# PROGRAMME

1st World Congress on Agritourism

7-9 November 2018
Eurac Research
Bozen/Bolzano, South Tyrol (I)

http://agritourism.eurac.edu

(Latest update: June 2018)

<table>
<thead>
<tr>
<th>PROGRAMME OVERVIEW</th>
<th>DAY 0</th>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tues. Nov. 6</td>
<td>Wed. Nov. 7</td>
<td>Thurs. Nov. 8</td>
<td>Fri. Nov. 9</td>
<td>Sat. Nov. 10</td>
</tr>
<tr>
<td>KEY THEMES &gt;</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>KEYNOTE SPEECHES</td>
<td>KEYNOTE SPEECHES</td>
</tr>
<tr>
<td>08.30 - 09.00</td>
<td>OPENING &amp; INTRODUCTION</td>
<td>KEYNOTE SPEECHES</td>
<td>COFFEE BREAK</td>
<td>COFFEE BREAK</td>
<td></td>
</tr>
<tr>
<td>09.00 - 09.30</td>
<td>KEYNOTE SPEECHES</td>
<td>KEYNOTE SPEECHES</td>
<td>COFFEE BREAK</td>
<td>COFFEE BREAK</td>
<td></td>
</tr>
<tr>
<td>09.30 - 10.00</td>
<td>KEYNOTE SPEECHES</td>
<td>KEYNOTE SPEECHES</td>
<td>PARALLEL SESSIONS 3</td>
<td>KEYNOTE SPEECH</td>
<td></td>
</tr>
<tr>
<td>10.00 - 10.30</td>
<td>COFFEE BREAK</td>
<td>COFFEE BREAK</td>
<td>ROUND TABLE</td>
<td>ROUND TABLE</td>
<td></td>
</tr>
<tr>
<td>10.30 - 11.00</td>
<td>LUNCH BREAK</td>
<td>LUNCH BREAK</td>
<td>CLOSING REMARKS</td>
<td>CLOSING REMARKS</td>
<td></td>
</tr>
<tr>
<td>11.00 - 11.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>11.30 - 11.45</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>11.45 - 12.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>12.00 - 12.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>12.30 - 13.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>13.00 - 13.15</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>13.15 - 13.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>13.30 - 14.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>14.00 - 14.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>14.30 - 15.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>15.00 - 15.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>15.30 - 16.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>16.00 - 16.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>16.30 - 17.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>17.00 - 17.30</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>17.30 - 18.00</td>
<td>PARALLEL SESSIONS 1</td>
<td>PARALLEL SESSIONS 2</td>
<td>TECHNICAL EXCURSIONS</td>
<td>TECHNICAL EXCURSIONS</td>
<td></td>
</tr>
<tr>
<td>18.00 - 18.30</td>
<td>POST CONGRESS ACTIVITIES</td>
<td>NETWORKING MEETINGS</td>
<td>SITE VISITS</td>
<td>SITE VISITS</td>
<td></td>
</tr>
<tr>
<td>18.30 - 19.00</td>
<td>POST CONGRESS ACTIVITIES</td>
<td>NETWORKING MEETINGS</td>
<td>SITE VISITS</td>
<td>SITE VISITS</td>
<td></td>
</tr>
<tr>
<td>19.00 - 19.30</td>
<td>POST CONGRESS ACTIVITIES</td>
<td>NETWORKING MEETINGS</td>
<td>SITE VISITS</td>
<td>SITE VISITS</td>
<td></td>
</tr>
<tr>
<td>19.30 - 20.00</td>
<td>POST CONGRESS ACTIVITIES</td>
<td>NETWORKING MEETINGS</td>
<td>SITE VISITS</td>
<td>SITE VISITS</td>
<td></td>
</tr>
<tr>
<td>20.00 - 20.30</td>
<td>POST CONGRESS ACTIVITIES</td>
<td>NETWORKING MEETINGS</td>
<td>SITE VISITS</td>
<td>SITE VISITS</td>
<td></td>
</tr>
<tr>
<td>20.30 - 23.00</td>
<td>LOC + AB MEETING (invitation only)</td>
<td>ICE BREAKER PARTY</td>
<td>CONGRESS DINNER</td>
<td>CONGRESS DINNER</td>
<td></td>
</tr>
</tbody>
</table>

DAY 1 - Wednesday, Nov. 7
AGRITOURISM: STATE OF THE ART, CHALLENGES & OPPORTUNITIES

08:00 | Registration
09:00 | OPENING AND INTRODUCTION
10:30 | Roland Psenner, President of Eurac Research
       Renzo Caramaschi, Mayor of the city of Bozen/Bolzano
       Arno Komatscher, President of the Autonomous Province of Bozen/Bolzano - South Tyrol
       Herbert Dorfmann, Member of the European Parliament
       Arnold Schuler, Provincial Councillor for Agriculture, Forestry, Civil Protection and Local Authorities
       Leo Tiefenthaler, President of the Farmers’ Association of South Tyrol, Italy
       Thomas Streifeneder, Head of the Institute for Regional Development, Eurac Research, Italy

       Introductory speech: The 1st World Congress on Agritourism: An event to discuss developments, challenges and innovations of a successful on-farm touristic offer

10:30 | KEYNOTE: The role and relevance of agritourism
11:30 | What’s Agritourism in Europe: overview and perspectives
   Herbert Dorfmann, Member of the European Parliament

   What’s Agritourism in Europe: key data and facts
   EC - DG Agriculture & Rural Development, Bruxelles

11:30 | COFFEE BREAK
11:45 | KEYNOTE: The role and relevance of agritourism
13:15 | Agriculture and Tourism - Relevance and Evidence
   Christian Fischer, Professor, Free University of Bolzano/Bozen, Italy

   Agritourism & Innovation
   Hans Embacher, Managing Director, Farm Holidays Austria

   The Agritourism sector in South Tyrol: success factors and challenges
   Thomas Aichner, Head of Department - Innovation, Development e Marketing (IDM) Südtirol - Alto Adige

13:50 | LUNCH BREAK
14:30 | PARALLEL SESSIONS 1
16:30 | The enabling environment for agritouristic activities (S1-07/11)
   Chair: Tor Arnesen, Senior Research Scientist, Eastern Norway Research Institute (ENRI), Norway

   Defining Agritourism comparing with other modes of Rural Tourism in Agricultural Areas
   Rohana P. Maholiyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka

   Agritourism perceptions, cooperation and networks: Empirical evidence from Greece
   Sofia Karampela, University of the Aegean, Greece

   Identifying and overcoming barriers to agritourism: perspectives from Australia
   Michelle Thompson, Central Queensland University, Australia

   Evolution of the agritourism in Italy in relation to regulatory sources
   Maria Chiara Menaguale, Umbria Region, Italy

   Analysing the ins and outs of agritourism in South Tyrol: a hedonic pricing approach
   Guenter Schamel, Free University of Bozen/Bolzano, Italy
Entrepreneurial challenges: Coping with sustainability (S2-07/11)
Chair: Christian Fischer, Professor, Free University of Bolzano/Bozen, Italy

- Is agritourism a driver towards sustainable farming? Evidence from Italy
  Benedetto Rocchi, University of Florence, Italy

- Agritourism Entrepreneurship in the U.S.: key factors for success
  Don De Jong, Platte River Fort, U.S.A.

- Staging rural lifeworlds: a micro-level analysis of agritourism entrepreneurs in rural Bavaria
  Stefan Kordel, University of Erlangen-Nuremberg, Germany

- The agritourism in protected natural areas: how can it contribute to the ecotourism? The case of the province of Cuneo (Italy)
  Federica Corrado, Politecnico di Torino, Italy

- From the resort to ecotourism and agritourism. The challenge in Wadi el Gemal National Park, Egypt.
  Johannes Girardi, Gorgonia Beach Resort, Wadi el Gemal National Park, Marsa Alam – Egypt

- The role of women on agritouristic farms
  Waltraud Ladurner Pixner, South Tyrolean women farmer's association

Coping with challenges - new farming systems, quality strategies and social innovations (S3-07/11)
Chair: Emilio Chiodo & Rita Salvatore, Professors, University of Teramo, Italy - ISLE Association, France

- Agritourism, new farming and social innovation from an international perspective. Experiences and comparisons.
  Emilio Chiodo, University of Teramo, Italy

- Agritourism, family farming and short supply chain of organic food in Brazil. The case study “Acolhida na Colônia”
  Andrea Fantini, University of Teramo, Italy

- Education and training qualification in agritouristic farms: the case of Emilia Romagna Region
  Rino Ghelfi, University of Bologna, Italy

- Agritourism initiatives in the context of challenges of continuous out-migration, comparative perspectives for the Alps and Chinese mountain regions
  Chen Yanying, Biju University, China

- The impact of agritourism on farm resilience. Evidence from the Ötztal Valley (Tyrol).
  Rike Stotten, University of Innsbruck, Austria

The contribution of agritourism for the future of rural areas (S4-07/11)
Chair: Claudia Gil Arroyo, Professor, Universidad San Ignacio de Loyola, Peru

- Evolution of Romanian agritourism and role of European Union subsidies in rural areas
  Galluzzo Nicola, Associazione Studi Geografico-Economici delle Aree Rurali, Italy

- Feasibility of agritouristic activities in rural areas of San Quintín Valley, baja California, Mexico
  Alma Lourdes Camacho, Autonomous University of Baja California, Mexico

- Agritourism as stimulating, hindering, uniforming and empowering diversification strategy for rural areas: Evidences of a mix-mode concept in Slovenia
  Irma Potocnik Slavic, University of Ljubljana, Slovenia

- Agritourism as means for local sustainable development: a comparative case study of Acolhida da Colônia, Brazil, and Gallo Rosso, Italy
  Mikhail Oliveira Linder, Free University of Bozen/Bolzano, Italy

- Determinants and motives for agritourism activities: A German case study
  Manuela Meraner, University of Bonn, Germany

Agritourism across the world: similarities and differences (S5-07/11)
Chair: Daniela Tammasini, Professor, University of Lapland, Finland

- The Red Rooster agritourism model, South Tyrol
  Hans J. Kienzl, Red Rooster - Farm Holidays in South Tyrol, Farmers’ Union of South Tyrol, Italy

- Agritourism in Zimbabwe: potential and opportunities
  Vincenzo Giaccio, University of Molise, Italy

- Introducing the Concept of Agritourism in Bangladesh: A Case Study of AIUB IRPOT
  Abul Bashar Rahmatullah, American International University, Bangladesh

- Development opportunities of agritourism and perspective at İzmir (Turkey) surroundings
  Füsun Baykal, Ege University, Turkey

- Welcome to farm: a survey on the potential development of agritourism in India
  Hemanth Peesapati, University of Firenze, Italy

- Agritourism in Colombia: between tradition innovation for sustainability
  Margarita Méndez, University of East Anglia, United Kingdom
17:00 PARALLEL SESSIONS 2

New concepts and developments (S6-07/11)

Chair: Adriano Ciani, Professor, University of Perugia, Italy

- Indicators framework for agritourism sustainability assessment
  Antonio Boggia, University of Perugia, Italy
- Agritourism: why characterize, defend and promote it in the world
  Adriano Ciani, Biosphera Scientific and Cultural Association, Italy
- Role and Prospects of agritourism in sustainable development of rural territories
  Mihály Vörös, Edutus University, Hungary
- Neo-agritourism: an innovative formula for tourism in rural areas
  Arturo Crosby, Forum Natura, Italy
- Food safety and hygienic design concept in agritouristic farms
  Liviu Gaceu, Transilvania University, Romania

Agritourism as a promoter of regional development (S7-07/11)

Chair: Emilio Chiodo & Rita Salvatore, Professors, University of Teramo, Italy - ISLE Association, France

- Agritourism and tourist offer in rural villages: a comparison between Italy and Argentina
  Rita Salvatore, University of Teramo, Italy
- Food tourism; gastronomic tourism and culinary tourism in the UK
  Jane Eastham, Harper Adams University, United Kingdom
- Agrotourism and Culinary Trails
  Lisa Chase, University of Vermont, U.S.A.
- Possibilities of slow downing the rural migration by introducing agritourism
  Rōhana P. Mahaligaaara, Sabaragamuwa University of Sri Lanka, Sri Lanka
- The role of agritourism in promoting active and healthy ageing: a new social tourism perspective for Europe
  Matteo Riverzi, University of Foggia, Italy
- Social capital as a critical success factor for culinary trails: a socio-cultural perspective of rural producer communities in Victoria (Australia)
  Lukas Worth, Monash University, Australia

Agritourism to boost the future of rural areas (S8-07/11)

Chair: Ciervo Margherita, Professor, University of Foggia, Italy

- Rural tourism communication on official tourism websites
  Noémi Kulcsár, Budapest Metropolitan University, Hungary
- Tourist perception of agritourism in Fiji
  Chetan Shah, The University of the South Pacific, Fiji
- Agrotourism and cultural tourism - unlocking the economic potential in rural areas
  Karin Dräk-Kühn, Kultur und Arbeit e.V., Germany
- Agritourism Models in Asia for Development of Rural Enterprise
  Shahid Tanveer Hossain, Asian Productivity Organization, Japan
- Agritourism as a vehicle for facilitating youth involvement in agriculture and the green economy for enhanced rural development.
  Felix Kwabena Donkor, University of the Witwaterstrand-Johannesburg, South Africa
- Educational Agritourism
  Pier Mozi Muretto, Co-owner Agritourismo Alagna, Italy & Rennen Zunder, Urban Designer, Italy

Reframing agritourism through Indigenous Perspectives (S9-07/11)

Chair: Leah Joyner, Professor, University of Utah, U.S.A. - Blanca Yagüe, Professor, Universidad de Córdoba, España

- Proposal of a value chain for agritouristic destinations
  Luis Alberto Morales Zamorano, Autonomous University of Baja California, Mexico
- Organic green tea as a means of agritourism - an indigenous knowledge perspective of Assam: India
  Niranjan Das, Tezpur University, India
- Roles of NPO in community-based rural tourism: evidence from Japan
  Yasuo Ohe, Chiba University, Japan
- Agritourism the Amazon? An indigenous food system approach
  Salomé Aramburo Calle, National Natural Parks of Colombia, Colombia
- Analysing the role of agritourism on the local development. The case of Central Italy
  Mastronardi Luigi, University of Malise, Italy
Rural areas and multifunctional services for improving quality of life (S10-07/11)
Chair: Mariantonietta Fiore, Professor, University of Foggia, Italy

Personalized and functional foods for elderly people: a new path for multifunctional agriculture
Fedele Colantuono, University of Foggia, Italy

How a centre for persons with slight disabilities contributes to improving quality of life: based on the example of Höch
Sigrid Kroismayr, Club of Vienna, Austria

Enhancing multifunctionality in the agrotourism: some results from the PROMETEA project
Fabio Madau, University of Sassari, Italy

Using private-public partnerships to develop sustainable agro-tourism: the Sao Tomé and Principe case-study
Maccari Michele, Italy

Agritourism: a guided opportunity for diversification and multi-functionality of the farm
Sofia Cei, Emilia-Romagna Region, Italy

19:00 POSTER SESSION
Foyer

Chair: Organising Committee & Advisory Board

Agrotourism, the Creative Class, and Emergent Farmers in the USA
R. David Lamie (Clemson University, U.S.A.)

Developing a Conceptual Framework
Lisa Chase (University of Vermont, U.S.A.)

Important opportunity for agriculture-tourism relation: "Seed Exchange Project" in Turkey
Durmus Seval, Gökçe Pekmezci, Mete Uğraş, Özlem Şahin (Ege University, Turkey)

Agritourism in Franconian Forest - an example for a regional network on rural development
Klaus Schaumberg (Agrotourism Franconian Forest, Germany)

Rural re-resourcing: Agritourism and the adaptive re-use of historic farm buildings
Mike Mackay (Lincoln University, New Zealand), Harvey Perkins (University of Auckland, New Zealand), Tracy Nelson (AgResearch, New Zealand)

Sandwind and its agro-environmental and social impact
Hassini Noureddine, University of Mostaganem, Algeria

Study regarding the agritourism polyvalence of rural area from southern Dobrogea, Romania
Marius Popescu - Romulus Gruia - Liviu Gaceu - Angela Marculescu, Transilvania University, Romania

The current state of agritourism in Vietnam
Trinh Thi Thu Thao, Auckland University of Technology, New Zealand

20:00 ICE BREAKER PARTY
Eurac Research, Viale Druso 1, Bolzano/Bozen
## DAY 2 - Thursday, Nov. 8
### AGRITOURISM IN THE WORLD

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00</td>
<td>KEYNOTE: Agritourism in the world (1)</td>
</tr>
<tr>
<td>11:00</td>
<td>Agritourism in the Northern Lands of the World</td>
</tr>
<tr>
<td></td>
<td>Daniela Tommasini, Professor, University of Lapland, Finland</td>
</tr>
<tr>
<td>11:00</td>
<td>Agritourism in India</td>
</tr>
<tr>
<td></td>
<td>Pandurang Taware, Head, Agri Tourism Development Organization, India</td>
</tr>
<tr>
<td>11:00</td>
<td>Agritourism in Africa</td>
</tr>
<tr>
<td></td>
<td>Jacqui Taylor, Head, Agritourismus South Africa</td>
</tr>
<tr>
<td>11:00</td>
<td>Agritourism in the brazilian rural universe</td>
</tr>
<tr>
<td></td>
<td>Karina Toledo Solha, Professor, University of São Paulo, Brazil</td>
</tr>
<tr>
<td>11:00</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>13:30</td>
<td>PARALLEL SESSIONS 3</td>
</tr>
<tr>
<td>13:30</td>
<td>Agritourism - a global phenomenon (S11-08/11)</td>
</tr>
<tr>
<td></td>
<td>Chair: Adriano Ciani, Professor, University of Perugia, Italy</td>
</tr>
<tr>
<td></td>
<td>Agritourism in the warm heart of Africa, Malawi</td>
</tr>
<tr>
<td></td>
<td>Fidelis Chasukwa Mgowa, Mazizi Agritourism Farm, Malawi</td>
</tr>
<tr>
<td></td>
<td>Agritourism in Austria</td>
</tr>
<tr>
<td></td>
<td>Erika Quendler, Federal Institute of Agricultural Economics, Austria</td>
</tr>
<tr>
<td></td>
<td>Potentials for Agritourism Development in Nepal: A case study of Phikuri Village</td>
</tr>
<tr>
<td></td>
<td>Kumar Bhatta, Tokyo University of Agriculture, Japan</td>
</tr>
<tr>
<td></td>
<td>Is Agritourism a driver of local rural development? An analysis in the area of the Gargano National Park</td>
</tr>
<tr>
<td></td>
<td>Pasquale Pazienza, University of Foggia, Italy</td>
</tr>
<tr>
<td></td>
<td>Cooperation to upgrade agritourism and regional products in Lithuania</td>
</tr>
<tr>
<td></td>
<td>Asta Raupeliene, Aleksandras Stulginskis University, Lithuania</td>
</tr>
<tr>
<td></td>
<td>Scottish Agritourism</td>
</tr>
<tr>
<td></td>
<td>Caroline Millar, Go-Rural, Scotland, United Kingdom</td>
</tr>
<tr>
<td>13:30</td>
<td>The variety of agritouristic activities - selected trends and good practices from Asia (S12-08/11)</td>
</tr>
<tr>
<td></td>
<td>Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany</td>
</tr>
<tr>
<td></td>
<td>Agritourism in Japan: the case study of Wazuka in Kyoto</td>
</tr>
<tr>
<td></td>
<td>Midori Goso, Teikyo University, Japan</td>
</tr>
<tr>
<td></td>
<td>Study on agritourism development in Maharashtra: understanding sustainable model</td>
</tr>
<tr>
<td></td>
<td>Girish Mude, MIT School of Management, India</td>
</tr>
<tr>
<td></td>
<td>Development situations and trends of the leisure agriculture of Hebei Province, China</td>
</tr>
<tr>
<td></td>
<td>Mu Xingzeng, Hebei Academy of Social Sciences, China</td>
</tr>
<tr>
<td></td>
<td>Culi-Agritourism trail in the east of Thailand</td>
</tr>
<tr>
<td></td>
<td>Natthakan Pruksorranan, Burapha University, Thailand</td>
</tr>
<tr>
<td></td>
<td>An application of three levels of sustainability (TLS) theory into the agritourism development: a case of Kunyu Mountain in Shandong, China</td>
</tr>
<tr>
<td></td>
<td>Zhou Shenghan, China</td>
</tr>
</tbody>
</table>

The contribution of Agritourism for the future of rural areas (2) (S13-08/11)
Chair: Carla Barbieri, Professor, North Carolina State University, U.S.A.

- Analysis of the agricultural and rural tourism situation in the north-east region of Romania
  Maria Stoian, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania
- The regeneration of rural and regional towns in the South Island of New Zealand: the important and growing role of agritourism
  Harvey Perkins, People and Place
- Agri Tourism as a sustainable adaptation option for climate change in Sri Lanka
  Rohana P. Mahaliliyanaraarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka
- Rural landscapes, cultural heritage and agritourism: a comparative analysis of the Atherton Tablelands and the foothills of central Venice inland
  Bruce Prideaux, Central Queensland University, Australia
- Complex tourism products as tools for rural development: a case study from Eastern Hungary
  Katalin Csobán, University of Debrecen, Hungary
- The SC Rural Program and the dynamization of agrotourism in Santa Catarina state, Brazil
  Thaise Costa Guzzatti, Federal University of Santa Catarina, Brazil

Agritourism in mountain areas: Development, from traditions to the future challenge (S14-08/11)
Chair: Romulus Gruia, Professor, Transilvania University, Romania

- Community-based tourism as a chance to enhance sustainable tourism approaches – nurturing agritourism strategies in mountain regions of Georgia
  Lela Khartishvilii, Tbilisi State University, Georgia
- Comparative analysis of touristic polyvalence in two types of rural areas: mountain and plateau landscape
  Marius Popescu, Transilvania University, Romania
- Extraction of valuable bio-compounds from vegetal products, an efficient method for valorization of biodiversity in agritourism
  Damianova Stanka, University of Ruse, Bulgaria
- Optimizing the management of mountain agritouristic boarding house by waste valorising and recycling
  Gabriel Florescu, S.C.Aro-Palace S.A., Romania
- Complementary Effects of Agricultural Tourism and Tourist Destination Brand in Natural Scenic Areas, Comparative Findings from Mountain Case studies in China and Europe
  Yanying Chen, Beijing University, China

Agritourism and local products (S15-08/11)
Chair: Ágnes Szabó-Diószeghy, Eötvös Loránd University, Hungary

- Traditions for beer drinking in Norway, an underexploited resource in agritourism
  Hans Olav Bråtå, Eastern Norway Research Institute, Norway
- Who pays my dinner? Comparison of small scale food production externality-regimes
  Bela Kuslits, Corvinus University Budapest, Hungary
- Role of micro-level agrarian production in local tourism - A settlement-level statistical analysis
  Gergely Horzsa, Corvinus University Budapest, Hungary
- Food safety and hygienic design concept in agritouristic farms
  Liviu Gaceu, Transilvania University, Romania
- The winemakers' society – wine-tourism and its socio-economic effects in two Central European wine-regions
  Gusztav Nemes, Hungarian Academy of Sciences, Hungary
- Gastronomy and its influence on Italian travellers' holiday decisions
  Garibaldi, Roberta, University of Bergamo, Italy

13:30 | LUNCH BREAK
14:30 | TECHNICAL EXCURSIONS TO GOOD PRACTICES OF AGRITOURISM IN SOUTH TYROL
20:00 | CONGRESS DINNER

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
<td>Foyer</td>
</tr>
<tr>
<td>09:00</td>
<td>KEYNOTES: Agritourism in the world (2)</td>
<td>Auditorium</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>Italy, the Agritourism Homeland between diversity and excellence</strong></td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in USA &amp; Canada: What We Know and Don’t Ye</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carla Barbieri, Professor, North Carolina State University, U.S.A.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in China</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mu Xingzeng, Head of Hebei Academy of Social Sciences, China</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in the islands</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marie Venus Q. Tan, Regional Director, Philippines Department of Tourism</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>COFFEE BREAK</td>
<td>Foyer</td>
</tr>
<tr>
<td>11:30</td>
<td>KEYNOTES: The marketing of agritourism</td>
<td>Auditorium</td>
</tr>
<tr>
<td>12:30</td>
<td><strong>The point of view of sectoral magazines</strong></td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td>Hansjörg Falz, Editor-in-chief, Merian, Germany</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Overview on labels and quality schemes for agritourism</strong></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>ROUND TABLE</td>
<td>Auditorium</td>
</tr>
<tr>
<td>13:30</td>
<td>QUALITY LABELS TO PROMOTE AGRITOURISM</td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td>Chair: Pier Paolo Mariotti, Head of the Meeting and Management Department, Eurac Research, Italy</td>
<td></td>
</tr>
<tr>
<td>13:30</td>
<td>CLOSING REMARKS AND FINAL WRAP UP</td>
<td>Auditorium</td>
</tr>
<tr>
<td>14:00</td>
<td>Advisory Board of the Congress</td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td>Main results of the 1st World Congress on Agritourism</td>
<td></td>
</tr>
</tbody>
</table>
DAY 4 - Saturday, Nov. 10
VISIT SOUTH TIROL & DOLOMITES

08:30 DAY EXCURSION (extra, not included)

**Dolomites UNESCO World Heritage Site**

Eggental; Karersee (break); Karerpass, Fassatal, Pordoijoch - ev. Lunch, back to the Sella Pass, down in Val Gardena, break with works of art, ev. Castelrotto, the painted village, back to Bolzano.

*The round lasts about 8 hours.*