

# **Digital Technologies for Sustainable Agritourism and Human Development in Zimbabwe**

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## **Abstract**

Digital technology has been found to have adverse impact on business sustainability and human development. There is dearth of research and the academic world is still unclear about the construction content, theoretical framework and realization of how digital technologies impact on agritourism. This chapter aims to assess how digital technologies contribute towards sustainable agritourism and human development. Owing to a lack of adequate empirical data and literature on the topic, the researchers utilized an integrative literature review as a suitable research methodology. The study revealed five critical success factors essential for the creation of agritourism products: farmer education, funding, marketing, and cooperation and partnerships. This suggests that through offering capacity training programmes and start-up funding, the government and other important players have a crucial role to play in the growth of this tourism concept. The study suggests that human development programmes for farmers could be offered locally through workshops and national educational institutions.

**Keywords:** Digital, Sustainability, Human development