

ABSTRACT

DODSON, DARREN DYLAN. Exploring the Role of Farm Tourism Microentrepreneurship in Supporting Black Agrarianism in North Carolina. (Under the direction of Dr. Duarte B. Morais and Dr. KangJae Jerry Lee).

Land ownership has long symbolized self-sufficiency, self-determination, stability, and privilege. African Americans who arrived in bondage to what today constitutes the United States long labored on the property of others. They longed for land ownership, symbolizing freedom, status, self-sufficiency, pride, and belonging. These aspirations evolved to form the foundation for Black agrarianism, a driving force in the journey from enslavement to emancipation and the recognition of equal rights. Many African Americans achieved their dreams of acquiring their own land during the 19th century. However, Black farmers faced extraordinary challenges and constraints, not the least among which was racial discrimination. In addition, generational yearnings for owning one's farm were also tempered by the onset of the modern industrial and information economy, which attracted Americans to cities. Today, fewer than one percent of the nation's African American population owns farms. Consequently, Black farms and farmers in the United States continued to decline from 925,000 in 1920 to just 48,697 in 2017 (United States Department of Agriculture, 2017).

A potential strategy for Black farmers who wish to retain their working lands and agricultural heritage is tourism microentrepreneurship, which involves developing small-scale tourism businesses supporting their existing agricultural enterprises. Farm tourism microentrepreneurship has been advocated as a strategy for small farmers to diversify their revenue models and achieve non-pecuniary goals. However, little to no research has been done on Black farmers' tourism microentrepreneurship experiences. Accordingly, this study

aimed to use an explanatory sequential mixed methods design to investigate North Carolina Black farmers' involvement in farm tourism microentrepreneurship.

In part one of the study, secondary GIS data was used to identify farm tourism support and opportunity for North Carolina Black farmers. The GIS findings indicated that Black farmers are located mostly in the northeastern and southeastern regions of North Carolina, regions with very low road connectivity, natural amenities, broadband levels, literacy skills, and tourism budgets. Part two of the study included an online survey that was used to identify predictors of farm tourism microentrepreneurial intentions. The findings suggested that intrapersonal constraints and bridging ties with local government are negative predictors of intentions, while self-efficacy and bridging ties with the tourism industry were positive predictors of intentions. Part three involved conducting 22 in-depth semi-structured interviews with North Carolina Black farmers to understand their experiences as tourism microentrepreneurs. The interview findings suggested that Black farmers were very motivated in educating and mentoring youth on the importance of agriculture, farming, and healthy local foods. Also, Black farmers face significant challenges in finding access to credit, business opportunities, finding staff, and ensuring the generational succession of their farms.

The findings from this study inform the development of tourism extension interventions aimed at supporting Black farmers' involvement in tourism microentrepreneurship. Hopefully, these practical resources and the attention the study brings to Black farmers will raise the interest of county governments to incorporate Black farmers' goods, services, and experiences into the local destination system. Additionally, this study contributes to the growing literature on tourism microentrepreneurship by exploring in great depth the extent to which central conceptual tenets apply to the specific population of Black farmers.

Keywords: Black agrarianism; tourism microentrepreneurship; farm tourism; farm succession; constraints; self-efficacy, social capital, intentions.

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Exploring the Role of Farm Tourism Microentrepreneurship in Supporting Black Agrarianism in
North Carolina

by
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DEDICATION

This work is dedicated to my family. To my father, you have been there every step of the way, helping me navigate through challenges. When I feel like I can't go any further, you help guide me in the right direction to success. To my mother, you have been my fighter, teaching me to never back down from any obstacles and to fight for what I want. To my sister, as the older sibling, you have led the way on our journey. I want to do everything that you have done, you are my role model. To the extended Dodson family, thank you, you have helped shape me into the man I am today. To my friends, thank you so much for the late-night calls and continued encouragement to help push me to the finish line. Lastly, to the Dodson Development company, thank you, you all are what pushes me to be successful.

BIOGRAPHY

Darren Dylan Dodson is a native of Raleigh, North Carolina. Growing up in Raleigh, Darren always had a passion for technology and maps. In 2014 Darren joined the Geographic Information Science (GIS) club through 4-H. By 2017, he became the GIS club president, which ultimately led to him pursuing GIS as a degree. After graduating from Rolesville High School in 2017, Darren was accepted into the University of North Carolina at Greensboro (UNCG) to pursue his bachelor's degree in GIS. At UNCG, Darren met many individuals who helped him grow as a person and helped shape him into the person he is today. In 2019, Darren was accepted into the UNCG study abroad program to attend the University of Southern Queensland in Toowoomba, Queensland. There, he was able to understand an even more in-depth understanding of GIS and how it can be used to solve complex challenges. On returning from Australia early due to COVID-19, Darren founded Dodson Development, a Black-owned tech company specializing in web development, app development, and geospatial mapping. In 2021, Darren received in bachelor's degree in GIS. Darren is working to obtain his Master of Science in Parks, Recreation, and Tourism Management and his GIS certification from North Carolina State University, with an expected graduation date of May 2023. He continues work as his company connects and maintains long-term professional relationships with clients and stakeholders.

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I. INTRODUCTION

1.1. Background

At the close of the Civil War and with the abolition of slavery in 1865, the Federal Government, to stem possible starvation, provide housing, and assist with medical aid, granted approximately 400,000 acres of former rebel-owned lands, known as Special Field Order No. 15 that was issued by General William T. Sherman (Wetta & Novelli, 2013). Six months after this field order was issued, about 40,000 African Americans received land and other property (Copeland, 2013). Most of the land was in coastal South Carolina and Georgia, where each family received 40 acres (Copeland, 2013). In the wake of Abraham Lincoln's assassination, President Andrew Johnson reversed the land order, granted amnesty to former Confederate sympathizers, and paved the way for the former slave states to return to self-governance (Darity Jr., 2008). Ultimately, the national policy permitted the former Confederate states to pass the Black Codes and a wide variety of other laws that turned the lives of the freedmen into dependence (Forte, 1998). Neumann and Dunn (2015) estimated that the value lost by this land reversal was 640 trillion dollars in 2020. With the loss of land, sharecropping, whereby most Black Americans leased lands in a situation resembling indentured servitude, became the most common way most Black Americans farmed land (Hinson, 2018). During the last ten decades, hegemonic systems of racial discrimination such as Jim Crow, unequal access to education, denial of loans, and generational lack of resources have significantly decreased the number of Black farmers from 925,000 (14%) to 48,697 (1.4%) (McCutcheon, 2019; Sewell, 2019; United States Department of Agriculture [USDA], 2017). Of the 48,697 Black farmers in the United States, that comprises full-time and part-time owners and tenant farmers (USDA, 2017). President Lyndon B. Johnson's 'war on poverty' financed numerous Black farmer cooperatives

in 1964 (Orleck & Hazirjian, 2011). President Johnson's program oversaw programs and the local application of federal funds targeted against poverty.

Nevertheless, these resources did not support Black farmers (Orleck & Hazirjian, 2011). Instead, according to (Daniel, 2007), the agencies tasked with improving the circumstances of Black farmers worked against their mandate. The Farmers Home Administration (FHA), responsible for providing loans for crop production and housing, and even the USDA, both overtly practiced racist policies and practices at the local level (Daniel, 2007). Since then, there has been a continued decline in Black ownership of working lands over the years.

The declining Black ownership of working land is related to racial discrimination against African Americans throughout history (McCutcheon, 2019). For example, some studies suggested that young generations of African Americans are not becoming farmers and are not replacing the high number of aging Black farmers (Russell et al., 2021). The 2017 Census of Agriculture documents the average age of Black farmers as 60.8 years compared with an average of 57.5 years among all American farmers (USDA, 2017). According to Mann (1995), young African Americans avoid farming due to the collective reminiscence of sharecropping and slavery. At the same time, some authors argue that there have been minimal government efforts and investments toward education, training, and economic development of African American communities in rural areas. Scholarship on Black agrarianism provides more incredible details of the constraints. Black landowners experience when managing agribusinesses (Russell et al., 2021). For example, lack of start-up funding makes it difficult for young Black landowners to start and build their agribusinesses, a practice that goes back to the early 1900s. They face difficulties getting loans for seeds, fertilizer, or equipment. Black landowners face constraints in building business connections and partnership opportunities (Reynolds, 2002).

Despite a substantial body of scholarship on traditional Black farming in the South, only modest research exists on Black farmers' transition to new agricultural opportunities afforded by their involvement in such programs as tourism microentrepreneurship. The nature of agriculture is changing. Many researchers have documented that farm revenue diversification in general and tourism microentrepreneurship may be effective modern strategies for farmers to develop more resilient agribusinesses (Meuwissen et al., 2019; Patterson et al., 2021; Pilar et al., 2012; Rauniyar et al., 2021). Black farmers' current experiences, feelings about farm tourism, interactions with nonprofit organizations, and ability to receive business advice require more research. Conducting research in this overlooked area is critical to better understand the status of Black farmers' tourism microentrepreneurship potential and draw broader implications for making successful tourism microentrepreneurship more equitable and accessible to all segments of society.

1.2. Purpose

Recognizing the unique circumstances of African-American farming in the South, this study examines factors influencing Black farmers' decisions to be involved in innovative agribusiness development and diversification through such programs as tourism microentrepreneurship. Using North Carolina as the setting, this study examines the recent experience of Black farmers related to farm tourism, as well as their interactions with other farmers, local agencies, and their ability to receive and implement business advice.

This research fills a gap in the current literature on this topic and provides insight into ways to make tourism microentrepreneurship more accessible to underserved populations. Following a mixed methods approach, the study initially relied on secondary GIS data to identify

Black farmers' locations, road connectivity, urban influence, natural amenities, broadband availability, literacy skills, and tourism budgets. Data from these factors were critical to evaluating deficiencies. Black farmers face obstacles hindering their farm tourism microentrepreneurial success.

A second component of the study involved using an online survey distributed to farmers in North Carolina. Its purpose was to examine the extent to which farmers' tourism microentrepreneurial self-efficacy, social capital, and microentrepreneurial constraints, intrapersonal, interpersonal, and structural characteristics are predictors of their intentions to be involved in tourism microentrepreneurship. The third component of the study involved conducting in-depth semi-structured individual interviews with Black farmers from across North Carolina to examine their preferred tourism microentrepreneurial activities and their negotiation of select microentrepreneurial constraints. The following section includes the research questions that guided this study.

1.3. Research Questions

RQ1: What is the geospatial distribution of farm tourism microentrepreneurship opportunity and support systems for North Carolina Black farmers?

RQ2: How do North Carolina Black and White farmers differ regarding the role of tourism microentrepreneurial self-efficacy, farm tourism social capital, and tourism microentrepreneurial constraints as predictors of tourism microentrepreneurial intentions?

H01: Tourism microentrepreneurial self-efficacy, farm tourism social capital, and tourism microentrepreneurial constraints are not significant predictors of North Carolina farmers' tourism microentrepreneurial intentions.

H02: North Carolina's Black and White farmers do not differ significantly regarding their tourism microentrepreneurial self-efficacy, farm tourism social capital, tourism microentrepreneurial constraints, and tourism microentrepreneurial intentions.

RQ3: How do North Carolina Black farmers support their Black agrarianism beliefs through their agribusiness and tourism microentrepreneurship?

RQ3.1: What does Black agrarianism mean to North Carolina Black farmers?

RQ3.2: What agribusiness and tourism microentrepreneurial activities do North Carolina Black farmers use to support their farms and promote Black agrarianism?

RQ3.3: In what ways do North Carolina Black farmers negotiate their most pressing tourism microentrepreneurial constraints?

1.4. Limitations

This study faced several limitations that require consideration when interpreting the findings. First, the scope of the study was limited to North Carolina Black farmers. The conclusions of this study may not be generalizable to Black farmers in other states or regions. Black farmers' experiences and perceptions may differ based on their state, specific agricultural, and socioeconomic environment in which they operate. To overcome this limitation, future research could expand the scope of the study to include Black farmers in other states with different histories of slavery and Black land ownership to compare and contrast the experiences and perceptions of Black farmers in different locations.

Second, the study only examined the experiences and perceptions of Black farmers currently involved in farm tourism microentrepreneurship. This study did not explore the experiences of Black farmers not presently engaged in farm tourism microentrepreneurship (e.g.,

large-scale ranchers and large-scale cotton farmers). Thus, the findings do not represent the experiences and perceptions of all Black farmers.

Third, this study relied on self-reported data, which may be subject to bias or inaccuracies. Even though the researcher designed questions to minimize bias, the potential lack of participants' full disclosure regarding their experiences may have a limited effect on the overall validity of selected findings. Additionally, the study relied on a cross-sectional design, which may not capture the dynamic nature of Black farmers' experiences and perceptions over time.

Despite these limitations, the study provides valuable insights into Black farmers' experiences and perceptions of farm tourism microentrepreneurship in North Carolina. However, further research may be helpful to alleviate noted limitations and to explore the experiences and perceptions of Black farmers in other states or regions. Additionally, future research can provide a more in-depth exploration of Black farmers' experiences and perceptions, such as access to financing, education and training, and government support, to better understand Black farmers' challenges and opportunities in the United States.

1.5. Definitions

Agrarianism - The belief that agriculture is central to national culture and identity and that landowners and farmers are honored members of society (U.S. Congress Working Group, 2005).

Agribusiness – The sector of the economy that is the sequence of interrelated activities of genetics and seed stock firms; agricultural input suppliers, agricultural producers, agricultural

commodity merchandisers, food processors, food retailers, and food consumers (Gunderson et al., 2014, p. 51).

Agricultural Stabilization Conservation Service – The USDA agency was once primarily responsible for administering farm commodity prices, income support, and conservation cost-sharing programs. Its functions were folded into a new Farm Service Agency (FSA) due to the 1994 reorganization. Nearly all farming localities maintain a local field service center (U.S. Congress Working Group, 2005).

Agritourism – Any recreational or educational activity offered in any working agricultural setting, including farms (LaPan & Barbieri, 2014, p. 666). Agritourism can create economic and non-economic benefits for farmers and their households, such as increased revenue, marketing opportunities, and quality of life (LaPan & Barbieri, 2014).

Black Codes – “Laws that generally discriminated against free Blacks, these were generally included in ‘slave codes’; the goal was to suppress the influence of free blacks (particularly after slave rebellions) because of their potential influence on enslaved people. Restrictions included prohibiting them from voting (North Carolina had allowed this before 1831), bearing arms, gathering in groups for worship, and learning to read and write. The purpose of these laws was to preserve slavery in slave societies” (Blackmon, 2009, p. 5).

Black Commerce – Commerce is broadly the exchange of goods and services between entities on a large economic scale; Black marketing refers to Black involvement in these practices and a system of commerce within Black spaces and communities (Miller, 2018).

Black Farmers and Agriculturalists Association - A non-profit organization representing African American farmers in the United States. Their education and advocacy efforts are focused on civil rights, land retention, access to public and private loans, education

and agricultural training, and rural economic development for black and other small farmers (National Black Farmers and Agriculturalists Association, 2023).

Constraints - Perceived structural, interpersonal, and intrapersonal factors that may impede one's ability to engage in or complete a desired behavior (Little, 2007; Schneider & Wilhelm Stanis, 2007). Accordingly, farm tourism microentrepreneurial constraints could inhibit farmers from reaching business success in small-scale tourism (Schneider & Wilhelm Stanis, 2007). These factors can also affect travel behavior and participation (Morais, 2021).

Discrimination - Prejudicial or unjustified distinctions based on the perception that people can be grouped based on race, class, or other categories (Amnesty International, 2023).

Farm Succession – Intergenerational and intrafamilial transfer of farm ownership, including handing over assets and transferring management (Lobley et al., 2010).

Farmers Home Administration – Federal agency that is part of the USDA, the organization was tasked with encouraging the family farm type of agriculture (U.S. Congress Working Group, 2005).

Food Systems – Interconnected processes and structures that deliver food, impact nutrition, and feed a community. Food systems can also influence food security through social and environmental factors (Feenstra, 1997).

Farm to Table – A social movement that promotes serving local food at restaurants and school cafeterias, preferably through direct acquisition from the producer (Brain, 2012, p. 1).

Fork2Farmer – Initiative to generate greater public awareness of the chef-farmer collaborations and the inputs that each of them brings to the table to increase visits to local farms and diversify farm income by leveraging the high visibility of famous chefs with a record of supporting local small farms (Morais et al., 2017).

Freedmen's Bureau Act – Created in 1865 to provide shelter, food, land, medical services, and clothing to African Americans freed by President Lincoln (United States Senate, 2023).

Freedom, Farm Cooperative - A rural economic development and political organizing project sought to create self-sufficiency conditions for African American farmers that alleviated poverty and removed the economic precarity white landowners used to prevent African American farmers from exercising their political rights (Fannie Lou Hamer's America, 2023).

Generational wealth – Assets passed down from generation to generation within a family (Menchik, 1979).

Geospatial data – physical standards such as roads, waterways, Internet connectivity, etc. turned into data associated with locations of interest (Geolexica, 2023).

GIS - Geographic Information System (GIS) – Consists of integrated computer hardware and software that store, manage, analyze, edit, output, and visualize geographic data” (DeMers, 2008, p. 56).

Infrastructure – Public and private physical structures such as roads, railways, bridges, tunnels, water supply, sewers, electrical grids, and telecommunications (including Internet connectivity and broadband access) (Fulmer, 2009, p. 223).

Jim Crow – Laws that arose mainly in the southern part of the United States in the late 19th century to enforce racial segregation and discrimination. These state and local laws required racial segregation in public places, and some remained in place in custom, even if no longer supported by law until the 1960s (Fremon, 2000).

Justice for Black Farmers Act – Legislation aimed at addressing and correcting historic discrimination within the U.S. Department of Agriculture in federal farm assistance and lending

that has caused Black farmers to lose millions of acres of farmland and robbed Black farmers and their families of the hundreds of billions of dollars of inter-generational wealth that land represented (Cory Booker, 2021, p. 5).

Land Loss – Black land loss specifically refers to Black families and farmers in the United States losing their land ownership due to laws, policies, and systems limiting their rights (Horst, 2019).

Microentrepreneurs - Founders of super-small companies, generally defined as businesses that begin with minimal investment and have less than ten employees (Saiz-Álvarez, 2016).

Northeast Farmers of Color Land Trust – Act for a future of food and land sovereignty in the Northeast region through permanent and secure land tenure for Indigenous, Black, Latinx, and Asian farmers who will relate with the land in a sacred manner that honors our ancestors' dreams (Northeast Farmers of Color Land Trust, 2023).

Populists - A grassroots political movement among small farmers to fight banks, big corporations, railroads, and other monied interests. The campaign peaked from 1889 to 1896 (University of Houston, 2021).

Self-Efficacy – Self-efficacy is one's belief in their capacity to take actions and engage in behaviors necessary to complete their desired goal (Bandura, 1977). In the context of tourism microentrepreneurship, self-efficacy refers to the extent to which an individual believes that they can successfully perform the tasks and meet the responsibilities of microentrepreneurship in the tourism sector (Ferreira et al., 2019).

Sharecropping – Sharecropping is a farming system involving a landowner permitting a family or tenant to use their land in exchange for some of the crops produced (Byres, 2005;

Moon, 2007; Mukhamedova & Pomfret, 2019). Sharecropping in the United States is historically associated with the abolition of slavery after the Civil War. This practice allowed White landowners to benefit from the labor of Black workers, which perpetuated a cycle of poverty and debt (Byres, 2005).

Social Capital – Refers to interpersonal connections and social networks within a community. These relationships rest on trust and shared values; these positive networks allow society to function effectively (Musavengane & Kloppers, 2020; Reece, 2019). For farmers, social capital depends on the quality of connections with friends and family, i.e., bonding ties, and with other businesses, support agencies, and government organizations, i.e., bridging ties (Cofre-Bravo et al., 2019).

Tenant Farming – Refers to a practice in agriculture where a farmer cultivates crops or tends to livestock on rented land (Jung, 2020). A tenant farmer pays the landlord a portion of their crop yield or profits as rent. Tenant farmers are distinct from sharecroppers in that they can own equipment, supplies, and plow animals. In contrast, sharecroppers contribute only labor and have no legal attachment to the land or crops (Bode, 2003).

Tourism Microentrepreneurship – Individuals who launch or add value to existing businesses employing no more than five employees and providing tourism experiences, food, lodging, or transportation, to support their livelihood and desired lifestyles (Ferreira et al., 2018)

Tourism Microentrepreneurial Intentions – The state of mind that guides an entrepreneur's behaviors and actions toward developing a tourism business (Boyd & Vozikis, 1994).

USDA - United States Department of Agriculture (USDA) – A federal department tasked with creating and enforcing federal law concerning farming, forestry, and economic development in rural areas of the United States (U.S. Congress Working Group, 2005).

II. LITERATURE REVIEW

2.1. Black Agrarianism Historical Background

2.1.1. Discrimination and Land Loss

Despite ending slavery in 1865, African Americans faced challenges such as a lack of education, predatory debt practices, and the inability to vote (Moon, 2007). Most importantly, African Americans did not own viable working lands due to centuries of racial oppression in the South and the prevalence of sharecropping (Hinson & Robinson, 2008; Russell et al., 2021). African Americans who became sharecroppers faced difficulties obtaining land because landowners kept their land productive at the expense of the Black farmers, who had to give the majority of the crops they raised to the landowners as payment for the rental of the land (Hinson & Robinson, 2008). They also lacked the capital to invest in farm equipment and other supplies, making them depend heavily on loans funded by the USDA and administered by local agencies (Russell et al., 2021). Despite these challenges in the early 20th century, Black farmers comprised two-thirds of the total farming population, amassing over 14 million acres of land (Williams, 2017).

After slavery was abolished for African Americans, the infamous '40 acres and a mule' policy went into effect, which was a part of Special Field Order No. 15, a wartime order by General William T. Sherman that allotted land to freed families that could not exceed more than 40 acres per head of the family (Copeland, 2013). General Sherman ordered the army to lend mules to the new landowners. The term "40 acres and a mule" evokes the federal government's failure to redistribute land after the Civil War and the economic hardship that African Americans suffered as a result (McCurdy, 2007).

The short-lived 40 acres and a mule policy started in 1865 when General Sherman met with Black leaders to strategize how to acquire lands with their newfound freedom. “Garrison Frazier was chosen as the African American spokesman. He was a Baptist minister, aged 67, born in Granville, N.C. He was enslaved until 1847, after which he purchased freedom for himself and his wife for about \$1,000 in gold and silver” (Gates, 2013, para. 11). Frazier was responsible for answering the 12 questions Sherman asked the group. According to Gates (2013), ownership of working lands answered General Sherman's question regarding what Black people wanted most. Special Field Order No. 15 was then issued, indicating that “reserved coastal land in Georgia and South Carolina is for Black settlement, and each family would receive forty acres” (McCurdy, 2007, para. 2). President Abraham Lincoln also established a policy of seizing land from the confederates and selling it to freedmen. “In 1863, President Abraham Lincoln ordered the confiscation of 20,000 acres of land in South Carolina and then sold it to freedmen” (McCurdy, 2007, para 1).

The first Freedmen’s Bureau Act of 1865 contained plans to sell 40-acre tracts on affordable terms from unsettled lands or abandoned plantations (Moon, 2007). The new field order spread across the South quickly, and by June of 1865, approximately 40,000 freedmen had acquired 400,000 acres of land (Moon, 2007). In addition, General Sherman also ordered the lending of unusable army mules to the new Black farmers (Gates, 2013). Thus, the phrase “40 acres and a mule” became the shorthand for this policy. This innovative program abruptly ended when Abraham Lincoln’s successor, Andrew Johnson, the 17th president of the United States, overturned the order in the fall of 1865 (Gates, 2013). After less than a year, maximum land was given back to the original White plantation owners, “the very people who had declared war on the United States of America” (Gates, 2013, para. 14). These unfair actions became the first in a

long line of events that proved challenging for Black land ownership. According to McCurdy (2007, para. 3), most of the returned land was the land the freedmen had settled on, thus negating attempts Black landowners had made toward their self-determination.

The Federal Government dispossessed tens of thousands of Black landholders, making some Black people take up arms in Georgia and South Carolina to drive away the former owners. The federal troops sometimes retaliated by evicting the Blacks by force, and in the end, roughly 2,000 Blacks were able to retain their lands (McCurdy, 2007, para 3). Later, other provisions for Black people to acquire land were offered, but all were ineffective.

The Civil Rights Act of 1866, or the second Freedmen's Bureau Act, had no specific terms or actions for creating 40-acre settlements (Reynolds, 2002). The Act was designed to integrate African Americans into the larger society through three means, defining American citizenship, defining the rights that come with this citizenship, and finally, declaring that it is unlawful to deprive any person of citizenship rights (Bracey, 2018). It also prompted social scientists and economic historians to investigate the government's disinclination to implement an effective land settlement program for freedmen (Hinson & Robinson, 2008). This freedmen land settlement problem hindered independent farming, leading to several land reform issues, such as the seizure and division of plantations, the offering of small farms on unsettled or government-owned lands, and a rise in farm-operating labor due to plantation damage prevention (Moon, 2007).

Despite the early proclamations of land settlement programs, the Freedmen's Bureau emphasized enhancing the transition from enslaved people to other farm operation labor (Reynolds, 2002). The Bureau facilitated agricultural production contract negotiations between the planters and freedmen within four years and tried to ensure fairness in negotiating work

contracts to create a better potential for labor mobility and to prevent farmers from coming up with a “free” labor option (Moon, 2007). The end of the land distribution plans did not entirely negate land ownership opportunities and independent agriculture for Black people, the future of which depended on the degree of economic mobility and the ability to move up the agricultural ladder.

The Freedmen’s Bureau could not ensure equity in farm contracting, leading to its end in 1869. It occurred because the only two critical alternatives to wage labor for Black farmers were sharecropping and tenancy arrangements under rental contracts. The tenant contracts required the Black farmers to pay a share of their harvest or sales. Unlike sharecroppers, tenants made more farm production inputs other than their labor, and were allowed ownership of farm implements. In the late 19th century, several Southern states authorized policies stating that working status relationships and payment terms were based on the negotiations between the landowner and tenant worker (McCurdy, 2007). It led to slight differences between the tenant and sharecropper. As a result, the contract alternatives in the South ended up being almost equivalent to sharecropping, offering small incentives to enhance productivity and earnings (Russell et al., 2021).

Even though the Freedmen’s Bureau failed to uniformly establish fairness in the contracts between the farmers and landowners, some opportunities were created for Black people. For instance, the Bureau partnered with private organizations to develop schools that remained active during Reconstruction (Moon, 2007). The federal troops’ protection allowed Black people to explore their new freedoms, such as establishing churches, which were significant in community education and commerce development and are still at the center of Black communities today.

Church membership cohesion gave Black people collective market power during Reconstruction (McCutcheon, 2019).

In 1877, Federal troops withdrew from the South, further undermining freed Black farmers' progress toward self-determination through working-land ownership (Hinson & Robinson, 2008). Furthermore, there was a decrease in the quality and accessibility of public and private schools for African Americans (Hinson & Robinson, 2008). Many African American children in rural areas could not access high school education, preventing Black farmers from accessing some of the benefits an education provides. However, the situation did not stop Black farmers from fighting for change (Hinson & Robinson, 2008).

By the 1910s, Black farmers' progress in agriculture had begun to move backward due to White political power. According to Russell et al. (2021), in the 1920s, White people started monopolizing agricultural production because of declining farm prices and high machinery costs. Black farmers were also systematically underserved by USDA farm equipment loans. As documented by Bustillo (2021), USDA officials generally decided that equipment loan applications made by Black farmers were too expensive for those farmers considering their poor farming records. Hinson & Robinson (2008) reported that the USDA indicated that all Black farmers needed was a "mule and a plow," which illustrates the systemic discriminatory thinking undermining Black farmers' ability to grow their agribusinesses and be successful. These discriminatory practices prevented Black farmers from investing in new crops and perpetuating the agricultural cycle. Consequently, Black farmers could only farm through sharecropping and tenant farming, working land owned by Whites, and giving part of the crop as rent (Carlisle, 2014; Hinson & Robinson, 2008).

Various initiatives could have aided Black farmers in developing more resilient and dignified livelihoods, but structural discrimination worked against them (Tyler, 2013). For example, the USDA's small to medium-sized farmer loans were readily available to White farmers but not to Black farmers, whose applications were denied or delayed in structurally discriminatory ways (Tyler, 2013). It was accomplished by declining Black farmers' requests for disaster payments or relief, charging unfair interest rates on support loans (loans created to support farmers in need), and taking longer to process their loans (Lazaro & Lancaster, 2021; McCutcheon, 2019). According to Holloway (2021), Black farmers' loans took over three times longer to be processed than White farmers' loans. Due to loans being denied or delayed, Black farmers did not have sufficient resources to plant crops and buy fertilizer, forcing many of them out of agriculture during the 20th century. To ensure control over Black farmers, segregationists used tactics to ensure Black farmers never joined the National Association for the Advancement of Colored People (NAACP). Some tactics used included physically showing money and telling Black farmers that they could not protest if they wanted to have the funds (Newkirk & Yang, 2019). These practices eventually put Black farmers into debt, which led to the loss of land leased and owned (Reynolds, 2002). Black farmers collectively owned about 15 million acres of farmland by 1920 (Grant et al., 2012). The significant and steady decrease of owned farmland in subsequent years led to the establishment of the Roanoke Farmers Association, founded in the Tillery's New Deal Settlement community during Franklin Delano Roosevelt's Presidency in North Carolina (Miller, 2003). The goal was to provide the people who did not own land with an opportunity to own property. Roanoke Farmers Association allowed White and Black farmers to acquire land regardless of race (Miller, 2003). Grant et al. (2012) explained that many families had been sharecroppers, and some of the same plantations were subdivided to yield new

communities. This opportunity arose when many landless farmers were trapped into debt peonage through sharecropping, a system in which debt was repaid through physical labor and a share of the production (Grant et al., 2012, p. 6).

In response to the USDA's discriminatory actions, Black farmers formed the Black Farmers and Agriculturalists Association (BFAA) in 1997 to fight for their rights (Hinson & Robinson 2008). The BFAA is a national grassroots society of farmers, scholars, and activists that targets discriminatory practices against Black farmers. The Association acts to help Black farmers through education and other types of support, including legal while pushing for equality through the justice system (Hinson & Robinson 2008). Today, the BFAA association is still active in addressing various challenges, such as the recent restrictions on trade with foreign countries that have had detrimental effects on the agricultural industry (Hinson & Robinson 2008).

The BFAA was also responsible for assessing the USDA practices and the historic 1999 Class Action Lawsuit Settlement *Pigford v. Glickman* (April 14, 1999), in which 20,000 Black farmers were to receive \$1 billion as compensation for discrimination in federal government agricultural loans disbursement (Moon, 2007). *Pigford v. Glickman* alleged that the USDA practiced racial discrimination against Black farmers regarding assistance and farm loans between 1981 and 1996. Due to delay tactics by the United States Government, over 70,000 farmers were treated as "filing late," so they could not hear their claims in the case. Nevertheless, *Pigford v. Glickman* is the largest civil rights settlement to date in the United States (Russell et al., 2021).

The history of Black farmers, briefly detailed here, demonstrates the level and decades of constraints they have faced. Unfair lending practices, a lack of education, high-interest rates,

overt racism, and a lack of land ownership have made it hard for Black farmers to engage in microentrepreneurship. In most cases, the foundation necessary to build new businesses based on farming is fragile. This story tells an up-to-date account of events that have significantly hindered the progress of running a small farm business.

2.1.2. Black Agrarianism Movement

Agrarianism is the belief that landowners and farmers are honored members of society and that agriculture is central to a nation's culture and identity (Moon, 2007). This term indicates that agriculture is more than an economic sector of our society. It has been at the core of political and cultural developments in the United States since the 18th century (Carlisle, 2014). It connects the working land's cultural, political, social, and spiritual values. Aristocratic and democratic agrarianism are the two dominant types of agrarianism in United States history. Aristocratic agrarianism dominated during the slavery period. During this time, privileged White families owned vast pieces of land and used enslaved people to cultivate them (Hinson & Robinson, 2008). Democratic agrarianism envisions anyone owning land irrespective of race and highlights the moral and economic values of labor, political and economic equality, and independence.

The Black agrarianism movement arose from democratic agrarianism (Quisumbing King et al., 2018). It proposes that ownership and farming of working lands lead to personal freedom and material wealth and serve as a foundation for democracy (Quisumbing King et al., 2018). The social ideology and economic justice surrounding Black agrarianism that inspired activities such as the Populist movement in the late 19th century still motivate activism today (Carlisle, 2014). Black agrarianism targeted comprehensive economic reform to help Black farmers gain agency (Hinson & Robinson, 2008). The movement drew heavily on Jeffersonian rhetoric and joined land reform and other democratic strategies, such as political participation, to achieve

their ends. The Populists, a late 19th-century political movement based on agriculture, which included both Black and White members, opposed aristocratic landlords and corporate elites (McCutcheon, 2019). The Populist ideology aligned well with the Black agrarian movement, advocating for preserving small and mid-sized landowning farmers rather than aristocratic or absentee landlords.

The key features of the Black agrarianism movement grew out of White supremacy's oppressive historical encounter. Black agrarians stress that land is a source of liberation from aristocratic plantations (Carlisle, 2014). The movement is also notable for its communal orientation, representing the unity of the Black population in the face of White oppression. The campaign encouraged Black people to stay dedicated to productive labor to develop their communities and overcome injustice (Grant et al., 2012). Therefore, the Black agrarianism movement seeks to empower Black farmers and pushes for land ownership rights among Black people while encouraging a sense of community for strength.

The Black agrarianism movement is not just an ideal. It is a struggle for individual freedom and economic independence (Carlisle, 2014). Those who significantly influenced Black agrarianism include Booker T. Whatley, who became prominent after World War II with proposals to institute sustainable agriculture and generate an agrarian Black middle class (DeMuth, 1993). He is widely known for "The Whatley Plan," a method for sustainable agriculture (DeMuth, 1993). Whatley also proposed a plan for small Black farmers to diversify their agribusinesses, maintain positive cash flow year-round, guarantee full-time employment, ensure access to markets with the Clientele Membership Club, and become climate resilient through drip and sprinkler irrigation (Moon, 2007).

Other Black farmers contributed significantly to the agrarianism movement. As the revolt against Jim Crow laws grew, USDA programs became local weapons to cripple civil rights activism. Black farmers were often denied federal aid programs, leading to bankruptcies, defaults, and forced land sales (Grant et al., 2012). Large southern landowners expelled sharecroppers and tenants who registered to vote and bought chemicals and machinery to modernize their operations in an attempt to replace them. Hunger and poverty spread throughout rural communities, driving Black people from the agrarian South to seek factory positions in the urban North and West. These actions strengthened White political power in the South (Moon, 2007). However, Black farmers created cooperatives, with Fannie Lou Hamer being one of the key figures in the movement (McCutcheon, 2019).

After being expelled from the land she farmed for participating in voting rights activism in 1962, Fannie Lou Hamer forcefully pushed for land ownership as necessary for Black people's true liberation. She established the Freedom Farm Cooperative (FFC) in 1969 in Sunflower County, Mississippi, among the country's most agriculture-intensive and deprived areas (Moon, 2007). Hamer used crowdfunding to launch and sustain the FFC in collaboration with Harry Belafonte (McCutcheon, 2019). By 1972, the FFC hosted 70 Black families who grew cash crops such as wheat, cotton, and fresh vegetables that fed families within the community. The FFC weakened in the mid-1970s after floods, droughts, and Hamer's illness, forcing the organization to sell its land to pay taxes (McCutcheon, 2019). Hamer's model continues to inspire the Black agrarian movement.

Frederick McKinley Jones and numerous other African American pioneers were significant influencers of modern Black farmers' success in agriculture (Amram & Henderson, 1996). Jones invented the refrigerator truck, which permitted the transportation of perishable

goods over vast distances (Amram & Henderson, 1996). Foods such as fruits and vegetables became available worldwide thanks to the introduction of refrigerated trucks. They opened the door to international trade and established markets with foods previously unavailable in local stores (Ott & Swanson, 1977).

In seeking to empower Black farmers and push for land ownership rights among Black people, the movement has deep historical roots. It emerged politically during the National Populist Movement of the late 19th century, but Black agrarianism dates far back into history.

2.2. Black Farmers Today

2.2.1. Land Ownership

According to Moore (2016), African Americans comprise about 13% of the U.S. population, possessing 2% of rural land, compared to White Americans, who own 98% of the country's rural land (Horst & Marion, 2019). T. Thomas Fortune, who was the editor of the prominent Black newspaper, *The New York Age*, in the late 19th century, a leading economist in the Black community, and an advisor to Booker T. Washington, explained that he vehemently opposed sharecropping and was a major proponent of Black land ownership because he understood that land ownership was the key to creating a large and robust base of Black voters as well as a financially stable Black middle class (Fabien, 2014, p. 12). Fortune also argued that for freed persons to enjoy their freedom truly, they must get the right to vote and own fertile land that would enable them to support themselves (Fabien, 2014, p. 12).

In addition to the disparity in land ownership, significant wealth disparity has long existed between the White and the African American races. The median White household has a net worth 10 times that of the median Black family. If Black households held a share of the

national wealth in proportion to their share of the country's populace, it would amount to \$12.68 trillion in household wealth rather than its \$2.54 trillion. The racial wealth gap is \$10.14 trillion (Williamson, 2020). A study by the Institute for Policy Studies (IPS) and the Corporation for Economic Development (CFED) found that it would take the average Black family about 228 years to amass the same level of wealth the average White family hold (Asante-Muhammed, 2016, p. 5). It was also added that this vast wealth generated by White families grew from obtaining land, proper education, and fair practices over time. According to the Institute on Assets and Social Policy, African American households saw only \$0.69, while White families saw a \$5.19 per dollar increase in average income from 1984 to 2009 (Shapiro et al. 2013, p. 4).

Despite the long history of Black farmers' discrimination in the United States, some young African Americans today are interested in landownership and farming (Touzeau, 2019). Indeed, a growing body of literature highlights case studies of nascent Black farmers (Touzeau, 2019). For example, in the Northern Neck of Virginia, near the Chesapeake Bay, Chris Newman, an African American, quit his technology career to establish Sylvanaqua Farms (Levin, 2022). Newman raises hens and cattle and plants pasture and vegetables. Through social media, he has become one of the most influential individuals in the modern Black agrarianism movement (Levin, 2022). Newman advocates for a better future for Black farmers, distinct from the Jeffersonian family-farmer model that thrived on White dominance (Mosley & Hagan, 2020).

Leah Penniman is another young landowner influencing the current generation and Black farmers (Penniman, 2018). Penniman uses her 80-acre farm in upstate New York to train farmers of color (McCutcheon, 2019). She markets the vegetables, fruits, meats, and eggs using subscription vegetable-box services founded on the *ujamaa* principle, a type of cooperative economics developed in Tanzania. The courses offered at her farm have trained over 100

aspiring Black, Latino, and Indigenous heritage farmers. The Penniman farmers contribute fresh food to Albany's low-income communities (McCutcheon, 2019).

Karen Washington, an African American community garden activist, began an annual Black Farmers and Urban Gardeners (BUGS) conference shortly after the group's founding in 2010. This annual conference offers a place where young and old Black agrarians from various parts of the country meet to share and collaborate on creating a society emphasizing land and food justice. The urban-rural connections linked to BUGS are significant in today's Black agrarianism movement (Russell et al., 2021). Most individuals who participate in the conference also tour Penniman's farm to learn about large-scale or commercial farming. Collaboration remains vital among Black landowners today. For instance, the Northeast Farmers of Color Land Trust launched in 2019 aims to obtain at least 2,000 acres of farmland through long-term leases to enhance farming and economic growth among minority communities (Williamson, 2020).

There is a growing movement to empower Black farmers to voice their desires in policy-making processes. In November 2020, the Senate reviewed a bill of significance to Black landowners (Grim, 2012). The Justice for Black Farmers Act proposed compensation for discrimination against Black people in agriculture over the past century. The law would have bestowed \$8 billion a year to purchase farmland and award it to Black farmers (Grim, 2012). The bill would also have increased funding for agriculture-focused, historically Black universities and colleges, support the development of farmer cooperatives, and offer farmer training. The bill arose from Black farmers' desires to tackle racism and the loss of Black farmland (Grim, 2012).

Today, Black farmers in the United States continue to face numerous challenges related to land ownership and economic success. Despite accounting for 13% of the population, Black farmers own less than 2% of rural land, compared to White people, who own 98% of the

country's rural land (Horst & Marion, 2019). Farming offers a significant economic opportunity for Black Americans, with the median household income for farmers being nearly 25% greater than that for all Black Americans (Aminetzah et al., 2021). At least two paths forward are viable to address racial disparities in farming: treating Black farmers fairly, providing them with equal access to resources and opportunities, and implementing targeted policies and initiatives to support Black farmers and promote their success.

2.2.2. Farm Census

The United States Census of Agriculture, which occurs every five years, is vital in documenting the trends in Agriculture in the country. Based on the recent census conducted in 2017, Black producers working single-handedly or collaborating with farmers of other races numbered 48,697 in the United States. About 90% of Black farmers live and farm in the southeastern and mid-Atlantic states (Moon, 2007; USDA, 2017). The Black-owned farms were smaller, with an average farm size of 132 acres, whereas the White farm average was 440 (USDA, 2017). Black farmer agriculture sales brought in less than 1% of the U.S. total agriculture sales (Biagas, 2017).

Examining individual farm characteristics is vital to determine the challenges and opportunities for development. The census further shows that Black-operated farms decreased by 3% between 2012 and 2017 (USDA, 2017). Texas had the most significant number of Black producers compared to other states, comprising 3% of the state's total producers. Black producers account for a higher percentage among total producers in other states, including 13% in Mississippi, 7% in Louisiana, 7% in South Carolina, 6% in Alabama, and 4% in Georgia (USDA, 2017). Black-operated farms comprised 4.7 million acres of farmland, 0.5% of the nation's total. Additionally, 85% of Black farms were smaller than 180 acres; 67% of Black

farmers who operate farms own them, while 9% rent the land. Lastly, 62% of the farms have Internet access, which is vital for any agricultural enterprise (Biagas, 2017).

In general, census data also provides information on farm specialization. Approximately 48% of Black-operated farms specialize in cattle and dairy production; 7% specialize in grains and oilseeds; 18% in other crops; 48% in cattle and dairy; 1% in hogs and pigs; 1% in poultry and eggs; 4% in sheep and goats; and 9% in other animals. The farms comprised 0.4% of the country's total agriculture sales and received approximately \$59 million in government payments in 2017 (Biagas, 2017).

In North Carolina, the agricultural census data provides information that, as of 2017, there are 2,041 Black producers. The number accounts for black principal and non-principal producers (USDA, 2017). Out of the number (2,041 producers), 1,482 are farms. The total land under production by Black farmers is 174,105 acres (USDA, 2017). The agriculture census goes into more detail, showing that most Black producers (1,699) are the principal producers of the land they own (USDA, 2017). The most significant number of Black producers are located in Duplin County, totaling 120. At the same time, the smallest number of Black producers are located in Alexander, Ashe, Avery, Camden, Cherokee, Gates, Henderson, Gates, Jackson, Mecklenburg, Montgomery, Moore, Rutherford, Tyrrell, Watauga, and Yadkin Counties, all totaling two Black producers each (USDA, 2017).

The African American presence in farming continues to decline. Remaining Black farms tend to be smaller and disconnected from commodity agriculture systems. Tourism microentrepreneurship is one strategy of potential use to small farmers willing to diversify their agribusiness model to remain financially viable. The following section reviews the literature on Black farmers' involvement in tourism microentrepreneurship.

2.2.3. Involvement in Farm Tourism Microentrepreneurship

Tourism microentrepreneurship involves small enterprises of five or fewer employees offering tourism experiences, services, food, lodging, or transportation to support the owner's livelihood and desired lifestyle (Morais & Ferreira, 2022). These small and grassroots businesses are advocated as an effective way to revitalize rural communities by leveraging their natural resources, cultural heritage, and the passion of local change champions (Rauniyar et al., 2021). Tourism microentrepreneurship development responds to the growing market demand for genuine, unexpected experiences and the emerging ability of small businesses to bypass large, long-standing retail companies through nimble new technologies such as web marketplaces (Jin et al., 2021).

Farm tourism microentrepreneurship can benefit the local community and environment in various ways by offering tourism experiences that showcase local agriculture, culture, and traditions while helping to preserve and promote these essential aspects of the local community (Patterson et al., 2021). Such small businesses can contribute to the local economy by generating income for farmers and providing employment opportunities (Nyaupane & Poudel, 2011). The companies can also help attract tourists and visitors to rural areas, supporting the local tourism industry and promoting economic development (Peroff et al., 2020). Additionally, the practice supports local agriculture and reduces communities' reliance on large-scale industrial agriculture by directly selling products and other agricultural products to consumers.

On the other hand, direct sales permit small farmers to shift their focus away from the complexities of row crop production. Modern Black farmers face various constraints, such as low soil fertility, low-quality fertilizer, dependence on rainfall, a lack of financial support, and other economic conditions. This results in an inadequate volume of product (low quantity) and

rapid food quality deterioration (low quality) before getting to the processors, retailers, or final consumers in various locations (Fuchs-Chesney et al., 2023; Hanf & Gagalyuk, 2018), preventing commercial buyers and processors from buying their commodities (Burt & Wolfley, 2009). Direct selling to consumers via farmers' markets, farm sales, and more is an alternative means of marketing farm products (Bui et al., 2021).

Direct selling benefits small farmers by preventing them from relying solely on single-market channels (Burt & Wolfley, 2009). It also generates numerous economic benefits, such as the creation of jobs, an increase in income, the reduction of waste, an improvement of local communities' agriculture capacity, and an increase in farm visitation benefits to small farmers, consumers, and local communities (Roep & Wiskerke, 2013; Wiskerke, 2009). It also helps educate people about their local food system (Ferreira et al., 2022) and may act to reverse the decline in small rural agricultural production services (Bui et al., 2021; DuPuis & Goodman, 2005). Small farming enterprises can help encourage high-end farm-to-table restaurants by offering exceptional freshness and flavor, awakening customers socially and environmentally, and ultimately generating additional or alternative farmer income (Ferreira et al., 2022).

Farm tourism microentrepreneurship through direct sales can generate new income for farmers and offers authenticity to tourists seeking unique experiences. In today's world, where many people seek authentic and immersive experiences, farm tourism microentrepreneurship allows visitors to interact with and learn about local agriculture, culture, and traditions. Such experiences especially appeal to tourists who want to escape the more commercialized tourism and connect with the local community and environment. It allows farmers to differentiate themselves by offering visitors a range of experiences, products, and services, including educational and leisure activities and direct produce sales (Patterson et al., 2021).

Despite the benefits of farm tourism microentrepreneurship mentioned above, Black farmers face many barriers to becoming involved in such programs preventing them from taking advantage of related opportunities. One prominent barrier for farmers is the lack of marketing and promotion efforts (Morais & Ferreira, 2022). Many small farmers lack the resources or knowledge to effectively market their products and services, making attracting tourists difficult. To overcome this barrier, farmers need to seek resources and support from organizations that can help them with marketing and promotion efforts. Another barrier is the lack of training and education on how to run these types of businesses effectively (Kc et al., 2019). Many farmers may lack the skills or knowledge to manage their business's financial, legal, and marketing aspects. One of the most significant barriers to farm tourism microentrepreneurship success is a lack of governmental and organizational support and resources (Morais & Ferreira, 2022). Many small farmers do not have the resources or support to invest in infrastructure such as roads and buildings necessary for running a successful farm tourism microenterprise.

Several initiatives and organizations work together to support Black landownership and food sovereignty. They recognize the importance of landownership in creating a sense of independence and self-sufficiency, addressing food insecurity issues, and promoting environmental justice within Black communities (Moore, 2016). For example, green tourism in the Kunisaki Peninsula in Japan has heightened public awareness and gained political support for conserving a communal system of reservoirs central to agriculture for centuries (Pilar et al., 2012). Also, the National Black Farmers Association (NBFA) works to support Black landownership and food sovereignty. It has advocated for Black farmers for over 25 years. It has played a vital role in helping to secure billions of dollars in settlements and reparations for Black farmers who have experienced discrimination (Kc et al., 2021). The NBFA also supports Black

farmers to access resources and training to help them succeed in the agriculture industry, including farm tourism microentrepreneurship. By addressing these challenges initiated since the late 1800s through reparations and land restitution, Black farmers may be better able to participate in farm tourism microentrepreneurship and contribute to revitalizing rural economies (Aminetzah et al., 2021; Shapiro et al., 2013; Williamson, 2020).

Initiatives such as Fork2Farmer urge individuals to tour local farms that supply produce and meat sold to high-end farm-to-table eateries. The industry allows interested farmers to receive training on tourism microentrepreneurial activities. Farmers have weak or non-existent relationships with formal tourism business partners or agencies to support them as they venture into farm tourism microentrepreneurship (Ferreira et al., 2022).

According to the Census of Agriculture, between 2002 and 2017, farm tourism generated a threefold increase in revenue. Tourism revenue increased from \$704 million in 2012 to \$950 million in 2017 (Biagas, 2017). The 2017 statistic excluded wineries, providing a clearer perspective of the size of farm tourism distinct from tourism-centric vineyards. While only a fraction of total farm revenues, farm-related tourism revenues comprised 5.6% of farm-related proceeds (Biagas, 2017).

Many opportunities are emerging for Black farmers to take advantage of the farm-to-table trend and connect with consumers interested in supporting local agriculture. Farmers can become involved by participating in farmers' markets, partnering with local businesses, creating their own farm-to-table experiences, ultimately diversifying their income and promoting the sustainability of their operations.

2.3. Potential Benefits of Farm Tourism Microentrepreneurship

Farm tourism microentrepreneurship may be vital for Black farmers in the modern-day. It can serve as an effective strategy in their struggle for increased land ownership and self-determination. According to Santeramo and Barbieri's (2017) study in Missouri, even though tourism may not always generate direct economic returns through entrance or activity fees, farm operators believe the practice is valuable in sustaining their overall operations due to its cross-marketing significance; i.e., the provision of recreational activities to increase total farm earnings through the sale of other products. Santeramo and Barbieri (2017) emphasize that the economic value of tourism to farmers is not universal since financial performance can differ due to numerous factors such as proximity to other tourist attractions, length of operation, and the number of offerings, etc. Few studies have investigated the position of tourism from environmental and sociocultural perspectives, likely due to the detachment of those perspectives when studying the economic impacts of tourism in rural regions (Jin et al., 2021).

Various studies have established that revenues from tourism farms can enhance local economies by increasing employment opportunities, boosting local businesses, and increasing revenue from sales taxes (Jin et al., 2021; Pilar et al., 2012). Local revitalized economies often increase youth retention in the communities who, in turn, can work in agriculture or other business. Reducing youth migration to urban centers keeps the aging farm population engaged in agriculture (Russell et al., 2021).

In addition to the economic benefits of farm tourism microentrepreneurship, there are also environmental and sociocultural benefits to consider. From an ecological perspective, tourism can help to conserve ecosystems, landscapes, and communities by maintaining traditional family farms (Rosa et al., 2004). Such benefits are significant in rural areas, where

agriculture is often the primary source of income and employment. By supporting farms, tourism can help to preserve the local landscape and ecosystem, which can, in turn, provide benefits to both the local community and the broader environment.

From a sociocultural perspective, tourism can help promote environmental awareness, preserve the community's customs and crafts, and help maintain rural lifestyles (Ingram, 2006). It is especially important in areas where urbanization and modernization encroach on cherished traditional ways of life (Ingram, 2006). By offering tourism on the farm, farmers can provide an opportunity for visitors to experience and learn about rural life and traditions while maintaining their income.

The sustainability of farm tourism microentrepreneurship requires careful consideration as it requires concurrent use of land, labor, water, and capital resources. A farmer's ability to manage and conserve these resources effectively is essential. Additional farm-level factors must also be evaluated and managed carefully for farm tourism microentrepreneurship success, such as the size of the farm, the type of farming operations, and the kind of tourism offerings (Ferreira et al., 2022). Also, the type of farming operations and affiliated tourism offerings profoundly affect the success of farm tourism, with certain types of procedures and offerings being more popular and lucrative than others (Dogru et al., 2021).

In conclusion, farm tourism microentrepreneurship may provide Black farmers with tangible economic, environmental, and sociocultural benefits. However, it is critical to remain aware of the threats to sustaining the venture and the various farm-level factors that can affect its success. By carefully evaluating these factors, farm tourism microentrepreneurship may offer an effective strategy for Black farmers to retain their farmland, preserve greater self-determination, and contribute to the sustainability and vibrancy of their communities.

III. CONCEPTUAL FRAMEWORK

3.1. Tourism Microentrepreneurial Constraints

Constraints refer to factors preventing individuals from achieving their desired success in tourism (Lundberg & Freedman, 2012). The concept of entrepreneurial constraints has received scant attention in the tourism literature. However, there is a substantial body of research in the literature of leisure studies that examines individuals' difficulties engaging in desired recreational activities (Crawford & Godbey, 1987; Schneider, 2013). According to the leisure studies literature, constraints are barriers that limit people from participating in leisure activities; these are “. . . factors assumed by researchers and perceived or experienced by individuals to limit the formation of leisure preferences and to inhibit or prohibit the participation or enjoyment of leisure” (Jackson, 2000, p. 461). In addition, according to leisure scholars, there are three types of constraints: intrapersonal, interpersonal, or structural (Crawford & Godbey, 1987; Schneider, 2013). Although leisure scholars developed the theory of leisure constraints, it provides an effective structure for understanding barriers that Black farmers experience in farming and agriculture.

The impact of a person's race, ethnicity, and disability on leisure participation is an important area of research within the leisure constraints literature. Research has shown that people of color and other members of marginalized communities often face barriers such as discrimination, lack of economic capital, long travel distance, and White cultural norms that can limit their participation in leisure activities (Shores et al., 2007; Lee & Scott, 2017; Lee & Stodolska, 2017; Scott & Lee, 2018; Xiao et al., 2022). Furthermore, cultural factors within certain racial or ethnic groups can also influence leisure behavior. For example, studies have

shown that cultural values and beliefs within specific communities can affect perceptions of what constitutes appropriate leisure activities (Howard, 2001).

Research has also highlighted that people with disabilities face unique barriers to participation in tourism activities, such as a lack of accessibility, lack of information about accessible activities, and anticipated negative attitudes towards people with disabilities (Deville & Kastenholz, 2018). These findings underscore the importance of understanding and addressing unique barriers, marginalized communities, such as Black farmers, face to promote greater participation in tourism activities.

The theory of leisure constraint informs barriers that Black farmers experience. According to Forstadt (2020, para. 14), “Black farmers have historically faced race-based lending discrimination when applying for loans from the USDA which often denied loan applications from Black farmers, delayed the loan process, or allotted them insufficient funds.” The increasing hardships of farming, combined with persistent Black farmer problems of insufficient funds and limited opportunities to obtain additional funding, made advancement in agriculture particularly difficult (Collins & Wanamaker, 2015).

Four other potential barriers present challenges to potential and current Black farmers: sociocultural, institutional, educational, and economic (Hinson & Robinson, 2008). Sociocultural factors have created barriers that make it significantly harder for Black farmers to access resources for funding and connect to networks specifically designed to benefit farmers. Institutional barriers include lack of access, awareness, and Black farmers’ relationship with “the United States Department of Agriculture, which has publicly recognized historical discrimination against Black farmers, resulting in generational wealth loss for many former Black farmers” (Aminetzah et al., 2021, para. 8). Educational barriers have also significantly hurt the African

American community over the decades, and that gap remains today. Historically Black Colleges are frequently underfunded compared to predominantly White institutions and present “asymmetric access to information and knowledge. Historically black colleges and universities often do not receive adequate funding for their agricultural programs, so there remains an information gap with potential black [sic] farmers” (Aminetzah et al., 2021, para. 7). Lastly, economic barriers are particularly pernicious due to insufficient resource endowments, including a lack of access to businesses/credit services, capital, and land to participate in leisure or entrepreneurial activities (Aminetzah et al., 2021).

After reviewing the substantial and theory-grounded work conducted about leisure constraints, the researcher chose to adapt Crawford and Godbey’s (1987) three-dimensional conceptualization of leisure constraints for use in this study for the context of farm tourism microentrepreneurial constraints.

3.1.1. Interpersonal Constraints

Interpersonal constraints “arise out of interactions with others and coordinating personal resources (e.g., being unable to coordinate schedules with friends); authors often use the lack of a partner to participate with as their example” (Crawford & Godbey, 1987, p. 122). Such constraints arise when groups interact, and the various personal beliefs and resources affect their ability to be involved in an activity. This occurrence severely limits how certain races/ethnicities choose where they spend their time in the leisure sector (Crawford & Godbey, 1987). Hinson and Robinson (2008) stated that oppression and discrimination against Black farmers extend across the professional and the personal worlds, affecting livelihood opportunities, leisure access, and self-determination. Black farmers have faced an example of interpersonal constraints: a lack of support networks (Grant et al., 2012).

3.1.2. Intrapersonal Constraints

Another type of constraint is intrapersonal, which involves “psychological conditions that are internal to the individual, such as personality factors, attitudes, or more temporary physiological conditions such as mood” (Chick & Dong, 2003, p. 338). Examples of intrapersonal constraints include lack of time because of work and lack of confidence or fear of failure. Historically, Black people have lower levels of intrapersonal empowerment, which can lead to a negative and demoralizing mindset and become a generational curse (Moon, 2007). Black farmers have faced issues such as fear and have experienced setbacks, which can affect their confidence in their ability to succeed (Hinson & Robinson, 2008). This fear of failure can lead to a reluctance to take risks or try new approaches, which can limit the growth of their farming operations (Hinson & Robinson, 2008). Additionally, Black farmers may experience an internalized sense of shame or stigma. It can occur due to societal and historical stereotypes and prejudices around Black people and farming (Dittmer, 1980). For example, the stereotype that farming is a low-paying and back-breaking job can impact Black farmers’ perception of themselves as farmers or their willingness to pursue farming as a career (Dittmer, 1980).

3.1.3. Structural Constraints

Structural constraints relate to external factors that condition individuals’ ability to be involved in desired activities. It includes a lack of access to transportation or financial resources and geographic and socio-political characteristics of their surroundings (Crawford et al., 1991). These constraints can be highly challenging for Black farmers, who are well-documented to face a multitude of barriers due to systemic racism and discrimination.

One of the most significant structural constraints that affect Black farmers is access to capital, which is essential for farming, as it is required to purchase land, seeds, fertilizers, and

other equipment necessary for thriving agriculture (Touzeau, 2019). Unfortunately, Black farmers have historically faced difficulties obtaining access to these resources due to discriminatory lending practices and policies of the government and financial institutions (Touzeau, 2019).

Another significant structural constraint affecting Black farmers is racial discrimination. Black farmers have faced discrimination and hostility throughout history, with the USDA implementing policies that allowed for systematic discrimination against Black farmers, such as the denial of loans, crop subsidies, and disaster recovery assistance (Nembhard, 2012).

Landownership is another structural constraint that disproportionately affects Black farmers (Carter & Alexander, 2020). Owning land and controlling its use is crucial to farmers' success and longevity. However, historical discrimination against Black farmers has led to the loss of land, making it incredibly challenging for Black farmers to expand their operations and remain competitive (Carter & Alexander, 2020).

3.2. Tourism Microentrepreneurial Social Capital

Social capital refers to the number and quality of connections facilitating people's ability to meet their desired goals (Reynolds, 2002). In close-knit communities, members can depend on each other for support and assistance since they have a network of trusted friends and family members. Black farmers may have lower levels of social capital due to historical discrimination, which can hinder their ability to form trusting relationships with essential actors in the agriculture sector (Reynolds, 2002).

The role of social capital in adopting sustainable agriculture practices has been well documented, with research showing that trust-based connections and networks can facilitate the

adoption of new technologies and improve environmental management in rural areas (Reece, 2019). Backed by substantial philanthropic support, the North Carolina Food Resilience Advisory Board has stressed the importance of social capital in the agriculture sector, emphasizing sustainable practices to assure food supply, specifically noting the role of Black and Indigenous peoples adopting sustainable agricultural management practices in the state (Center for Environmental Farming Systems, 2021).

Both formal and informal networks can help to ensure that emerging farmers seek financial support from their connections (Ferreira et al., 2022) and reduce the sociocultural factors that impact Black farmers' lack of available funding (Wuepper & Sauer, 2016). Farmers can seek encouragement and motivation from formal support organizations and from trusted members of the same ethnic group that have experience in the tourism business. Individuals with higher social capital are more likely to receive vital knowledge about tourism microentrepreneurship strategies and how to incorporate them into their agribusinesses (Ferreira et al., 2022).

One of the ways Black farmers strategized to build social capital was through formal and informal Black farmer cooperatives. These cooperatives comprised credit unions, agricultural, small industry, fishing, housing, and daycare co-ops. These cooperatives heavily depended on leadership that “provides the cohesion and coordination that would otherwise be established in part by written membership agreements, bylaws, and business plans” (Reynolds, 2002, p. 14). Informal cooperatives that depended on leadership from Black extension agents have disappeared over time. Black farmers' decline has also been due to farm consolidations and contracting decisions that diminish the decision-making requirements of farmers (Reynolds, 2002). If this continues, the importance of Black farmer cooperatives will continue to decrease.

According to a study by Ferreira et al. (2022), social capital can provide economic benefits to farmers through the sharing of resources such as transportation, machinery, and labor, which can be particularly valuable for small and resource-poor farmers who may not have the financial means to invest in new technologies on their own. Fruitful engagement in tourism microentrepreneurship activities enhances the opportunities for farmers to build connections with their colleagues, business partners, and public agencies (Ferreira et al., 2022). In addition, social capital can provide a sense of security and support for farmers (Musavengane & Kloppers, 2020). Mutual insurance arrangements and other forms of social support can help farmers protect themselves and their livelihoods in the event of unforeseen challenges.

Bonding social capital refers to the relationships formed among people with similar backgrounds and experiences (Kc et al., 2019). As explained by Kc et al. (2019), with bonding ties, people view each other as similar and possessing related norms and values. These networks tend to be informal and rely heavily on trust and mutual respect. In the context of Black farmers, bonding social capital often takes the form of support networks established to help farmers navigate agriculture's complex and often frustrating world. These support networks, such as the Black farmers market, National Black Farmers Association, and the Black Farmers Network, have been instrumental in helping black farmers work as a collective and build strong working relationships.

Bridging social capital, on the other hand, refers to relationships that are formed between people with different backgrounds and experiences (Kc et al., 2019). Bridging social capital often takes the form of professional networks and is crucial in gaining access to information, resources, and markets (Kc et al., 2019). In the context of black farmers, bridging social capital is essential in establishing relationships with government agencies, financial institutions, and

other agricultural stakeholders. By connecting with other communities and groups, such as the local government, Black farmers may access resources and opportunities that may not be available within their community. It can help to create new markets and expand opportunities for Black farmers. The connections formed through bridging social capital can help to amplify the voices and concerns of Black farmers and can lead to improved outcomes for the entire community.

3.3. Tourism Microentrepreneurial Self-Efficacy

Albert Bandura developed a self-efficacy theory as a psychological concept that refers to people's beliefs in their ability to achieve specific goals or tasks. According to Bandura (1977), self-efficacy beliefs determine how people think, feel, and behave in particular situations. He argued that self-efficacy beliefs influence people's effort to complete tasks, persistence in the face of obstacles, and resilience to stress and adversity. Researchers have found that individuals with higher levels of self-efficacy are more likely to engage in leisure activities, even in the face of barriers (Hagger & Luszczynska, 2014). People with high self-efficacy believe they can overcome these barriers and successfully participate in the activity. One way to increase self-efficacy is through social support and encouragement from friends and family. Research has also shown that social support can positively impact individuals' self-efficacy and ability to overcome constraints (Gagné & Deci, 2005). Social support is critically important for individuals who face additional challenges, such as people with disabilities or members of marginalized communities.

Black farmers may have lower levels of farming self-efficacy due to historical discrimination and negative experiences in the agriculture sector. To increase self-efficacy, Black farmers can seek social support and encouragement from friends and family and

participate in training programs that improve their knowledge and skills in the agriculture industry.

Economic freedom is one of the critical necessities African Americans have fought for from the slavery era to the modern day, so it is essential to consider self-efficacy theory, or the belief in one's capacity to excel at a target behavior (Pilar et al., 2012). This theoretical paradigm rationalizes individuals' motivation, exertion, and grit during a task. Self-efficacy theory assumes that individuals perceive themselves as capable of attaining various goals and are more likely to undertake these behaviors in the future (Schunk & Pajares, 2009). Furthermore, self-efficacy will also impact a person's level of motivation based on how much effort they put into a task and their level of perseverance should obstacles arise (Schunk & DiBenedetto, 2021).

Self-efficacy theory can be essential in guiding the diversification of farming among Black farmers. One factor that makes the idea stand out is that it is task-specific, unlike other motivational concepts. It is crucial since diversified agriculture is characteristically entrepreneurial. Jin et al. (2021) observed that small-scale farmers often encounter the challenge of finding innovative ways to differentiate themselves and their products using effective strategies that may give them a competitive advantage over others with more resources. Small-scale farmers can develop by embracing tourism microentrepreneurship since the roles and tasks needed can vary from one farmer to another without creating direct competition (Santeramo & Barbieri, 2017). Visitors tend to look for a unique experience. With the right motivation and conviction to deliver, small-scale farmers can utilize available resources to venture into farm microentrepreneurship.

However, the success of tourism ventures depends on the microentrepreneurial self-efficacy of the farmers. Ferreira et al. (2022) found that self-efficacy enhancement is possible

through interventions such as training, mentoring, and networking and that self-efficacy is positively related to tourism microentrepreneurial performance. In the case of tourism, farmers require a high level of microentrepreneurial self-efficacy to diversify their farming operations and develop successful tourism ventures. This self-efficacy drives belief in their ability to identify and capitalize on tourism opportunities, effectively market and promote their farm tourism ventures, and manage and grow their businesses (Ferreira et al., 2022).

3.4. Predictors of FTM Intentions

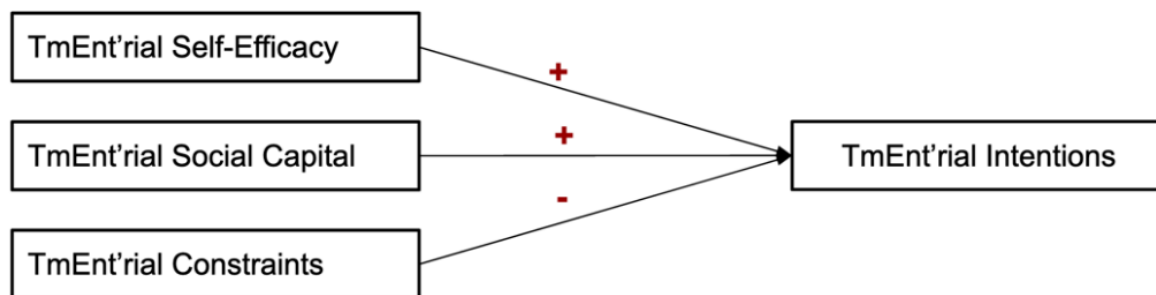
Overall, as narrated above, there is some consensus that constraints, social capital, and self-efficacy can help predict Black farmers' involvement in FTM. Specifically, the literature suggests that when farmers experience higher intrapersonal, intrapersonal, and structural constraints to their microentrepreneurial goals, they will tend to lose interest in exploring the development of tourism activities as the port of their diversified agribusiness pursuits in their farms.

However, the literature also suggests that when farmers are trained and have positive initial experiences in farm tourism microentrepreneurial activities, they tend to feel more self-efficacious, making them persevere in this kind of business activity even in the face of recognized barriers. Patterson et al. (2021) add that improving the public's agricultural literacy has often motivated farmers to be involved in tourism microentrepreneurship. Nazaridali et al. (2017, as cited in Patterson et al., 2021) further noted that farmers wanted to demonstrate their skill sets across many areas beyond the expected, such as involvement in conferences and significant events at their farms. Furthermore, the literature suggests that when farmers have good bridging ties with local government, support organizations like cooperative extension, and

with business partners in the formal tourism sector (e.g., hotels and restaurants), they can leverage those connections to access resources that can help them overcome constraints, and learn about new business opportunities (Ferreira, et al., 2021). Lastly, having good bonding ties with a trusted group of farmers can give Black farmers emotional support and help in difficult times, which allows them to cope with barriers and continue to pursue their farm tourism microentrepreneurial activities (Patterson et al., 2021). This study examined the conceptual model illustrated in Figure 3.1, showing constraints, social capital, and self-efficacy as predictors of farm tourism microentrepreneurial intentions.

Figure 3.1

Proposed Conceptual Model



IV. METHOD

4.1. Introduction

This section outlines the methods used throughout this study and supplies context to explain the topic's significance. First, the researcher identifies his self-position, which “reflects the position that the researcher has chosen to adopt within a given research study” (Savin-Baden & Major, 2013, p. 71). Rowe (2014) explains how the researcher’s position significantly influences a study’s direction, process, and results. The researcher then identifies the study setting. Finally, the researcher outlines the steps and procedures to fulfil the study design, delineating the processes used during the various methodological phases. The first and second phases of the quantitative portion of the study involved using GIS to obtain data as part of an analysis of spatial patterns and trends and the online survey to collect data on North Carolina farmers. The section concludes with a description of the study’s qualitative interview phase.

4.2. Self-Positioning

Self-positioning is critical in researching as it requires the researcher to recognize and acknowledge their biases, limitations, and privileges that may affect their understanding and interpretation of their research findings (Bernard-Carreño, 2015). In this study of Black farmers in rural America, self-positioning was particularly crucial as it allowed me to understand and recognize how my experiences and background shaped my understanding of the challenges and experiences of Black farmers.

The researcher’s experiences as an African American male growing up in an urban area offered a limited understanding of farming or Black farmers in rural areas. Living in urban America has permitted me ready access to nearby opportunities. Resources such as grocery

stores, healthy food, recreation facilities, and educational opportunities have been more accessible to access due to the geographical location in which I lived. However, I was able to experience and observe rural America when I began work in the non-profit sector in northeastern North Carolina. Volunteering in those communities for almost two years gave me a deeper understanding of the lives of Black farmers in North Carolina. In particular, I noticed hardships that Black farmers face daily, such as lack of access to broadband Internet, grocery stores, transportation, inadequate funding, and lack of access to education and assistance during natural disasters such as flooding or hurricanes. Seeing these hardships and what I perceived as the lack of studies on Black farmers in rural America inspired my passion for researching this topic. My goals for this study were not only to gain a greater understanding of the Black farmer's plight through research but to make a difference in the lives of rural community members and help authorities make good, sound decisions.

In this study, the researcher made every effort to recognize and acknowledge personal privilege and limitations as an outsider to the rural Black farming community. I strived to be mindful of my own biases and assumptions and worked to ensure that Black farmers' voices and experiences were accurately and respectfully represented. I also recognized the importance of collaborating and consulting with Black farmers and community members to ensure the research remained relevant and valuable to their needs and experiences. I worked closely with Black farmers throughout the research process, from the development of research questions to the interpretation and dissemination of findings to ensure that the research was responsive to the needs and concerns of the community and conducted in a way that was respectful and sensitive to the immediate cultural and historical contexts.

I also intend to disseminate and communicate my research findings in a way that Black farmers and community members could easily access and understand, an approach that often involves engaging in dialogue with local organizations and community leaders about the research and its implications. Moreover, I hope to share the research findings within an actionable framework that could inform policy and practice that benefit Black farmers and their communities.

The importance of self-positioning, collaborating, and consulting with Black farmers and community members during this thesis research cannot be overstated. Petchko (2018) noted that involving stakeholders and community members in the research process can lead to more effective and sustainable outcomes. In the same way, I hope that involving Black farmers and community members in the research process on Black farmers in rural America can lead to more effective and sustainable solutions for improving their livelihoods and well-being.

4.3. Study Setting

Figure 4.1 depicts the spatial distribution of North Carolina's enslaved population in 1860. Dark blue represents the group with the most members, while groups with the fewest numbers appear in lighter colors. Most enslaved people resided in the east, with the population of most excellent density in the northeastern part of the state. One can infer that the reason the most significant concentrations of Black farmers reside today in the northeastern and southeastern regions reflects their most significant concentrations as enslaved people in North Carolina in 1860.

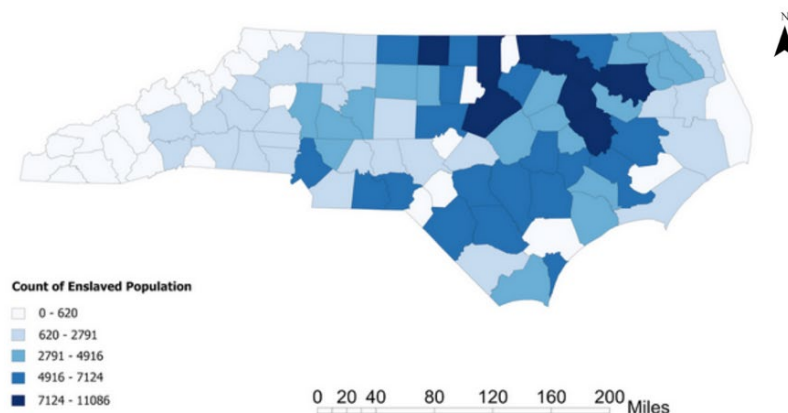
In addition, the historical literature highlights that after working as sharecroppers in the late 1800s, Black people began to acquire land (Dunbar-Ortiz, 2014). Furthermore, as some

White landowners left to settle more productive land in the South and West, Piedmont land became available, creating a new ownership opportunity from which Black people had historically been excluded. The land provided independence, self-sufficiency, autonomy, and economic power (Quisumbing King et al., 2018). They took advantage of their connections with White landowners, occupied vacant spaces, and saved their hard-earned Sunday Money (earning extra money on the weekends) to acquire their property plots.

Figure 4.1 illustrates a decrease in population from east to west, with few enslaved people located along the state's western border. Surprisingly, some areas have the highest enslaved population count adjacent to the county with the lowest enslaved population count. In summary, the primary regions of the enslaved Black population in North Carolina were in the southeast and northeast parts of the state.

Figure 4.1

Enslaved Population in the State of North Carolina in 1860



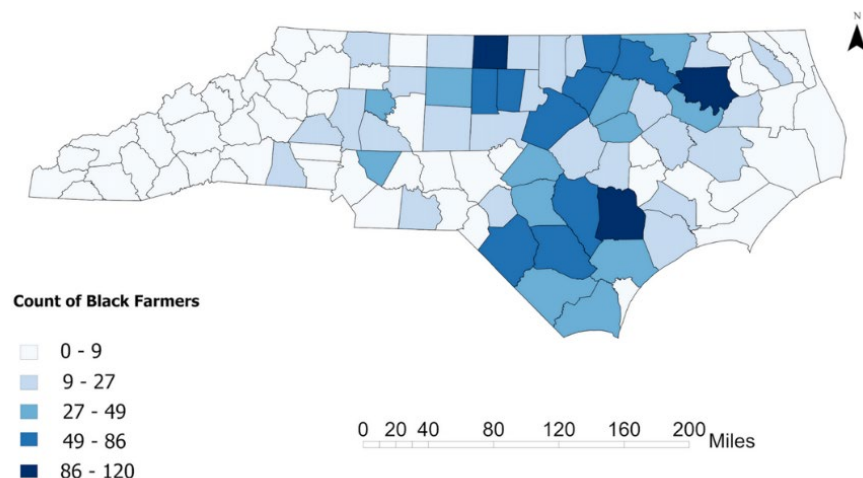
According to the most recent USDA *Census of Agriculture* (2017), North Carolina has approximately 46,000 farmers residing on about 1,500 Black-owned farms (3% of all farms in North Carolina). The map in Figure 4.2 represents the current geographic distribution of the African American population in North Carolina. The map in Figure 4.2 illustrates Black farmer

density in five ranges. The lightly shaded counties depict those with the fewest Black farmers. Those counties with a minor concentration (0 to 9) appear in white; the counties shaded in dark blue represent the greatest concentration of Black farmers. The figure clearly illustrates that most of the Black farm population resides in the eastern region, which extends north to south. In the western section, the African American Black farmer population is small; the border of the western region has few Black farmers.

Figures 4.1 and 4.2 collectively illustrate the relationship between the locations where Black people resided when enslaved and where Black farmers currently own farms today. The figures highlight areas where Black people lived as enslaved but have few Black-owned farms today, particularly in central North Carolina.

Figure 4.2

Black Farmers in North Carolina in 2017



Regarding farm tourism in North Carolina, farm tourism microentrepreneurship has been proposed to revitalize rural economies (Ferreira et al., 2020). North Carolina has a diverse and rich agriscap and appeals to urbanites that celebrate local roots. According to Ferreira (2019), it was noted that 45.4% of farmers said tours, stays, and farm experiences were deemed necessary

to them. North Carolina also has a Visit NC farm app with around 800 agritourism assets, including tours, farm experiences, etc. (Ferreira et al., 2020).

4.4. Study Design

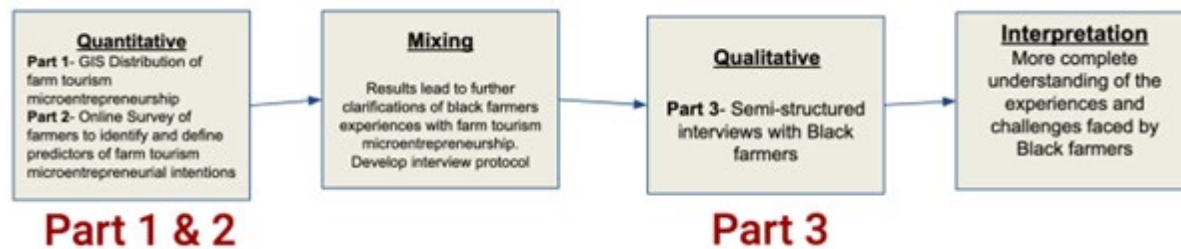
Mixed methods research design provides powerful tools for investigating complex phenomena (Fetters et al., 2013). The procedure requires sequence collection and qualitative and quantitative data analysis (Creswell & Plano Clark, 2017). This thesis employed an exploratory sequential mixed-method research design to gain a comprehensive understanding of the experiences and challenges faced by Black farmers in North Carolina and to identify potential strategies for addressing them. According to Berman (2017), the exploratory sequential design deals with an initial quantitative data analysis, followed by qualitative data analysis to obtain a more nuanced explanation of the quantitative data.

This quantitative study included a GIS analysis of farm tourism microentrepreneurship potential and support. The survey included closed-ended and open-ended questions and used regression analysis and two-sample t-tests to compare farm tourism microentrepreneurial intentions predictors between Black and White farmers in North Carolina. In the third part of the study, the researcher collected data from in-depth interviews with Black farmers in North Carolina and then thematically analyzed the interview data using Nvivo software. Results clarified Black farmers' experiences with farm tourism microentrepreneurship, how they identify themselves, what Black agrarianism means, their roles in the local food system, and their constraints. The integrated results from the qualitative and quantitative phases provided a more comprehensive understanding of the experiences and challenges faced by Black farmers involved

in tourism microentrepreneurship. The exploratory sequential mixed methods design implementation followed the sequence illustrated in Figure 4.3.

Figure 4.3

Explanatory Mixed Methods Design Used in this Study



4.5. Quantitative Phase: Part 1 - GIS

Geographical Information Systems (GIS) are computer-based technologies and tools that allow for data creation, storage, visualization, management, and analysis through maps. GIS techniques help identify geographic features and their associated information (Duckham et al., 2003). By linking data to a map and combining location information with descriptive data, GIS enables the identification of the spatial distribution of natural and unnatural events (Goodchild, 1992), the combination of data from multiple layers (Chang, 2008), and the effective management of geospatial data (Parker, 1988).

GIS is a valuable tool for understanding spatial distribution. One of its key features is thematic mapping, which highlights the spatial distribution of one or more geographic features, such as population and income (Slocum et al., 2022). Several types of maps can present thematic mapping, including choropleth maps, which use colors to represent the magnitude of an attribute within an enumeration unit, such as a county, and isopleth maps, which use lines to connect points of the equal attribute value (Monmonier & de Blij, 1996).

4.5.1. Data

As noted earlier, GIS techniques can collect, manage, analyze, and map data from various sources. In this study, the researcher used GIS to gather data from the USDA *Agricultural Census*, NC One Map, National Assessment of Adult Literacy, Environmental Systems Research Institute (ESRI), USDA Economic Research Services, and the Federal Communications Commission. The techniques successfully collected data and linked it to maps that provided a combination of location information and descriptive data related to tourism microentrepreneurship of Black farmers in North Carolina. The data source associated with each dataset is available in Table 4.1.

One software widely used for visualizing and analyzing GIS data is ArcGIS Pro, a professional desktop mapping and spatial analysis software developed by ESRI. GIS used in conjunction with ArcGIS Pro permits the analysis of data in 2D and 3D maps and advanced spatial analysis using additional tools and functions. Some of these tools include clustering and hot spot analysis to identify patterns and trends in data.

Table 4.1

GIS Study Data Sources

Data Source	Data Description
USDA Agricultural Census	Spatial Distribution of Black Farmers
NC One Map	Road Connectivity Information
National Assessment of Adult Literacy	Literacy Information
USDA Economic Research Services	Urban Influence Codes
	Natural Amenities Information
Federal Communications Commission	Broadband Information

Using these GIS processing tools, the researcher effectively gathered, managed, and analyzed geographic data. Moreover, GIS-enabled the visualization and understanding of spatial patterns and trends, as demonstrated in the various maps that were essential in providing a foundation for the findings section of the thesis.

4.5.2. Analysis

The study effectively identified spatial patterns and trends related to Black farmers in North Carolina by linking data to maps and combining location information with descriptive data. In the analysis phase, GIS tools and techniques played a crucial role in processing and analyzing the data, enabling a deeper understanding of the research topic.

4.6. Quantitative Phase: Part 2 - Online Survey

4.6.1. Instruments and Procedures

The researcher administered an online survey to collect data on farmers in North Carolina. Even though the researcher administered the survey to all farmers in North Carolina, the particular study sample for this research was to analyze the results from Black and White farmers. The survey utilized closed and open-ended questions, which helped to provide the respondents' thoughts on tourism microentrepreneurship. Respondents had three weeks to complete the study email. The survey also assured the participants that their personal information was secure. Assuring participants of the safety of their privacy in such a survey is essential since it ensures that participants respond confidently and honestly (Khoo-Lattimore et al., 2019).

The researcher reviewed the data using a multiple regression statistical model, which calculated the amount of variance in the dependent variable (Intentions) that the independent variables (self-efficacy, intrapersonal constraints, and social capital) accounted for. The R-

squared statistic modeled the percentage of variation explained by the independent variables. The hypotheses tested were whether the independent variables had any measurable effect on the dependent variable.

The survey was categorized into five sections, each asking the respondent different questions. Part A of the survey asked about farm characteristics and agribusiness and used a five-point Likert scale to capture data about their revenue streams. Other questions were related to cultivation, farm address, and ownership of the farms.

Part B asked about participants' tourism microentrepreneurial self-efficacy, with questions adapted from Ferreira et al. (2022). Nine items comprised the five-point Likert scale for measuring tourism microentrepreneurship self-efficacy. Boyd and Vozikis (1994) used the same scale to query extension agents and farmers for entrepreneurial self-efficacy (ESEs). The researcher reported the average of the variables of the above scales in the findings section of this research.

Part C asked about tourism microentrepreneurial social capital, using a scale adapted from Chen et al. (2008). The scale included six items, using the following dimensions: local government, industry tourism, and other farmers. The measurement was a five-point Likert scale Jeong et al. (2021) used to measure the social capital of online brand communities. The researcher reports findings in Chapter 5 related to a network of secondary associations, interpersonal trust and reciprocity, norms of mutual aid among individuals to facilitate collective actions, and the average of the variables of the above scales.

Part D asked about farm tourism microentrepreneurial constraints and included nine questions about intrapersonal and interpersonal constraints. Measurement consisted of a five-point Likert scale developed by Schneider and Wilhelm Stanis (2007) and subsequently used by

Nyaupane and Andereck (2008) to study the constraints related to traveling for leisure activities. Intrapersonal constraints are individuals' psychological states and attributes that influence individual preferences (Crawford & Godbey, 1987), including lack of interest, kin and non-kin references, group attitude, perceived self-skill, and stress and anxiety measurements. On the other hand, interpersonal constraints occur due to the unavailability of other people, which inhibits an individual from participating in activities that require at least a partner or a strong desire for a co-participant (Crawford & Godbey, 1987).

Part E, measuring nine items of tourism microentrepreneurial intentions, queried how likely participants were to be involved in tourism business activities. The tourism microentrepreneurial intentions used queries adapted from the NC Barometer (Dodson et al., 2021), using a nine-item Likert scale.

While the next chapter will report the results of the surveys, significant survey limitations include the potential for self-selection bias among participants and the possibility of response bias. Such regulations require consideration when interpreting the results of the survey.

4.6.2. Sample

The study comprised a sample population of 27 Black farmers who reside and own farmland in North Carolina. Table 4.2 presents the expected signs of the regression results between intentions (dependent variable) and three independent variables: self-efficacy, social capital, and intra-personal constraints. Self-efficacy refers to the farmers' belief in their ability to achieve their farming goals. Social capital refers to the resources available to them through their networks and relationships. Intra-personal constraints refer to personal barriers limiting an individual's ability to pursue goals. Table 4.2 displays the a-priori expectations for the relationships between these variables.

Table 4.2

Expected Signs of Regression Results

Dependent Variable	Independent variable	Sign of Relationship
Intentions	Self-Efficacy	Positive
Intentions	Social Capital	Positive
Intentions	Intra-personal Constraints	Negative

Note: The table above is created from Self-Efficacy Mechanism in Farm Tourism microentrepreneurship by Ferreira, 13, (2022)

4.7. Qualitative Phase: Part 3 - Interviews

4.7.1. Interview Protocol and Procedures

The researcher carefully designed the interview protocol to gather information from participants efficiently and effectively while ensuring the participants' comfort and safety. The first step in the protocol was to contact the participants via email to schedule an interview time and location convenient for them. The researcher followed this email with a telephone call to confirm the interview details, including the date, time, and place. This two-step process ensured the participants knew the interview details and confirmed that each participant was committed to the scheduled time.

The interviews took place on each participant's farm. Conducting the discussions on the farm allowed the participants to provide insights on the topic while in a familiar environment. The location also allowed the researcher to understand the participant's farm operations more deeply.

Each interview lasted approximately 30 minutes, which provided sufficient time for the participants to answer the questions and provide detailed responses. This timeframe emerged from pilot testing the interview protocol when 30 minutes was enough to gather the necessary information.

The interviewer followed an established protocol, asking the questions in the order designed and allowing for follow-up questions as needed. The research followed this approach to ensure that the researcher consistently asked all questions and that all participants had an opportunity to provide detailed responses. The researcher posed follow-up questions to obtain additional information or clarify a participant's responses.

The researcher tested and refined the protocol to ensure the participants sensed a relaxed, comfortable, and safe environment to provide their insights. The design attempted to gather uniformly detailed and accurate information that would be useful in answering the research questions. Also, the protocol was implemented consistently to ensure that all the participants were asked the same questions and that the information gathered was comparable across participants.

The protocol consisted of four sections, each designed to assess different aspects of the farmers' experiences and perspectives. The first section focused on each farmer's characteristics, including questions about the farmer's desired self-image (e.g., "Can you describe yourself as a farmer?"), their role in local food systems, and their involvement in tourism microentrepreneurship (see Figure 4.4). This approach authentically represented the farmer's perspectives and experiences by permitting farmers to create their self-narratives and self-images. Moreover, the process is consistent with the work of Lee and Scott (2017), who found

habitus, a set of dispositions and ways of thinking acquired through socialization, helpful in understanding how discrimination shapes travel behavior.

Figure 4.4

Interview Protocol Section A

A. First, let's introduce ourselves...

1. Gender: _____	2. Year of Birth _____	3. Ethnicity: _____
4. Where do you live? _____		
5. How long have you lived there? _____		
6. How would you describe yourself as a farmer?		

7. How would you describe your involvement in <u>farm</u> tourism business?		

8. How many different crops do you grow on your farm? Let's list them!		

9. How do you contribute to the local food system?		

The second section focused on Black agrarianism and the cultural and political facets that embrace the history and legacy of Black farmers and the critical role of agriculture in Black communities (see Figure 4.5). This movement is rooted in the legacy of slavery and the ongoing struggles for land ownership and economic empowerment for Black farmers. Many Black farmers lost land and resources during the post-Civil War period through discriminatory practices such as the Black Codes, which restricted their ability to own property and conduct business. This legacy of land theft and discrimination left a strong imprint on Black farming communities and continues to shape the experiences of Black farmers today.

Black Agrarianism also encompasses the idea of self-sufficiency, self-determinism, and the importance of food sovereignty for Black communities. Food sovereignty is the right of people to define their food systems and access healthy, culturally appropriate food produced locally and sustainably (Wittman et al., 2010). Black farmers have historically been marginalized and excluded from mainstream food systems and have often had to rely on their resources and networks to grow and sell their food. Today's Black agrarianism has close ties to the broader

issue of food justice, which seeks to address how food systems shape discrimination and inequality.

Figure 4.5

Interview Protocol Section B

B. Ok, next I would like to have you reflect on the notion of Black agrarianism

Black agrarianism refers to the idea that owning and drawing livelihoods from land is a source of freedom, pride and belonging for African Americans.



How do you see your farming and farm tourism activity contributing to this vision?

Probes: How does that make you feel? Why do you do those things?





The third section of the protocol involved a photo sorting activity in which the researcher asked study participants to identify two images that they found most desirable for agribusiness/tourism activities and two that they placed as least desirable (see Figure 4.6). This method, advocated by Peroff et al. (2020), known as photo sorting, is an effective tool for eliciting insights from participants as it allows them to use visual cues to express their preferences and opinions (Steen Jacobsen, 2007).





Figure 4.6

Interview Protocol Section C



C. Please select the two **most** appealing and two **least** appealing photos of agribusiness and tourism activities

<p>1. Just farming</p>  <p>Select -> -< _____ Why: _____</p>	<p>2. Farmer apprenticeships</p>  <p>Select -> -< _____ Why: _____</p>
<p>3. Farm tours</p>  <p>Select -> -< _____ Why: _____</p>	<p>4. Hands-on experiences for visitors</p>  <p>Select -> -< _____ Why: _____</p>
<p>5. Hosting school trips</p>  <p>Select -> -< _____ Why: _____</p>	<p>6. Produce stand</p>  <p>Select -> -< _____ Why: _____</p>

<p>7. Farmers markets</p>  <p>Select -> -< _____ Why: _____</p>	<p>8. CSAs & VSAs</p>  <p>Select -> -< _____ Why: _____</p>
<p>9. Hosting weddings</p>  <p>Select -> -< _____ Why: _____</p>	<p>10. Organizing events</p>  <p>Select -> -< _____ Why: _____</p>
<p>11. Pick-your-own</p>  <p>Select -> -< _____ Why: _____</p>	<p>12. Lodging and camping</p>  <p>Select -> -< _____ Why: _____</p>



The fourth section of the protocol explored Black agrarianism using vignette techniques (see Figure 4.7). The researcher developed two vignettes, each illustrating scenarios potentially invoking feelings of structural discrimination regarding social capital and hiring staff to help at the farm. Hirn Mueller et al. (2015) used the vignette technique as a type of interview technique suited to elicit in-depth responses from participants regarding stressful and traumatic topics. The vignettes developed for this protocol followed a process identical to that used by Lee and Scott (2017). They illustrated scenarios with marked references to structural discrimination regarding social capital and hiring staff to help at the farm. Using this technique, the researcher obtained detailed information about the participants' experiences and perspectives on specific issues of discrimination and racism with the USDA in the context of Black agrarianism.

Figure 4.7

Interview Protocol Section D

D. Please reflect on each of the following paragraphs.

V1
"I have applied for USDA loans before but I didn't get what I asked for and the decision came late, which hurts my ability to be a good farmer. I know that many Black farmers have lost their land because of debt, and we are always the last ones to be told about business opportunities. So, whenever I am interacting with local government and support organizations, I have to be very careful with what I say. They may use what I say against me or they may even sell my information."

V1Q1. How does this paragraph resonate with your life experience?

V1Q2. How do these issues affect your involvement in farm tourism microentrepreneurship?

V2
"I have worked hard maintaining my farm land/business. I know that the upcoming generation is not as interested in farming and I am afraid of what will happen to my farm land after I pass away. It is difficult for me to get help from younger people in my family during the busiest times like harvest, events, and markets. On top of that, I can't find good staff in this area to help me run my farm, and I don't feel helped nor comfortable reaching out to local organizations/agencies."

V2Q1. How does this paragraph resonate with your life experience?

V2Q2. How do these issues affect your involvement in farm tourism microentrepreneurship?

4.7.2. Interview Participants

The participants in this study were Black farmers residing in North Carolina who had experiences with lending practices and owned or rented land. The population helped identify various constraints Black farmers face in North Carolina regarding tourism farming and microentrepreneurial activities. The population was crucial in developing answers for the geospatial analysis, online survey, and semi-structured interview.

Of the 22 participants, 11 were male, and 11 were female. By recruiting this number of participants, the researcher anticipated a broad range of responses that allow for possible patterns and inferences (Firestone, 1993). In addition, the researcher selected participants from different

parts of North Carolina. Choosing people from other regions was essential in helping to determine if answers from various parts of the state differed.

The participants were selected using a non-probability approach since it is easier and less costly. The study utilized convenience sampling by selecting participants from the People-First Tourism Lab (P1tLab) database at North Carolina State University. Also, the researcher implemented the snowball technique asking participants after the interview if they knew anyone else who would be interested in participating in this study. Grouping the participants into equal male and female participants offered the opportunity to examine whether there was a difference between male and female farmers' responses and experiences and to evaluate further whether the discrepancies of the Black farmers were uniform among all genders and whether gender inequality exists.

In-depth interviews served to collect qualitative data from Black farmers. The researcher employed a cross-sectional research design because it simultaneously enabled the analysis of several variables (Sileyew, 2019). The in-depth interviews were vital to this not only for the responses received but also to permit the researcher to hear Black farmers' first-hand experiences. The interviews added a storytelling component to the study and strengthened and added depth to the data already collected from the GIS maps and the earlier survey.

V. FINDINGS/RESULTS

5.1. Part 1 - GIS

The researcher used GIS to address research question one: What is the geospatial distribution of farm tourism microentrepreneurship opportunity and support systems for Black farmers in North Carolina? to analyze the geospatial distribution of farm tourism microentrepreneurship opportunities and support systems for Black farmers in North Carolina. Specifically, thematic mapping served to visualize the spatial distribution of variables associated with farm tourism potential, including road connectivity, natural amenities, household income, urban influence, and any variables related to support systems for potential farm tourism microentrepreneurs, including tourism budgets, broadband connectivity, and population literacy.

The researcher deployed a proximity distance tool to evaluate the accessibility of each county in North Carolina in terms of transportation and created a categorized map consisting of five classifications using the Jenks natural break method. The map revealed that counties with the most available accessibility are in the urban growth crescent of the state. In contrast, counties with the greatest concentration of Black farmers and African American populations in the northeast and southeast parts of the state have poor transit accessibility.

An analysis of the 2013 Urban Influence Codes differentiating metropolitan and non-metropolitan counties revealed that a significant proportion of African American farmers reside in rural counties with limited access to resources and funding compared to urban areas. In addition, the Natural Amenities Scale evaluated the physical characteristics of a county area that contribute to its desirability as a place to live or visit. The majority of the metropolitan areas in North Carolina are concentrated in the central region of the state and extend east and west. In contrast, rural areas tend to have limited access to natural amenities. These findings have

important implications for understanding the circumstances affecting Black farmers' involvement in farm tourism microentrepreneurship.

5.1.1. Spatial Distribution of FTM Potential

Baskerville's (2013) study on agritourism farms in Nebraska found that the proximity to major roads was crucial for the long-term success of farms. Building on Baskerville's (2013) research, this study evaluated the transportation accessibility of each county in North Carolina using a proximity distance tool to calculate road distance per county.

Figure 5.1 presents the analysis results as a visual representation of the transportation accessibility for each county in North Carolina. The researcher presents the data on a categorized map with five classifications. The Jenks natural break method automated data categorization into groups with similar values to create distinct classes with minimal within-class variation and maximum between-class variation (Jenks, 1967). The categories for the map ranged from 980.1 m to 8,632 m, with the best accessibility depicted in dark blue tones and the worst accessibility shown in white and light blue tones.

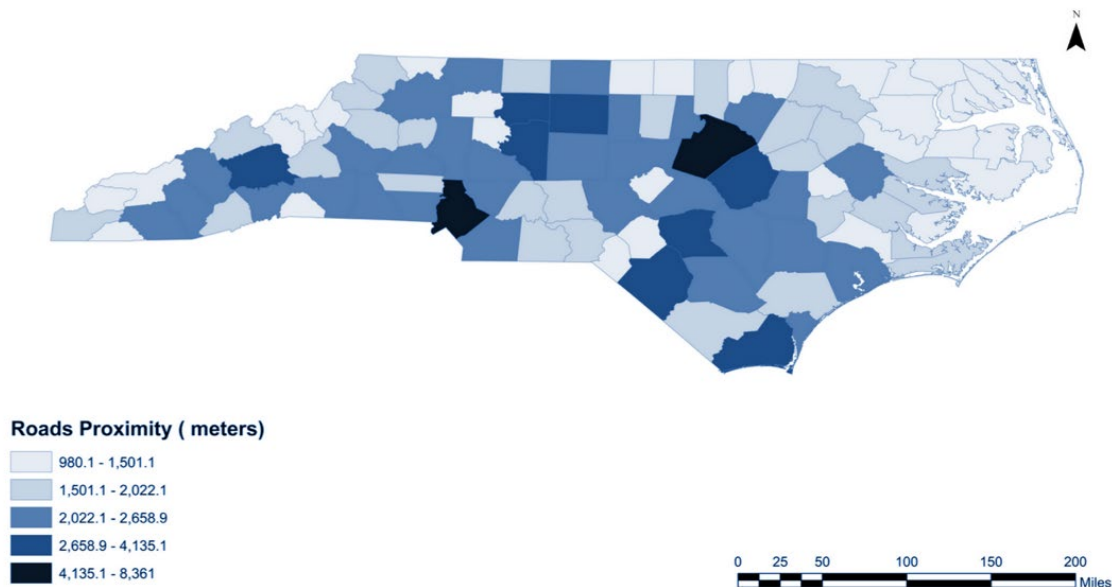
The map reveals that the most road-accessible counties are in the state's center (Piedmont) region (see Figure 5.1). In addition, self-spatial solid autocorrelation in transportation accessibility shows that counties with middle-value accessibility surround any county with the best transportation accessibility. Westernmost and easternmost counties have the lowest transportation accessibility, which may be due to the rugged mountain terrain to the west and large bodies of water to the east.

Figure 5.1 also shows that counties with the greatest concentration of Black farmer populations in the northeast and southeast parts of the state have poor transit accessibility. Thus, this means that potential farm visitors would have more difficult journeys to those counties and

those farms. However, counties like Halifax, Bertie, and Duplin have a concentration of Black farmers and are adjacent to counties with adequate transportation accessibility.

Figure 5.1

North Carolina Road Connectivity



The 2013 Urban Influence Codes of the United States Department of Agriculture differentiate metropolitan counties (based on the population size of their metropolitan area) from non-metropolitan counties (based on the size of the largest city or town and its proximity) to metropolitan, micropolitan areas, and noncore areas. These codes are essential for analyzing population change and economic development in rural and small towns in the United States.

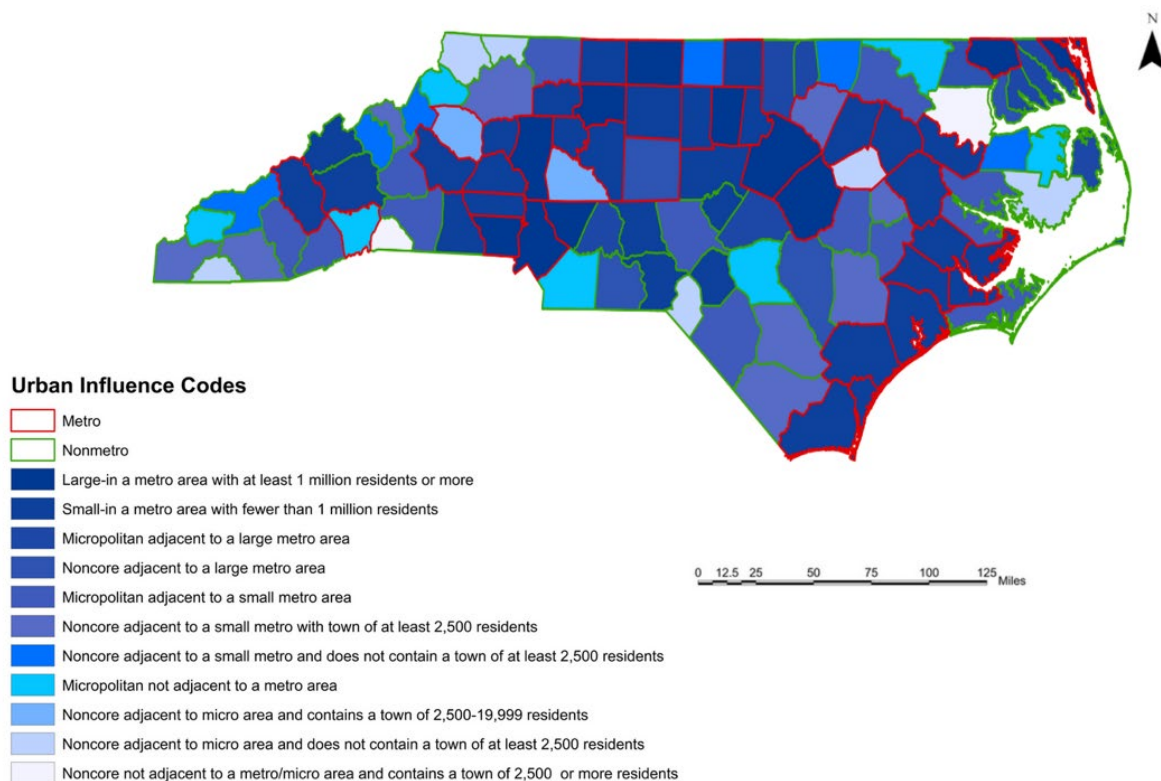
Yin (2019) used GIS and the two-transportation-mode, two-step floating catchment area method to examine inequities in spatial accessibility to prenatal care between urban and rural areas in Georgia from 2000 to 2010, highlighting the importance of these codes in decision-making. Figure 5.2 exemplifies the classification scheme's application to North Carolina, with

each county's code presented and the geographical distribution and spatial relationships among them highlighted. The map illustrates 13 categories.

The map (see Figure 5.2) reveals that the majority of the metropolitan areas in North Carolina are concentrated in the central region of the state and extend east and west, highlighting the potential for regional interdependence (Fotheringham & Wong, 1989). In contrast, rural areas like Halifax and Northampton are typically near the state's outer border. A comparative analysis of the Urban Influence-based categorization of counties and the distribution of the African American population shows that many African American farmers reside in rural counties, such as Bertie, Cashwell, and Duplin.

Figure 5.2

North Carolina Urban Influence Codes Map



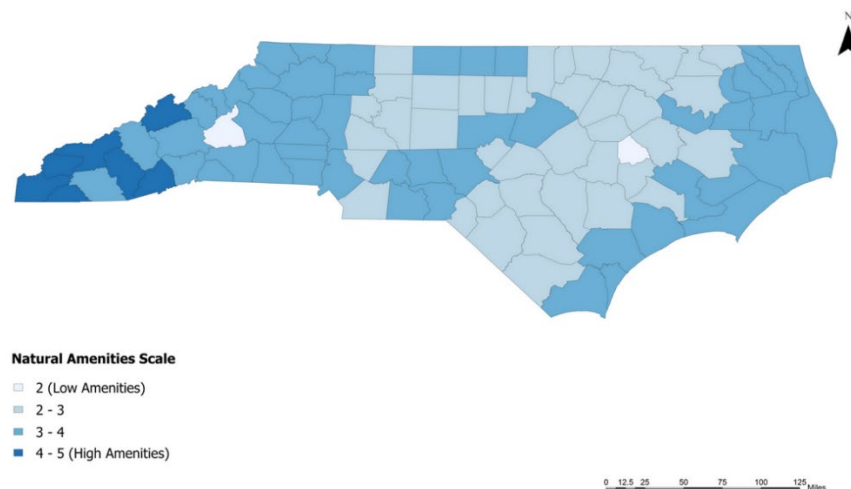
The Natural Amenities Scale, developed by the USDA Economic Research Service (ERS) (ERS, 2019), evaluates a county area's physical characteristics contributing to its desirability as a place to live or visit. The scale consists of six climates, topography, and water area measures that reflect environmental qualities commonly considered desirable by the general population. The six climates are water area, summer humidity, topographic variation, winter sun, warm winter, temperate summer, and low summer humidity. Researchers use the Natural Amenities Scale to study how the environment affects people's well-being in the United States.

Winters and Li (2017) examined the relationship between urbanization, natural amenities, and subjective well-being in the United States. The authors used Natural Amenities Scale data to analyze this relationship. As illustrated in Figure 5.3, the Natural Amenities map for North Carolina represents the natural amenities code for each county and the geographical distribution and spatial relationships among them. The amenities tool assigns numbers to rank counties into four categories based on the defined scale. Those counties with a value of 2 rate as having the least favorable amenities (indicated in white; higher value amenities are displayed in darker shades on the map).

The map below (see Figure 5.3) illustrates that the western counties have the highest value on the Natural Amenities Scale. These counties also tend to have a moderate urban influence and are less accessible. In comparison, the distribution of Black farmers depicted in Figure 4.2 shows that counties with high concentrations of Black farmers, like Bertie, Duplin, and Bladen, in the northeast or southeast, tend to have lower scores on the Natural Amenities Scale.

Figure 5.3

N.C. Natural Amenities Map



5.1.2. Spatial Distribution of Support for FTM

As of March 2023, the Federal Communications Commission’s (FCC) official minimum standard for broadband speed remains at 25 Megabits per second (Mbps) and 3 Mbps for upload (National Telecommunications and Information Administration, 2023). Most experts agree that this definition is insufficient for today’s network connectivity, especially in light of more network-intensive applications and multiple household members using the network for video calls and other digital tasks (Gonsalves, 2020).

According to van Deursen et al. (2021), broadband companies generally tie higher service levels to an area’s household income. If network companies’ analyses do not view an area as profitable, broadband access will be limited.

Zahnd et al. (2022) used GIS technology to examine the disparities in broadband access among different geographic, racial, ethnic, and socio-economic groups in the United States. They studied how people in various parts of the country access the Internet in cities and towns and found great disparities. The authors argue that awareness of these differences in Internet access is

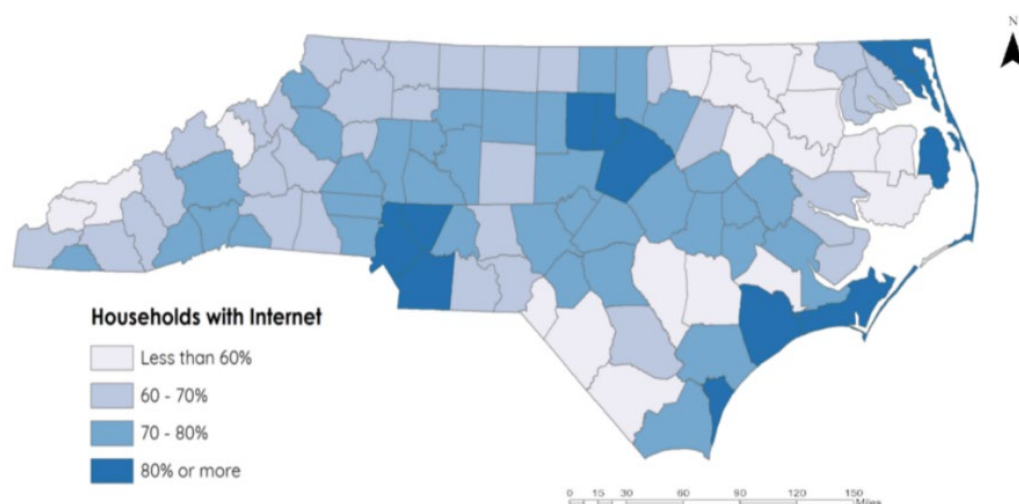
vital since access affects people's ability to participate fully in the economy, society, and government. Addressing these disparities will move all Americans closer to having an opportunity to have adequate access to the Internet and its benefits.

Figure 5.4, The data displayed in four categories indicate that the proportion of households with Internet access fall within the ranges of less than 60%, between 60%-70%, between 70%-80%, and greater than 80%. Counties in the far northeast and southeast border regions, such as New Hanover, Dare, and Currituck counties, exhibit connectivity levels greater than 80%, a notable trend not observed in the western border regions. The central counties of North Carolina exhibit connectivity levels of greater than 70%.

Analyzing the distribution of the African American population to Internet connectivity reveals that the northeastern cluster of the African American farm population tends to have moderate to low connectivity levels. In contrast, the southeastern group of the African American population is generally underserved with poor Internet connectivity (see Figure 5.4).

Figure 5.4

High-Speed Broadband Availability in North Carolina Map



Literacy comprises reading, writing, listening, and speaking skills (Mudra, 2020). These skills are essential for many facets of life, including education, work, and social participation. Studies have also shown a relationship between literacy and other skills, such as math, problem-solving, and technology use (The Organization of Economic cooperation and Development, 2012). Figure 5.5 presents the spatial distribution of adult literacy in the counties of North Carolina in 2003, grouped by five classifications based on the percentage of individuals in North Carolina who lack literacy skills. The classification shows that the counties with the highest literacy levels (indicated by a lower rate of individuals lacking literacy skills) appear in lighter colors. Those counties with lower literacy levels (indicated by a higher percentage of individuals lacking literacy skills) appear in the more darkly shaded areas.

The map (Figure 5.5) shows that eastern North Carolina generally has a higher percentage of individuals without literacy skills, which indicates a population with lower levels of education. Conversely, the western region of the state has a lower rate of individuals with literacy skills, indicating a population with higher levels of education. This disparity in literacy levels can significantly affect the ability of individuals and communities in these regions to access resources, take advantage of financial opportunities, and diversify their farm operations. The trend in adult literacy directly correlates with data on Internet connectivity presented in Figure 5.5, which supports the argument that counties with higher broadband connectivity tend to have higher levels of adult literacy. Understanding the adult literacy data from the perspective of the African American population, as depicted in Figure 5.5, provides insights into the educational disparities and opportunities faced by this demographic.

Figure 5.5

North Carolina Literacy Skills

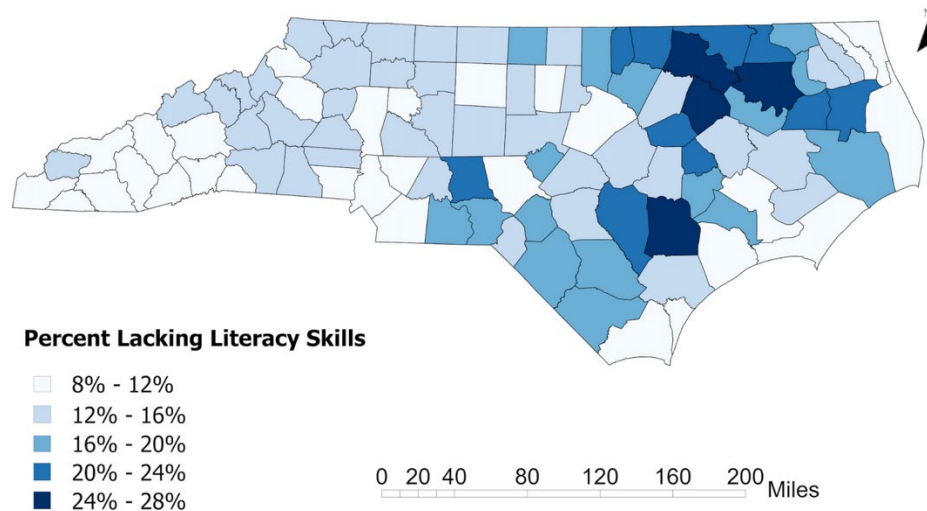


Figure 5.6 shows the distribution of tourism revenues earned by county governments in North Carolina through collecting occupancy tax from overnight stays. The range of county tourism budgets in millions of dollars shows that counties with the most significant budgets appear in dark shades and the lowest in lighter colors.

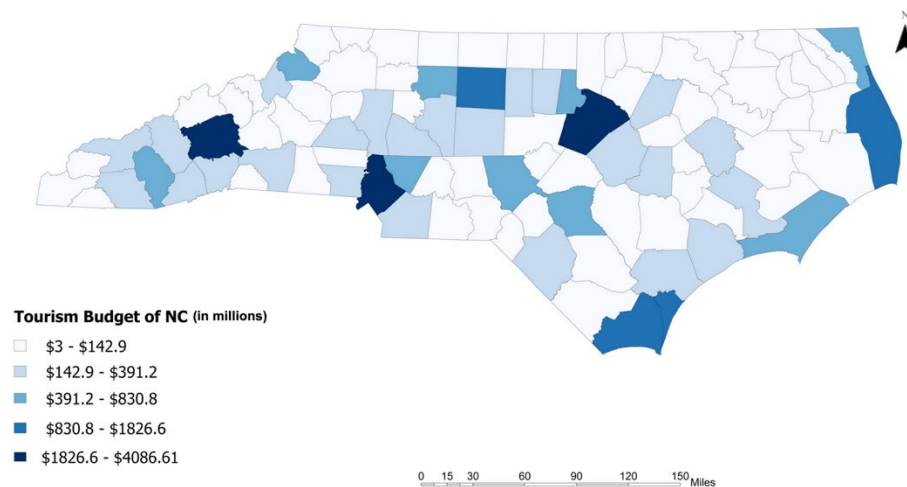
The map (Figure 5.6) highlights that most counties in North Carolina have low tourism budgets compared to counties in the central region (Wake and Durham) and on the coast (Brunswick, New Hanover, and Dare). These counties also have a higher Internet connectivity and literacy rate, suggesting a relationship between these factors and tourism budgets. Additionally, counties with a high African American farmer population (Bertie, Person, and Duplin) have some of the lowest tourism budgets, which mirrors their lower median household incomes, weaker broadband connectivity, and lower literacy rates.

Investing in the tourism industry has the potential to improve these statistics and promote economic growth in underserved areas. Therefore, it is crucial to identify and address the

disparities in tourism budgets across different regions and demographics. By doing so, communities may benefit from the advantages of a thriving tourism industry.

Figure 5.6

North Carolina Tourism Budget Per County



5.2. Part 2 - Online Survey

The researcher analyzed North Carolina Agribusiness and Tourism Barometer data to answer research question two: How do White and Black farmers in North Carolina differ regarding the role of tourism microentrepreneurial self-efficacy, farm tourism social capital, and tourism microentrepreneurial constraints as predictors of tourism microentrepreneurial intentions? The online survey collected data on the characteristics, self-efficacy, social capital, constraints, and intentions of North Carolina farmers involved in microentrepreneurship and People-First Tourism Lab projects. The researcher administered the survey through Qualtrics^[2]. In an effort to maximize the response rate, the farmers received three reminders over nine days.

The survey questions used Likert scales and other relevant measures to measure the constructs mentioned above. Descriptive statistics, including means, standard deviations, and

frequencies, summarized the data. The researcher employed Cronbach's alpha to measure the internal consistency of the measurements. The researcher used multiple regression analysis to investigate the relationships among the variables, and two-sample T-tests compared the means of different groups. The SPSS^[3] software package was the platform for all statistical analyses.

The two-week window for survey completion allowed participants to respond at their convenience, and the researchers monitored the survey's progress to ensure an adequate response rate. The researcher anonymized and stored all data in a secure server to protect the privacy of the respondents. Applying these methods provided valuable insights into the characteristics and intentions of the North Carolina farmers involved in these projects.

5.2.1. Sample Characteristics

Understanding the characteristics of the study's sample is vital to gaining insights into the study's results. Table 5.1 displays summary statistics for the variables in the multiple regression analysis with Intentions as the dependent variable. This analysis identified significant predictors of farmers' intentions to adopt sustainable farming practices.

Table 5.1

Survey Sample, North Carolina Farmer Characteristics

Black farmers	White farmers	All farmers (2017 U.S. Agriculture Census)
N = 27	N = 112	N = 46,000
% female = 52%	% female = 53%	% female = 33%
Mean age = 51	Mean age = 61	Mean age = 58
Av farm size = 45	Av farm size = 78	Av farm size = 172

Black Farmers

Of the farmers who participated in the study, 27 identified as Black. The average age of Black farmers in the sample was 51, with an average farm size of 45 acres. Approximately 52% of the Black farmers in the sample were female.

White Farmers

In the sample, 112 farmers self-identified as White. On average, those farmers identified as White were slightly older than Black farmers, with an average age of 61. They had a larger average farm size of 78 acres. Approximately 53% of the White farmers in the sample were female.

Comparison to North Carolina Farm Census

Some differences are evident when comparing the study's sample to the 2017 U.S. Agriculture census data for North Carolina. The average farm size of North Carolina farmers, as reported by the U.S. Agriculture census, was 172 acres, significantly larger than both Black and White farmers in the study.

Additionally, the percentage of female North Carolina farmers is 20% lower than both Black and White farmers in the sample. Finally, the census listed the average age of North Carolina farmers as 58, compared to the average age of Black and White farmers in the study.

It is worth noting that these differences may be due to various factors, such as differences in geographic regions. Nevertheless, these statistics provide insight into the sample characteristics of the study participants and highlight unique facets of the study's sample.

Figures 5.7 and 5.8 display the results of the North Carolina Agribusiness and Tourism Barometer 2022 for Black and White farmers, respectively. These figures provide additional information on the demographics and characteristics of the study's sample.

Figure 5.7

North Carolina Agribusiness and Tourism Barometer 2022 for Black Farmers

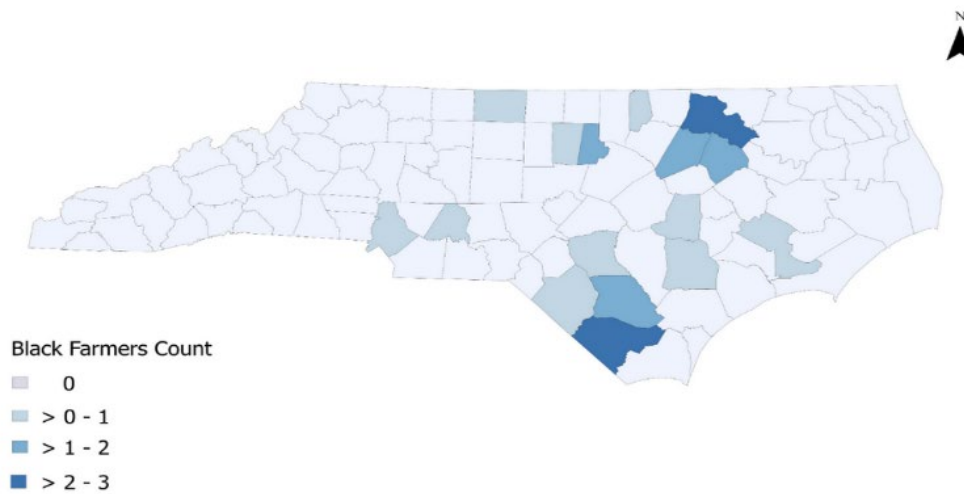
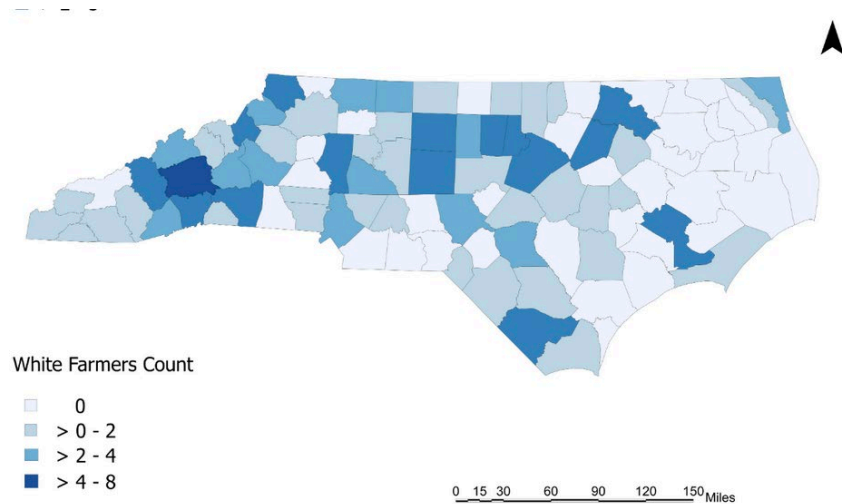


Figure 5.8

North Carolina Agribusiness and Tourism Barometer 2022 for White Farmers



The statistics presented in this section provide an overview of the sample's demographics, which can serve as a reference for future research. Understanding the survey participants' characteristics is critical for interpreting the study's results and identifying potential limitations.

5.2.2. Properties of Measurement Scales

The researcher's measurement scales used in the study were evaluated for internal consistency using Cronbach's alpha. Tables 5.2, 5.3, 5.4, and 5.5 show the scale variables and reliability results for self-efficacy, social capital, constraints, and intentions, respectively. Research has shown that an acceptable value for Cronbach's alpha test must be equal to or greater than 0.07. A Cronbach's alpha value equal to or greater than 0.7 suggests high consistency. Table 5.2 displays factor measurements relating to self-efficacy with a Cronbach alpha of 0.916, indicating a high level of internal consistency for the self-efficacy scale.

Table 5.2

Scale Variables for TmE Self-Efficacy

Scale Items
Q3.2-1. I am able to form partnerships with other businesses to strengthen my own tourism business.
Q3.2-2. I am able to use the Internet for marketing my tourism business.
Q3.2-3. I am able to discover ways to improve the appeal of the tourism experiences I offer.
Q3.2-4. I am able to find helpers for my tourism business when I need to tackle a problem or opportunity.
Q3.2-5. I am able to create experiences that fulfill tourists' interests.
Q3.2-6. I am able to be myself while providing good customer service to tourists.
Q3.2-7. I am able to use the Internet to engage customers and business peers with my tourism business.
Q3.3-5. I am able to get others to believe in my plans for my tourism business.
Q3.3-6. I am able to develop my tourism business so it can support my desired lifestyle.
<i>Cronbach's alpha = .916</i>

Table 5.3 displays the items that comprise the study's social capital scale. All exceed a Cronbach alpha of 0.700, indicating a high level of internal consistency for the study's social capital scale. The Cronbach alpha for Government, Industry, and Bond Ties are 0.890, 0.654, and 0.722, respectively. These values indicate a high level of internal consistency for these factors.

Table 5.3

Scale Variables for TmE Social Capital

Bridging ties with local government
Of all the governmental, professional, and civic organizations in your community (e.g. tourism development authority, chamber of commerce, cooperative extension, farmers associations) ...
How many represent your rights and interests?
How many of them seem committed to your success?
<i>Cronbach's alpha = .890</i>
Bridging ties with the tourism industry
Of the many chefs, restaurateurs, and hospitality providers in your community...
How many do you know personally?
How many seem committed to your success as a farmer and business partner?
<i>Cronbach's alpha = .654</i>
Bonding ties with other farmers
Of all the farmers in your community...
How many do you know personally?
How many of them seem to share your views on selling products and experiences to visitors at the farm?
<i>Cronbach's alpha = .722</i>

Table 5.4 presents the items that comprise the constraints scale, which totaled a Cronbach's alpha of 0.721 for the 12 things that form the "constraints" scale. The Cronbach alpha for intrapersonal, interpersonal, and structural constraints were 0.853, 0.616, and 0.800, respectively, indicating high internal consistency.

Table 5.4

Scale Properties for TmE Constraints

Intrapersonal Constraints
Q34.1. Marketing products and experiences to visitors seem too difficult to me
Q34.2. Tourism businesses involve too much risk
Q34.3. Receiving visitors on my farm makes me uncomfortable
Q34.7. Developing tourism on my farm would require too much investment
Q34.8. Family commitments keep me from becoming more involved in tourism
Q34.9. My property does not have the potential for tourism development
<i>Cronbach's alpha = .853</i>
Interpersonal constraints
Q34.4. It is difficult to find the staff I'd need to grow my tourism business
Q34.5. I don't know anyone who can give me advice on how to attract visitors
Q34.6. My family members are not interested in the tourism business
<i>Cronbach's alpha = .616</i>
Structural constraints
Q3.3_1. I am able to understand tourism legislation that applies to my tourism business
Q3.3_2. I am able to get the type of insurance I need for my tourism business
Q3.3_3. I am able to understand what my liability is in case of an accident involving tourists
<i>Cronbach's alpha = .800</i>

The items assessing TmE intentions are in Table 5.5 below, with a Cronbach alpha of 0.849. This value indicates a high level of internal consistency for the intentions scale. Therefore, we can conclude that it is reliable to group the eight items about intentions to form the “intentions” scale.

Table 5.5

Scale Properties for TmE Intentions

Tourism Microentrepreneurial Intentions
Q6.2-1. ...start or expand on-farm sales of products to farm visitors (e.g., farm stands, U-pick)?
Q6.2-2. ... start or expand sales of farm experiences to farm visitors (e.g., tours, workshops, farm stays)?
Q6.2-3. ... develop or expand partnerships with restaurants and hotels to form multi-day food and farm packages?
Q6.2-4. ... organize events at your farm (e.g., weddings, farm dinners, hayrides, corn mazes)?
Q6.2-5. ... avoid involvement with visitors and focus on the production of products for wholesale?
Q6.2-6. ... explore more avenues to diversify your farm’s revenue by attracting visitors?
Q6.2-7. ... seek ways to make your farm an integral part of the tourism offerings of your community?
Q6.2-8. ... participate as a host in regional farm tour events (e.g., cycle to farm, art and farm)?
<i>Cronbach’s alpha = .849</i>

5.2.3. Predictors of FTM Intentions

The descriptive statistics for the dependent and independent variables are shown in Table 5.6 below. The results show that the minimum and maximum values for all the variables are 1 and 5, respectively, implying no outliers in the dataset.

Table 5.6

Descriptive Statistics of IVs and DV

	Minimum	Maximum	M	SD
Intent	1.00	5.00	3.27	.93
Intra-constraints	1.00	5.00	2.37	.91
Inter-constraints	1.00	5.00	2.41	.99
Structural	1.00	5.00	3.39	.83
Self-efficacy	1.00	5.00	3.71	.79
Gov-Ties	1.00	5.00	2.72	.96
Indus-Ties	1.00	4.00	2.31	.84
Bond-Ties	1.00	5.00	3.00	.85

The researcher performed a multiple linear regression analysis to examine the relationship between the dependent variable “intention” with the independent variables (intra-constraints, inter-constraints, structural, self-efficacy, Gov-Ties (Bridging ties with local government), Indus-Ties (Bridging Industry), and Bond-Ties). The results show that the overall regression model fits the data well ($F(7, 131) = 9.445, p < 0.001$). Table 5.7 shows a significant negative relationship between intention and intra-constraints ($\beta = -.511, p < 0.10$). There is a significant positive relationship between intention and self-efficacy ($\beta = .501, p < 0.10$), a significant negative relationship between intention and Gov-Ties ($\beta = -.187, p < 0.10$), and a significant positive relationship between intention and Indus-Ties ($\beta = -.511, p < 0.10$).

However, no significant relationship exists between intention with interpersonal constraints, structural, and Bond-Ties. The value of R^2 is 0.335, which suggests that independent variables explain 33.5% of the total variation in the model. The table also illustrates that all of the independent variables (intra-constraints, inter-constraints, structural, self-efficacy, Gov-Ties, Indus-Ties, and Bond-Ties) explain a significant proportion of variance in the dependent variable (intention), $R^2 = .33$, $F = 9.445$, $p < .001$.

Table 5.7

Regression Results

Variables	B	SE	<i>p</i>	t (131)
Constant	1.92	.68	.005**	2.880
Intra-constraints	-.51	.19	.009**	-2.656
Inter-constraints	.26	.17	.125	1.544
Structural	-.04	.09	.681	-.412
Self-efficacy	.50	.13	.000**	3.861
Gov-Ties ^a	-.19	.08	.018*	-2.395
Indus-Ties ^b	.21	.08	.013*	2.531
Bond-Ties ^c	.06	.08	.452	.754
F-value	9.44			
(<i>p</i> -value)	<0.001			
R-square	0.33			
(Adj.)	0.30			

Note. ** significant at 10 % *p* values. F-value shows the model fitness as having a *p*-value of less than 0.001.

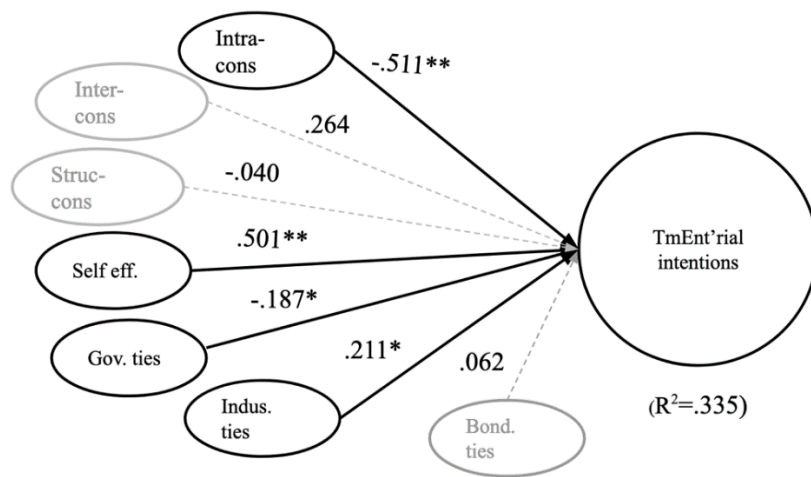
^a *Local Government*

^b *Tourism Industry*

^c *Other Farmers*

Figure 5.9

Predictors of Tourism Microentrepreneurial Intentions



The results shown in Table 5.6 and Figure 5.9 indicate that self-efficacy, intrapersonal constraints, government ties, and industry ties significantly impact the intentions of both Black and White farmers. Specifically, the study found that self-efficacy is a positive predictor of intentions, meaning that farmers who are highly confident in their abilities to promote their tourism business through the Internet are more likely to have intentions to do so. Intrapersonal constraints, on the other hand, negatively impact intentions, as farmers who believe these constraints would restrict them from promoting their business are less likely to have intentions to participate. Government ties negatively impacted intentions, meaning that farmers with ties to the government were less likely to have the intention to promote their business because they felt the government lacked commitment to their rights and interest. Industry ties showed a positive impact on intentions, as farmers with links to the tourism industry are more likely to have intentions to promote their businesses.

Among interpersonal constraints, Gov-ties and Bond-ties indicated insignificant predictors of intentions. These findings highlight the importance of self-efficacy, intrapersonal constraints, and government and industry ties when developing policies and interventions to

promote farm tourism microentrepreneurship. These results provide valuable insights into the predictors of farm tourism microentrepreneurial intentions and can inform policy-making and other efforts to support the development of rural areas.

5.2.4. Differences Between Black and White Farmers

This section compares the differences in sample participants' self-efficacy, social capital, constraints, and intentions between Black and White farmers. Tables 5.8 to 5.11 present the results of the analysis.

The researcher performed a two-sample t-test to examine the difference between Black and White-farmers' self-efficacy scales. The results in Table 5.8 show a significant difference in “get helpers” scores between Black and White farmers ($t(137) = 2.564, p < 0.10$). The “get helpers” score for White farmers ($N = 112, M = 3.375, SD = 0.950$) is significantly higher than the “get helpers” score for Black farmers ($N = 27, M = 2.815, SD = 1.272$). There is also a significant difference “in “be myself” scores between Black and White farmers ($t(137) = 1.698, p < 0.10$), indicating that the “be myself” score for White farmers ($N = 112, M = 4.196, SD = 0.815$) is significantly higher than the “be myself” score for Black farmers ($N = 27, M = 3.852, SD = 1.199$).

On the other hand, the results indicate no significant difference in partnership ($p = 0.741$), Internet to market ($p = 0.525$), appeal ($p = 0.175$), experiences ($p = 0.101$), Internet to engage ($p = 0.577$), business trust ($p = 0.937$), and desired lifestyle ($p = 0.336$) between Black and White farmers. A significance level of $p < 0.10$ means a rejection of the null hypothesis. Consequently, one can conclude that there is evidence of a statistically significant relationship between the variables. Based on the provided p-values, one can also conclude that there is significant evidence of the relationship between self-efficacy and two of the factors: “get helpers” ($p =$

0.011) and “be myself” ($p = 0.076$). These two factors suggest they are likely to have a meaningful impact on self-efficacy.

Table 5.8

Differences Between Black and White Farmers’ TmE Self-Efficacy

	Black (N = 27)		White (N = 112)			
	M	SD	M	SD	<i>p</i>	<i>t</i>
Partnership	3.47	1.16	3.81	0.97	0.741	0.331
Internet to market	4.04	1.13	4.17	0.93	0.525	0.583
Appeal	3.63	1.04	3.88	0.83	0.175	1.363
Get helpers	2.82	1.27	3.36	0.95	0.011**	2.564
Experiences	3.63	1.18	3.97	0.92	0.101	1.577
Be myself	3.85	1.20	4.20	0.82	0.076**	1.698
Internet to Engage	3.96	1.09	4.07	0.86	0.577	0.559
Business trust	3.59	0.89	3.60	0.85	0.937	0.079
Desired lifestyle	3.22	0.85	3.41	0.97	0.336	0.965
<i>Note.</i> ** Significant at $p < 0.10$						

The researcher conducted a two-sample t-test to examine the difference between Black and White farmers’ intrapersonal, intrapersonal, and structural constraints scales. The results in Table 5.9 show no significant difference in intrapersonal ($p = 0.564$), interpersonal ($p = 0.128$), and structural ($p = 0.499$) between Black and White farmers.

However, the results revealed a significant difference in tourism risk scores between Black and White farmers ($t(137) = 1.751, p < 0.10$), indicating that the tourism risk score for White farmers ($N = 112, M = 2.554, SD = 1.192$) is significantly lower than the tourism risk score for Black farmers ($N = 27, M = 3.00, SD = 1.777$). There is also a significant difference in

“too much investment” scores between Black and White farmers ($t(137) = 2.140, p < 0.10$), indicating that the “too much investment” score for White farmers ($N = 112, M = 3.321, SD = 1.076$) is significantly lower than “too much investment score” for Black farmers ($N = 27, M = 3.814, SD = 1.076$). In addition, there is a significant difference in family commitments scores between Black and White farmers ($t(137) = 2.114, p < 0.10$), indicating that the family commitments score for White farmers ($N = 112, M = 2.277, SD = 1.024$) is significantly lower than the family commitments score for Black farmers ($N = 27, M = 2.741, SD = 1.025$).

Based on the provided p-values (see Table 5.10), one can conclude that there is statistically significant evidence of a relationship between three factors and interpersonal constraints: “too much investment” ($p = 0.034$), “family commitments” ($p = 0.036$), and “tourism risk” ($p = 0.082$). These results suggest that these factors likely have a meaningful impact on interpersonal or intrapersonal constraints. However, the p-values for the other factors (marketing products/experience, tourism risk, receiving visitors, property and potential, staff, advice, and no interest from family) are all greater than 0.10, which means there was no significance found.

Table 5.9*Differences Between Black and White Farmers' TmE Constraints*

		Black (N=27)		White (N=112)			
	Constraint	M	SD	M	SD	<i>p</i>	<i>t</i>
Marketing products/experience	Intra	2.60	1.22	2.32	1.10	0.262	1.126
Tourism risk		3.00	1.18	2.55	1.19	0.082**	1.751
Receiving visitors		2.19	1.36	2.22	1.28	0.891	0.137
Too much investment	Inter	3.81	1.08	3.32	1.08	0.034**	2.140
Family commitments		2.74	1.03	2.28	1.02	0.036**	2.114
Property and potential		2.63	1.44	2.96	1.32	0.778	0.283
Staff	Intra	2.96	1.31	2.59	1.21	0.158	1.421
Advice		2.37	1.39	2.55	1.26	0.507	0.665
No interest from family		1.67	1.07	1.86	1.06	0.403	0.839
Tourism legislation	Struc	3.07	0.83	3.25	0.94	0.376	0.888
Type of insurance		3.41	1.12	3.44	1.06	0.896	0.131
Understand liability		3.41	0.88	3.56	0.95	0.441	0.773
<i>Note.</i> ** Significant at $p < 0.10$							

The researcher performed a two-sample t-test to discover any relationship between Black and White farmers' social capital scales. The results in Table 5.10 show a significant difference in LG (Local Government) rights and interest scores between Black and White farmers ($t(137) = -2.106, p < 0.10$), indicating that the LG rights interest score for White farmers ($N = 112, M = 2.813, SD = 0.982$) is significantly higher than the LG rights and interest score for Black farmers ($N = 27, M = 2.370, SD = 0.967$).

On the other hand, there appears to be no significant difference in LG committed to your success ($p = 0.196$), TI (Tourism Industry) known personally ($p = 0.417$), TI committed to your

success ($p = 0.449$), OF (Other Farmers) known personally ($p = 0.638$), and OF shared views on product/experience ($p = 0.157$) between Black and White farmers. Based on the provided p-values, one can conclude that there is statistically significant evidence of a relationship between LG rights and interest and social capital ($p = 0.037$). These results suggest that LG rights and interests likely have a meaningful effect on social capital. However, the p-values for the other factors are all greater than 0.10.

Table 5.10

Differences Between Black and White Farmers' TmE Social Capital

	Black (N = 27)		White (N = 112)				
	M	SD		M	SD	<i>p</i>	t
LG rights and interest	2.37	0.97		2.81	0.98	0.037**	-2.106
LG committed to your success	2.48	0.89		2.77	1.06	0.196	-1.300
TI known personally	2.22	0.89		2.38	0.87	0.417	-0.814
TI committed to your success	2.41	1.15		2.23	1.06	0.449	0.760
OF known personally	3.15	0.90		3.24	0.92	0.638	0.471
OF shared views on product/experience	3.04	1.02		2.73	0.96	0.157	1.422
<i>Note. ** Significant at p < 0.10</i>							

The researcher performed a two-sample t-test to examine the difference between Black and White-farmers' intentions scales. The results in Table 5.11 indicate a significant difference in on-farm sales scores between Black and White farmers ($t(137) = 2.121, p < 0.10$), indicating that the on-farm sales score for White farmers ($N = 112, M = 3.563, SD = 1.400$) is significantly less than the on-farm sales score for Black farmers ($N = 27, M = 4.111, SD = 1.155$). There is also a significant difference in "partnership with restaurants" scores between Black and White

farmers ($t(137) = 3.05, p < 0.10$), indicating that the partnership with restaurants score for White farmers ($N = 112, M = 2.438, SD = 1.265$) is significantly less than the “partnership with restaurants score for Black farmers” ($N = 27, M = 3.296, SD = 1.325$). There is also a significant difference in organized event scores between Black and White farmers ($t(137) = 1.686, p < 0.10$), indicating that the organized event score for White farmers ($N = 112, M = 3.375, SD = 1.434$) is significantly less than the organized event score for Black farmers ($N = 27, M = 3.889, SD = 1.368$). There, however, is no significant difference in “farm experiences” ($p = 0.472$), “farm revenue” ($p = 0.163$), “tourism offerings” ($p = 0.401$), and “regional farm tour” ($p = 0.101$) between Black and White farmers.

Based on the provided p-values, one can conclude that there is statistically significant evidence of a relationship between four factors and farmers’ intentions: “on-farm sales” ($p = 0.061$), “partnership with restaurants” ($p = 0.002$), “wholesale productions,” ($p\text{-value} = 0.015$), and “Regional Farm Tour” ($p = 0.101$). These factors appear likely to have a meaningful impact on farmers’ intentions.

The p-values for the other factors (farm experiences, organized events with restaurants, tourism offerings, and regional farm tours) all have p-values greater than 0.10. Thus, these factors are likely unrelated to farmers’ intentions. The one possible exception may be the “regional farm tour,” which has a p-value of 0.163, close to the significance level of 0.10. This relationship may warrant further analysis

Table 5.11*Differences Between Black and White Farmers' Intentions*

	Black (N = 27)		White (N = 112)			
	M	SD	M	SD	<i>p</i>	t
On-Farm Sales	4.11	1.16	3.56	1.40	0.061**	2.121
Farm Experiences	3.78	1.22	3.57	1.36	0.472	0.721
Partnership with Restaurants	3.30	1.33	2.44	1.27	0.002**	3.050
Organized Events	3.89	1.37	3.38	1.43	0.094**	1.686
Wholesales Productions	2.70	1.61	2.00	1.24	0.015**	2.094
Farms Revenue	3.96	1.22	3.58	1.29	0.163	1.401
Tourism Offerings	3.82	1.30	3.59	1.23	0.401	0.843
Reginal Farm Tour	3.74	1.02	3.29	1.34	0.101	1.945
<i>Note.</i> ** Significant at $p < 0.10$						

In analyzing the data, the researcher found differences in self-efficacy, social capital, constraints, and intentions between Black and White farmers. The study identified factors likely to impact farmers' intentions, including a partnership with restaurants, wholesale productions, and farm revenue. Other factors, such as local government rights and interests, tourism risk, too much investment, and family commitments, showed statistically significant relationships. These factors may significantly affect intrapersonal or interpersonal constraints and social capital.

This study highlights the importance of further research to understand better the factors that influence tourism and agriculture among farmers, particularly other factors found not to be significant in this analysis. The results also suggest that the development of sustainable tourism practices must be sensitive to the unique needs and constraints faced by both Black and White farmers.

5.3. Part 3 – Interviews

Research question number three stated: How do North Carolina Black farmers support their Black agrarianism beliefs through their agribusiness and tourism microentrepreneurship? Within the scope of this research question, the following more focused questions guided this inquiry:

RQ3.1: What does Black agrarianism mean to North Carolina's Black farmers?

RQ3.2: What kind of agribusiness and tourism microentrepreneurial activities do North Carolina Black farmers use to support their farms and promote Black agrarianism?

RQ3.3: In what ways do North Carolina Black farmers negotiate their most pressing tourism microentrepreneurial constraints?

The researcher collected qualitative data through interviews with Black farmers in North Carolina to answer these questions. The following section provides a detailed description of the participants in this qualitative part of the study.

5.3.1. Interview Participants

The researcher identified participants who had worked in the non-profit sector and had relationships with the Black farmers' market and other Black farm cooperative groups. In order to participate in the interview, the participant needed to be at least 18, reside in North Carolina, and be a farmer in North Carolina. The researcher sent an email, approved by the Institutional Review Board (IRB), to the individuals who met these prerequisites seeking to establish a time at their farm to hold an in-person interview. If the survey participant accepted the invitation, they agreed to a time and date at their farm.

At the beginning of each interview, the researcher asked the participant to describe themselves. The researcher asked the participant to use a pseudonym instead of their real name to

help ensure their information would be protected, and they would not be easily identified. The researcher was careful not to provide guidance regarding any characteristics the participant should focus on. The following table offers summaries of their self-descriptions with minimal editing for flow and readability.

Table 5.12

Characteristics of Interview Participants

Participant Pseudonym	Summary of Self-description
John Shipp	A poultry farmer in his 30s. He runs an African American growers group and offers lodging and experiences on his farm. He also has a farm stand where he and his neighbors sell their farm produce to local people.
Mary Jackson	Expert in mushroom farming. She is in her 30s and actively participates in the Black farmers' markets near her farm in Raleigh, Durham, and southeastern North Carolina. In addition to her farming career, she teaches a 7th-grade class on how to grow mushrooms and access fresh foods.
Emily Pearson	Beginner farmer in her 60s. She is highly interested in involving youth in agriculture by teaching them how to grow to produce and engaging them in tourism and other educational opportunities.
Aaron Finn	He was a beginner in farming in his 60s. He owns a century farm ^[4] where he professionally farms trees, gives tours of his orchard, and teaches youth about agriculture.
Mike Parson	He is an expert farmer in his 70s and owns a large farm. He also engages in different forms of agribusiness, such as farm tours, farm stays, and farm activities.
Christina Jones	Experienced farmer in her 60s. She has worked for many years on the land to help families in the community live healthier lifestyles. She has also contributed to her local food system by selling locally and being involved in farm tourism by setting up youth camps on her farm.
Jordan Balmer	She is in her 60s and has been farming for over a year. She has heavily engaged in farm tourism and recently has taken over her family's fourth-generation farm. Also, she hosts farm events at her farm and produces herbal treatments for visitors.

Table 5.12 Continued

Dwayne Hans	Mushroom expert farmer in his 80s. He has a deep history in farming, as his elders were involved in agriculture. He is also excited to pass the farm down to his daughter, and currently, he sells at the local farmers' market and gives away food grown at the farm for free to those in need.
Hunter Wynns	Upcoming farmer in her 30s, highly interested in farm tourism and produce growing. She loves to specialize in teaching farming skills, youth education, and gardening.
Kathy Johnson	Farmer in her 40s who has a large garden and total livestock production on her farm. She works hard to support her family's and other people's nutritional needs by selling products to the community and engaging in heavy farming apprenticeships.
Jackson Everest	In his 30s, he focused on growing produce. He is very devoted to running his roadside farm stand, which he has been running for a couple of years. He is looking for ways to scale his business to the next level.
Henry Mann	He is a highly skilled farmer in his 40s. He learned about farming through his father and grandfather, who were also farmers. He has been engaging in farm tourism for about a year and has organized various events at his farm. Also, he plans to grow his business significantly in the next couple of years.
Michael Open	Vegetable farmer in his 70s. He is highly involved in hosting farm events in both small and large gatherings. He loves to see kids engage in agriculture and sells his produce to customers in the community and farmers' markets in the region.
Jakie Simpson	Spiritual farmer in her 30s. She grows her produce as a means of social justice. She is involved in farm tourism, where her first activity is to teach community people the importance of spiritual, emotional, and physical health.
Sarah Wilson	Livestock farmer in her 40s. She runs her meat market and offers farm tours to visitors. She teaches classes to help farm workers process chickens and engage in Community Supported Agriculture (CSA).
Michael Jenson	Livestock farmer in his 20s. He has been running the farm since his father passed away. Hosts farm stays and farm tours annually
Harry Simpson	Vegetable farmer in his 70s. Grows 5-7 different types of vegetables. He actively engages in local farmers' markets, and he gives away the food he doesn't sell to the community.
Debra Will	Experienced farmer in her 40s who has been farming for 20 years. She teaches youth about agriculture and growing fruits and vegetables in their backyard.

Table 5.12. Continued

Cherry Bill	Spiritual farmer in her 60s. She has been running the farm with her husband and offers customers a wide variety of services. She actively participates in the annual agriculture days and advocates for getting more youth into agriculture.
Jose Jenson	Beginning farmer in his 30s. He has just started his farm after his father passed the land down to him after he passed away. Highly interested in getting involved in tourism and agribusiness activities.
Rania Washington	Vegetable farmer in her 60s. He is very interested in learning new farming techniques with the emergence of technology. Also, she likes to host farm stays and farm tours.
Moses Joiner	Poultry Farmer in his 50s. Loves to bring youth to the farm and show them the importance of farming and showing where food comes from. Engages heavily in farmers' markets to sell produce.

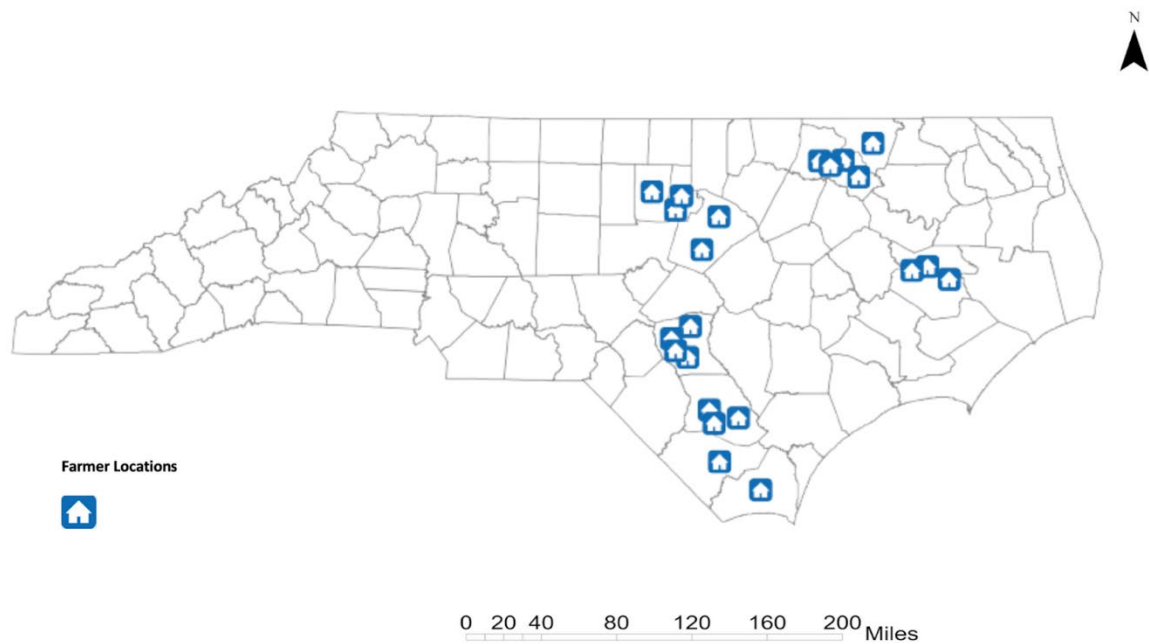
A thematic analysis of farmers' self-descriptions revealed that they focused on seven characteristics: their involvement in tourism, education, livestock farming, vegetable farming, local selling, roadside selling, and farmers' markets. Nine participants reported being involved in farm tourism, followed by six participants involved in farm education. In terms of types of farming, six participants were engaged in livestock farming, and one participant mentioned vegetable cultivation as his specialization. Participants further mentioned where they sell their produce, and an equal number of participants, three each, mentioned selling their farm produce locally and at farmers' markets. Finally, only one participant mentioned produce of sale by the roadside.

In addition to asking participants to self-describe, the researcher collected demographic information. The participants' demographic information helped to direct the scope of this study. All participants selected were Black farmers located in North Carolina. Upon calculating the average years in farming for both male and female farmers, demographics show that male participants stayed on the farm longer than their female counterparts. Table 5.12 outlines the

specific demographics of the research participants, and Figure 5.10 has their geospatial distribution in North Carolina by county.

Figure 5.10

Location of Participating Farmers



5.3.2. Meanings of Black Agrarianism

To understand what Black agrarianism means to North Carolina Black farmers, the researcher asked participants to comment and explain this construct's meaning during the interviews. Five major themes were identified from their responses: safeguarding Black agrarianism through farm inheritance, enhancing black agrarianism through knowledge sharing, eradicating trauma through advocacy, the benefits of Black agrarianism, and community involvement in crop production and farming activities.

Safeguarding Black Agrarianism through Farm Inheritance (n=18)

Legacy promotion is a crucial aspect of Black agrarianism. Tourism microentrepreneurs encourage farm succession by assuming family lands, maintaining farming as the land's primary activity, and helping to ensure that agriculture remains a viable livelihood for future generations:

“I have farmed more so with my father and grandfather. Throughout my lifetime, my dad has been my greatest mentor, and I suppose I have run our farm operation over the last several years.”

Additionally, it promotes the importance of preserving the agrarian tradition.

Mindset change is also crucial in promoting Black agrarianism. Tourism microentrepreneurs work to change negative belief systems and traumatic views held by African Americans about farming. This effort helps to break down barriers and allows more individuals to connect with the land and understand the importance of farming.

Enhancing Black Agrarianism through Knowledge Sharing (n=11)

An important aspect of Black agrarianism is education. Tourism microentrepreneurs share knowledge with visitors on how farming can be a lifestyle. Farm microentrepreneurship not only helps farmers to diversify their income streams but also promotes the importance of farming to the broader community:

“I see Black agrarianism and farm tourism contributing to this vision for farming, engagement, education and resources. Education will be through active involvement and practical on what to do in education. We would promote learning through meetings, conferences, hands-on educational programs for the youth and teaching them how agriculture is done....”

Additionally, tourism microentrepreneurs educate youth on how to plant crops using diverse methods. The value of this educational trust helps ensure that the next generation understands the importance of farming and can continue the agrarian tradition. Participants also noticed how this is a step toward changing the mindset of individuals on farming and agriculture:

“In our education tours, we are showing a different side of working on a farm and having a garden. I know that they used to equate farming with slavery so much and so many years. So, we’re trying to change that attitude...”

It is working towards changing the negative belief system and getting rid of traumatic views held by Black people on farming. Mindset change could be a solution to helping youth and others be more engaged in farming and other agricultural activities.

Benefits of Black Agrarianism (n=8)

Self-efficacy and self-sufficiency are also crucial aspects of agrarianism. Tourism microentrepreneurs empower individuals to control their ecosystems through farming without external interference.

“It gives you the pride of ownership, the pride of being in control in your own space. It gives you pride and you can create income. And the reason being that you already have a connection to the earth.”

Individuals can diversify income streams, become food sufficient for their families, and promote self-sufficiency. Sustainability is a fundamental aspect of agrarianism. Tourism microentrepreneurs promote sustainability through farming. It helps to ensure farming practices are environmentally friendly and contributes to the preservation of the ecosystem for future generations.

Eradicating Trauma through Advocacy (n=6)

The next central theme that was found was eradicating trauma through advocacy. A few participants noticed that agriculture advocacy is a way of showcasing agriculture as a source of livelihood and encouraging people to reconnect with farming:

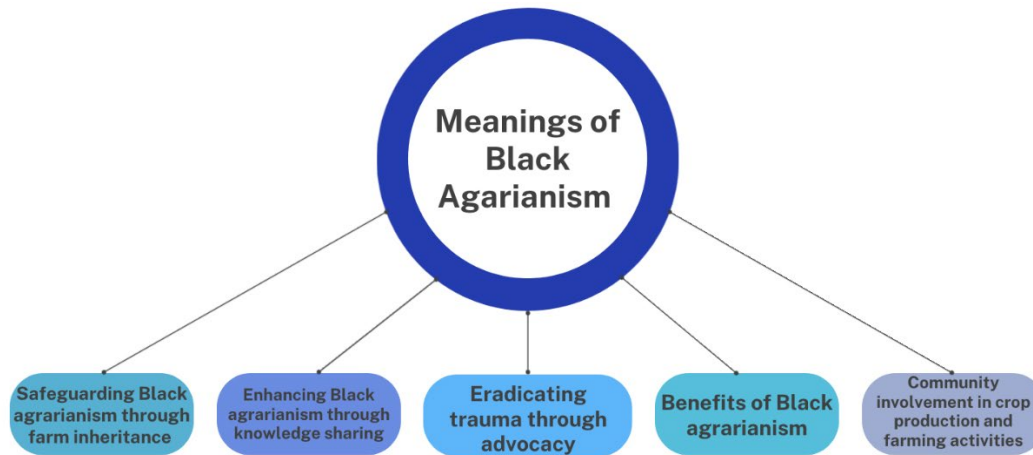
“For us, tourism is really about creating opportunities for people to reconnect cognitively with the land in a way that’s not trauma. I think it allows us to have a stronger livelihood, but it also promotes an idea of freedom and pride. It also engages people in the idea that they, too, could participate in agriculture in a way that is healing and very helpful.”

Participants noted that being able to show others how important reconnecting with the land can help promote the sense of Black agrarianism and the importance of pride and freedom and having a stronger livelihood.

Tourism microentrepreneurs potentially have a significant role in promoting agrarianism and its various principles. Through community engagement, education, legacy promotion, mindset change, self-efficacy, self-sufficiency, and sustainability, they can work hand-in-hand in fulfilling the principles of agrarianism to promote the importance of farming and reconnection with the land. Figure 5.11 shows that education, sustainability, self-efficacy, legacy promotion, mindset change, and other activities contribute to the meaning of Black agrarianism.

Figure 5.11

Activities Contributing to the Meaning of Black Agrarianism



5.3.3. Agribusiness and Tourism Microentrepreneurial Activities

The second research sub-question addressed in this qualitative part of the study states: What kind of agribusiness and tourism microentrepreneurial activities do North Carolina Black farmers use to support their farms and promote Black agrarianism? To answer this question, the researcher asked the interviewees how they were involved in agribusiness and tourism through in-depth interviews and photo sorting. Frequency tallies of their photo choices and a thematic analysis of their photo choices and responses to semi-structured questions provided rich insight into their preferences.

Research participants identified several ways their tourism microentrepreneurship activities contribute to enhancing the local food system. The following key activities provide opportunities for farmers to give back to their communities: Community Supported Agriculture (CSA), education, and food donations. A participant, for example, said, *“I have a CSA program where community members can buy my farm shares and get a regular fresh produce supply.”*

This allows community members access to fresh, locally grown produce, which can improve food quality in the local area. Additionally, this type of program helps support local farmers by providing them with a stable source of income and encouraging sustainable farming practices.

Another participant noted, *“I think it’s important to educate people on how to grow their own food and that’s why I give free classes on sustainable farming practices.”* This emphasis on education is an essential aspect of tourism microentrepreneurship, as it can help promote sustainable farming practices and increase food security in the local area. By educating community members on how to grow their food, farmers can empower them to take control of their food supply and improve their access to nutritious, healthy food.

The sale of produce and healthy and specialty foods identified important ways tourism microentrepreneurship could contribute to the local food system. Participants reported that they sell fresh, high-quality produce to the community through their tourism activities to help improve the availability and quality of fresh produce in the local area, affect the community’s health positively, and help farmers earn a fair price for their products through direct sales to consumers. Several participants also reported incorporating healthy food options into tourism by growing specialty crops. A participant, for example, said, *“I make sure to have a variety of nutritious options for visitors to try when they come to my farm.”* It can help promote healthy eating habits and improve access to nutritious food in the local area.

Additionally, farmers can use this means to attract a diverse range of visitors to their farms, increase their income, and support sustainable farming practices. Another participant noted, *“I grow specialty crops that you can’t find at the grocery store, like heirloom tomatoes or rare herbs. It’s important to me that the community have access to diverse, healthy food options.”*

5.3.3.1. Photo Sorting of Preferred Activities

To understand participants' views about agribusiness and tourism activities, the researcher asked them to choose the two most and two least appealing photos of agribusiness and tourism activities from 12 different photos. Farmers not otherwise involved in the study helped to select tourism and agribusiness-related photos distributed to the research participants. Photos were explicitly used to increase participants' involvement and interest in the research and improve outcomes (Bignante, 2010; Raby et al., 2018). They also add value to existing methods (Glaw et al., 2017). The researcher recorded participants' vote tally by image and generated ranking codes for analysis. Table 5.13 provides a summary of this activity.

Table 5.13

Farmers' Preferred Photo Selection




Likes	Tally	Codes
#1 Just Farming 	0	None
#2 Farmer Apprenticeships 	7	Exposing others to farming, motivation, knowledge, and education helps speed up work processes
#3 Farm Tours 	7	Loves educating people about agriculture, pouring knowledge into people that don't know about farming, putting greenhouse up and letting people tour, young people are engaged, great to see women leading

Table 5.13. Continued










<p>#4 Hands-on experiences for visitors</p> 	<p>4</p>	<p>In-depth knowledge of farm life, agribusiness, visitors' experience agriculture, experience harvesting</p>
<p>#5 Hosting School Trips</p> 	<p>14</p>	<p>Loves working with children, youth learning where food comes from, building community, and seeing food from a farm first-hand. Young people are working and being educated, and connecting children with farming earlier leads to positive associations with agriculture and the outdoors. Youth are the future</p>
<p>#6 Produce Stands</p> 	<p>0</p>	<p>None</p>
<p>#7 Farmers Markets</p> 	<p>6</p>	<p>Black commerce shows all the different products farmers have to offer, networking, educational, shows variety, people working together, Black people support Black farmers and collaborating</p>
<p>#8 CSA VSA</p> 	<p>1</p>	<p>The good Revenue option builds a customer .base</p>
<p>#9 Hosting Weddings</p> 	<p>1</p>	<p>Great to see African Americans engaging in this at the farm</p>
<p>#10 Organizing Events</p> 	<p>1</p>	<p>Loves organizing/education</p>

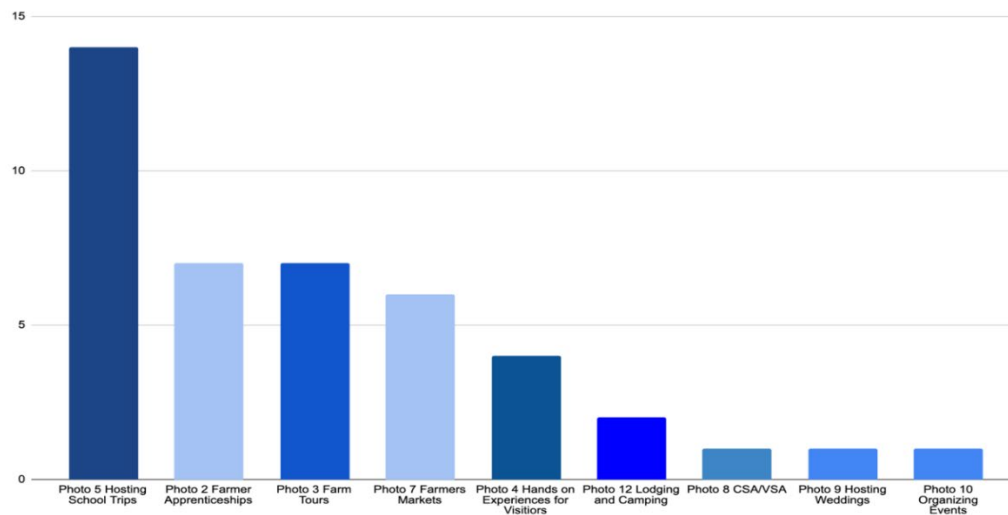
Table 5.13. Continued

#11 Pick Your own 	0	None
#12 Lodging and camping 	2	The space looks nice and makes income from property

Considering the tally count from Table 5.16, the following images and meanings emerged as the most appealing visual depictions for preferred agribusiness and FTM activities (see Figure 5.12).

Figure 5.12

FTM Preferred Activities



The findings above show how each participant chose two pictures to depict their most preferred FTM activities. Fourteen participants chose to host school trips for children to farmlands to learn about the source of foods in their supermarket, expose them to farming as a potential career, and demonstrate how such people feed the community. Seven participants

selected “farmer apprenticeships” and “farm tours.” These photos thematically suggested enlightening the community and visitors about life on the farm and depicted encouraging more people to become interested in agriculture. Six participants chose depictions of farmers’ markets due to the expansion of the agriculture business network. Participants chose other photos at lower frequencies, as illustrated in Figure 5.13. The selections also suggest that Black farmers focus on enlightening people of different ages and statuses about farming and having more hands in agribusiness and tourism activities. Mgendi et al. (2022) concluded from their research that training and agricultural education programs are essential to improve farmers’ productivity and ensure food security. Black farmers also selected training the young mind, community, and visitors on the farm as agricultural training significantly affects learning. Tambi’s (2019) research corroborates the supposition. He noted that on-farm agricultural training yields a better outcome and increases agricultural production over professionally administered agricultural workshops. Farmers’ markets received high tallies as the most preferred agribusiness and FTM activities because farmers’ markets help connect farms with consumers, providing important economic growth. According to Arabska (2018), farmers’ markets are important for sustainable agribusiness, resulting in better networking, encouraging local, healthy food production, and building farmers’ trust.

5.3.3.2. Photo Sorting of Disliked Activities

In contrast, the researcher recorded tallies and codes for participants’ image selections of dislikes or most undesired images of agribusiness and FTM activities. Table 5.14 lists the dislikes, tally marks, and codes recorded for the most undesired images of agribusiness and FTM activities.

Table 5.14

Undesired Images






Dislikes	Tally	Codes
<p>#1 Just Farming</p> 	10	It Belittles farmers, commercial farming is expensive, hardwood, crops may be sprayed with chemicals, too much labor, does not show a socialization aspect, looks very dry, and does not provide an accurate picture of farming
<p>#2 Farmer Apprenticeships</p> 	1	Too much work, need to have insurance plan and somewhere for them to stay
<p>#3 Farm Tours</p> 	0	None
<p>#4 Hands on experiences for visitors</p> 	7	Crop contamination for mushrooms, Hard labor, old school farming, slavery look, looks like farming back in the day/misconception
<p>#5 Hosting School Trips</p> 	0	None

Table 5.14. Continued







<p>#6 Produce Stands</p> 	<p>0</p>	<p>None</p>
<p>#7 Farmers Markets</p> 	<p>2</p>	<p>Bad from an economic standpoint, African Americans are always in second place</p>
<p>#8 CSA VSA</p> 	<p>0</p>	<p>None</p>
<p>#9 Hosting Weddings</p> 	<p>6</p>	<p>Too much work, too much effort to organize, having to serve so many people, excessive work, and having to find people to work together do not pertain to the farmer</p>
<p>#10 Organizing Events</p> 	<p>6</p>	<p>Black serving White, not diverse, food has to maintain temperature, lots of things have to go right in order to be successful, takes a lot to keep a considerable crowd, crowd control, racially biased</p>
<p>#11 Pick Your own</p> 	<p>6</p>	<p>No interest in having people pick. Not a lot of farm visitors are interested in it</p>

Table 5.14. Continued


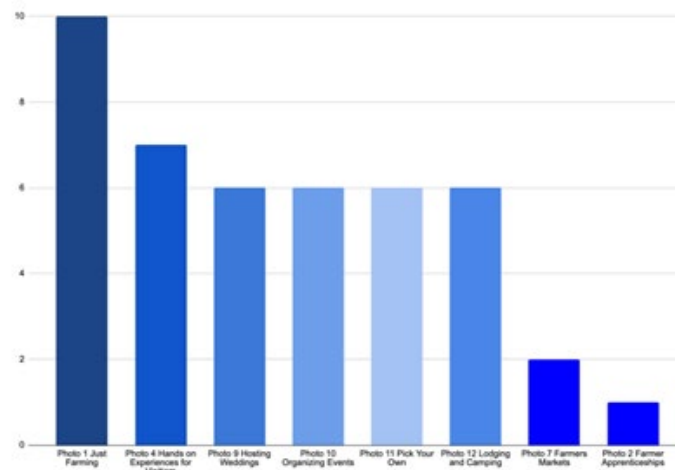
<p>#12 Lodging and camping</p> 	<p>6</p>	<p>Not necessary in establishing, does not interest the farmer, does not like camping</p>
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Table 5.14 shows the images study participants found least desirable as a characterization of agribusiness and farm tourism activities, along with their reasons for selection. Figure 5.13 summarizes images participants disliked. Results show that most farmers opposed the picture termed farming, which depicted agricultural activity without any recreational or tourism association. Ten participants disliked this photo as they believed it made farming look boring to people, therefore reducing young ones and community involvement or interest in agriculture. Haruna et al. (2018) stated that involving young minds in agriculture is important as they are an important part of a population's continuity. Anderson et al. (2021) added that empowering women in agriculture can significantly benefit individuals, households, communities, and the economy. Hands-on experiences for visitors were not well-liked. Seven participants disliked this due to its depiction of old agricultural methods. Wedding hosting, events organization, pick your own, lodging, and camping scored poorly as participants expressed little interest or dismissed the activity as not having much to do with agriculture. Finally, one participant disliked the photo of a farmer apprenticeship.

Figure 5.13

FTM Activities Images Dislikes



Study participants identified several activities they could undertake to enable them to become tourism microentrepreneurs. They identified crop farming, education, and farm tours as key activities. For example, one participant said, “I grow various crops on my farm, from vegetables to berries to fruits. I rotate them every year to keep the soil healthy.” Such a statement highlights the importance of crop farming as a key activity for tourism microentrepreneurs. Farmers can attract diverse visitors to their farms by growing numerous crops rather than a traditional cash crop, which can help them increase or diversify their income. Additionally, farmers can improve their soil health and ensure the long-term sustainability of their farm operations by rotating their crops.

Another participant noted, “I think it’s important to educate people about farming and that’s why I give tours of my farm. Visitors can see how everything is done, and I can answer any questions they have.” This statement highlights the importance of education and farm tours as key activities for tourism microentrepreneurs. By educating visitors about farming, farmers can promote sustainable farming practices and increase awareness about the importance of local

food systems. Additionally, by giving tours of their farm, farmers can attract visitors, increasing their income and supporting sustainable farming practices.

Study participants also found farmer's markets, hosting school trips, and hands-on experiences for visitors to be essential activities. Participants reported that these activities help to promote their farm and attract visitors. For example, one participant said, "I love going to farmers' markets and selling my produce. It's a great way to connect with the community and get my name out there." Another participant noted, "I think it is important for children to learn about farming, and that's why I host school trips. They can see where their food comes from and learn about the environment." Hosting school trips is essential for farmers to educate children about the importance of local food systems farming supports, promote sustainable farming practices, attract visitors to their farms, and increase or diversify their income.

The study highlights various activities that tourism microentrepreneurs undertake or anticipate undertaking to promote their farm and attract visitors. Examples include growing a diverse range of crops, educating visitors about farming, hosting farm tours and school trips, and other activities. Farmers can promote their farms, attract visitors, increase or diversify their income, and support sustainable farming practices. These activities can also contribute to the local food infrastructure by promoting sustainable farming practices and raising awareness about the importance of local food systems.

5.3.4. Negotiation of Constraints

The third and final research sub-question investigated in the study's qualitative component stated: How do North Carolina Black farmers negotiate their most pressing tourism microentrepreneurial constraints? Various themes/subthemes of constraints emerged from the discussions with Black farmers regarding their farming processes.

Racism Challenges (n=24)

Racism factors, such as corruption, discrimination, and government bureaucracy, were sub-challenges hindering Black farmers from equitably accessing help and resources. For example, one participant said, *“I’ve had to deal with corrupt officials who want bribes to approve my loan application.”* Such corruption can make it difficult for Black farmers to access resources and assistance, as they face bribes for resources or are encouraged to engage in other unethical practices to receive help. Another participant noted, *“I’ve been treated unfairly by government agencies because of my ethnicity. I feel like they don’t take me seriously as a farmer.”* This discrimination can make it difficult for Black farmers to obtain resources and assistance, as they may be denied help or receive less favorable treatment because of their ethnicity.

These systemic factors can make it difficult for Black farmers to navigate the system and access the resources they need to run their farm operations and participate in tourism microentrepreneurship. Discrimination, corruption, and bureaucracy can lead to a lack of trust in the system and discourage Black farmers from participating in tourism microentrepreneurship.

Social Challenges (n=23)

Participants also identified social factors, such as disconnection from the land, disunity among farmers, and gender norms, as major obstacles to their participation in tourism microentrepreneurship. One study participant said, *“I feel like I’m not really connected to the land. My ancestors were forced off of it, and it’s hard to feel like it’s mine.”* This disconnection from the land is rooted in historical injustices. Black farmers faced land loss due to discrimination and lack of awareness or exclusion from government programs. Even though the number of individual farmers in the U.S. has contracted dramatically since the beginning of the

20th century, discriminatory practices, as described above, undoubtedly drove some Black farmers from their lands prematurely.

Another participant noted, *“There is much competition and not a lot of collaboration among Black farmers. It’s hard to get support and resources.”* This lack of collaboration and support among Black farmers is also a result of historical injustices and exclusion from social networks and institutions. This lack of support and resources can make it difficult for Black farmers to access information, resources, and networks that can help them participate in tourism microentrepreneurship.

Some study participants also reported that traditional gender norms could make it difficult for women to participate fully in farming and tourism microentrepreneurship activities. *“Men who are traditionally designed to work in difficult settings have trouble with the fact that I’m their boss”* Female farmers have historically been underrepresented in the agricultural sector and have faced barriers to accessing resources and opportunities. These barriers include discrimination and lack of access to education and training, as well as a lack of recognition of the role of women in farming and agriculture. Such circumstances make it difficult for women to participate fully in tourism microentrepreneurship, limiting the potential for growth and expansion of their farm operations.

Financial Challenges (n=16)

Financial challenges were a recurrent theme among participants interviewed, with many describing difficulties in obtaining funds and raising capital to run their farm operations. A participant stated, “It’s hard to get loans and grants as a Black farmer. The banks don’t take us seriously, and they don’t understand our business models.” Another participant noted, “I’ve had to rely on family and friends for funding, but it’s not always reliable and it’s hard to grow the

business.” These financial constraints can make it difficult for Black farmers to invest in the necessary equipment, infrastructure, and other resources to run their farm operations and participate in tourism microentrepreneurship.

This lack of access to capital is a common issue that Black farmers have historically faced. Historians have conducted numerous studies outlining Black farmers’ lack of access to traditional forms of credit and financing, such as farm loans and mortgages. Studies have shown that Black farmers are more likely to be denied loans and receive less favorable loan terms than their White counterparts (Daniel, 2013). This circumstance is due to a combination of factors, including discrimination by lending institutions, lack of wealth and assets to secure loans, and lack of access to financial education and resources. Lack of access to capital limits the farmer’s ability to invest in their farms and their ability to participate in tourism microentrepreneurship.

Business Structure Challenges (n=5)

Business structure factors, such as inadequate infrastructure and safety concerns, were also reported as significant constraints that affect the smooth running of farm tours and other tourism activities. For example, one participant said, *“We don’t have enough facilities for visitors. We cannot accommodate groups, and it limits the potential for farm tours.”* This lack of infrastructure and facilities can limit the potential for tourism microentrepreneurship, making attracting and accommodating visitors difficult.

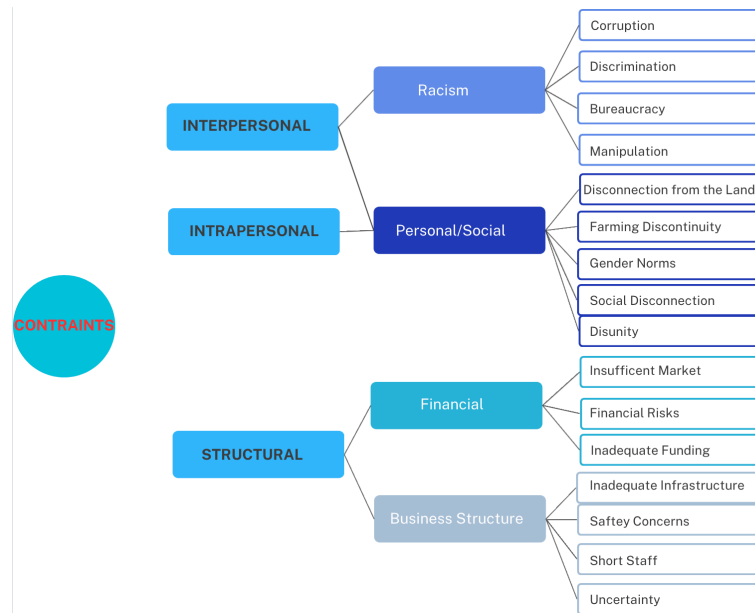
Inadequate infrastructure can also limit the ability of Black farmers to provide a safe and comfortable experience for visitors, which can negatively affect the reputation of their farm operations. A study participant noted, *“I am worried about liability and safety for visitors. We do not have the resources to make sure everything is up to code.”* This lack of resources to ensure safety and compliance with regulations can be a significant barrier for Black farmers looking to

participate in tourism microentrepreneurship. These same issues also pose substantial financial risks for Black farmers, who may be liable for accidents or incidents on their farms.

Figure 5.14 outlines the constraints Black farmers face in their farming activities.

Figure 5.14

Types of Constraints Black Farmers Face in Agricultural Processes



^[1] The Jenks method clusters data into groups to minimize the within-group variance and maximize the between-group variance. The modification rounds the data cut-off points to assist in map reading.

^[2] Qualtrics is a widely used, sophisticated software package widely used to create surveys and generate reports based on the responses.

^[3] SPSS v 28.0 (2021) is a widely used statistical analysis software suite sold by IBM that is useful for data management and advanced data analytics.

^[4] A “Century Farm” or “Centennial Farm” is a farm or ranch in the United States or Canada officially recognized by a regional program documenting that the farm has been continuously owned by a single family for 100 years or more.

VI. DISCUSSION

This chapter includes discussions based on the quantitative and qualitative findings presented in Chapter 5. It explores the extent to which Black farmers' involvement in farm tourism microentrepreneurship in North Carolina aligns with prior research on Black agrarianism and tourism microentrepreneurship.

This chapter consists of three sections. The first section focuses on the characterization and comprehensive understanding of farm tourism microentrepreneurship opportunities and support for Black farmers to engage in tourism-related activities in North Carolina. The researcher compares the GIS results reported in the previous chapter to prior research. The second section focused on the results of the online survey. The final section addresses findings from the semi-structured interviews with Black farmers across North Carolina on preferred tourism microentrepreneurial activities, their role in the local food system, and their negotiation of selected microentrepreneurial constraints. Again, the researcher compared these findings to those earlier papers on the topic.

This chapter should prove valuable to other researchers, policymakers, and practitioners interested in understanding the complexities of farm tourism microentrepreneurship and its potential to support Black farmers in North Carolina. The chapter will also clarify the relationship between the findings of this study and prior work on Black agrarianism and tourism microentrepreneurship.

6.1. Characterization of FTM Opportunity and Support

This study points out that most Black farmers reside in areas of North Carolina with the lowest quality land. This racial disparity dates back to Black farmers' ancestral acquisition of

lands following the Civil War. Gilbert and Williams (2020) noted that the nature of the land and its impact on overall agricultural operations, combined with Black land ownership loss, contribute to southern rural communities' poverty. Furthermore, Black farmers encounter specific difficulties beyond the substantial challenges farmers generally face.

Generally, Black farmers live disproportionately in areas of the state with poorer transit accessibility. It negatively affects prospects for successful farm tourism microentrepreneurship as potential visitors face more significant difficulties traveling to those areas. Ferreira et al. (2020) suggested that rural entrepreneurs are susceptible to several constraints related to insufficient transportation systems. Soroushnia and Shirouyehzad (2020) reiterated that transportation significantly influenced businesses' growth but that they responded to improved transportation. Likewise, poor roads or an inadequate transportation system also affect farmers' abilities to sell their products to local markets (Kahan et al., 2021). The government can improve road connectivity in rural areas in North Carolina to aid farm tourism microentrepreneurship opportunities.

The study also showed that some counties, such as Halifax and Franklin, have moderately high concentrations of Black farmers but low tourism budgets. However, Black farmers in these locations can leverage their proximity to local tourist attractions and offices for half-day or full-day experiences combined with high-end farm-to-table restaurants in the urban counties. Morais et al. (2017) explored this model by encouraging the production and dissemination of short videos demonstrating collaborative relationships between chefs and farmers who supply their restaurants. The authors also suggested creating educational programs to facilitate tourism microentrepreneurship partnerships between farmers and chefs. This initiative (Fork2Farmer)

encouraged small farmers to diversify their income through increased visits to their local farms by leveraging popular tourism accommodations and attractions.

High-speed Internet connectivity is vital in all facets of modern agriculture. Similarly, a successful farm tourism program relies on the availability of high-speed Internet (LoPiccalo, 2022). A strong Internet connection can differentiate between a unique experience and failing to inform the general public of visitor opportunities. A strong Internet connection also increases the chances of promoting available agricultural products (Brščić et al., 2012).

This study emphasizes the disparity of connectivity in North Carolina. The Black farmer population of northeastern North Carolina generally has moderate to low connectivity levels, while the southeastern rural Black population is widely underserved, with poor Internet connectivity. The lack of robust connectivity is another factor affecting Black farmers' ability to attract tourists to their farms. Li et al. (2022) have demonstrated that poor Internet connectivity negatively affects rural tourists' experiences. They explain that visitors encountered difficulties obtaining information about rural areas' tourism opportunities. Even word-of-mouth suggestions regarding rural tourism opportunities suffer through limited connections of farmers to relatives who might pass along information about rural tourism.

A strong Internet connection has the potential to benefit both farmers and tourists by increasing farm tourism awareness online. Ferreira et al. (2022), in their study on self-efficacy mechanisms in farm tourism microentrepreneurship, supported a strong network infrastructure. Their study participants indicated how they had leveraged strong Internet connections in their agribusiness. One of them noted using the Internet to engage business peers and customers with his tourism business. Another affirmed the Internet's importance in marketing his tourism business.

Existing literature suggests that agricultural literacy is essential to boom farm tourism (Yu et al., 2022). Tourism offers the opportunity to promote agricultural literacy among visitors (Peroff et al., 2022). General literacy, of course, is also essential. The chosen population showed a high literacy rate, as every farmer interviewed held a high school diploma. For Black farmers to make a lasting favorable impression on visitors, farmers must use basic literacy skills to communicate with tourists from various places and at numerous levels of sophistication. Literacy also affects Black farmers' ability to access resources and financial opportunities to diversify their farm operations and increase their income. This researcher found Black farmers' literacy skills in the eastern region of North Carolina generally to be comparatively higher than those of Black farmers in the western part of the state. Hence, the likelihood of achieving the desired goals by promoting tourism microentrepreneurship in this population is higher. Peroff et al. (2022) concluded in their research that small farmers who participated in their study were highly motivated to participate in tourism to increase the public's agricultural literacy and to educate tourists about environmentally sustainable agricultural production techniques and healthy eating.

According to Horst and Marion (2019), Black farmers in regions with less expensive land are due to racial and ethnic inequalities persisting over the generations. Those anticipated findings are consistent with the GIS application in this study, which found Black farmers primarily located in places with lower land prices.

The agricultural sector and its rich farming history have long contributed to North Carolina's economy, particularly with tobacco, soybeans, and corn (NASS, 2022). However, the industry faces numerous long-standing challenges, including declining commodity prices, increasing competition, and unfavorable economic conditions (Rao, 2014). To remain profitable, many farmers actively explore alternative revenue streams (Sims & Kienzle, 2017). These

barriers include limited access to land, lack of capital, and poor market access (Robbins-Thompson, 2019). Consequently, many Black farmers have not exploited the growing demand for farm-based tourism (Sims & Kienzle, 2017).

6.2. Antecedents of Black Farmers' FTM Intentions

The researcher plotted the geospatial distribution of farm tourism microentrepreneurship opportunities and support systems for Black farmers in North Carolina. This activity facilitated an investigation of how Black and White farmers in North Carolina differed regarding self-efficacy, social capital, and tourism microentrepreneurial constraints as predictors of their tourism microentrepreneurial intentions. According to Ferreira et al. (2022), the farming sector requires urgent effective strategies to support diversification into agribusiness. This investigation helps understand how self-efficacy, social capital, and constraints affect North Carolina Black farmers' intentions to begin examining or expanding their tourism microentrepreneurship business.

Ferreira et al. (2021) defined self-efficacy as an individual's belief in one's ability to reach a target behavior. This study shows that self-efficacy is a significant and positive predictor of Black farmers' intention to proceed toward farm tourism microentrepreneurship. Self-efficacy has a relationship to various factors, such as "partnership," "Internet to market," "appeal," "get helpers," "experiences," "be me," "Internet to engage," and "business trust." However, "get helpers" ($p = 0.011$) and "be myself" ($p = 0.092$) register the most significant relationship with self-efficacy and suggest that these factors have the most excellent chance of affecting Black farmers' self-efficacy. This result aligns with Ferreira et al. (2021) findings that internal self-efficacy is a significant positive predictor of microentrepreneurial intention and an important

psychological mechanism to drive network-embedded resources into engaging in the farm tourism business.

As a part of this investigation, the researcher examined the differences between North Carolina Black and White farmers' social capital. Social capital has a statistically significant relationship with local government ($p = 0.037$). Local government, for example, maintains oversight on such matters as any equestrian use of agricultural land or buildings may require planning permission. According to Ferreira et al. (2021), social capital has a significant positive relationship with self-efficacy, making it a predictor of Black farmers' tourism microentrepreneurial intentions. This finding is synonymous with Ferreira et al.'s (2022) recent research.

Constraints are obstructions that inhibit people's participation in an activity (Kifworo et al., 2020). Despite tourism microentrepreneurship being a vital farm diversification strategy, specific structural and psychological constraints likely prevent Black farmers from starting or expanding their tourism operations (Ferreira et al., 2022). Examples of such interpersonal and intrapersonal constraints are related to interpersonal interactions, such as a lack of companionship (Amini et al., 2022). Additionally, intrapersonal constraints relate to individual leisure preferences and psychological matters, such as stress, anxiety, religiosity, etc. (Godbey et al., 2010). For an in-depth understanding of constraints affecting Black farmers' tourism microentrepreneurship intentions, the researcher located three primary factors: "too much investment" ($p = 0.034$), "family commitments" ($p = 0.036$), and "tourism risk" ($p = 0.082$). All three factors had a statistically significant relationship with interpersonal constraints for the Black farmer population. Pratt et al. (2022) mentioned that family-run farms are generally small and face numerous constraints related to financial capital and the time needed to start and sustain

their business. McGehee and Kim (2004) examined the key motivations of farm tourism entrepreneurship among Virginia farm families. Their participants indicated that family owners of small farms as a secondary source of income were more likely to choose on-farm festivals, Christmas tree farms, pick-your-own, children's programs, hayrides, and petting zoo/farm animals as their most popular activities due to high-level investment constraints of farm-based accommodations.

The researcher also examined North Carolina Black farmers' intentions related to "on-farm sales" ($p = 0.061$), "partnership with restaurants" ($p = 0.002$), "wholesale productions" ($p = 0.015$), and "regional farm tour" ($p = 0.101$). All had a statistically significant relationship with tourism microentrepreneurship intention. Hollas et al. (2021) discovered that approximately 77% of the farmers interviewed were most likely to offer on-farm sales as their tourism microentrepreneurship intention. Partnerships with restaurants, wholesale productions, and regional farm tours are also registered as having a significant impact on farmers' farm tourism intention. This finding aligns with Ferreira et al.'s (2021) findings that 97.4% of their Black farmer study participants intended to sell their produce directly to chefs and restaurants, to farm visitors, and at the farmers' markets.

This section highlighted the importance of further research to understand better the factors that influence tourism and agriculture among farmers, particularly those factors not found to be significant in this analysis. The results also suggest that sustainable tourism practices require careful consideration of the unique needs and constraints that Black farmers face.

6.3. The Relationship Between Black Agrarianism and FTM

North Carolina Black farmers support their agrarianism beliefs through agribusiness and tourism microentrepreneurship. They further demonstrate that Black farmers are involved in various types of farming and alternative means of selling their produce (Essig, 2001). Tourism, education, livestock farming, vegetable farming, local selling, roadside selling, and farmers' markets are seven common ways. Black farmers support their Black agrarianism beliefs through their agribusiness and tourism microentrepreneurship. Nine participants reported farm tourism involvement; four indicated farm education that helped their Black agrarianism beliefs and agribusiness and tourism microentrepreneurship. These results coincide with the findings of Peroff et al. (2022), where their study participants viewed farm tourism microentrepreneurship as a means to diversify their farming income and receive marketing support. Peroff et al. (2022) also found that North Carolina farmers considered education vital to support their Black agrarianism beliefs through agribusiness and tourism microentrepreneurship. They cited various reasons for this support, including a general loss of agricultural literacy among the public, an increased interest in eating healthy foods, the use of environmentally sustainable practices, the provision of educational opportunities reconnecting people with rural farm life, transparency in food production, and motivation to participate.

The type of farming in which Black farmers supported Black agrarianism beliefs shows that four participants were involved in livestock farming, and one participant mentioned vegetable cultivation as his specialized area. Three participants mentioned selling their farm produce locally and in farmers' markets. Only one participant mentioned produce of sale by the roadside. Bartis and Oberholzer (2022) stated that farmers' markets provide economic, social, and environmental sustainability benefits by involving proper management activities. It also

allows consumers or visitors to buy fresh produce directly from the farmers. The study affirmed that local selling offers the benefit of helping to increase the demand for new agricultural produce (Eshun & Tichaawa, 2020). Martinez (2010) added that local food markets increasingly purchase produce from small farms near or in metropolitan counties and that this practice reflects a growing share of total U.S. agricultural sales. Consumers are willing to pay more for high-quality, locally-produced foods. The study discussed that the roadside stand represented an opportunity for people to buy fresh vegetables and agricultural produce while allowing farmers to sell their products without traveling great distances to make money from their hard work. The activity also increases farmer profits by not requiring an intermediary (Adams & Vogel, 1986).

Black farmers face certain constraints in their tourism microentrepreneurial activities. One constraint study participants frequently mentioned was financial challenges such as inadequate funds, financial risks, and insufficient markets. Black farmers have long faced economic challenges by being denied access to traditional forms of credit and financing, such as farm loans and mortgages, in far greater numbers than their White counterparts. This researcher's findings reflected the work of Carter and Alexander's (2020) study. One of their study's participants stated, "Black and Indigenous farmers, in particular, have lower net cash incomes and fewer direct-to-consumer sales than their White counterparts, and they receive a disproportionately smaller share of USDA loans" (p. 10). Another study's participants stated, "Black farmers were discriminated against, not in the field, but in the banking and the boardroom!" (p. 22). Tyler and Moore (2013) noted historical institutional discrimination against Black farmers. Countless other studies support these observations. This financial constraint limits Black farmers' capacity and participation in tourism microentrepreneurship.

Study participants also expressed concerns about social challenges regarding disconnection from the land, farming discontinuity, popular attitude towards agriculture, social disconnection, gender norms, and disunity among farmers. Many of these Black farmer challenges and mindset date far back in history. Regardless, these social challenges and the nation's rapid urbanization during the 20th century have led to significant declines in Black farmers and their participation in tourism microentrepreneurship. This study's findings related to gender norms coincides with Pilgeram et al.'s (2022) research on women, race, and place in US agriculture. Pilgeram et al. found that Asian, Black, and Pacific Islander female farms were much smaller on average than their White counterparts. Specifically, Black women operate on minimal (80 acres on average) farms. In contrast, White female farmers work on much more extensive (546 acres on average) farms than any other racial group.

Black farmers of North Carolina also identified structural challenges as constraints to participation in tourism microentrepreneurial activities. The result shows that various types of inadequate infrastructure, poor farming methods, safety concerns, and uncertainty are the most pressing structural issues facing Black farmers. These constraints can limit the potential for tourism microentrepreneurship in terms of attractiveness, accommodation, and enjoyable experiences for visitors. It can also negatively affect the reputation of farm operations and expose Black farmers to significant financial risks due to an increased potential for accidents or incidents. Lencucha et al. (2020) noted that adequate farming equipment generally resulted in a positive outcome in farm production and income. Such improvements would improve Black farming success and likely increase willingness to participate in tourism microentrepreneurship activities.

Systemic challenges are a significant constraint of North Carolina Black farmers' participation in tourism microentrepreneurial activities. Study participants identified discrimination, government bureaucracy and corruption, and manipulation (misleading and influencing Black farmers to give up their land using trickery) as significant facets of systemic constraint. One of the study's participants said, "I've had to deal with corrupt officials who want bribes to approve my loan application." Another participant said, "I've been treated unfairly by government agencies because of my ethnicity. I feel like they don't take me seriously as a farmer." Such challenges make it difficult for Black farmers to access the resources and assistance required to run their farm operations and participate in tourism microentrepreneurship. Touzeau (2019) noted in his research that Black farmers and landowners faced discrimination for decades from the US Department of Agriculture (USDA), lending agencies, and their local banks, placing them at risk of losing their land and directly threatening their autonomy and livelihoods. Leibovich (2021) noted in other peoples' work that Black land-owning farmers have long faced systemic discrimination by federal agencies managing agricultural services, lack of access to credit, relegation to marginal and hazard-prone land, segregation, natural disasters, organized opposition to black land ownership.

VII. CONCLUSION

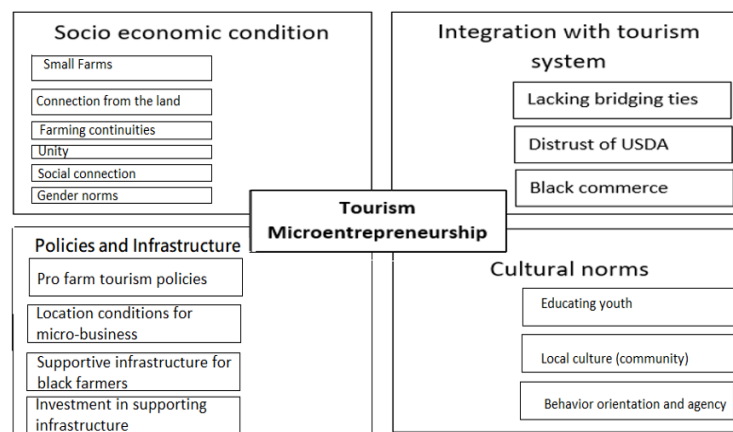
This chapter outlines the conclusions of this study on the role of farm tourism microentrepreneurship in supporting Black agrarianism in North Carolina. The findings suggest that numerous financial, social, systematic, and structural barriers or constraints confront the Black farming population in pursuing agrarianism and adopting tourism microentrepreneurship. The researcher presents the theoretical and practical implications of the study's findings, followed by anticipated policy implications. Finally, the research suggests useful areas of future research that may be useful in advancing the knowledge related to Black agrarianism and microentrepreneurship.

7.1. Theoretical Implications

Examining farm tourism microentrepreneurship efforts supporting Black farmers' agrarian goals provides important insights into inherent challenges and potential solutions to support success. Figure 7.1 illustrates the broad expanse of conceptual insights explored in this study.

Figure 7.1

Tourism Microentrepreneurship Mindset



Each box in Figure 7.1 highlights the numerous issues that require attention to enable the broadest possible adoption of tourism microentrepreneurship among the Black farming population of North Carolina. Of these challenges, perhaps the most fundamental is also the most difficult to overcome—tackling historic socio-economic issues of the Black rural population. However, achieving progress on this constraint offers the most promising path to lowering the highest barrier of entry for widespread Black farmer microentrepreneurship. However, progress in all other areas positively affects this primary barrier. Specifically, bridging the absence of working relationships, mitigating various burdens related to Black agricultural commerce, and achieving mutual respect and trust with the USDA are measurable goals in moving toward more widespread farm tourism.

Cultural norms represent the third central pillar of the framework. Educating youth on the opportunities offered through the multifaceted agriculture of the future is necessary. Still, it requires accommodating local culture while encouraging the practice of desired behavioral orientation as strategic educational objectives. Lastly, policy and infrastructure constitute a major collaborative initiative to achieve tourism microentrepreneurship for the target population. Supporting infrastructure development in prime farming microentrepreneurship localities, adopting pro-farm tourism policies, and addressing local matters to provide an encouraging environment for micro-businesses are key drivers of success in this area.

7.1.1. Socioeconomic Factors Affecting Black Farmer Involvement in FTM

When considering the constraints of Black farmers in pursuing their desired agrarianism goals, this study found that social constraints ranged from disconnecting with the land, farming discontinuities that escalated during the pandemic, farmer disunity, social disconnection, and unhelpful local gender norms in the studied population (Hoppe & Bluestone, 1987). In addition

to pernicious historic socio-economic issues, these conditions represent the most apparent socioeconomic factors affecting Black farmers' involvement in farm-to-market activities (Brown et al., 1992). To reap the benefits of FTM, the studied population offered numerous tourism microentrepreneurship activities that can enhance local food systems.

Black farmers' locations, road connectivity, tourism budget, broadband, and literacy rate affected their involvement in FTM. Findings show that most North Carolina Black farmers reside in rural areas with low-quality land and poor transit accessibility. These circumstances negatively affect farm tourism microentrepreneurship (Kc et al., 2018). Tourism budgets assist in revitalizing rural areas' activities. In investigating the potential impact of these funds, the researcher discovered that some peri-urban counties, such as Halifax and Franklin, have significant concentrations of Black farmers but low tourism budgets. Areas with low budgets affect tourism quality, directly decreasing the number of visitors and job opportunities in the community (Su et al., 2019).

Broadband availability is essential to promote tourism activities as it helps attract tourists to farmlands. The researcher explored Internet availability in North Carolina counties. The northeastern cluster of the African-American population tended to have only moderate to low connectivity levels. In contrast, African-Americans in North Carolina's southeastern counties have poor Internet connectivity.

Literacy is an essential factor affecting farmers' tourism behavior and success. The eastern region of North Carolina generally has lesser literacy skills, indicative of a population with lower levels of education. Conversely, the state's western region has a population with higher literacy levels.

7.1.2. Cultural Norms Affecting Black Farmers' Involvement in FTM

Long-standing local cultural norms dictate how many Black farmers cultivate and harvest crops (Alkon & Agyeman, 2011). For example, Black farmers struggle to find helpers/family to support their farm business. These practices generate communication inequities that disrupt participation in FTM. This study's findings also indicate that age presents a significant obstacle to Black farmer participation in tourism microentrepreneurship. Black farmers struggle to expand their farm business. The lack of a younger generation remaining on the farms presents the Black farmer with limited options for continued agricultural operations as they age (Alkon & Agyeman, 2011).

Tourism microentrepreneurial self-efficacy, social capital, constants, and intentions also affect Black farmers' involvement in farm tourism microentrepreneurship. Self-efficacy is a significant and positive predictor affecting Black farmers' participation in FTM (Wuepper & Sauer, 2016). It has a relationship with the following factors based on the research participants' responses: "partnership," "Internet to market," "appeal," "get helpers," "experiences," "be myself," "Internet to engage," and "business trust." However, "get helpers" and "be myself" were noted as the most significant factors impacting Black farmers' self-efficacy (Agholor & Ogujiuba, 2021).

Like self-efficacy, social capital is another cultural norm affecting Black farmers' degree of involvement in FTM. Interactions with local governments are prominent in negative social capital and affect Black farmers' participation in FTM tourism. "Too much investment," "family commitments," and "tourism risk" also pose statistically significant constraints. "On-farm sales," "partnership with restaurants," "wholesale productions," and "regional farm tours" have a

statistically significant relationship with Black farmers' intentions and limitations to participate in a tourism economy.

7.1.3. Tourism System Factors Affecting Black Farmers' Involvement in FTM

A core conceptual takeaway from this study is the critical interplay between constraints, self-efficacy, and social capital. Black North Carolina farmers face systemic and interpersonal constraints, such as access to financing, land ownership, and market access, which limit their ability to achieve agrarianism goals. At the same time, the study also highlights the importance of Black commerce in negotiating interpersonal constraints and social capital's role in helping farmers build supportive networks. These findings suggest that policymakers and practitioners must focus on creating an enabling environment to address systemic constraints and promote a supporting infrastructure for Black farmers.

The study's results highlight self-efficacy's crucial role in overcoming constraints and achieving agrarianism goals. High levels of self-efficacy among Black farmers enhance their ability to overcome systemic constraints and achieve their goals. Policymakers and practitioners must focus on developing programs to improve Black farmers' self-efficacy, such as training and support in business planning, marketing, and financial management.

The study also stresses the importance of FTM initiatives in supporting Black farmers and their agrarianism goals. The results suggest that policymakers and practitioners must focus on expanding access to FTM initiatives for Black farmers, including investment in infrastructure and support for marketing and distribution.

This study's findings provide a comprehensive understanding of the role of FTM in supporting Black farmers and the importance of addressing systemic constraints and building supportive networks. The results have important implications for policymakers and practitioners

supporting Black farmers and promoting agrarianism. To support Black farmers effectively, policymakers and practitioners must address systemic constraints, promote supportive networks, enhance self-efficacy, and broaden access to FTM initiatives.

7.2. Practical and Policy Implications

The history of agriculture in the United States has been fraught with discriminatory practices that have disproportionately affected black farmers. From the denial of land ownership to the exclusion from government aid and technical assistance, black farmers have had to overcome numerous challenges to succeed in the industry. However, black farmers have persevered despite these obstacles and continue to make significant contributions to the country's agricultural landscape. In light of this, examining the practical and policy implications for black farmers and identifying strategies for addressing their unique needs is essential.

One of the most significant practical implications for black farmers is the need for access to capital. Due to a long history of discrimination and exclusion from government programs, many black farmers have limited access to financial resources. It can make it difficult to purchase land and equipment, invest in improvements to their operations, and compete with larger, more well-funded farms. To address this issue, policymakers and advocates must work to increase funding for programs that provide financial assistance to black farmers and promote private-sector investment in minority-owned agricultural businesses.

Another practical implication for black farmers is the need for technical assistance and education. Many black farmers lack access to the latest technologies and knowledge needed to optimize their operations and compete in an increasingly competitive agricultural marketplace. It can be particularly challenging for small farm farmers, as they may not have the resources to

invest in expensive equipment or hire technical experts. To address this issue, policymakers should focus on increasing funding for programs offering technical assistance and education to black farmers and promoting partnerships between academic institutions and minority-owned farms.

Regarding policy implications, one of the most pressing concerns for black farmers is the need for more excellent representation and inclusion in government policy-making. Historically, black farmers have been excluded from many government programs and initiatives, leaving their needs and concerns largely unaddressed. To address this issue, policymakers should work to increase diversity within government agencies responsible for agriculture and seek input from black farmers and their advocates when designing new policies and programs.

7.3. Implications for Future Research

Researchers face challenges in undertaking in-depth studies of Black farmer agrarianism and practices. Perhaps the greatest challenge is that the farmers are far from monolithic. Numerous racial and ethnic disparities exist among the farmers, and they have diverse points of view regarding farming, land ownership, and the broader socioeconomic environment in which they live (Horst and Marion, 2019). A researcher must also be aware of an understandably elevated level of distrust regarding outside examination of their farming practices and livelihoods.

As expected, this study reiterated that Black farmers lack solid and critical connections to local tourism offices and government leadership. The researcher found obtaining official lists of Black farmers involved in tourism impossible. Such an approach would not prove fruitful in research studies about this population. The researcher engaged with civic groups and other

nonprofit organizations that were serving Black farmers to overcome such limitations. The author also made presentations about tourism during some of their meetings. These efforts attempted to build rapport with a few well-connected individuals who offered referrals to potential study participants. This chain referral approach to recruit study participants requires a willingness to engage with partners long-term and provide services they value.

Given the diversity of the Black farming community in North Carolina, there is a substantial degree of potential bias in study participants' opinions and presenting them as a fair representation of all demographic facets of the population. In addition, a researcher must remain vigilant about the possibility of self-reporting bias. Additional efforts by future researchers should adopt even more robust methodologies and recruit larger sample sizes to obtain a representative sample of study participants. Multiple research instruments can help to ensure higher reliability. Conducted at a single point in time as a cross-sectional study inherently provides weaker insights than longitudinal studies. Hence, conducting a similar study on different topics may be a productive pursuit for future researchers.

This research specifically did not address the nuances in the meaning of Black agrarianism based on gender between North Carolina Black male farmers and Black female farmers. This topic deserves the attention of researchers. The results obtained from such research may assist in illuminating gender differences in successfully engaging in tourism activity. Future research should measure the role of farm tourism microentrepreneurs longitudinally in supporting North Carolina Black agrarianism. This could be done based on two-year intervals to observe any significant changes.

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APPENDICES

Appendix A

You are being asked to participate in an interview for research purposes. The interview is about Black farmers' involvement in tourism microentrepreneurship. Participating in this interview is voluntary and you can stop at any time by simply telling so to the interviewer.

You must be 18 years of age or older, reside in the United States, and to be a farmer to participate in this study.

There are minimal risks associated with your participation in this interview.

If you have any questions about the interview, how it is implemented, or the research study, please contact the student researcher, Dylan Dodson at dddodso2@ncsu.edu and 919-520-8689. You can also contact his faculty advisors, Jerry Lee at klee24@ncsu.edu, and Duarte B. Morais at dbmorais@ncsu.edu. Please reference study number 25250 when contacting anyone about this project.

If you have questions about your rights as a participant or are concerned with your treatment throughout the research process, please contact the NC State University IRB Director at IRB-Director@ncsu.edu, 919-515-8754, or fill out a confidential form online at <https://research.ncsu.edu/administration/participant-concern-and-complaint-form/>

If you consent to participate in this interview, is it ok for us to begin?

Date and time: _____

A. First, let's introduce ourselves...

1. Gender: _____ 2. Year of Birth _____ 3. Ethnicity: _____

4. Where do you live? _____

5. How long have you lived there? _____

6. How would you describe yourself as a farmer?

7. How would you describe your involvement in farm tourism business?

8. How many different crops do you grow on your farm? Let's list them!

9. How do you contribute to the local food system?

B. Ok, next I would like to have you reflect on the notion of Black agrarianism

Black agrarianism refers to the idea that owning and drawing livelihoods from land is a source of freedom, pride and belonging for African Americans.



How do you see your farming and farm tourism activity contributing to this vision?

Probes: How does that make you feel? Why do you do those things?

C. Please select the two most appealing and two least appealing photos of agribusiness and tourism activities

1. Just farming



Select :-) :-(

Why: _____

2. Farmer apprenticeships



Select :-) :-(

Why: _____

3. Farm tours



Select :-) :-(

Why: _____

4. Hands-on experiences for visitors



Select :-) :-(

Why: _____

5. Hosting school trips



Select :-) :-(

Why: _____

6. Produce stand



Select :-) :-(

Why: _____

7. Farmers markets



Select :-) :-(

Why: _____

8. CSAs & VSAs



Select :-) :-(

Why: _____

9. Hosting weddings



Select :-) :-(

Why: _____

10. Organizing events



Select :-) :-(

Why: _____

11. Pick-your-own



Select :-) :-(

Why: _____

12. Lodging and camping



Select :-) :-(

Why: _____

D. Please reflect on each of the following paragraphs.

V1

“I have applied for USDA loans before but I didn’t get what I asked for and the decision came late, which hurts my ability to be a good farmer. I know that many Black farmers have lost their land because of debt, and we are always the last ones to be told about business opportunities. So, whenever I am interacting with local government and support organizations, I have to be very careful with what I say. They may use what I say against me or they may even sell my information.”

V1Q1. How does this paragraph resonate with your life experience?

V1Q2. How do these issues affect your involvement in farm tourism microentrepreneurship?

V2

“I have worked hard maintaining my farm land/business. I know that the upcoming generation is not as interested in farming and I am afraid of what will happen to my farm land after I pass away. It is difficult for me to get help from younger people in my family during the busiest times like harvest, events, and markets. On top of that, I can’t find good staff in this area to help me run my farm, and I don’t feel helped nor comfortable reaching out to local organizations/agencies.”

V2Q1. How does this paragraph resonate with your life experience?

V2Q2. How do these issues affect your involvement in farm tourism microentrepreneurship?
