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OUTCOME STATEMENT

**1st World Congress
on Agritourism 2018**

Eurac Research
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The outcomes of the 1st World Congress on Agritourism held at Eurac Research in Bolzano/Bozen, Italy, 7-9 November 2018 show that agritourism:

- represents a touristic offer characterized by an authentic farm holiday experience. Authentic means that the agritourism represents a sustainable on-farm connected, complementary and diversified activity for family-conducted active working farms with predominating agricultural activities, which are producing for the market to generate additional agricultural income.
- may be beneficial for family farms in rural and suburban areas.
- may create numerous multifunctional benefits for sustainable local development.
- may represent an effective instrument to strengthen the viability of rural areas.

Key characteristics of (authentic) agritourism:

- Agritourism represents a sustainable on-farm connected, complementary and diversified activity for family conducted working farms with predominating agricultural activities, which are producing for the market to generate additional agricultural income.
- Enables direct and familiar interaction between the farmer and the guest. This leads to an in-situ cultural experience and comprehension of agricultural practices, traditions and knowledge.
- Provides incentives for active and participatory interaction of the guest with the agricultural practices and life.
- Offers the tasting of authentic agricultural products from the farm.
- Integrates agritouristic services that are closely connected to the farming activities.
- Is particularly based on farmers' creativity and innovation.

Potential benefits of (authentic) agritourism:

- Generates additional on-farm income and thus contributes to farm resilience.
- Promotes nature-based tourism and eco-tourism.
- Promotes understanding of agricultural practices and increases the public understanding of its social relevance, which is particularly relevant for small-scale agriculture.
- Is an instrument to promote environmental education and experiencing human-nature relationships.
- Contributes to preserving ecosystem services (biodiversity).
- Contributes to providing public goods and strengthening the specific features of landscapes, thus enhancing the attractiveness of places.
- Protects and promotes tangible and intangible cultural and traditional heritage.
- Enhances intercultural interaction between socially heterogeneous groups and rural-urban interrelationships.
- Creates local linkages in the food supply chain contributing to food security and sovereignty.
- Is a sustainable way to integrate tourists in local communities.
- Is often seen as a primary rural activity to enable self-fulfilment of women.
- Promotes farm succession to the younger generation of farmers.
- Increases community pride.
- Increases intergenerational exchange and options for generational renewal in rural areas.
- Improves the ability of the family farm to access ICT.

The creation of an international platform

We register an increased societal demand for offers and services that combine agricultural and touristic features. The relevance of agritourism activities as characteristic “sustainable tourism” has been highlighted at the 1st World Congress on Agritourism. The numerous countries and regional experiences underpin the need for international exchange on practices and analyses of agritourism approaches

- to explore common characteristics and strategies to strengthen agritouristic offers and its specific features.
- to support analysis investigating the linkage of agritourism and provision of public goods and ecosystem services.
- to highlight mutual support with regional development initiatives and contributions towards sustainable tourism developments.
- to assess the potential to contribute to sustainable tourism practices and highlight environmental benefits.

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