# PROGRAMME

1st World Congress on Agritourism

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

http://agritourism.eurac.edu

(Latest update: October 2018)

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<th>PROGRAMME OVERVIEW</th>
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### DAY 0: Registration
- **Opening & Introduction**
- **Keynote Speeches**
- **Coffee Break**

### DAY 1: Registration
- **Keynote Speeches**
- **Parallel Sessions 1**
- **Coffee Break**

### DAY 2: Registration
- **Keynote Speeches**
- **Parallel Sessions 2**
- **Technical Excursions**
- **Poster Session**

### DAY 3: Registration
- **Keynote Speeches**
- **Parallel Sessions 3**
- **Coffee Break**

### DAY 4: Registration
- **Closing Remarks**
- **Post Congress Activities**
- **Networking**
- **Meetings**
- **Site Visits**

DAY 1 - Wednesday, Nov. 7

AGRITOURISM: STATE OF THE ART, CHALLENGES & OPPORTUNITIES

08:00 Registration
09:00 OPENING AND INTRODUCTION

10:30 KEYNOTES: 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, Brussels (TbC)

11:30 COFFEE BREAK

13:45 KEYNOTES: The role and relevance of agritourism

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. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka

Agritourism perceptions, cooperation and networks: Empirical evidence from Greece
Sofia Karampela, University of the Aegean, Greece, Papapanos George and Kizos Thanasis, University of the Aegean, Mytilene, 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
Katia Laura Sidali, Free University of Bozen/Bolzano, Italy, Günter Schamel, Free University of Bozen/Bolzano, Italy

Vitalizing Agritourism by culture
Sabine Zimmermann, Stefan Könneke, Magdalena Zimmermann, Netzwerk Kultur & Heimat Hildesheimer Land e.V., Germany
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 and Gianluca Stefani, University of Florence, Italy, Edi Defrancesco, University of Padova, Italy

Agritourism Entrepreneurship in the U.S.: key factors for success
Don DeLong, 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

From the resort to ecotourism and agritourism. The challenge in Wadi el Gemal National Park, Egypt.
Mahmoud Ismail Sharan and Johannes Girardi, Wadi el Gemal National Park, Egypt

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

Agritourism, new farming and social innovation from an international perspective. Experiences and comparisons.
R. David Lamie, Clemson University, U.S.A, ISLE Association, Emilio Chiado and Rita Salvatore, University of Teramo, Italy, Corinne Stewart, ISLE Association, France, Jane Eastham, Harper Adams, UK, Nidal Shaban, University of Forestry, Sofia, Bulgaria

Agritourism, family farming and short supply chain of organic food in Brazil. The case study “Acolhida na Colônia”
Emilio Chiado and Andrea Fantini, University of Teramo, Italy, Oscar José Rover, Universidade Federal de Santa Catarina, Brazil, Luciene Assing, Associação Acolhida na Colônia, SC, Brazil

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
Thomas Dax on behalf of Chen Yanying, Biji University, China

The impact of agritourism on farm resilience. Evidence from the Ötztal Valley (Tyrol).
Rike Stotten - Hannes Herrmann - Michaela Maurer, 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
Nicola Galluzzo, 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 Patocnik 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
Mikael Oliveira Linder, Free University of Bozen/Bolzano, Italy

Agritourism across the world: similarities and differences (S5-07/11)
Chair: TbD

The role of women on agritouristic farms
Marianne Plunger, South Tyrolean women farmer’s association, Italy

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

Development opportunities of agritourism and perspective at Izmir (Turkey) surroundings
Füsun Baykal, Ege University, Turkey, Senem Yildiz, Izmir Private Turkish Collegiate, Turkey

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

Agritourism in Colombia: between tradition and innovation for sustainability
Margarita Méndez, University of East Anglia, United Kingdom

The Role of local products in agritourism: a Carpathian approach for sustainable rural areas (1)
(S6-07/11) – World café session

Chairs: Ágnes Szabó-Diószeghy young expert, Humtour Ltd., Hungary, Mátyás Szabó, Researcher, Corvinus University, Hungary, Harald Egerer, Secretariat of the Carpathian Convention, UN Environment Vienna, Austria

Seven table and moderators of the world café
1. Branding, marketing; - Stowarzyszenie Ekopsychologia
2. Cooperation; - Romanian National Authority for Mountainous Areas
3. Development; - Vavel Tourism Business
4. Agriproducts and food; - Rural and Agricultural Tourism Association
5. Handworks and small-scale industrial products; - Carpathian Scientific Council
6. Environment and social dimensions; Humtour LLC.
7. Trends and foresight

16:30

COFFEE BREAK

17:00

PARALLEL SESSIONS 2

19:00

New concepts and developments (S7-07/11)
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

Agritourism as a promoter of regional development (S8-07/11)
Chair: Emilio Chiado & 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

Agritourism and Culinary Trails
Lisa Chase, University of Vermont, U.S.A., Mary Stewart, Oregon State University, U.S.A., David Gillespie, Canadian/American Exchange, Canada

Possibilities of slowing down the rural migration by introducing agritourism
Rohana P. Mahaliyanaarachchi, 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 Rivezzi, 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 (S9-07/11)
Chair: Margherita Cierco, Professor, University of Foggia, Italy

Agritourism Models in Asia for Development of Rural Enterprise
Shaikh 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 - a case study for regional urban/rural cooperation with mutual benefits
Pier Angela Mozzì Muretto, Co-owner Agriturismo Alagna, Italy, Rennen Zunder, Urban Designer, Canada
Reframing agritourism through indigenous perspectives (S10-07/11)
Chair: Leah Joyner, PhD, University of Utah, U.S.A., Blanca Yagüe, PhD, Universidad de Córdoba, España and University of Utah

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

Rural areas and multi-functional services for improving quality of life (S11-07/11)
Chair: Mariantonieta Fiore, Professor, University of Foggia, Italy

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

Enhancing multi-functionality in the agritourism: some results from the PROMETEA project
Pietro Pulina on behalf of Fabio Madau, University of Sassari, Italy

Using private-public partnerships to develop sustainable agritourism: the Sao Tomé and Principe case-study
Michele Macciari, Italy

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

19:00 POSTER SESSION
Chair: Organising Committee & Advisory Board

Agritourism, the Creative Class, and Emergent Farmers in the USA
R. David Lamie, Lori Dickes and Temitope Arogundade, Clemson University, U.S.A.

Developing a Conceptual Framework
Lisa Chase, University of Vermont, U.S.A., Mary Stewart, Oregon State University, 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-resourceing: 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)

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

Indigenous Peasant Management of the Territory, the Role of the Private Sector and Public Policies, Latin America Cases and the Argentine Network of Rural Community Tourism RATuRC
Ramiro Ragno, Argentina Network of Rural Community Tourism RATuRC, Secretary of Family Agriculture SAF, Fundación Buenavida, Argentina

20:00 ICE BREAKER PARTY
Eurac Research, Viale Druso 1, Bolzano/Bozen

**DAY 2 - Thursday, Nov. 8**

### AGRITOURISM IN THE WORLD

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<td>KEYNOTE: Agritourism in the world (1)</td>
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<td>11:00</td>
<td>Agritourism in India</td>
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<td>Pandurang Taware, Head, Agri Tourism Development Organization, India</td>
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<td>11:00</td>
<td>Agritourism in Africa</td>
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<td>Jacqui Taylor, Head, Agritourismus South Africa</td>
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<td>11:00</td>
<td>Agritourism in the brazilian rural universe</td>
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<td>Karina Toledo Solha, Associate Professor, University of São Paulo, Brazil</td>
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<td>11:00</td>
<td>COFFEE BREAK</td>
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<td>PARALLEL SESSIONS 3</td>
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<td>13:30</td>
<td>Agritourism - a global phenomenon (S12-08/11)</td>
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<td>Chair: Adriano Ciani, Professor, University of Perugia, Italy</td>
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<td>Agritourism in the warm heart of Africa, Malawi</td>
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<td>Fidelis Chasukwa Mgowa, Mazizi Agritourism Farm, Malawi</td>
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<td>Agritourism in Austria</td>
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<td>Erika Quendler, Federal Institute of Agricultural Economics, Austria</td>
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<td>Potentials for Agritourism Development in Nepal: A case study of Phikuri Village</td>
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<td>Kumar Bhatta, Chiba University, Japan</td>
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<td>Cooperation to upgrade agritourism and regional products in Lithuania</td>
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<td>Asta Raupeliene, Aleksandras Stulginskas University, Lithuania</td>
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<td>Scottish Agritourism</td>
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<td>Caroline Millar, Go-Rural, Scotland, United Kingdom</td>
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<td>The variety of agritouristic activities - selected trends and good practices (S13-08/11)</td>
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<td>Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany</td>
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<td>Agritourism in Japan: the case study of Wazuka in Kyoto</td>
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<td>Midori Goso, Teikyo University, Japan</td>
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<td>Study on agritourism development in Maharashtra: understanding sustainable model</td>
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<td>Girish Mude, MIT School of Management, India</td>
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<td>Culi-Agritourism trail in the east of Thailand</td>
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<td>Naththakan Pruksorranan, Burapha University, Thailand</td>
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<td>Community-based tourism as a chance to enhance sustainable tourism approaches – nurturing agritourism strategies in mountain regions of Georgia</td>
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<td>Lela Khartishvili, Tbilisi State University, Georgia</td>
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The contribution of Agritourism for the future of rural areas (2) *(S14-08/11)*
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 and Alina Marcuța, 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, University of Auckland, New Zealand
- Agritourism as a sustainable adaptation option for climate change in Sri Lanka
  Rohana P. Mahaliyanaarachchi, 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, Francesco Vallerani and Francesco Visentin, Ca’ Foscar University of Venice, Italy, Michelle Thompson, Central Queensland University, Australia
- Complex tourism products as tools for rural development: a case study from Eastern Hungary
  Katalin Csőbán, University of Debrecen, Hungary

The Role of local products in agritourism: a Carpathian approach for sustainable rural areas *(2)* *(S16-08/11)*
Chairs: Ágnes Szabó-Diószeghy young expert, Humtour Ltd., Hungary, Mátyás Szabó, Researcher, Corvinus University, Hungary, Harald Egerer, Secretariat of the Carpathian Convention, UN Environment Vienna, Austria

- 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 and Tamás Kocsis, Corvinus University Budapest, Hungary
- Role of micro-level agrarian production in local tourism - A settlement-level statistical analysis
  Gergely Horzs, Corvinus University Budapest, Hungary
- 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
  Roberta Garibaldi and Andrea Pozzi, University of Bergamo, Italy

13:30 | LUNCH BREAK
14:30 | TECHNICAL EXCURSIONS TO GOOD PRACTICES OF AGRITOURISM IN SOUTH TYROL
20:00 | CONGRESS DINNER
   Castel Herrnhof, Caldaro (BZ)
### DAY 3 - Friday, Nov. 9

**AGRITOURISMS: INTERNATIONAL DEVELOPMENTS**

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<td><strong>KEYNOTES: Agritourism in the world (2)</strong></td>
<td>Auditorium</td>
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<td><em>Italy, the Agritourism homeland between diversity and excellence</em></td>
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<td>Maria Vittoria Briscolini, Head of Department, Italian Ministry of Agricultural, Food and Forestry Policies, Italy</td>
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<td><em>Agritourism in USA &amp; Canada: What We Know and Don’t Yet</em></td>
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<td>Carla Barbieri, Associate Professor, North Carolina State University, U.S.A.</td>
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<td><em>Agritourism in China</em></td>
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<td>Mu Xingzeng, Head of Hebei Academy of Social Sciences, China</td>
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<td><strong>KEYNOTE S: The marketing of agritourism</strong></td>
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<td><strong>KEYNOTES: The marketing of agritourism</strong></td>
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<td><em>The Red Rooster Agritourism Model, South Tyrol</em></td>
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<td>Hans J. Kienzl, Red Rooster – Farm Holidays in South Tyrol, Farmer’s Union of South Tyrol, Italy</td>
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<td><em>Overview on labels and quality schemes for agritourism</em></td>
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<td>Umberto Selmi, Italian Institute of Services for the Agricultural and Food Market (ISMEA), Italy</td>
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<td>12:30</td>
<td><strong>ROUND TABLE</strong></td>
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<td><strong>QUALITY LABELS TO PROMOTE AGRITOURISM</strong></td>
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<td>Chair: Pier Paolo Mariotti, Head of the Meeting and Management Department, Eurac Research, Italy</td>
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<td>13:30</td>
<td><strong>CLOSING REMARKS AND FINAL WRAP UP</strong></td>
<td>Auditorium</td>
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<td>14:00</td>
<td><em>Advisory Board of the Congress</em></td>
<td>Auditorium</td>
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<td>Main results of the 1st World Congress on Agritourism</td>
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DAY 4 - Saturday, Nov. 10
POST CONGRESS TOURS - VISIT SOUTH TIROL & DOLOMITES

08:30 EXCURSIONS (extra, not included)

1. 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.*
*ca. 45 Euro/person depending on number of participants*

2. ENER-TOUR: Visit at an Agritourism-farm with a special focus on “Energy”

*St. Quirinus, Kaltern/Caldaro* (www.st-quirinus.it): organic viticulture and fruit growing; new winery 2011 built exclusively with regional natural materials; self-sufficient thanks photovoltaic system, solar panel and woodchip plant.

*Max. 25 persons!*
*Start at Bolzano, 9.00 am in front of Ex-Hotel Alpi, back at Bolzano at 12.00/12.30 pm.*
*Attention: no lunch foreseen!*
*Costs: 12 Euro per person*