

## Advancing Farm Tourism in Ras Al Khaimah

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### Abstract

This research aims to explore the development of farm tourism in Ras Al Khaimah (RAK), assessing its potential to enhance the region's tourism industry and contribute to sustainable development goals. The study employs a comprehensive mixed-method approach. Secondary data analysis of tourism and agricultural records, field visits to farm tourism sites, and in-depth interviews and focus groups with farmers, tourism experts, and tourists are conducted. A sustainability assessment framework is developed to evaluate environmental, economic, and socio-cultural practices in farm tourism. Farm tourism in RAK is characterized by a small number of private farms offering authentic rural experiences. The study identifies several opportunities for enhancing farm tourism, including the integration of sustainable practices and the promotion of local culture and agriculture. This research provides actionable guidelines for farmers to optimize tourist engagement and benefits. It supports several UN Sustainable Development Goals (SDGs), including decent work and economic growth (SDG 8), poverty reduction (SDG 1), sustainable communities (SDG 11), and gender equality (SDG 5). The development of farm tourism in RAK can significantly strengthen the region's tourism appeal, support local economies, and contribute to the sustainable development of rural areas. The findings offer valuable insights for policymakers and stakeholders in the tourism and agricultural sectors, positioning RAK as a leader in sustainable tourism in the UAE. The project also enriches academic curricula and fosters interdisciplinary learning, blending tourism, agriculture, and business studies.

**Keywords:** agriculture, authenticity, economy, sustainability, UN SDGs