



**Journal of Association of Arab Universities
for Tourism and Hospitality (JAAUTH)**

journal homepage: <http://jaauth.journals.ekb.eg/>



A Qualitative Exploration of Jasmine Harvest Wellness Tours in Egypt

Radwa Ali Hamed

Ghadeer El-Mawardy

Tourism Studies Department, Faculty of Tourism and Hotels, Alexandria University,

ARTICLE INFO

Abstract

Keywords:

Jasmine Harvest;
Agritourism;
Well-being;
Participant
Observation;
Netnography.

**(JAAUTH)
Vol.24 , No.1 ,
(2023),
pp.62–98.**

This exploratory study aims to examine the participants' jasmine harvest experiences and study the potential of harvest wellness tours in enhancing farm visitors' well-being. Qualitative data were collected through participant observation, semi-structured interviews, and Netnography. The study findings indicate a generally positive attitude toward jasmine harvest experiences among Egyptian farm visitors. The findings also revealed that the participants were more influenced by push factors than pull factors. The results showed that experiencing new things, mental relaxation, improving health and psychological well-being, and escaping city life were the most common motivations for participating in jasmine harvest tours. Since the jasmine harvest experience was found to encompass all four dimensions of well-being, it is possible to conclude that jasmine harvest tours could enhance general well-being. Overall, the study at hand contributes to existing Agritourism and well-being literature by presenting new perspectives on well-being through jasmine harvest wellness tours. The study also provides managerial implications for farm managers and local tourism authorities.

1. Introduction

Following the COVID-19 pandemic, awareness of health and well-being has significantly increased. Generally, nature-based tourism has been considered a potential recovery from lockdowns and restrictions that have negatively impacted people's mental health during the pandemic. This has driven a growing demand for nature-based trips and slow experiences which are characterized by slow time passage and reliance on small social groups (Buckley and Westaway, 2021; Chen and Petrick, 2013; Farkić et al., 2020; Trung and Mohanty, 2021).

According to United Nations (2020), well-being has been identified as a prerequisite for sustainable development among the 17 sustainable development goals of the 2030 agenda. Also, the UNWTO encourages engaging the tourism sector in sustainable development to be able to contribute to improving people's well-being (Farkić et al., 2020; Thakur and Monga, 2022).

Agritourism has been a growing travel trend in recent years. It has a promising future as a special form of rural tourism and as a nature-based type of tourism that maintains sustainability; accordingly, many tourist destinations are encouraging agritourism

development (Artuger and Kendir, 2013; Li et al., 2020; Moraru, 2019; Suhartanto et al., 2020; Thakur and Monga, 2022; Trung and Mohanty, 2021).

In this regard, Egypt as a tourist destination has a strong potential for offering agritourism experiences; since Egypt possesses many farms that could be utilised. Basically, Egypt's cultivated land is mainly limited to the Nile Valley and Delta with a total area of around 9.5 million feddans. Generally, cotton, olives, potatoes, mangoes, citrus, grapes, dates, and oil crops such as jasmine, chamomile, and lavender are the most common crops grown in Egypt (FAO, 2016; Statista, 2022a).

According to the International Federation of Essential Oils and Aroma Trades (IFEAT), Egypt and India dominate the production of jasmine extract needed for manufacturing perfumes, making up around 95 per cent of the world supply. In Egypt, more than 90 per cent of jasmine fields are located in the Gharbiya governorate, namely, at the village of Shubra Beloula in Egypt's northern Nile delta province of Gharbiya, the heartland of jasmine harvest (Ahram Online, 2020). Accordingly, this research aims to investigate how wellness agri tours, namely jasmine harvest tours, can enhance Egyptian tourists' well-being.

Initially, jasmine harvest tours started by receiving individual researchers for educational purposes, however, hosting visitors for entertainment purposes only started in 2017 in collaboration with travel agencies. Jasmine harvest tours became popular amid the COVID-19 pandemic via travel communities on social media (M Hussein 2022, personal communication, September 30).

The study at hand was conducted during the mango and jasmine harvest season (June to December), so there were two options for harvest tours. The researchers chose to carry out an in-depth study on jasmine harvest tours since jasmine is known for its use in remedies and relaxation due to its calming effect, so it was found to be more appropriate for the research purpose. Hence, the research raises the following question:

How can jasmine harvest wellness tours contribute to Egyptian tourists' well-being?

1.1 Importance of research

To the best of the researchers' knowledge, no previous studies were conducted on jasmine harvest wellness tours in Egypt. Therefore, the significance of this research study lies in providing insights into Egyptian tourists' motivations for participating in wellness tours, specifically, experiencing agritourism activities, which would contribute to developing effective wellness tour programs for the various working farms in Egypt, adding value to these farms through being integrated into Egypt's travel itinerary, which would benefit farmers by providing another source of income. Meanwhile, preserving cultural heritage, diversifying the Egyptian tourism product, introducing new destinations to the Egyptian tourist map such as the Gharbiya governorate, and supporting the local community.

2. Literature review

2.1 Agritourism

Agritourism is often referred to as farm tourism. It involves farming-related activities as a form of green-based tourism activity, linked to ecotourism and rural tourism, involving both natural and cultural activities with a focus on sustainability by preserving landscapes and cultural heritage in rural areas (Artuger and Kendir, 2013; Li et al., 2020; Moraru, 2019; Rezaei et al., 2021a; Trung and Mohanty, 2021).

However, authenticity, involvement and participation in a working farm for recreational or educational purposes differentiate agritourism from other forms of rural tourism. Mainly,

agritourists visit a farm for recreation and educational purposes (Moraru, 2019; Rezaei et al., 2021a; Suhartanto et al., 2020). According to Trung and Mohanty (2021), they usually spend one or two days at the farm and are often from nearby cities.

Farmers offering agritourism activities provide tourists with the opportunity to visit their farms for a short period of time which is considered an economic and social contribution to rural communities, such as providing an alternative source of income for the farms, as well as the local community (Artuger and Kendir, 2013; Li et al., 2020; Moraru, 2019; Suhartanto et al., 2020; Thakur and Monga, 2022; Trung and Mohanty, 2021). Moreover, farmers can use agritourism to market their farm products (Artuger and Kendir, 2013; Trung and Mohanty, 2021).

Agritourism activities include (a) things to see; (b) activities to do; and (c) farm products to buy in the context of experiencing village life and culture (Suhartanto et al., 2020). These activities include accommodation at the farmhouse, participating in agricultural festivals, hunting, picking self-grown products, birdwatching, horse riding, and walking (Artuger and Kendir, 2013; Thakur and Monga, 2022; Trung and Mohanty, 2021).

Similarly, a study in Thailand examined the attitudes of agritourists staying in farm accommodations and identified three additional aspects of the agritourist experience: (a) shopping and activities, (b) service, location, and facilities, and (c) environment (Suhartanto et al., 2020).

2.2 Well-being

Well-being is a generic, comprehensive concept that encompasses both temporary feelings and a short-term state of happiness and satisfaction. It contributes to immediate mood-boosting and is usually defined in terms of happiness, reflecting the individual's emotional state following a trip (Chen and Petrick, 2013; Farkić et al., 2020; Garcês et al., 2018; Kim et al., 2015; Rezaei et al., 2021a).

Elements of well-being are known as PERMA, which refers to (a) Positive emotion of happiness and life satisfaction; (b) Engagement and sense of deep involvement in a given activity; (c) Relationships; (d) Meaning and individual growth and finally, (e) Accomplishment and achieving greater health and stress relieve (Garcês et al., 2018; Kim et al., 2015; Suhartanto et al., 2020; Valencia et al., 2022).

According to UNWTO (2020), psychological well-being is associated with the presence of positive psychological states, which reflects people's physical and mental health, and is a driver for sustainable development (Garcês et al., 2018; Rezaei et al., 2021a; Valencia et al., 2022). On the other hand, stress, or physical and psychological tensions is considered one of the most vital elements in evaluating mental health (Chen and Petrick, 2013; Farkić et al., 2020; Garcês et al., 2018; Rezaei et al., 2021a).

2.3 Agritourism experiences and tourists' well-being

In general, tourists are interested in authentic experiences to enrich their well-being, as many studies have concluded that tourism experiences can boost moods, improve the sense of well-being, and reduce burnout and job stress due to detachment from the work environment through experiencing relaxation and new challenges (Amara, 2018; Chen et al., 2014; Gilbert and Abdullah, 2004). Accordingly, positive travel experiences can improve people's mental well-being and physical health, making them feel happier, healthier, and more relaxed (Chen and Petrick, 2013; Garcês et al., 2018; Kim et al., 2015; Rezaei et al., 2021a; Valencia et al., 2022).

Furthermore, vacations improve people's feelings of quality of life and happiness; the level of perceived happiness varies depending on the stage of travel; before travel, people feel happier because of their positive expectations. Meanwhile, the level of happiness during the experience is determined by the level of recovery and satisfaction. However, people feel happy after taking a vacation until the fade-out stage, when the positive effects on perceived well-being are gradually diminished due to job responsibilities (Buckley and Westaway, 2021; Chen and Petrick, 2013; Garcês et al., 2018; Kim et al., 2015). In this regard, vacations have short-term effects on well-being and can last for only a few days, two to three weeks, or no more than one month (Chen and Petrick, 2013).

Also, interaction with nature has a therapeutic positive impact on stress relieving, reducing anxiety, enhancing inner peace and improving people's psychological well-being and happiness by escaping from their daily routine (Buckley and Westaway, 2021; Chen and Petrick, 2013; Farkić et al., 2020; Garcês et al., 2018; Kim et al., 2015; Rezaei et al., 2021a; Suhartanto et al., 2020). In this respect, wellness tours support simplicity by experiencing the outdoors in responsible ways and disconnecting from the stressful modern world which in turn contributes to well-being (Farkić et al., 2020; Kim et al., 2015; Rezaei et al., 2021a).

Agritourism experiences offer benefits, such as happiness, wellness, and social interaction with others (Suhartanto et al., 2020); they also improve well-being through engaging in green spaces and the outdoors. Hence, agritourism activities have positive impacts on mental health (Artuger and Kendir, 2013; Li et al., 2020; Suhartanto et al., 2020; Trung and Mohanty, 2021), additionally, agritourists noticed a significant uplift in their immediate mood after their farm experiences (Moraru, 2019; Rezaei et al., 2021a).

In this regard, Rezaei et al. (2021b) discussed the contribution of agritourism to the agritourists' well-being by identifying four aspects; which are (a) farm activities contribute to the physical aspect of well-being; (b) direct connection with nature contributes to the mental aspect of well-being; (c) interaction with others and group activities contribute to the social aspect of well-being; and (d) fresh air and food, pure water and farm wildlife contribute to environmental aspects. Consequently, the authors proved the positive effect of agritourism experience on mood-boosting and perceived psychological health. Nonetheless, agritourism's success relies on the farmers' willingness to provide the necessary infrastructure and a relaxing ambience (Suhartanto et al., 2020; Trung and Mohanty, 2021).

2.4 Motivational factors for visiting farms

Several previous studies have discussed agritourists' motivations such as improving one's quality of life, purchasing fresh fruit and home-made products, fostering relationships with family and friends, meeting new people, having direct contact with nature, enjoying the beauty of landscapes, mental and physical relaxation, and participating in farm activities (Artuger and Kendir, 2013; Moraru, 2019; Suhartanto et al., 2020; Valencia et al., 2022).

Moraru (2019) revealed that the most important agritourists' motivations were: physical and mental relaxation, relationship bonding, connecting with nature, purchasing fresh products directly from local farmers and enjoying landscapes. He classified the factors influencing tourists' motivation for agritourism activities into four categories: (a) physical factors, such as seeking adventure and physical and mental relaxation; (b) cultural factors, such as exploring and learning about nature; (c) interpersonal factors, such as escaping from the stress of a busy daily life, dealing with the local community, being in a peaceful pollution-free environment, and affordability; and (d) factors related to status and prestige, including willingness for education and discovering new things.

Given that agritourism is a type of rural tourism, (Moraru, 2019) considered factors affecting agritourists' experiences as the same push and pull factors influencing tourists' motivation for rural tourism as suggested by (Tsephe and Eyono Obono, 2013). Generally, push factors are associated with satisfying tourists' personal needs, such as relaxation, escape, adventure, health, and social interaction. Meanwhile, pull factors are related to the attractiveness and attributes of tourist destinations, such as natural beauty, climate, recreational activities, and cultural events, as well as the facilities provided including service quality and accessibility (Goet and Campus, 2021; Moraru, 2019; Tsephe and Eyono Obono, 2013).

In this regard, the study of Nasers (2009) highlighted that farm location and on-site, restrooms are important factors that influence US agritourists' decisions. Additionally, the frequency of travel to the agritourism farms relies on farm location, travel distance and gender (Moraru, 2019). Similarly, Valencia et al. (2022) found that farm site characteristics as pull factors were more effective than push factors in motivating local tourists.

Overall, based on previous literature, it is clear that the primary motivators influencing agritourists and farm visitors differ from one study to another depending on nationality, gender, age ...etc. For instance, building relationships with family was the most important motivation for US agritourists according to (Nasers, 2009) and Sotomayor et al. (2011). Similarly, Ainley and Smale (2010) concluded that the most popular motivation for Canadian agritourists was spending time with family compared to relaxation and learning new things.

However, the study of Artuger and Kendir (2013) revealed that Turkish agritourists' strongest motivations were mental and physical relaxation, escaping daily life stress, getting away from city life and enjoying nature while Park and Yoon (2009) concluded that the primary motivations for agritourism in Korea were both family bonding and relaxation along with other motivations such as socialization, novelty and learning (Moraru, 2019).

On the other hand, the studies of Jolly and Reynolds (2005), Che et al. (2006), and Jensen et al. (2006) in different regions of the United States revealed that the strongest motivations were purchasing fresh vegetables and fruits from local farmers, interaction with nature and relaxation.

Finally, many studies in the United States, Europe, and Asia have found that improving agricultural skills, participating in farm activities, and attending agricultural events are the least motivating factors for most agritourists participating in agritourism activities on working farms (Artuger and Kendir, 2013; Moraru, 2019; Srikatanyoo and Campiranon, 2010).

3. Research Methodology

The study adopted a qualitative research approach to better understand the jasmine harvest wellness experience and capture in-depth insights into its effect on the participants' well-being.

3.1 Data collection

To ensure the study's trustworthiness and develop a comprehensive understanding of the jasmine harvest wellness experience, the researchers used 'methods triangulation' (Patton, 1999); data were collected using three different methods as shown in **Fig.1**.

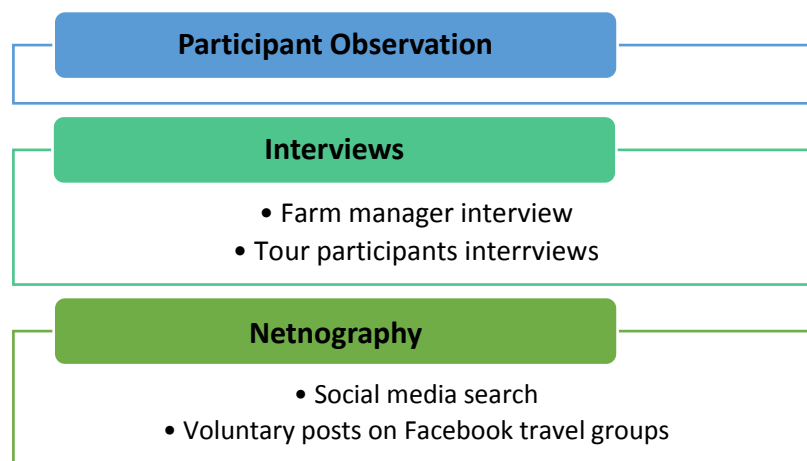


Fig. 1. Research methodology stages

3.1.1 Participant observation

The experiential nature of tourism requires researchers to get close to the tourists within the tourism context (Bowen, 2002) to be able to gather in-depth information. Therefore, getting involved in tour activities will enhance a researcher’s understanding of the tourism experience and result in better rapport with the tour participants (The American Folklife Center, 2015).

Since the central idea was to escape stressful urban life and experience jasmine harvest wellness tours and their effect on well-being. The researchers choose to fully immerse in the jasmine harvest trip experience, engaging with participants and partaking in the jasmine harvest activities.

Accordingly, active participant observation was conducted within a case study of jasmine harvest tours on a small-group, day trip from Alexandria to Shobra Balola, Gharbia governorate, Egypt. The researchers had the farm manager’s consent to conduct their research, however, the participants were not aware that observation is taking place. Researchers chose to conduct covert observations to be able to study visitors’ normal behaviour in natural surroundings since participants tend to change their behaviour when they find out that they are being studied either by hiding certain behaviours or trying to alter behaviour to look better or for the benefit of the researcher (Brancati, 2018). Also, participant observation enabled researchers to capture the interactions between visitors and the local community.

Field notes were written during and after participant observation, to record in detail all the experiences encountered at the jasmine harvest trip including the number of participants, the road trip experience, the setting, tour activities, interactions between the tour participants one another, and with local community members, and finally, the observers’ feelings and reflections (See Appendix A). Taking field notes helped the researchers to purposively choose the interviewees and generate follow-up questions required for further exploration. The field notes were later cross-checked with the interview transcripts.

3.1.2 Interviews

Given the study’s exploratory nature, semi-structured interviews were conducted with the jasmine farm manager as well as farm visitors. The researchers adopted semi-structured interviews to get in-depth insights into the jasmine harvest wellness experience since semi-

structured interviews are flexible and allow probing questions while maintaining consistency across the interviews through using a set of core guiding questions (Jamshed, 2014; Yu and Spencer, 2020). Using predetermined open-ended questions allowed the researchers to get detailed answers (Jamshed, 2014) for a deeper exploration of interviewees' attitudes, thoughts, and feelings.

a. Farm manager interview

The farm manager is a 21-year-old young man who is responsible for organizing jasmine harvest trips on his father's farm. We conducted a 45-minute in-depth interview with him and had his consent to conduct interviews with the farm visitors.

The farm manager interview questions focused on obtaining key facts on the jasmine harvest, the nature of the experience, local community acceptance, visitor types and origins, target markets, infrastructure, risks, and benefits. Most of the interview guideline questions were adapted from previous literature (Quella et al., 2021). Farm manager interview questions are listed in **Table 1**.

Table 1: Farm manager interview guideline

	Questions	Reference
Q1	Let's start with a little bit of history about your farm.	Quella et al., 2021
Q2	Tell us more about the Jasmine Harvest trips. How did it all start?	-
Q3	How long does the jasmine harvest season last? And how long have you been hosting jasmine harvest tours?	-
Q4	What kind of visitors do you have on your farm?	Quella et al., 2021
Q5	How do you reach your target market?	-
Q6	What do visitors experience in the jasmine harvest trips? Does it affect their well-being?	-
Q7	What infrastructure or resources are needed to host jasmine harvest tours successfully? and do you offer any farm stays?	Quella et al., 2021
Q8	What are the risks or difficulties associated with hosting jasmine harvest tours? and how have you adapted to those risks?	Quella et al., 2021
Q9	Is the local community ok with your farm hosting agri tours? and what benefits did it bring to your community?	Quella et al., 2021
Q10	How did your agri tours benefit the Egyptian tourism industry?	Quella et al., 2021

b. Visitors' interviews

As for visitors' interviews, the researchers decided that the best time to conduct participants' interviews was right after finishing the jasmine harvest tour before the lecture on jasmine oil manufacturing begins. They approached the tour participants and began introducing themselves disclosing the fact that they were conducting a research study.

During the field observation, the researchers immersed themselves in the harvest experience by interacting with the tour participants at the jasmine fields; helping others find their way in the fields, collecting jasmine, and taking photos. Socializing during breakfast time, singing, and making jasmine headbands. Due to the collaborative nature of the jasmine harvest experience, the researchers were able to establish a rapport with the tour participants.

The researchers adopted purposive sampling (Tongco, 2007). Specific individuals were carefully selected from the tour participants who were observed earlier as the researchers wanted to gather a considerable amount of data from different kinds of visitors, i.e., get a

representative sample. Most approached participants consented to get interviewed and were willing to impart their jasmine harvest experiences, two politely refused and two were already asleep due to the jasmine sedative effect.

Accordingly, twelve semi-structured interviews were conducted. The interviews were conducted with solo visitors, members of couples, families, or groups of friends. Therefore, a substantial amount of data was gathered from more than 12 visitors.

The setting of the interviews was the rest house café. This casual environment helped the interviewees feel more relaxed during the interview and that they were having a casual conversation rather than being interrogated. The interviews were held in the interviewees' mother tongue 'the Arabic language'.

Informal language was used during the interview to maintain a casual atmosphere and help interviewees give spontaneous answers. Since tour participants haven't slept the night before as jasmine harvest began before dawn, the interview duration was kept short; an average of 15 minutes each. Audio recordings were made with the interviewees' consent to enable researchers to focus on interviewing participants and help them generate a "verbatim transcript" of the interview later on.

The interview questions (**Table 2**) focused on the participants' place of residence, previous visits, or experiences with jasmine harvest, travel companionship, sources of information on the trip, general well-being, motivations, and satisfaction. To evaluate the participants' jasmine harvest experience, they were asked to describe their state of mind (i.e., mental and emotional state) inside the jasmine fields. Participants were also asked about their future intentions; whether they would participate again in jasmine harvest or other harvest tours, if they were willing to recommend the tour to others or share their trip experience on social media. The final question was concerned with evaluating the impact of the jasmine harvest experience on the participants' physical and psychological well-being. The state of mind question was adapted from the mental wellness survey 2017-2018 (Women in Adventure, 2019).

Table 2:Visitors interviews guideline

No		Questions	Reference
1		Can I have your name, please?	-
2		How old are you?	-
3		Where do you come from?	-
4	Tour Participants Profile	Was this your first time on jasmine harvest trips?	-
5		Whom did you come with?	-
6		How did you first know about the jasmine harvest trips?	-
8	Motivations	In general, how would you rate your physical and psychological well-being on a scale from 1 to 5?	-
9	Satisfaction	What motivated you the most to take this trip? What benefits did you seek?	-
10	Experience	Did the trip meet your initial expectations? What was the most enjoyable or relaxing part of the trip?	-
11		Could you describe your state of mind (mental and emotional state) while surrounded by jasmine in 3 words only?	(Women in Adventure, 2019)
12	Future Intentions	Would you care to recommend the jasmine harvest trip to your trusted circle of family and friends?	-
13	Wellbeing	Would you be motivated to go on a jasmine harvest trip again or other harvest trips such as mango and sunflowers?	-
		Finally, do you think participating in the trip positively impacted your physical and psychological well-being?	-

3.1.3 Netnography

To further examine jasmine harvest wellness tours, the researchers used netnography¹ as a cost-effective research method that offers unlimited access to a vast amount of online data (De Valck et al., 2009; Kozinets et al., 2014). Thus, resulting in deeper insights into the online travel communities' jasmine harvest experiences.

The study followed Kozinets (2010) suggested approach for conducting netnography which is a six-step procedure including the following: (1) research planning, (2) entrée, (3) data collection, (4) data interpretation, (5) ensuring ethical standards and (6) research representation.

Since the study aimed at evaluating online jasmine harvest experiences, the planning stage involved finding online spaces that fit that study's purpose. To locate the appropriate online communities and social networking sites, the researchers conducted a quick social media search on jasmine harvest using "Social Searcher" a free Social Media Search Engine. Most of the jasmine harvest mentions appeared on Facebook followed by news websites such as BBC, Masr news, Elwatan news, etc., and only one tweet which was expected since Facebook is the most popular social media platform in Egypt that is frequently used by 83.2% of Egyptian internet users (Statista, 2022b). Almost all search results on jasmine harvest Facebook mentions were related to travel agents' pages or photography events promoting jasmine harvest trips. However, it gave us an indication of where to further look. The researchers also searched Tripadvisor, but no threads came up on jasmine harvest experiences.

According to Kozinets (2010, p.89), to conduct netnography, the online communities to be studied should be (1) relevant to the study focus and the research questions, (2) active, with regular communications, (3) interactive, having ongoing communications between members, (4) substantial, in terms of the number of members (5) heterogeneous having various members (6) rich in data. Therefore, we started to search Egyptian Facebook travel communities and found only two active travel groups that had a significant number of members posts on jasmine harvest namely "Traveller Experience" and "Travel Secrets Club" with a total number of members of 3.3 and 1 million respectively which will be referred to as 1st travel group and 2nd travel group in the coming sections.

After selecting the online travel communities, they have to be entered and the level of the researchers' engagement should be defined (Kozinets, 2015). Both researchers entered the specific travel groups by joining them on Facebook and repeatedly went through the posts and comments to gain an understanding of the nature of these groups and the interactions between members.

The researchers conducted a passive, observational netnography of the posts and post comments to capture the overall attitude towards agritourism experiences in general and jasmine harvest experiences in particular. Members' posts and comments were also screened for any words or phrases of relevance to well-being.

¹ Netnography is a qualitative research approach that draws its name from two terms which are "Internet" and "ethnography" (Kozinets et al., 2014). According to Alavi et al. (2010, p.87), netnography can be defined as "a new qualitative, interpretive research methodology that uses internet-optimized ethnographic research techniques to study an online community".

Observational netnography generates rich data with minimal engagement with the online communities being studied, thereby, can result in detailed descriptions and representations of online communities while neither being obtrusive nor biased (Alavi et al., 2010; Loanzon et al., 2013). Accordingly, researchers chose to adopt an observational stance working with archived online data (Alavi et al., 2010; Di Guardo and Castriotta, 2013; Loanzon et al., 2013; Mateos and Durand, 2012) without any interaction with the travel groups' members so as not to influence their behaviour which ensures the trustworthiness of the study findings.

Data collection involved searching these two public travel groups for members' posts either on jasmine harvest or agritourism experiences in general. It also included capturing the posts' comments, likes, and shares.

To make the groups' search easier the search filters were set to "most recent" and searched for posts using "date posted" starting from 2017 to 2022. To narrow the search down, posts of other harvest experiences such as mango, dates, wheat ... etc. were excluded. The total number of jasmine harvest members' posts retrieved on the two travel groups altogether was 45 posts as well as several members' posts on agritourism experiences.

The retrieved posts were in both textual and non-text data formats (images, and videos). The study focused on analysing textual data only. To get in-depth information, the study needed to focus on a smaller number of posts, therefore the average engagement rate² for each post was calculated where low engagement posts were excluded and only the most engaging posts on each travel group were analysed.

As for data interpretation and analysis, NVivo 11 software was used for analysing qualitative data. To utilize the data and prepare it for analysis, the data were manually cleaned, and irrelevant comments were removed. Emoticons were also removed as they cannot be extracted correctly by the software. However, they were taken into consideration during the analysis.

The first step of data analysis was examining the members' posts on jasmine harvest more closely to be able to generate a comprehensive code list. Both researchers went thoroughly through the members' posts and created codes independently (Bryman and Bell, 2011). Afterwards, they compared and discussed their individual coding lists, which resulted in a finalized first coding list, also called a codebook. The codes were then entered into NVivo software where a short description for each code was added to eliminate the misinterpretations of codes.

Since qualitative coding is an ongoing process (Silver and Lewins, 2014), several rounds of individual coding were conducted where codes from prior literature were taken into consideration. Finally, the researchers adopted a collaborative coding approach to avoid missing out on important codes, where both researchers sat together and coded all members' posts once again.

The members' comments were also analysed to create an understanding of the members' opinions and attitudes toward the jasmine harvest. Since the dataset in NVivo software included the members' posts' coding, a new separate project was created for the comments' analysis to ensure prior post coding does not intervene with the comments coding. Second,

² The average engagement rate per post was calculated via the following equation:

$$\text{Average Engagement Rate} = \frac{\{\text{Total Engagement (reactions + comments + shares)} / \text{Post}\} \times 100}{\text{Total No. of FB Group Members}}$$

According to the latest social media industry reports, 0.064 % is considered a good engagement rate on Facebook (Lauron, 2021).

word clouds generated by NVivo software were used for qualitative data analysis and presentation.

The researchers adopted the same ethical and privacy considerations followed by prior netnographic studies (Janta et al., 2012; Xun and Reynolds, 2010). Generally, this type of research requires recording screenshots of members' posts and comments. However, due to ethical requirements (Kozinets, 2015), members' information should be kept confidential. Accordingly, all the members' posts and comments in the study were dealt with anonymously by deleting the members' usernames. Moreover, several scholars argued that since the members share their posts voluntarily and publicly on the FB groups, thus, using the members' posts as a source of data requires no formal authorization as their posts are already made available publicly therefore researchers need not seek the members' informed consent (Beaven and Laws, 2010; Janta et al., 2014, 2012; Langer and Beckman, 2005).

3.2 Research data analysis

The primary research data were derived from three sources: field notes, interview transcripts, and voluntary posts on jasmine harvest within two active Egyptian Facebook travel groups.

The collected data were subjected to thematic analysis which involved initial familiarization with the data through reading the filed notes, interview transcripts, and members' posts several times. The following step was developing codes.

Qualitative coding was conducted as it helps in organizing and categorizing collected data, more specifically, a hybrid coding approach was used to analyse the field notes, interview transcripts, and the two travel groups members' posts. The researchers started data analysis with a set of predetermined codes (deductive coding) derived from previous literature (Artuger and Kendir, 2013; Suhartanto et al., 2020; Valencia et al., 2022) and as they worked their way through the data new codes were added (inductive coding). Computer-assisted qualitative data analysis software (CAQDAS) was used to aid in the qualitative data analysis (NVivo 11 software). The thematic analysis resulted in identifying recurring words and phrases till key categories were established.

3.3 Reliability and validity

To achieve reliability and validity in the research study:

First, the researchers used 'methods triangulation', where they combined multiple methods (participant observation, semi-structured interviews, and netnography) to study the jasmine harvest tours experiences from different perspectives. Using the triangulation method helps in reducing the bias that may arise from using a single-method approach and increasing the research's reliability and validity (Turner, 2016).

Second, to achieve reliability, the two researchers worked independently on several parts of the study, which were later discussed and agreed upon. This resulted in internal reliability, as defined by Bryman and Bell (2011), in which the study researchers agree on what they see and hear. As for external reliability, it was achieved by thoroughly describing each step of the research as much as possible.

Third, to ensure the validity of the study, the researchers were keen on providing detailed descriptions of each step of the research study as emphasized by Kozinets (2010) when it comes to the validity of qualitative research studies.

4. Findings and data representation

The findings from the gathered data are demonstrated in the following section. The analysis is divided into two main parts. The first includes analysing the participants' interviews. The second is in turn divided into two sections; a general analysis of the two travel groups' members' posts on agri-tourism experiences in Egypt to gain initial insights into the overall attitude toward these kinds of experiences. The second section involves analysing the most engaging members' posts on jasmine harvest to gain insights into the members' jasmine harvest experiences and their potential impact on their well-being.

To make data interpretation easier, the members' posts are categorized into travellers' experiences posts, where members shared their trip details and harvest tour experience with other group members, informative posts where members posted photos and information on jasmine harvest without sharing their own experiences, photography posts where members shared their professional work or photo sessions with the group members, and finally, promotion posts where the farm manager advertised on jasmine harvest tours.

4.1 Interviews analysis

4.1.1 Participants' profile

According to the farm manager, around 80% of the jasmine farm visitors are females. They come solo, with a close friend, a family member, or as a group of family or friends. The percentage of men coming on harvest trips is very low and they usually come with their families, not on their own (e.g., only 6 men in a 40 visitors group all coming with family members at the time of conducting the observation).

As for the age category of the jasmine farm visitors, he stated that most of the visitors' age range is 20-40 years old. However, the farm also receives young university students aged 18 to 21, younger kids through private school trips, as well as seniors aged 60-70, most of whom are club members who come on organized trips in collaboration with clubs.

Concerning the geographic distribution of the farm visitors, the farm receives visitor groups from seven Egyptian governorates. Cairo comes in first place in the number of visitors, followed by Alexandria and Giza in second place. Dakahlia and Ash Sharqia come in third place and finally, visitors from Gharbia and Monufia.

As for the targeted market, the farm manager stated that they first targeted middle-class category visitors and lately, they started targeting upper-class category visitors, however, he complained that this visitors' category is hard to please because they are only used to luxurious 5-star services. To overcome this problem, he explained that they make sure when promoting the harvest trips to highlight that the farm offers simple rural experiences for those who love exploring and enjoying new authentic experiences. He also mentioned that the farm targets foreign tourists through travel agents in Sharm El-Sheikh and Hurghada who recommend the jasmine harvest trips in exchange for a commission.

Therefore, most of the interviewees were female millennials. The majority of the farm visitors at the time of conducting the observation were from Alexandria. All participants were experiencing jasmine harvest for the first time. The majority of participants knew about the jasmine harvest from Facebook. The Interviewee characteristics are shown in **Table 3**.

Table 3
 Characteristics of the interviewed tour participants

Interviewees ID	Age	Gender	Place of Residence	First time on Jasmine’s harvest trips	Source of information on trip	Travel Companionship	General Wellbeing (Score out of 5)	
							Physical Wellbeing	Psychological Wellbeing
1	41	Female	Alexandria	Yes	Facebook	Daughter (8 Years)	5	3
2	33	Female	Alexandria	Yes	Facebook	Friend	3	4.5
3	43	Male	Alexandria	Yes	Facebook	Family (wife, 2 kids, and brother)	4	4
4	37	Female	Cairo	Yes	Facebook	Friend	2	2
5	32	Female	Alexandria	Yes	Friend Recommendation	Solo	1	3
6	32	Female	Alexandria	Yes	T.V. program	Brother	3	3
7	31	Female	Cairo	Yes	Facebook	Solo	5	4
8	38	Female	Alexandria	Yes	Facebook	Daughter (5 Years)	5	4
9	19						4	3
10	17	Females	Alexandria	Yes	Friend Recommendation	Group of Friends	4	4
11	18						4	2.5
12	60	Female	Alexandria	Yes	Daughter’s Facebook	Daughter (22 Years)	4	4
13	31	Female	Alexandria	Yes	Facebook	Solo	3	3
14	35	Females	Alexandria	Yes	Facebook	Sisters	3	2
15	38						3	3.5

Note: Interviewees gave the researchers permission to mention their first names in the study. However, in compliance with the recently imposed research ethics committee guidelines that necessitate maintaining the confidentiality of participants’ information, first names were omitted, and each interviewee was given an ID number.

4.1.2 Motivations

Eight ‘push’ motives and six ‘pull’ motives for participating in the jasmine harvest were identified in this research study. The set of motivations is illustrated in **Fig.2**. When asked **“What motivated you the most to take this trip?”**, the participants’ interview results showed that trying new things or enjoying a new experience is the most frequent motive for participation followed by mentally relaxing, escaping stress, life pressures and responsibilities in 2nd place. Improving health and psychological well-being, spending quality time with family, escaping city-life hassles, and enjoying natural landscapes, and pollution-free environments came in 3rd place. Taking a break from daily routine and trip affordability came in 4th place while both participating in agricultural activities and trip duration are in 5th place. Making new friends and meeting new people, travelling to places where you feel safe, and improving agricultural skills came last.

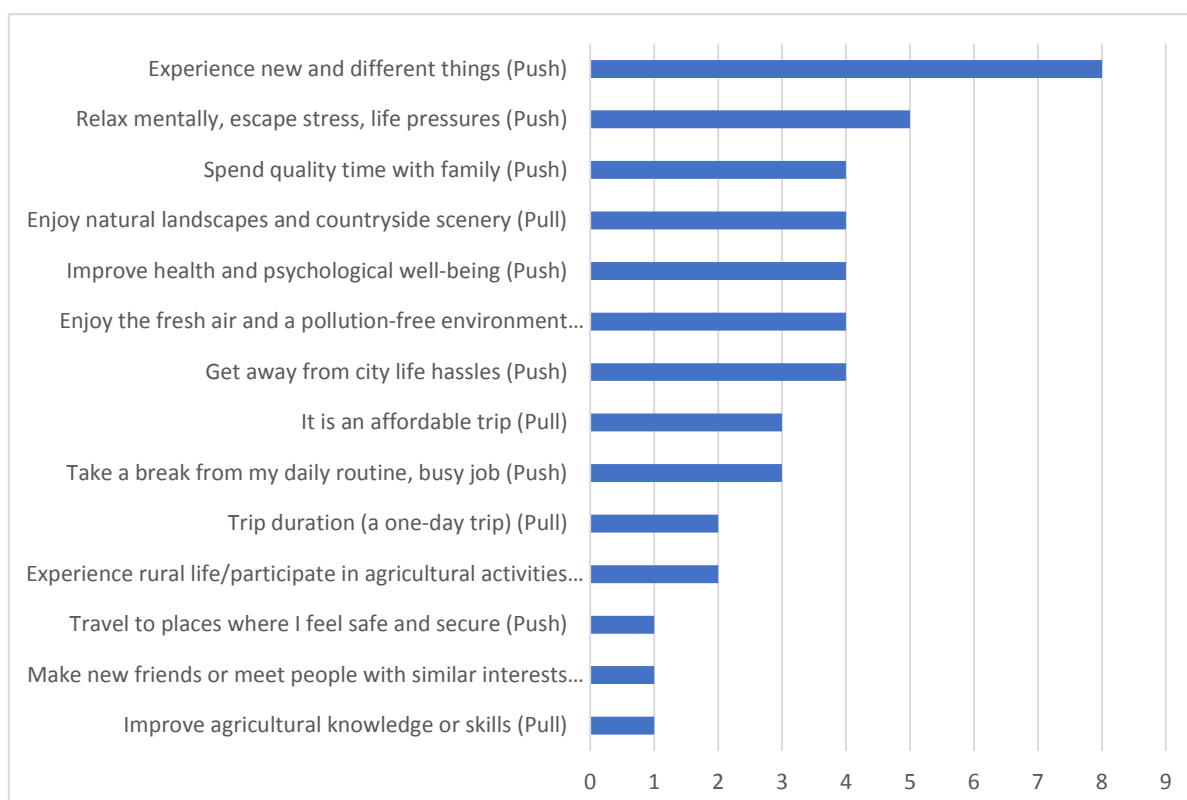


Fig. 2. Motivations for participation in the jasmine harvest

Each participant mentioned more than one motive for her/his participation in the jasmine harvest experience. For instance, the 2nd interviewee, a 33-year-old female participant joined the harvest with her friend to try new things, de-stress and improve her psychological well-being. Her answer to the question ‘*What motivated you the most to take this trip?*’ was “*It’s a new experience, different from any other thing I experienced before that is what attracted me, ... I also thought it will be a good opportunity to be away from stress, and it will be good for my psychological well-being*”.

Similarly, the 7th interviewee, a 31-year-old female, participated in the jasmine harvest because she wanted to try something new, experience nature and improve her well-being. She answered “*A new experience, I love agriculture and this sort of thing ... but mainly, to improve my psychological well-being and I love nature and landscapes*”.

Others participated in the harvest to overcome a health problem that requires a natural or farm ambience. For instance, the 4th interviewee, a 37-year-old female who suffers from a chronic medical condition called ‘fibromyalgia’ participated in the jasmine harvest mainly to improve her health and psychological well-being by mentally relaxing and de-stressing as advised by her doctors. She said *“To get away from life’s pressures, and work-related stress ... I have a medical condition, fibromyalgia, it’s when your psychological state impacts your body, your body aches, doctors advise that one should improve his mental state and relax or it will eventually impact his physical health, so I thought it could be a change from everyday life, a way to relieve stress and improve my medical condition this was my initial idea I guess so my main motive is to escape from stress”*. She also had other motives such as escaping city life, enjoying a pollution-free environment, and getting away from the daily routine where she further elaborated *“I thought that just being surrounded by jasmine and its scent, is a new experience, being in a non-polluted environment, getting to see the sunrise with flowers all around you, and taking photos, is different from everyday life [...] for me, the countryside is related to tranquility, nowadays it is so crowded. You finish your work and spend a lot of time commuting, and that’s it your day is gone”*. She also stated that the trip duration encouraged her *“The trip duration is short, a one-day trip, it is like a weekend getaway, one can easily take a break from life’s pressures, responsibilities, and daily routine”*.

Likewise, the 1st interviewee, a 41-year-old female participant joined the harvest mainly to mentally relax and escape the hectic city. She said, *“Mainly, the idea of taking a break, turning off my mind is what motivated me the most ... I miss open spaces, being outdoors, the spaciousness we miss in city life I guess ... Being away from the crowd, a new lifestyle we aren’t used to”*. She further added that trip affordability and duration also encouraged her *“The trip’s cost being affordable motivated me, moreover, the idea of a one-day trip is what motivated me because it is easier for me to squeeze it in with my work schedule and life responsibilities”*.

Some participants regarded the harvest experience as a chance to spend quality time with family and strengthen their relationships. For example, the 8th interviewee, a 38-year-old working mother participated in the jasmine harvest with her little daughter mainly to bond with her child and improve their health and psychological well-being. She also had other motives such as de-stressing, escaping city life, and enjoying a pollution-free environment. Her answer to the posed question was *“... I didn’t get to go on trips when I was a kid, I don’t want my daughter to be like me, I want her to have a good time with me, also I felt that this experience could give me positive energy ... away from stress, being in a clean, and simple environment. I needed to enjoy the green spaces that we miss in cities. Green spaces help people to be more creative, one needs to just get back to nature, if he uses technology all the time, he gets addicted to it, he needs sun, fresh air, and open spaces with no buildings to regain his energy, this applies to both adults and kids”*.

Also, the 3rd interviewee, a 43-year-old male went on the trip with his family (wife, 2 sons, and his brother) mainly to introduce his kids to rural life and let them participate in harvest activities. He said, *“My kids, it’s their first time to see rural life I wanted them to experience rural life and harvest activities even if I didn’t participate”*. He also thought the trip was a chance to spend quality time with his family and that it was affordable.

Meanwhile, participants who came to the harvest solo had other motives such as meeting new people, increasing their knowledge about the jasmine harvest, and the trip being a safer option for them. For instance, the 5th interviewee, a 32-year-old female participated in the jasmine harvest on her own, she said *“... I love jasmine in general, and I wanted to know more about the harvest activity, ... I’ll get to meet new people”*. Also, the 13th interviewee, a

31-year-old female participated in the harvest because she thought it is a safe travel experience, she stated *‘I thought in this sort of trip, most participants will be females, which is psychologically better for me ... I thought it would be safe to go alone on this trip’*. The interviewees’ different motives for participating in the jasmine harvest are shown in **Table 4**.

4.1.3 Satisfaction

To measure the participants’ satisfaction the interviewer posed the following question *‘Did the trip meet your initial expectations? What was the most enjoyable or relaxing part of the trip?’*. Most participants were satisfied, and for them, the trip was as expected, for instance, the 13th interviewee replied, *‘It is just as I expected ... I loved the idea of being in green lands, and the rural environment too. The weather was good, it wasn’t too hot, harvesting jasmine was easy, and we took our time to sit and enjoy it. There weren’t too many people ... the place is secluded, I liked that’*.

Similarly, the 1st interviewee said, *‘Yeah, pretty much ... I enjoyed interacting with the local community the most, I thought they were lucky to get to live here every day, but after talking to them and knowing they wish they had my city life, now I realize that I am in grace, I will go back to my work feeling more blessed’*.

Also, the 4th interviewee replied, *‘Yes, but when I first saw the agricultural land and dirt road, I am not used to going to such places, I was shocked a little, but once I got inside the field surrounded by plantation, I experienced psychological comfort ... Taking the time to unwind, having quality time with my friend, sharing activities like making jasmine handmade headbands is what I enjoyed the most’*.

Other participants enjoyed the harvest but complained about the long road, lack of facilities, the flies and that the harvest activity needs exerting physical effort. For example, the 12th interviewee, a 60-year-old female who participated in the harvest with her daughter (22 years old) answered, *‘Yes, I loved it, but I got tired of the long road and sitting for a long time on the bus ... I enjoyed most the view of jasmine’*.

Similarly, the 7th interviewee said, *‘Yes, but the road was a bit longer ... The most thing I enjoyed is the jasmine scent, along with the picturesque scenery, and taking selfies’*.

Also, the 2nd interviewee replied, *‘Yes, but as it turned out that walking inside the jasmine fields needs exerting physical effort more than what I expected, also more facilities are needed ... the most enjoyable part was the harvest timing, we arrived by dawn, the weather was wonderful, we got to see the sunrise, the general mood was beautiful’*.

The 5th interviewee said *‘Yes, but lots of flies ... The most thing I enjoyed was being in the open air, a spacious place, I am used to confined spaces, and crowded places in Alexandria, it can be suffocating, but here fresh air’*.

Other participants said that the trip did not meet their expectations, and there were some drawbacks from their point of view, however, they still got to enjoy it. For instance, the 3rd interviewee answered, *‘Well, no ... They work hard, but still need to develop a new program, more comfortable, maybe attend to details and quality of food and everything’*. Nevertheless, he mentioned later on in the interview that his kids enjoyed the experience.

Likewise, a group of friends (9th, 10th and 11th interviewees), who are young adults aged 17, 18, and 19 years old respectively, said that the trip differed from what they expected, they elaborated that it was a bit tiring, and there were lots of flies. However, they still enjoyed the experience. The 11th interviewee for example said *‘If we take the flies away, I liked the timing they chose for the harvest at dawn, the fresh air, the dew on the jasmine flowers’*. The 10th interviewee agreed and added, *‘I liked the sunrise time and the flowers, the view was beautiful, and we took great photos’*.

Table 4 : An overview of participants’ motivations

Motives	Participants ID														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Experience new and different things		✓		✓			✓		✓		✓	✓	✓		✓
Get away from city life hassles	✓			✓	✓			✓							
Enjoy the fresh air and a pollution-free environment				✓		✓		✓						✓	
Relax mentally, escape stress, get away from life pressures and responsibilities	✓	✓		✓		✓		✓							
Take a break from my daily routine, busy job	✓			✓	✓										
Improve health and psychological wellbeing		✓		✓			✓	✓							
Enjoy natural landscapes and countryside scenery						✓	✓	✓		✓					
Experience rural life and participate in agricultural activities			✓		✓										
Spend quality time with family and strengthen relationships			✓			✓		✓				✓			
Improve agricultural knowledge or skills							✓								
Make new friends or meet people with similar interests					✓										
Travel to places where I feel safe and secure														✓	
It is an affordable trip	✓		✓		✓										
Trip duration (a one-day trip)	✓			✓											

4.1.4 The jasmine harvest experiences

The farm manager described the jasmine harvest experience as follows: “*Visitors share the authentic experience of the jasmine harvest with the villagers. They get to see the sunrise while enjoying the jasmine aroma and the picturesque fields. They have a rural breakfast in a simple open-air resting place, drink jasmine tea and eat charcoal grilled corn. Visitors get to make jasmine headbands and take photos wearing them. Finally, they are given a short lecture to learn about the jasmine oil manufacturing process and they get to buy essential and aromatic oil products such as jasmine, lavender, Chamomile, lemongrass, peppermint ... etc.*”.

To evaluate this harvest experience, participants were asked to describe their state of mind inside the jasmine fields in three words. The most frequently mentioned word was ‘comfort’, followed by ‘happiness’, and then ‘relaxed’ came in 3rd place, and finally, tranquillity in 4th place (Fig.3). All the words that the participants used to describe their state of mind on the jasmine harvest tour had a positive meaning. Along with the individual words, two participants used three-word phrases such as ‘harmony with nature’ and ‘united with nature’.



Fig. 3. Word cloud of interviewees' jasmine harvest experiences

4.1.5 Future Intentions

All participants agreed that they would recommend their jasmine harvest experience to their trusted circle of family and friends, even those who were not 100% satisfied, for instance, when the interviewer asked the 3rd interviewee if he was willing to recommend the harvest experience to others despite of his opinion of the trip program, he replied “*Yes, they are working hard, and I think with competition and more visitors they will definitely improve, I just heard that a new program is in progress*”.

When asked if they were going to share their jasmine harvest experience on social media or with a particular online travel community, most participants said that they would share it on their profiles or stories with customized settings not publicly.

As for their willingness to participate in the jasmine harvest again, or other harvest experiences such as mango and sunflowers, most participants preferred to try other harvest experiences, those who wanted to participate in the jasmine harvest again wanted mostly to share the experience with their family members or loved ones.

4.1.6 Wellbeing

The participants were asked to rate their physical and psychological well-being in general on a scale from 1 to 5. Most participants rated their overall well-being as either good or average. Only a few participants had poor/very poor health (**Fig.4**).

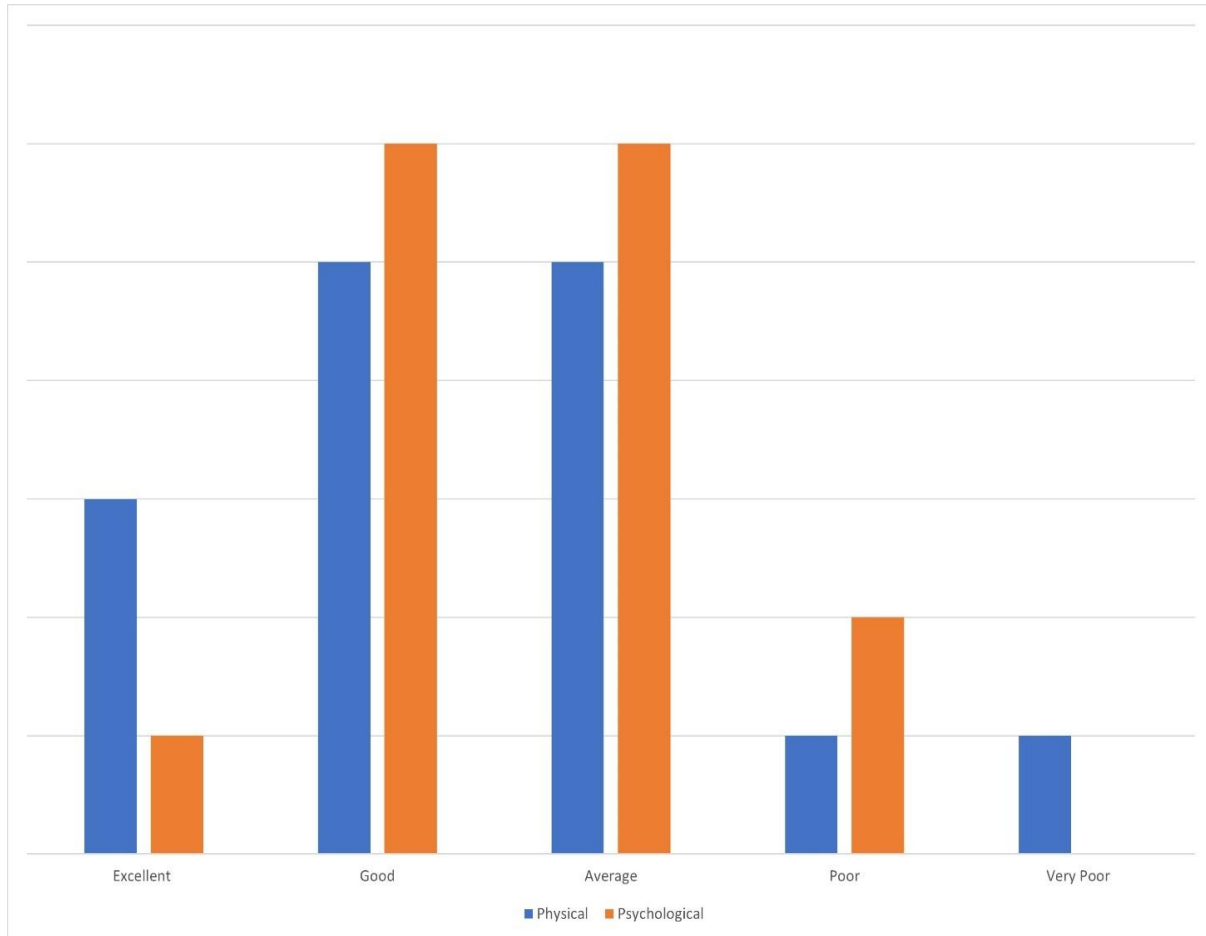


Fig. 4. Participants’ overall well-being

Most participants agreed that participating in the jasmine harvest has positively impacted their mental, physical and psychological well-being. For instance, the 2nd interviewee replied, *“Yes, I feel happy and relaxed. I feel better in general; it had a positive impact on me”*. The 9th interviewee also agreed that the harvest affected her positively, she said *“I loved the experience; I was a bit in a low mood I now feel fine”*. Similarly, the 5th interviewee answered, *“Yes, of course, my mood completely changed, I feel fresh”*.

Concerning physical well-being, the 4th interviewee who suffers from a psychosomatic condition stated that she felt a lot better after her jasmine harvest experience, she said, *“Well, I had a break, a new experience, I met new people, I had quality time with my friend, the nature, the weather, the sun, the whole ambience is a lot different from what we are used to in Cairo. So yes, I feel a lot better, I got away from personal problems, work stress, city life, pollution, and traffic, which is very important to us as Cairo inhabitants”*.

Similarly, the 8th interviewee believed that the harvest experience positively affects her daughter's health. She replied, "... *I can see my daughter having fun and it is much better for her health to spend time playing outdoors enjoying the fresh air and the sun than to spend her time on screens; the Tv., and the tablet*".

Out of the 12 interviewees, two participants (14th and 15th interviewees) believed that the jasmine harvest experience had a negative impact on their physical health as both were feeling fatigued by the end of the trip, so the interviewer asked them if they felt psychologically better like being less stressed, more optimistic, etc. They replied "*Well, I can't say, there (referring to jasmine fields), I felt good, but now it is finished*", "*I enjoyed a new experience and that's it*". Nevertheless, they had an overall positive experience inside the jasmine fields.

Likewise, the farm manager spoke of the impact of the jasmine harvest experience on the visitors' psychological well-being. He said "*Yes, the jasmine scent has a sedative effect by the end of the tour more than half of the visitors are sleepy. We had a female visitor who took the trip 4 times, we honoured her as a loyal customer. When we asked her why she participated in the jasmine harvest many times, she said that jasmine makes her feel calm, peaceful, and stress-free*".

4.2 Netnography analysis

4.2.1 Analysis of travellers' agritourism experiences posts

Searching the two travel groups for members' posts on their agritourism experiences resulted in several related posts. The study analysed the posts with good or low engagement levels but closely related to well-being. The aim was to capture the general attitude of the two travel group members towards agritourism experiences and examine their impact on the members' well-being. Generally, the members responded positively to the posts. The posts were listed under several hashtags such as #Egypt _ countryside, #rural_tourism, and its beauty, and #new-experience.

Each post and its comments featured at least one component of the 4 dimensions of well-being (physical, mental, social and environmental) as several post-creators linked agritourism experiences to well-being, for example, one member wrote "*I am a city resident. I didn't feel this comfort before and I never experienced it in the city*", another member stated "... *sitting in a place full of plants surrounded by nature without any pollutants is so mind-relieving. you will come back happy and stress-free*". Also, a member said "*rural breakfast is enough to get you out of any depression*". Moreover, some post-creators advised other members to turn to agritourism experiences as a way for improving their well-being, for instance, "[...] *when you [...] find yourself drained, struggling with life pressures and work-related stress, and you say to yourself, I want to get away from all of this. Think about spending a day in the countryside, where you get to forget about everything and just sit amidst nature. It is a great way to recharge your energy to be able to move on [...]*" and "[...] *Being in nature and amid greenery is something that completely changes your mood*♥️ I wish the culture of outings and environmental trips spread in Egypt [...] *This is very important for human mental health*".

Similarly, some members' comments were related to well-being, such as, "*These experiences can offer me serenity and psychological comfort*", "*being in a rural setting is a psychological need and a great getaway*", "*Greenery, and a simple lifestyle. I feel that I will be*

psychologically comfortable living there”, “The height of magnificence and psychological calmness. The soul is longing”.

Other members’ comments related rural photography to well-being, for instance *“These photos are enough to get you out of depression”, “Very beautiful photos full of warmth and psychological comfort”* and *“I feel psychologically relieved watching these photos”*. The following figure features the two travel groups members’ posts on agritourism.

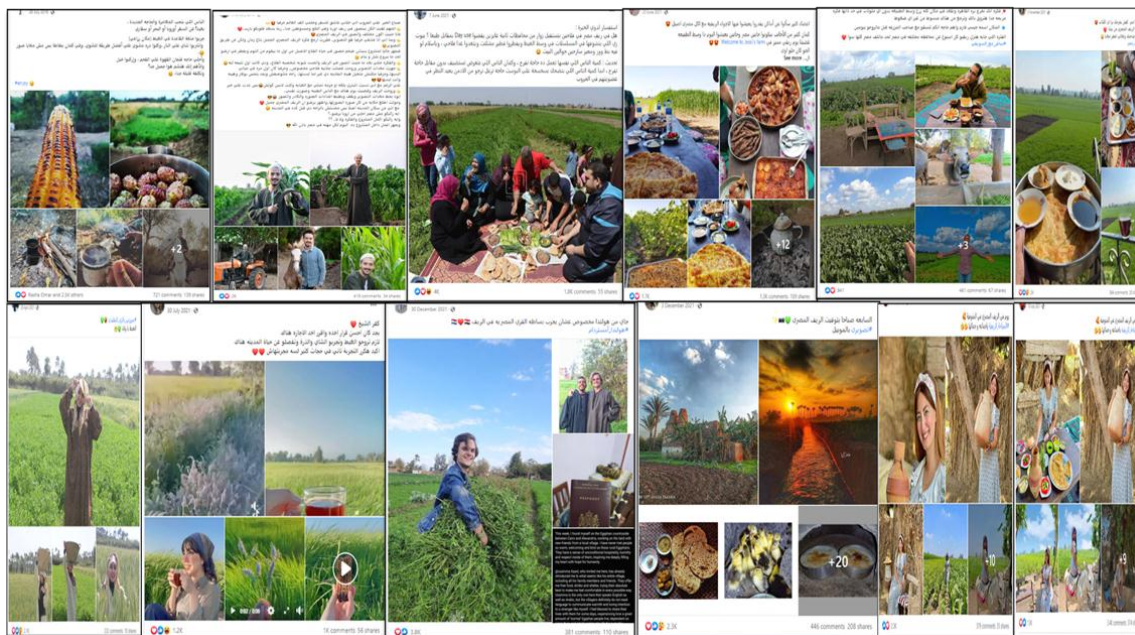


Fig. 5. Members’ posts on Agritourism

4.2.2 Analysis of travellers’ jasmine harvest experiences posts

The analysis resulted in seven top posts in terms of high engagement levels in each travel group. The jasmine harvest posts overview is presented in **Tables 5 & 6**. An analysis of the members’ comments to these 14 posts is also discussed to find out the two travel group members' attitudes towards the jasmine harvest experience and its impact on their well-being. Generally, all the posts shared positive experiences and the members positively responded to them through reactions, comments and shares.

The top posts in the first travel group (**Fig.6**) were categorized as follows: 3 informative posts (ranking 1st, 4th and 7th place), 3 photography posts (ranking 2nd, 5th, and 6th), and a traveller’s experience post in 3rd place.

The top post was an informative post. The post had a very good engagement level with an average engagement rate of 0.841%. The post had the hashtag #Know_Your_Country. The post creator introduced the group members to the village of “Shubra Baloula” which is known as the village of Jasmine and is responsible for most of the jasmine production in Egypt. He stated *“The Netherlands is proud that it is the top country that grows tulips in the world Similarly, Egypt grows half of the jasmine cultivation in the world The largest European countries such as France, Germany and others depend on jasmine paste in the manufacture of the most expensive perfumes in the world. The village of “Shubra Baloula”, Gharbia Governorate, the*

Jasmine village. The village's production of jasmine amounts to 10 tons with around 2 million trees”. All post comments were positive, mostly expressing their first-time knowledge of this village and their desire to go there and enjoy a new experience.

For example, one member commented “*It's the first time to know of it and such experience should be marketed*”. Another member commented “*There should be organized trips to jasmine fields*”. Also, some members inquired about the timing of the harvest season. The most frequently used words and phrases in the comments were beautiful, delightful, great scent and gives positive energy.

The other two informative posts offered information about the village, harvest season and jasmine oil manufacturing. Most comments were full of inquiries such as: (1) Where is ‘Shubra Baloula’ located exactly? (2) How can one participate in the jasmine harvest? (3) Can anyone tell us more about the harvest experience?

Other comments expressed their desire to go there and participate in the harvest, for example, one member commented “*It would be a nice tourist experience if they host visitors and let them help in the harvest*”. The most frequently used words and phrases in comments were beautiful, joyful, love jasmine, jasmine tea and love jasmine aroma. One comment related jasmine harvest to serenity and psychological comfort.

A photography post ranked second with an average engagement rate of 0.224%. The post was a part of a photography contest, featuring an old female villager working in the jasmine harvest. The post had the hashtag #Xiaomi_in_Egypt. The members responded positively by voting in the post comments. Also, the other two photography posts had very positive comments. The most frequently used words and phrases to describe the photos in comments were beautiful, adorable, nice, joyful and simple life.

A traveller’s experience post ranked third with an average engagement rate of 0.133%. The post creator described her tourism experience at the village as follows “*My visit to the jasmine fields in the village of Shubra Baloula, near Tanta. I have always wished to participate in an activity like this [...]*”. She also posted photos of her participating in the jasmine harvest and shared details of her visit (time of arrival, activities, food etc.). The words and phrases she used for describing her experience were all positive such as simplicity, hospitality, generosity, beauty, and jasmine aroma. She concluded her post by saying “*It was a new experience for me, and I loved it, and I came back with a jasmine seedling, I hope I know how to plant it* ”. Almost all post comments were positive.

The most frequently used words in comments were beautiful, joyful and great smell. Some members commented that they went to the jasmine village and are willing to revisit as they enjoyed their time there, and others described their jasmine harvest experience as a great experience. Only one comment expressed disappointment that there are no hotels to host tourists. One member related jasmine harvest to wellbeing by stating that she felt relaxed and better psychologically just by reading this post.

Table 5: Overview of 1st Travel Group Members’ Posts (3.3 M Members)

Year	Date of post	Post Creator Gender	Post Type	Post Engagement				Top Posts Rank
				Total No. of reactions (Like, Love, Care ... etc.)	Total No. of Comments	Total No. of Shares	Average Engagement Rate (%)	
2019	27 January 2019	Male	Informative Post	17000	963	9800	0.841	1 st
2020	31 August 2020	Male	Photography	1000	73	59	0.034	
	1 September 2020	Male	Photography	2500	62	39	0.078	5 th
	29 October 2020	Female	Informative Post	2900	451	471	0.116	4 th
	29 October 2020	Female	Videos	71	26	4	0.003	
	29 October 2020	Male	Informative Post	518	142	56	0.022	
	18 November 2020	Female	Photography	317	45	4	0.011	
	15 December 2020	Male	Photography	6800	503	84	0.224	2 nd
	26 September 2020	Male	Photography	36	2	1		
2021	20 January 2021	Female	Informative Post	240	12	3	0.008	
	3 March 2021	Male	Informative Post	2000	65	66	0.065	7 th
2022	31 July 2022	Female	Travellers Experience	3800	457	142	0.133	3 rd
	7 August 2022	Male	Photography	2000	164	124	0.069	6 th
	17 August 2022	Male	Photography	35	2	1	0.001	
	31 August 2022	Male	Video	68	4	0	0.002	
	7 September 2022	Male	Photography	1100	77	103	0.039	
	1 October 2022	Female	Photography	158	48	1	0.006	
	6 October 2022	Female	Travellers Experience	66	18	0	0.003	
	16 November 2022	Female	Photography	1500	44	18	0.047	

Note: The highlighted rows indicate the Facebook posts with good engagement rates (≥ 0.064).

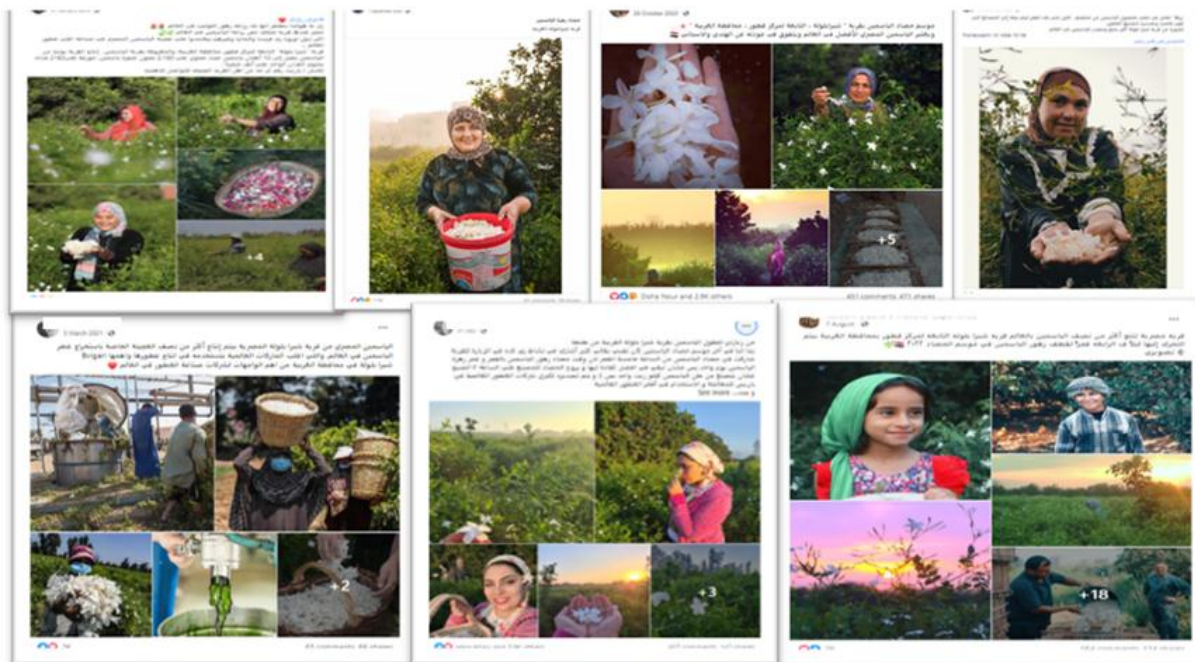


Fig. 6. 1st travel group top posts on Jasmine Harvest

The top posts on the 2nd travel group (**Fig.7**) were categorized as follows: 3 travellers experience posts (ranked 1st, 2nd, and 6th), 1 informative post (ranked 3rd), 2 photography posts (ranked 4th and 5th) and finally 1 promotion post (ranked 7th).

The top post was a traveller's experience post. It had the highest engagement level among the 14 posts of both travel groups with an average engagement rate of 1.52%. The post creator vividly describes his jasmine harvest experience linking it to well-being as follows "A very sweet thing starts this time of the year; it is the jasmine harvest season An experience which can change your psychology 180 degrees because of its beauty. Imagine a country that smells like jasmine aroma [...] The jasmine harvest begins at midnight till eleven in the morning, jasmine is collected before the dew dries up from the flowers, giving it weight and naturally attractive colour [...] You really have to go there; it is a very enjoyable experience, and you will get to see the sunrise while gathering the jasmine". The members positively responded to the post inquiring about the location of the village and expressing their desire to go there. The most frequently used words in comments were beautiful and nice. Other comments related visiting a place like this to psychological comfort. For example, some of the members' comments were as follows "A very relaxing post", "Just looking at the jasmine photos improves my psychological well-being" and "Jasmine can definitely change your mood". Other members commented that they already experienced the jasmine harvest and enjoyed it, for instance, one member wrote "I went there, it was a great experience but unfortunately, the harvest season is coming to its end".

Another traveller's experience post ranked 2nd in the second travel group with an average engagement rate of 0.220%. The post creator stated that he has been planning this trip since the year before, but the harvest season ended without him having the chance to participate. He also related his jasmine harvest experience with well-being, his exact words were "The first time you walk among the plantation, it is as if you are entering another world of mental and psychological

comfort. I still have the sweet smell of jasmine in my hands”. He stated that he had to ride several transportations and walk to get there then he posed a question “*Was it worth it?*”. He continued to explain “*Yes, it was totally worth it for me, it wasn’t a matter of a goal I plan to reach but the amount of new information I acquired. Can you imagine that all the world’s most expensive perfume brands turn to Shubra Baloula for acquiring Egypt’s distinctive jasmine oil? I visited the factory, saw the boilers and got introduced to the manufacturing stages*”. He further stated “*The village also produces violet and citrus*” while posing another question “*Did you know that the village is visited by Europeans more than Egyptians?*”. The post creator posed these questions as a way of intriguing other members along with using several positive emoticons throughout his post. He finally warned his post audience of the absence of facilities as follows “*Unfortunately, there are zero tourist services there. I mean to go there you have to go on an organized trip*”. The post had the hashtag #Support_Rural_Tourism. The members positively responded to his post expressing their desire to go there and the post creator ended up organizing a trip there so the rest of the members’ comments were inquiring about the trip details and to count them in.

The last traveller’s experience ranked 6th with an average engagement rate of 0.111 %. The post creator had a positive experience that she described in detail as follows “*Jasmine harvest is a unique experience [...] I spent a day full of energy, green plantations, mentally unplugging, clearing my head, and rejuvenating my energy [...] There was a nice simple resting place that takes after the place spirit. We had the best rural lunch, drank great tea and interacted with the local community [...] We made handicrafts to keep as souvenirs It was a very nice opportunity to get acquainted with the agricultural lands and see the flowers and medicinal plants, with an explanation from one of the farmers about the methods of farming and the types of crops [...] the host lectured us about cultivating jasmine and the stages of its oil manufacture. There was an exhibition of essential oils (lavender, mandarin, peppermint ... etc.) and other oils at very competitive prices [...] My day trip to the village ended at 8 pm ♥☐ I was very happy [...]*”. The post creator used several positive emoticons. The members responded positively to her post. The most frequently used words and phrases in comments were joyful, beautiful, great photos, let’s go there, and let’s take a break.

An informative post [dated 22 June 2021] ranked 3rd with an average engagement rate of 0.193%. It was the same informative post posted on the 1st travel group [dated 27 January 2019] However, the post creators were different, so it seems that the member on the second travel group copied it from the other group, but he made no reference to that. The 2nd travel group members also reacted positively to the post. One member wrote “*Can’t imagine how great the smell*”. Some members who already experienced the jasmine harvest commented saying “*Wonderful personal experience*”, and “*Beautiful place, I told everyone and convinced them to go there*”. Another member linked it to well-being saying “*It really restores the soul, and you could feel a positive energy, I want to go there every day*”.

Two photography posts ranked 4th and 5th with an average engagement rate of 0.18 and 0.118 respectively. The photos featured jasmine fields, and local community individuals harvesting jasmine. The posts had a very positive response. The most frequently used phrases in comments were beautiful people, kind people, great photos, a joyful post, a wonderful place and a great scent. Some comments related the jasmine harvest photos to well-being such as “*Landscapes have a special allure and a source of psychological comfort*”, and “*These are beautiful and*

relaxing photos’’. Some of these professional photos were used in later posts especially a photo of a little girl from the local community holding a basket of jasmine was reposted several times on both travel groups.

Finally, a promotion post ranked 7th with an average engagement rate of 0.103%. The farm manager posted promoting jasmine harvest tours in his village. Most comments were positive inquiring about how to participate and asking for contact details. Some of the visitors who experienced the jasmine harvest commented positively as follows “*Great experience, as soon as you approach the jasmine farms, the aroma of your dreams will sneak up on you. We entered the village by sunrise, where the jasmine harvest starts after midnight till eight the next morning*’’. Another wrote “*The place is great but still need to work on trip organizing*’’.

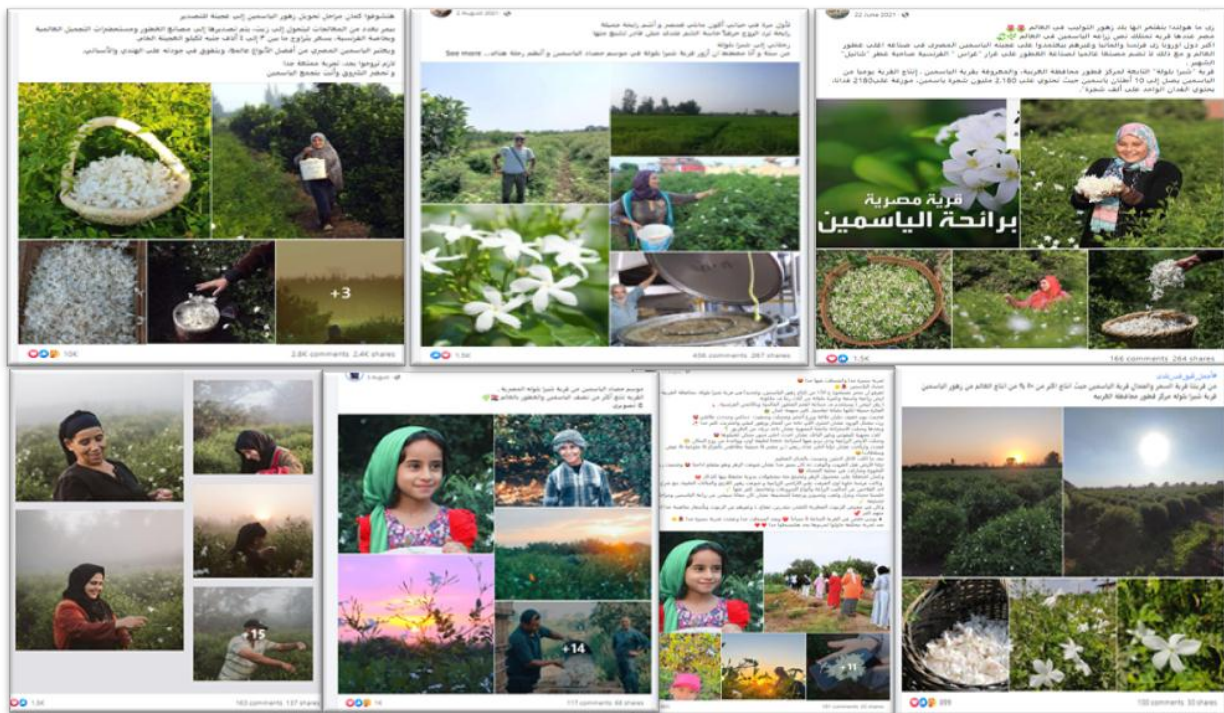


Fig. 7. 2nd travel group top posts on Jasmine Harvest

All in all, it was noticed that in the early posts on jasmine harvest experiences in the years 2019 and 2020, most travel groups’ members did not have any prior knowledge about the village of “Shubra Baloula or the jasmine harvest tours. By 2021, members began to take interest in agritourism experiences in general and jasmine harvest in particular, either creating posts inquiring about places that offer such kinds of experiences or commenting on other members’ experiences and asking them for more details on how to participate in the jasmine harvest experiences. This can be attributed to COVID-19-imposed travel restrictions and people spending more time on social media during home quarantines searching for new, much safer tourism experiences.

Table 6: Overview of 2nd Travel Group Members Posts (1M members)

Year	Date of post	Post Creator Gender	Post Type	Post Engagement				
				Total No. of reactions (Like, Love, Care ... etc.)	Total No. of Comments	Total No. of Shares	Average Engagement Rate (%)	Top Posts Rank
2021	22 June 2021	Male	Informative Post	1500	166	264	0.193	3 rd
	2 August 2021	Male	Traveller’s Experience	1500	436	267	0.220	2 nd
2022	1 September 2021	Female	Traveller’s Experience	68	5	2	0.008	
	16 July 2022	Female	Traveller’s Experience	67	8	0	0.008	
	19 July 2022	Male	Promotion	899	100	30	0.103	7 th
	19 July 2022	Male	Photography	23	0	0	0.000	
	2 August 2022	Male	Photography	1500	163	137	0.18	4 th
	5 August 2022	Male	Photography	1000	117	66	0.118	5 th
	9 August 2022	Male	Photography	54	1	1	0.001	
	26 August 2022	Male	Photography	94	1	0	0.009	
	27 August 2022	Male	Video	14	3	2	0.002	
	31 August 2022	Male	Traveller’s Experience	10000	2800	2400	1.52	1 st
	31 August 2022	Female	Traveller’s Experience	865	181	65	0.111	6 th
	31 August 2022	Male	Photography	92	18	5	0.011	
	3 September 2022	Male	Photography	84	5	0	0.009	
	5 September 2022	Male	Video	32	2	3	0.004	
	6 September 2022	Female	Traveller’s Experience	4	0	1	0.001	
	8 September 2022	Male	Photography	133	8	2	0.014	
	11 September 2022	Male	Traveller’s experience (video)	198	45	20	0.026	
12 September 2022	Male	Photography	123	18	5	0.015		
14 September 2022	Male	Photography	150	13	14	0.018		
18 September 2022	Female	Photography	309	53	0	0.036		
18 September 2022	Male	Photography	54	3	0	0.006		
18 September 2022	Male	Photography	49	5	4	0.006		
30 September 2022	Male	Photography	67	5	4	0.008		
22 October 2022	Male	Photography	27	4	1	0.003		

Note: The highlighted rows indicate the FB posts with good engagement rates (≥ 0.064).

The final figure (**Fig.8**) features the most frequently used words by the members of the two travel groups to describe jasmine harvest experiences. All the words had positive meanings. The most frequently mentioned words were ‘beautiful’, followed by ‘joyful’, then ‘great and relaxing’ came both in 3rd place, and finally, ‘positive and comfort’ in fourth place. Members also used three-word phrases that emphasise the jasmine harvest’s impact on well-being such as ‘*gives positive energy*’ or ‘*changes my mood*’.



Fig. 8. Word cloud of online travel communities jasmine harvest experiences

5. Discussion and conclusion

To conclude, harvest wellness tourism is an emerging type of alternative tourism. Thanks to COVID-19, tourists now prefer engaging in greener, much safer travel experiences. Also, the pandemic heightened the importance of one's overall well-being and encouraged self-care. Nowadays, tourists have taken more interest in tourist experiences that could improve their physical health and are more open to new experiences that can contribute to enhancing their psychological well-being.

This exploratory study aimed to investigate jasmine harvest wellness trips in Egypt. The primary focus of this study was to explore the impact of jasmine harvest experiences on participants’ well-being.

Accordingly, to answer the study’s research question, this paper investigated the real-world jasmine harvest wellness tours by conducting participant observation, and semi-structured interviews with tour participants. A netnographic research approach was also adopted to study the online communities’ opinions and attitudes toward the jasmine harvest. Overall, the study findings indicate a generally positive attitude toward jasmine harvest experiences in Egypt.

The study attempted to determine the motivations for participating in jasmine harvest tours and the results revealed that these motivations are generated by a variety of ‘push’ and ‘pull’ factors and are largely influenced by the individual characteristics of each participant such as gender, family situation or health status. The following factors were identified as the most common motivations for participating in jasmine

harvest: experiencing new things, mental relaxation, improving health and psychological well-being, spending quality time with family, escaping city-life hassles, enjoying natural landscapes or pollution-free environments and participating in agricultural activities. These findings agree with the findings of Moraru (2019) and Valencia et al. (2022). Other factors related to trip characteristics (pull factors) such as trip affordability and short duration were also found to encourage participation.

The study findings also revealed that participating in agricultural activities and improving agricultural knowledge or skills were not the main motivational factors to join the jasmine harvest. In other words, the participants mainly experienced the jasmine harvest to relax and enhance their psychological well-being rather than to participate in agricultural activities. These findings are coherent with the findings of Artuger and Kendir (2013), Moraru (2019) and Srikatanyoo and Campiranon (2010) who reached similar results concerning the main motivations of agritourists.

Furthermore, the findings suggest that participants were also driven by health and therapeutic purposes such as overcoming health conditions with underlying psychological reasons (e.g., fibromyalgia) which indicate that jasmine harvest experiences provide more than just recreational activities such as enjoying the countryside and participating in agricultural activities. This finding appears to be consistent with the findings of Valencia et al. (2022) who found encountering health concerns that need farm ambience among the motivations for visiting farm sites in the Philippines. Nevertheless, it should be noted that there is still a lack of research concerning the favourable impacts of travel experiences in general on physical health (Chen and Petrick, 2013).

It was also found that engaging in jasmine harvest experiences helps in immediate mood-boosting and thus enhances the participants' psychological well-being. This finding agrees with the findings of both Rezaei et al. (2021a) (2021b).

Generally, participants were more motivated by 'push factors' than 'pull factors'. However, this finding is inconsistent with Valencia et al. (2022) who found that local tourists were more motivated by the attributes and features of the farm sites 'pull factors' rather than the push motivations.

Similarly, the members of the two studied online travel communities displayed a positive response toward jasmine harvest posts through reactions, comments and shares. Also, both post creators and members linked the jasmine harvest experience to well-being on several occasions by frequently using positive terms and phrases such as relaxing, psychological comfort, gives positive energy and changes your mood, etc.

Another key finding is that the overall jasmine harvest experience encompassed all four dimensions of well-being (physical, mental, social and environmental); participating in harvest activities fulfils the physical component, experiencing simple rural life away from the hectic cities fulfils the mental component, and interacting with the local community and other harvest participants fulfils the social component. Finally, the environmental component of well-being is fulfilled through the enjoyment of fresh air, jasmine fields, and jasmine scent. These findings agree with Rezaei et al. (2021a) (2021b) who identified the potential contribution of agritourism to the four aspects of well-being.

The previous findings answer the research question. Accordingly, it is possible to conclude that jasmine harvest experiences can potentially contribute to improving overall well-being. Nevertheless, finding out whether the positive impact of jasmine

harvest experiences on participants' well-being is short-termed or could last longer needs further investigation.

5.1 Managerial implications

Based on the study findings, in order to encourage agritourism in Egypt in general and achieve visitors' loyalty to harvest wellness experiences in particular, farm owners or managers should offer visitors satisfying experiences that fulfil their well-being.

Accordingly, at this point, it is safe to suggest that farm owners or managers who want to succeed in the agritourism business should make sure to create settings with a pleasant, quiet and peaceful ambience where visitors can mentally relax and physically rest while enjoying nature and experiencing the rural lifestyle.

To achieve this, farm owners or managers should provide visitors with an escape from their normal life and daily routine by creating an environment that is totally different from the urban environment that they are used to. They also should ensure visitors' peace of mind during the harvest experience by providing a safe environment in an easily accessible location and clean facilities. To increase the visitors' comfort and thus, their peace of mind inside the fields to be able to enjoy the harvest activities as smoothly as possible, providing gear such as farm boots and hats is highly recommended in addition to attending to the quality of food services and professionalism of the staff.

Moreover, Egyptian tourism authorities need to recognise that authentic farm experiences require authentic farm accommodations and events. They should also encourage direct tourist participation in off-farm activities such as purchasing agriculture products in farm retail stores. This emphasises the importance of raising awareness of agritourism benefits for the local community through training programmes designed to assist them in hosting agritourists in their homes and organising wellness trips to their farms as an additional source of income.

Additionally, tourism authorities should consider setting up well-organized agritourism events with a variety of activities for the entire family including children. Furthermore, organizing tours of "One day to be a farmer" including visiting craft villages and experiencing traditional local cuisine would enhance the authenticity of the agritourism experience as suggested by Trung and Mohanty (2021).

Finally, branding Egypt as an agritourism destination by including various harvest wellness trips in tourism marketing campaigns, emphasising the mental and psychological health outcomes of agritourism experiences, as well as their affordable costs.

5.2 Research limitations and future research

This research study offers significant findings on the impact of harvest wellness experiences on well-being, nevertheless, it should be noted that the effectiveness of Jasmine harvest wellness tours in treating chronic medical conditions, particularly psychosomatic disorders such as fibromyalgia can't be utterly validated by this study. Yet, the current findings could pique the interest of medical academia enough to pursue further investigation in this matter. Moreover, the study results are limited to the jasmine harvest wellness experience and cannot be generalized to other harvest experiences. In other words, more fruit and vegetable harvest experiences should be investigated. Therefore, future studies could replicate this study across a variety of different harvest experiences. Also, the study results concerning the motivations for

jasmine harvest do not necessarily apply population-wide. It also should be noted that the study results are limited to domestic tourists. Furthermore, future studies could explore the role of social media influencers in promoting Egyptian harvest experiences and how this can help brand Egypt as an agritourism destination worldwide.

References

- Ahram Online, 2020. Egypt's blossoming trade in fragrant jasmine flowers [WWW Document]. URL <https://english.ahram.org.eg/News/378508.aspx> (accessed 1.15.23).
- Ainley, S., Smale, B., 2010. A Profile of Canadian Agritourists and the Benefits they Seek. *J Rural Community Dev* 5, 58–75.
- Alavi, S., Ahuja, V., Medury, Y., 2010. Building Participation, Reciprocity and Trust: Netnography of an Online Community of APPLE using Regression Analysis for Prediction . *Apeejay Business Review* 11, 82–96.
- Amara, D.F., 2018. Motivation to Travel as A Result Of Work Stress and Life Routine: The Case of Egyptian Vacationers. *Journal of the Faculty of Tourism and Hotels, Alexandria University* 15, 8.
- Artuger, S., Kendir, H., 2013. Agritourist Motivations: The Case of Turkey. *International Journal of Business and Management* 8, 63–68.
- Beaven, Z., Laws, C., 2010. 'Never Let Me Down Again' 1: Loyal customer attitudes towards ticket distribution channels for live music events: a netnographic exploration of the US leg of the Depeche Mode 2005–2006 World Tour. <https://doi.org/10.1080/13606710701339322> 12, 120–142.
- Bowen, D., 2002. Research through Participant Observation in Tourism: A Creative Solution to the Measurement of Consumer Satisfaction/Dissatisfaction (CS/D) among Tourists. *J Travel Res* 41, 4–14.
- Brancati, D., 2018. *Social scientific research*, 1st ed. SAGE Publication Ltd, Thousand Oaks, CA.
- Bryman, Alan., Bell, E., 2011. *Business Research Methods*, 3rd ed, 4th edition. Oxford University Press, Cambridge, New York, NY.
- Buckley, R., Westaway, D., 2021. Women report that nature tourism provides recovery from psychological trauma. <https://doi.org/10.1080/02508281.2021.1917892> 47, 443–447.
- Che, D., Veeck, A., Veeck, G., 2006. Demographic characteristics and motivations of Michigan agritourists. In: Burns, R.; R.K., comps. (Ed.), *Proceedings of the 2006 Northeastern Recreation Research Symposium*. Department of Agriculture, Forest Service, Northern Research Station, PA: U.S., pp. 98–103.
- Chen, C.C., Petrick, J.F., 2013. Health and Wellness Benefits of Travel Experiences: A Literature Review. *J Travel Res* 52, 709–719.

- Chen, C.C., Petrick, J.F., Shahvali, M., 2014. Tourism Experiences as a Stress Reliever: Examining the Effects of Tourism Recovery Experiences on the Life Satisfaction. *J Travel Res* 55, 150–160.
- De Valck, K., van Bruggen, G.H., Wierenga, B., 2009. Virtual communities: A marketing perspective. *Decis Support Syst* 47, 185–203.
- Di Guardo, M.C., Castriotta, M., 2013. THE CHALLENGE AND OPPORTUNITIES OF CROWDSOURCING WEB COMMUNITIES: AN ITALIAN CASE STUDY. *International Journal of Electronic Commerce Studies* 4, 79–92.
- FAO, 2016. AQUASTAT Country Profile – Egypt. Rome, Italy.
- Farkić, J., Filep, S., Taylor, S., 2020. Shaping tourists' wellbeing through guided slow adventures. <https://doi.org/10.1080/09669582.2020.1789156> 28, 2064–2080.
- Garcês, S., Pocinho, M., Jesus, S.N., Rieber, M.S., 2018. Positive psychology and tourism: a systematic literature review. *Tourism & Management Studies* 14, 41–51.
- Gilbert, D., Abdullah, J., 2004. HOLIDAY TAKING AND THE SENSE OF WELL-BEING. *Ann Tour Res* 31, 103–121.
- Goet, J., Campus, D., 2021. Impact of Push and Pull Factors on Domestic Tourism Motivation in Nepal. *Management Dynamics* 24, 19–25.
- Jamshed, S., 2014. Qualitative research method-interviewing and observation. *J Basic Clin Pharm* 5, 88.
- Janta, H., Lugosi, P., Brown, L., 2014. Coping with loneliness: A netnographic study of doctoral students. <http://dx.doi.org/10.1080/0309877X.2012.726972> 38, 553–571.
- Janta, H., Lugosi, P., Brown, L., Ladkin, A., 2012. Migrant networks, language learning and tourism employment. *Tour Manag* 33, 431–439.
- Jensen, K., Lindborg, C., English, B., Menard, J., 2006. Visitors to Tennessee agritourism attractions: demographics, preferences, expenditures and project economic impacts. University of Tennessee, USA.
- Jolly, D.A., Reynolds, K.A., 2005. Consumer Demand for Agricultural and On-Farm Nature Tourism Interest in Agricultural and Nature Tourism Motivations for Agritourism Visits. UC Small Farm Center Research Brief, University of California-Davis, USA.
- Kim, H., Lee, S., Uysal, M., Kim, J., Ahn, K., 2015. Nature-Based Tourism: Motivation and Subjective Well-Being. *Journal of Travel & Tourism Marketing* 32, S76–S96.
- Kozinets, R. V., 2010. *Netnography : ethnographic research in the age of the internet* | WorldCat.org, 1st ed. Sage Publications Ltd, Thousand Oaks, CA.
- Kozinets, R. V, 2015. *Netnography: Redefined*, 2nd ed. SAGE, London.

- Kozinets, R. V., Dolbec, P.-Y., Earley, A., 2014. Netnographic Analysis: Understanding Culture through Social Media Data. In: Flick, U. (Ed.), *The SAGE Handbook of Qualitative Data Analysis*. SAGE Publications, Inc., London, p. 275.
- Langer, R., Beckman, S.C., 2005. Sensitive research topics: Netnography revisited. *Qualitative Market Research* 8, 189–203.
- Lauron, S., 2021. What is a good engagement rate on Facebook? . 2022 Social Media Industry Benchmark Report.
- Li, B., Mi, Z., Zhang, Z., 2020. Willingness of the New Generation of Farmers to Participate in Rural Tourism: The Role of Perceived Impacts and Sense of Place. *Sustainability* 12, 791.
- Loanzon, E., Provenzola, J., Siritwannangkul, B., Mallak, M. Al, 2013. Netnography: Evolution, trends, and implications as a fuzzy front end tool. In: *PICMET'13: Technology Management in the IT-Driven Services (PICMET)*. IEEE, pp. 1572–1593.
- Mateos, P., Durand, J., 2012. Residence vs. Ancestry in Acquisition of Spanish Citizenship: A Netnography Approach. *Migraciones internacionales* 6, 9–46.
- Moraru, R.-A., 2019. Tourists' Motivations and Preferences for Agritourism Activities. *Lucrări Științifice-vol 62*, 141–146.
- Nasers, M.S., 2009. Iowa agritourism consumer profile: demographics, preferences, and participation levels. Iowa State University , USA.
- Park, D.B., Yoon, Y.S., 2009. Segmentation by motivation in rural tourism: A Korean case study. *Tour Manag* 30, 99–108.
- Patton, M.Q., 1999. Enhancing the quality and credibility of qualitative analysis. *Health Serv Res* 34, 1208.
- Quella, L., Chase, L., Conner, D., Reynolds, T., Wang, W., Singh-Knights, D., 2021. Visitors and values: A qualitative analysis of agritourism operator motivations across the U.S. *J Agric Food Syst Community Dev* 10, 287–301.
- Rezaei, M., Kim, D., Alizadeh, A., Rokni, L., Kastenholz, E., Lane, B., Carneiro, M.J., 2021a. Evaluating the Mental-Health Positive Impacts of Agritourism; A Case Study from South Korea. *Sustainability* 13, 1–16.
- Rezaei, M., Rokni, L., Kim, D.H., 2021b. Contribution of 'Agritourism' Activities in Visitors' Wellbeing and Improved Mental Health in Society. *Iran J Public Health* 50, 1291.
- Silver, C., Lewins, A., 2014. *Using software in qualitative research : a step-by-step guide*, 2nd ed. SAGE, Los Angeles.
- Sotomayor, S., Barbieri, C., Aguilar, F., Stanis, S., 2011. Motivations for Visiting Farms and Private Forests in Missouri. In: *National Environment and Recreation Research Symposium*.

- Srikatanyoo, N., Campiranon, K., 2010. Agritourist Needs and Motivations: The Chiang Mai Case. *Journal of Travel & Tourism Marketing* 27, 166–178.
- Statista, 2022a. Egypt: agricultural land 2000-2020 [WWW Document]. URL <https://www.statista.com/statistics/1303930/agricultural-land-in-egypt/> (accessed 5.7.23).
- Statista, 2022b. Most popular social media in Egypt 2021 | Statista [WWW Document]. URL <https://www.statista.com/statistics/1312579/penetration-rate-of-social-media-in-egypt/> (accessed 11.1.22).
- Suhartanto, D., Dean, D., T. Chen, B., Kusdibyo, L., 2020. Tourist experience with agritourism attractions: what leads to loyalty? *Tourism Recreation Research* 45, 364–375.
- Thakur, J., Monga, N., 2022. Experience And Satisfaction Of Tourists Over Agritourism In Himachal Pradesh. *Journal of Positive School Psychology* 2022, 3219–3227.
- The American Folklife Center, 2015. Participant Observation - Documenting Maritime Folklife: An Introductory Guide [WWW Document]. Library of Congress. URL <https://www.loc.gov/folklife/maritime/twopo.html> (accessed 10.18.22).
- Tongco, M.D.C., 2007. Purposive Sampling as a Tool for Informant Selection. *Ethnobotany Research and Applications* 5, 147–158.
- Trung, V.H., Mohanty, P.P., 2021. Exploring the Level of Tourist Satisfaction in Agritourism: A Reflection of Tra Que Village, Vietnam. *Journal of Gastronomy and Tourism* 5, 107–116.
- Tsephe, N.P., Eyono Obono, S.D., 2013. A Theoretical Framework for Rural Tourism Motivation Factors. *International Journal of Economics and Management Engineering* 7.
- Turner, J.R., 2016. Triangulation: A technique to reduce bias and improve validity and reliability. In: *Performance Xpress*, International Society for Performance Improvement. (ISPI).
- United Nations, 2020. Sustainable Development Goals; Goal 3: Ensure healthy lives and promote well-being for all at all age [WWW Document]. URL <https://www.un.org/sustainabledevelopment/health/> (accessed 1.15.23).
- Valencia, J.P., Cerio, C.T., Biales, R.R., 2022a. Tourists' motives and activity preferences to farm tourism sites in the Philippines: application of push and pull theory. *Cogent Social Sciences* 8, 1–24.
- Valencia, J.P., Cerio, C.T., Biales, R.R., 2022b. Tourists' motives and activity preferences to farm tourism sites in the Philippines: application of push and pull theory. *Cogent Soc Sci* 8.
- Women in Adventure, 2019. Mental Wellbeing Survey 2017/18 Report.

- Xun, J., Reynolds, J., 2010. Applying netnography to market research: The case of the online forum. *Journal of Targeting, Measurement and Analysis for Marketing* 18, 17–31.
- Yu, W., Spencer, D.M., 2020. A qualitative study of visitors to small-scale farms on a tropical Island. <https://doi.org/10.1080/02508281.2019.1710678> 45, 389–400.

Appendix A

Participant Observation of Jasmine Harvest Tours

The participant observation of the Jasmine harvest experience included the following phases:

- **Trip booking**

The researchers contacted an online travel agent and booked the trip a week earlier. We were added to a WhatsApp group where we were told that instructions for the harvest day tour will be when the trip group is complete. As promised the travel agent sent the instructions which included wearing light-coloured clothes to look better in photos, and dark coloured sneakers to tolerate the dirt, bringing a light jacket as it can get cold at dawn, a cap, a basket or a sun hat for collecting jasmine, a needle and thread to make jasmine headbands and some snacks for the road. The meeting point where we will catch the coach to our destination was set, and the tour guide's contact info was also provided.

- **Road trip experience**

At the meeting point, we met the tour guide who happened to be the farm manager, we introduced ourselves and the idea of our research study and he was more than willing to help. At this point, no one knew that fact that we were conducting a research study except for the farm manager.

The coach seats were uncomfortable, not enough legroom and the air conditioner was shut down. People started getting off to have fresh air while waiting for the rest of the group to arrive. This gave us a chance to observe the trip participants. There was another trip to the farm, so some confused our coach for theirs and started to get off. The tour guide started to urge people on WhatsApp to speed up so that other group members do not get bored and that the coach does not leave them behind. After half an hour, the coach was on the move.

A total of 21 participants, 17 adults, and 4 kids were on board. Almost all adult participants were females, except for two participants. We reached the rest house café 20 minutes before dawn. Other groups had arrived before us, and people started forming mini-social groups and getting to know one another, especially those who came alone. It was a little cold, but we did not need our jackets after all. However, we did get bothered by mosquitos. We started socializing and mingling around. We noticed that most participants were sleepy and not used to staying up late. We continued to our destination; the road was longer than expected. It took us around three and a half hours including our stop at the rest house café.

- **Harvest experience**

When we arrived, it was still a bit dark, the tour guide led the way. We could see that the participants were a little intimidated seeing the dirt roads and so were we. So, we got our backpacks and hurried to catch up with the guide, others followed our lead. We took our smartphones and started documenting our trip. It took us 10

minutes to reach the jasmine fields, walking across the jasmine fields was no easy job. However, the scenery, fresh air, and jasmine aroma were spectacular.

The farm manager told the group participants to feel free to move around and collect jasmine as much as they like. Participants started helping one another trying to find their way inside the jasmine field, gathering jasmine, taking selfies and photos as well as interacting with the local community members working in the jasmine field. We too started harvesting and taking photos. We got to see the sunrise amongst the picturesque jasmine fields along with a breathtaking scent. It was very refreshing. We started socializing and getting to know the group members. We met a young girl (8 years old) from the local community working with her family members in jasmine harvesting who offered to take photos of us, she was very friendly.

There was another group visiting from Alexandria and a few independent visitors. Altogether a total of 40 participants were inside the jasmine field. The majority of participants were female millennials. We started noticing that elder people began to go sit down on the wooden benches in the open-air resting place. We could see them a little tired which can be attributed to not getting much sleep the night before and exerting physical effort walking across the jasmine field on dirt unpaved agricultural land. We were feeling a bit tired too and a little hungry.

We took the chance and interviewed the farm manager meanwhile. After our interview, we wanted to take some rest. Participants made room for us on the wooden benches. We then found the hay mats on the other side of the open-air resting place where we sat to have breakfast. The breakfast meal was served in a disposable box including a slice of feteer, honey, old cheese, and salad. We were offered a water bottle each and asked to choose a drink, juice, or fresh mint tea. After finishing, one of the staff brought a big black garbage bag and asked everyone to throw his leftovers as littering was not allowed.

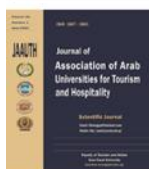
After breakfast people started making jasmine headbands using a needle and a thread while listening to songs and singing along. It was joyful. Kids from the local community came to sit with us and teach us how to make jasmine headbands. Afterwards, we were told that we had an hour at the field for those who still want to take photos. We then headed back to the rest house café again where there was a large screen, and the farm manager gave us a short lecture on manufacturing jasmine oil. We noticed that most of the participants were sleepy which could be attributed to the sedative effect of the jasmine scent and some already fell asleep.

- **Shopping for local products**

At the end of the lecture, we got to buy the farm's essential oil products such as jasmine, lavender, chamomile, lemongrass, peppermint ... etc. Participants started sniffing the various scented oils to decide what to buy. Later on, we stopped by a plant nursery that sells a wide variety of plants. The tour guide offered the participants flowers which was a nice gesture. Participants walked around shopping for plant seedlings.

- **Return journey**

The return journey went smoothly everyone was already asleep. The researchers took the chance to finalize their field notes and write the trip report.



مجلة اتحاد الجامعات العربية للسياحة والضيافة
(JAAUTH)

الموقع الإلكتروني: <http://jaauth.journals.ekb.eg/>



استكشاف نوعي لجولات حصاد الياسمين الاستشفائية في مصر

رضوى على حامد غدير الماوردى

قسم الدراسات السياحية - كلية السياحة والفنادق - جامعة الإسكندرية

المعلومات المقالة	الملخص
<p>الكلمات المفتاحية</p> <p>حصاد الياسمين؛ السياحة الزراعية؛ العافية؛ ملاحظة المشاركين؛ النتنوجرافيا.</p> <p>(JAAUTH) المجلد ٢٤، العدد ١، (٢٠٢٣)، ص ٦٢-٩٨.</p>	<p>تهدف الدراسة الاستكشافية الحالية إلى فحص تجارب المشاركين في حصاد الياسمين، ودراسة إمكانات جولات الحصاد الاستشفائية في تعزيز عافية زائري المزارع. تم جمع البيانات النوعية من خلال ملاحظة المشاركين والمقابلات شبه المنهجية والنتنوجرافيا. تشير نتائج الدراسة إلى وجود موقف إيجابي عام تجاه تجارب حصاد الياسمين بين زائري المزارع المصريين. وكشفت النتائج أيضًا تأثير المشاركين بعوامل الدفع أكثر من تأثرهم بعوامل الجذب. كما أظهرت النتائج أن تجربة الأشياء الجديدة والاسترخاء العقلي وتحسين الصحة الجسدية وتعزيز العافية النفسية والهروب من حياة المدينة هي الدوافع الأكثر شيوعًا للمشاركة في جولات حصاد الياسمين. ونظرًا لأنه تم التوصل إلى أن تجربة حصاد الياسمين تشمل الأبعاد الأربعة الأساسية للعافية، لذا يمكن استنتاج أن جولات حصاد الياسمين تستطيع أن تسهم بشكل كبير في تعزيز العافية العامة للمشاركين. وبشكل عام، تسهم الدراسة الحالية في أدبيات السياحة الزراعية والعافية من خلال تقديم وجهات نظر جديدة حول العافية عبر جولات حصاد الياسمين الاستشفائية. كما توفر الدراسة آثارًا إدارية لمديري المزارع وأجهزة السياحة المحلية.</p>