which indicates it is the foremost marketing strategy for them. 53,3% of them depend on engaging local communities, while 40% use maps. 30% prefer to utilize branding, whereas, 26,7% select online booking platforms. Less than 15% count on influencers, tourism agencies, cards, and public events. No farm chooses “4Ps”, artificial intelligence, and brochures as marketing components. A limited number (3,3%) states online client reviews, direct phone contact, and reservation through mobile as extra marketing strategies.

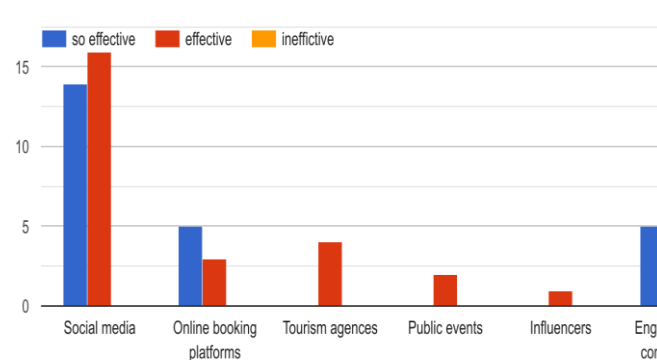


Chart 8: Assessed effectiveness of marketing strategies among the farms that use them.

Relying on chart 8, when inquired to rate the effectiveness of every strategy they utilize, respondents identify no strategy as ineffective. Applied by every farm, social media is rated as “effective” by 53,3% and “so effective” by 46,7% of respondents. Engaging local communities is rated as “effective” by 36,67% and “so effective” by 16,67%. The rest

used strategies are mostly “effective”, but they obtain low rating. This indicates farms aim to carry on using the strategies they have already applied because they realize their effectiveness.

4.9. Challenges Facing the Marketing of Natural and Cultural Heritage

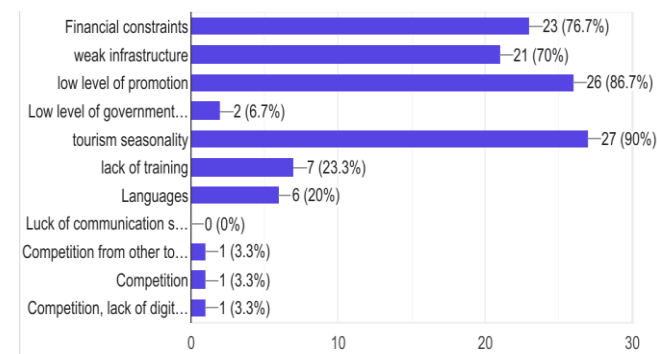


Chart 9: Challenges reported in marketing natural and cultural patrimony (n = 30, multiple answers possible).

As clarified in chart 9, Touristy farms have illustrated that they confront various challenges. The main difficulties they run across are tourism seasonality (90%), a low level of promotion (86,7%), financial constraints (76,7%) and weak infrastructure (70%). Only a few farms undergo these two problems: lack of training (23,3%), and speaking foreign languages (20%). Merely 7% of farms endure competition and low government assistance.

4.10. Evaluation of Tourists Satisfaction

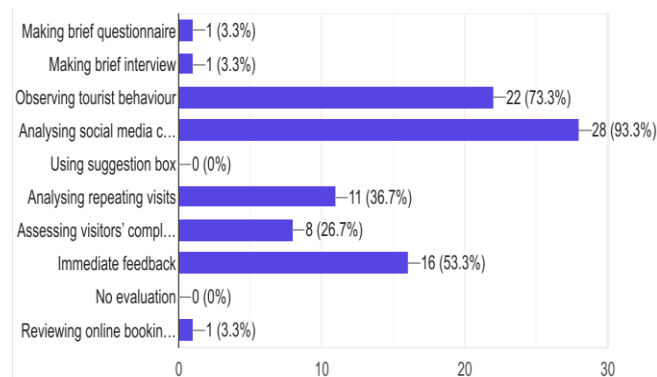


Chart 10: Methods used to evaluate tourist satisfaction (n = 30, multiple answers possible).

As highlighted in chart 12, in order to assess whether visitors are satisfied or not, farms bank chiefly on informal, low costs methods. The farms count basically on two primary methods: Analysing social media comments (93,3%) and observing tourists’ behaviour (73,3%). They also rely on evaluating

collecting immediate feedback (53,3%) , analysing repeat visits (36,7%) and assessing tourists' complaints (26,7%). Nevertheless, merely a small percentage (3,3%) of farms use formal techniques as questionnaires, interviews, and online platforms, approving that assessing tourists' gratification continue to be broadly informal.

V. Discussion

This part explains what the results in section 4 mean, using the studies from the literature review. It does not repeat the numbers already given there. Instead, each part below points back to the right chart and explains why a result may have happened and how it compares with other studies.

5.1. Farm Profile and Its Implications for Marketing Capacity

The majority of the questioned farms are tiny businesses owned merely by one family or one person, with few workers (part 4.1). This is linked to what Armesto-Lopez et al. (2025) depict in the Global North, where agritourism arises from a farm run by a family. It is dissimilar to the biggest farm tourism enterprises surveyed in Taiwan by Wang and Hao (2023) and Chiang et al. (2025). Petroman et al. and Chiang et al. (2025) mention that effective marketing of farms requires strong workforce, who are skilled at the art of communication with tourists and able to establish good relationship with them. A great number of the studied farms are so recent. This meets Turtureanu et al. (2025) who realises that agritourism has developed swiftly since the onset of the COVID pandemic, and it upholds their view that North Africa is still understudied in this sector, farm tourism.

5.2. Agricultural Heritage Based on Daily Life, Rather Than Monuments

According to chart 1 and 2, farms concentrate more on gardens, mountains, local food, and farming traditions, while they pay less attention to traditional buildings, handicrafts, and monuments. This indicates that what these farms actually present is a style of living: Farming land, cooking traditional food, and hosting visitors in traditional way. This aligns with some studies. Song et al. (2025) find out that learning about culture and identity is the key motive why tourists visit spots rich with agricultural patrimony. Rykonen et al. (2024) observe that tourists in Scandinavia expressed a sort of satisfaction due to the landscape and hospitality they experience. Moreover, Chhabra and Dewland (2024) report that farms construct authenticity throughout traditional farming practices, shared meals, and honest interaction with visitors. A different study sheds light on traditional buildings

or archeological sites. Lapan and Barbieri (2013) realise that American farmers strive to earn an income through historic buildings and farming implements. The Moroccan farms, in this study, are still offering less value to these two cultural resources.

5.3. Marketing Ambition Exceeding Actual Reach

The part 4.3 reveals an obvious gap: Farms state they are interested in attracting various types of tourists, but they mostly receive local visitors. This can be interpreted as a visibility problem instead of a demand problem: It does not mean that regional, national, and international tourists are unenthusiastic, but that farms are still encountering difficulties in marketing to them. This analysis is supported by two outcomes: "low level of promotion" is among the most challenges stated by the farms (Section 4.9), and the reliance on one marketing channel (Section 4.9). These findings are consistent with Yamagishi et al. (2021), who link the poor development of Philippine farm tourism somewhat to a lack of marketing competences among farmers. Ling et al. (2024) demonstrate that inadequate infrastructure and poor collaboration among institutions hinder agritourism progress in developing countries.

5.4. Attracting Tourists, by Farm Owners, Relies on Nature before Novelty

Relying on charts 3 to 6 farms owners regard direct interaction with nature, such as visiting fantastic landscape, as an outdoor recreation that fascinates visitors more than sport or cultural activities do. This sides with Chiang et al. (2025), who mention that the physical environment influences tourists' anticipations. It aligns less with Fernandez et al. (2025), who realise that young Filipino tourists favour taking part in experiential workshops as harvesting. It is somewhat dissimilar to Zubieta (2025), who discover that Filipino tourists estimate novel inventive practices and decent lodging more than promotion. Although cooking is prevalent among the surveyed Moroccan farms (Chart 4), it is still rated less high than entertaining nature. Besides obtaining the lowest ratings, sport activities are the merely ones depicted as unpractical by several farms. This upholds Wang and Hao (2023) study, which reveals that Taiwanese tourists express gladness towards the farm and its staff, while they feel less merry with activities, transportation and price. A same problematic situation may occur here. It should be noticed that these ratings belong to farm owners, not visitors. They reveal what owners consider charming for tourists, not a confirmed outcome.

5.5. Digital focus and the Role of People in Marketing

Most farms apply social media as a useful marketing strategy, and each one of them rates it in positive way (Charts 7 and 8). “Engaging local communities” is another marketing strategy that is rated effective. This upholds Petroman et al. and Chiang et al. (2025), who assert that successful marketing for farms relies on actual human interaction and community engagement. Zubieta (2025) presents a divergent result: He realises that promotion influences tourist gratification less than modern products and decent lodging. Concerning the province of Tetouan and Tangier, farms appear to be at an initial phase, where growing visible is still more important than presenting a modern thing. Besides, there is an obvious risk: the majority of farms count on one marketing channel, social media, whereas they rarely depend on other marketing methods as artificial intelligence, brochures, and formal branding. This indicates that farms have so weak fallback if one channel ceases functioning well for them.

5.6. Shared Problems across the Global South

Depending on section 4.9, the chief reported challenges the farms confront are seasonality, poor promotion, financial constraints, and weak infrastructure. This outline meets what Ling et al. (2024) and Yamagishi et al. (2021) discover in agritourism in other developing countries. It also matches what Turtureanu et al. (2025) pinpoint, while reviewing research about agritourism, concerning the difficulties related to infrastructure. Associating this with Thakur and Arora (2025) and Madkhali (2023), who investigate agritourism in Saudi Arabia, Egypt, India, and Kenya, imply that Moroccan farms are confronting similar wide problems viewed across a great part of the Global South, not a trouble linked only to Morocco. The fact that over three quarters of farms state financial challenges, even though a great number of these farms are small enterprises (section 4.1) is a symbol of a field that is still developing and suffering from lack of capital.

5.7. Checking Tourist Satisfaction: Social Media Instead of Real Tools

To determine whether visitors are gratified or not, the bulk of farms only examine social media comments or observe tourists’ behaviour. Merely a few farms utilize formal tools as interviews or structured questionnaires (Section 4.11). This indicates that social media is applied to market the farm and to verify if the tourists are satisfied. When Jincy and Reshmi, for instance, investigate farm tourism in Kerala, they find out that farms who adopt sympathy get high score, while the ones who exercise reliability obtain low score; they find out this result only when they assess each strategy – sympathy and

reliability- separately. A fast glance at a single informal channel, social media, would not have divulged that distinction. Similarly, Wang and Hao (2023)’s study in Taiwan reveal that tourists express satisfaction towards the farm, but their dissatisfaction about price and transport have been difficult to be discovered. This imply that devoid of structured tools, Moroccan farms may fail to notice the same problems, even if their online reputation remains good.

5.8. Synthesis: Confirmations, Extensions, and Limitations

Overall, the findings obtained about the farms located in Tetouan and Tangier region confirm a range of thoughts previously discovered in prior studies. One of these ideas is the significance of true dwelled experiences (Chhabra and Dewland, 2024; Song et al., 2025; Rykonen et al., 2024). Another idea is the importance of marketing practiced by community (Petroman et al; Chiang et al., 2025). The last notion is the usual problems discovered while boosting destination agritourism, as seasonality, shortage of money, and weak infrastructure (Ling et al., 2024; Yamagishi et al., 2021; Madkhali, 2023; Thakur and Arora, 2025).

Besides, this study provides a new outcome. It reveals a marketing strategy constructed almost utterly about one digital device, applied to promotion, community interaction, and evaluation of tourists’ gratification all at once. It also shows an obvious gap between the broad market farms owners target and the narrower market they really reach. These are the type of original effective findings that Turtureanu et al. (2025) suggest the Global South, particularly North Africa, can promote.

While analysing these results, several constraints should be taken into account (section 4). The targeted sample incorporates merely thirty farms belonging to the provinces of Tetouan and Tangier. The owners of these tourist farms answer the questionnaire themselves. Thus, the outcomes cannot be generalized to all Moroccan touristy destinations. The evaluations are views expressed by the farm owners, not assessed outcomes from visitors. A few participants respond to several questions, such as the year of farms opening, employers’ number, and institutional cooperation. Future research that will interview visitors directly, like the study of Ruiz Morales et al. (2024) in Spain or Zubieta (2025) in Philippines, will be helpful to check if farm owners’ responses meet what tourists really experience regarding farm tourism in North Morocco.

VI. Conclusion

This research studies the way touristy farms promote and market their natural and cultural patrimony in the region of Tetouan and Tangier, Morocco. Through using a descriptive analytical questionnaire, the study surveyed thirty farm operators and compared the results with global research about farm tourism.

The findings describe a sector composed chiefly of small enterprises, touristy farms, run by individuals or families. These farms primarily valorise and promote agricultural and local heritage, as mountains, gardens, local food, and farming experiences, instead of monumental or constructed heritage. The farms intend to fascinate local, regional, national, and international visitors. Nevertheless, they frequently receive local and regional tourists. This gap is aligned with their high marketing focus on single channel, social media, followed by direct local community integration. Other marketing devices, as artificial intelligence, brochures, tourism agencies, and formal branding, are still seldom employed. The main arisen challenges are tourism seasonality, a lack of promotion, financial constraints and fragile infrastructure. Besides, visitor gratification is evaluated throughout informal observation of social media comments rather than using structured devices of assessment.

Generally, these outcomes are related to some findings discovered in the previous global literature. These incorporate the significance of trustworthy experiences associated with local residents (Chhabra and Dewland, 2024; Song et al., 2025), the worth of concentrating on people in marketing (Petroman et al.; Chiang et al., 2025), and the recurring difficulties encountered by agritourism in developing countries (Ling et al., 2024; Yamagishi et al., 2021; Turtureanu et al., 2025). Meanwhile, the study brings new result from North Africa, especially Morocco, which has noticed a shortage of interest in this research field. As a result, the study support addressing the research gap for the Global South stressed by Turtureanu et al. (2025).

Depending on the findings, farm operators should not count merely on single online platform; they have to diversify their marketing tools to promote their touristy enterprises. Moreover, they have to construct an obvious steady brand to be recognized by various markets, local, regional, national, and international. Furthermore, instead of depending only on reading online comments they should use structured devices to assess tourist gratification.

These findings are restricted by the scope of the study. The research selected a non - random sample of thirty stakeholders

belonging to one region. It counted on grasping participants' opinions rather than assessing tourists' views. Besides, it incorporated a few inquiries replied by a small cluster of respondents. Future research can benefit from these outcomes through surveying visitors themselves, as stated in studies of Ruiz Morales et al. (2024) and Zubieta (2025). This would support identifying if tourists share similar perspective concerning the activities and marketing tools that farm owners regard practical. Future studies can also extend beyond the region of Tetouan and Tangier to examine if these patterns are the same over the broader touristy farms sector in Morocco.

Appendices

Nomenclatures

n =30. This refers to the **number** of farms owners who answered the questionnaire. This abbreviation is stated in the section of findings; it is included in the titles of charts arranged form 3 to 10.

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