

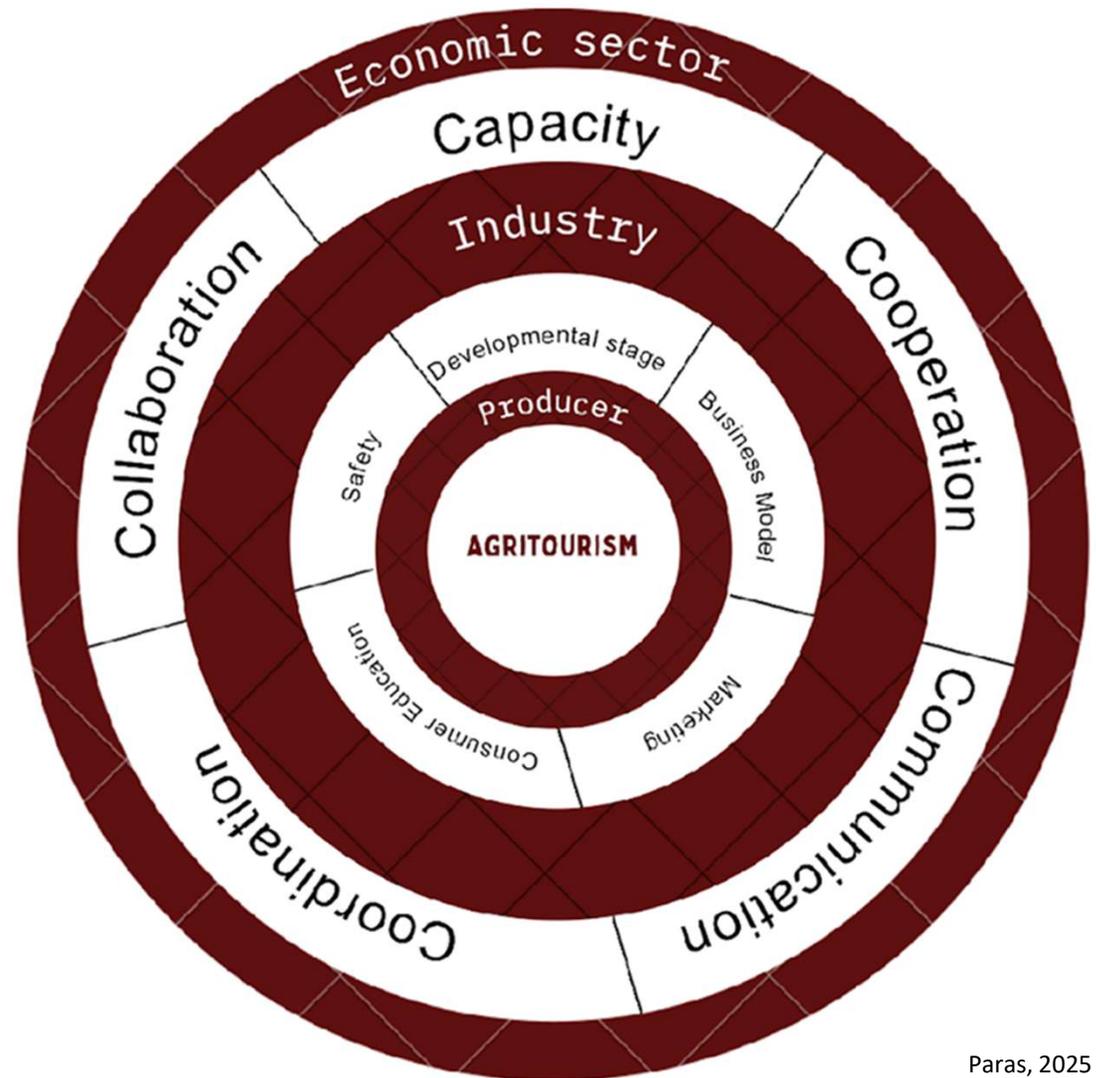
Conceptual Framework

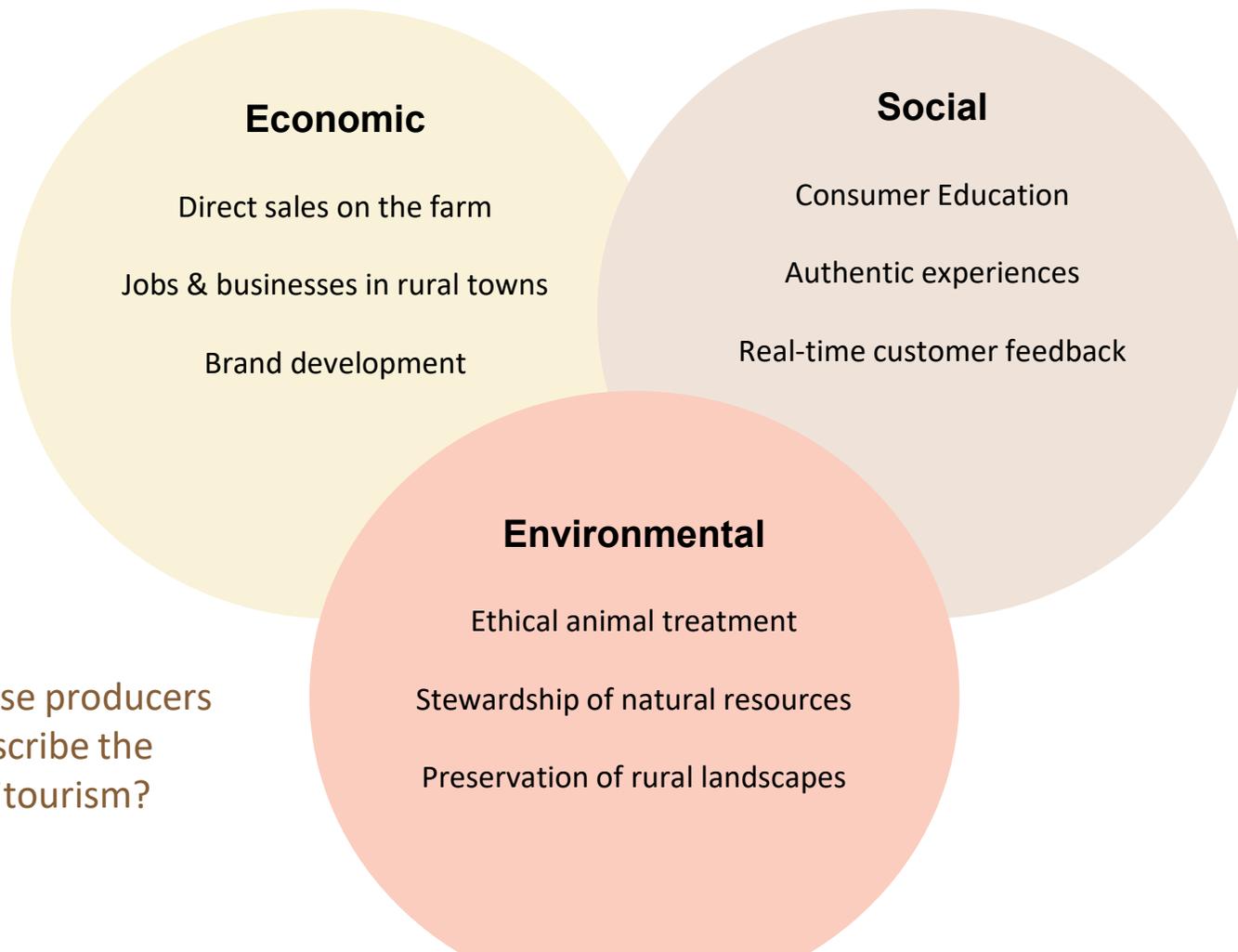
Establishment level: This theory contextualizes the challenges of artisanal producers as entrepreneurs according to their stage of development - emerging, optimizing, or maturing producers.

Welcomer, S., MacRae, J., Davis, B., & Searles, J. (2017). Maine's Artisan Cheesemakers: The Opportunities and Challenges of Being an Artist, Scientist, Agriculturalist, Alchemist, and Entrepreneur. *Maine Policy Review*, 26(1).

Industry level: This theory applies Porter's work on economic clusters to agritourism in order to describe the competitive factors that position regions as destination attractions (Wulandar, et al., 2024)

Wulandari, S., Sutrisno, J., Yusuf, E. S., & Komalawati, K. (2024). Developing industry clusters based on 4As to support agritourism competitiveness. *IOP Conference Series. Earth and Environmental Science*, 1364(1), 12033.





How do Maine cheese producers perceive and describe the **benefits** of agritourism?

Producer roles in agritourism by stage of development



Paras, 2025 adapted from Welcomer, S., MacRae, J., Davis, B., & Searles, J. (2017). Maine's Artisan Cheesemakers: The Opportunities and Challenges of Being an Artist, Scientist, Agriculturalist, Alchemist, and Entrepreneur. *Maine Policy Review*, 26(1).