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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)

PROGRAMME OVERVIEW	DAY 0 Tuesday, Nov. 6	DAY 1 Wednesday, Nov. 7	DAY 2 Thursday, Nov. 8	DAY 3 Friday, Nov. 9	DAY 4 Saturday, Nov. 10
KEY THEMES >		STATE OF THE ART, CHALLENGES & OPPORTUNITIES	A WORLD OF AGRITOURISMS	A WORLD OF AGRITOURISMS & NEW DEVELOPMENTS	VISIT SOUTH TIROL & DOLOMITES
08.30 09.00	FROM 14:00 TO 18:00 REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	HALF-DAY EXCURSION
09.00 09.30		OPENING & INTRODUCTION	KEYNOTE SPEECHES	KEYNOTE SPEECHES	
09.30 10.00		KEYNOTE SPEECHES			
10.00 10.30		KEYNOTE SPEECHES	PARALLEL SESSIONS 3		
10.30 11.00		COFFEE BREAK		KEYNOTE SPEECH	
11.00 11.30		KEYNOTE SPEECHES	ROUND TABLE		
11.30 11.45		COFFEE BREAK		CLOSING REMARKS	
11.45 12.00		KEYNOTE SPEECHES	PARALLEL SESSIONS 1		
12.00 12.30		KEYNOTE SPEECHES		TECHNICAL EXCURSIONS	
12.30 13.00		KEYNOTE SPEECHES	POST CONGRESS ACTIVITIES		
13.00 13.15		KEYNOTE SPEECHES		NETWORKING	
13.15 13.30		KEYNOTE SPEECHES	MEETINGS		
13.30 14.00		KEYNOTE SPEECHES		SITE VISITS	
13.30 14.00		LUNCH BREAK	LUNCH BREAK		
14.00 14.30		LUNCH BREAK		LUNCH BREAK	
14.30 15.00		PARALLEL SESSIONS 1	CONGRESS DINNER		
15.00 15.30		PARALLEL SESSIONS 2			
15.30 16.00		COFFEE BREAK			
16.00 16.30		PARALLEL SESSIONS 2			
16.30 17.00	COFFEE BREAK				
17.00 17.30	PARALLEL SESSIONS 2				
17.30 18.00	PARALLEL SESSIONS 2				
18.00 18.30	PARALLEL SESSIONS 2				
18.30 19.00	POSTER SESSION				
19.00 19.30	POSTER SESSION				
19.30 20.00	POSTER SESSION				
20.00 20.30	LOC + AB MEETING (invitation only)	ICE BREAKER PARTY	CONGRESS DINNER		
20.30 23.00					

DAY 1 - Wednesday, Nov. 7

AGRITOURISM: STATE OF THE ART, CHALLENGES & OPPORTUNITIES

Location

08:00 09:00	Registration	Foyer
09:00	OPENING AND INTRODUCTION	Auditorium
10:30	<p>Roland Psenner, President of Eurac Research</p> <p>Renzo Caramaschi, Mayor of the city of Bozen/Bolzano</p> <p>Arno Kompatscher, President of the Autonomous Province of Bozen/Bolzano - South Tyrol</p> <p>Herbert Dorfmann, Member of the European Parliament</p> <p>Arnold Schuler, Provincial Councillor for Agriculture, Forestry, Civil Protection and Local Authorities</p> <p>Leo Tiefenthaler, President of the Famers' Association of South Tyrol, Italy</p> <p>Thomas Streifeneder, <i>Head of the Institute for Regional Development, Eurac Research, Italy</i></p> <p>Introductory speech: The 1st World Congress on Agritourism: An event to discuss developments, challenges and innovations of a successful on-farm touristic offer</p>	
10:30	KEYNOTES: The role and relevance of agritourism	Auditorium
11:30	<p>What's Agritourism in Europe: overview and perspectives <i>Herbert Dorfmann, Member of the European Parliament</i></p> <p>What's Agritourism in Europe: key data and facts <i>EC - DG Agriculture & Rural Development, Bruxelles</i></p>	
11:30 11:45	COFFEE BREAK	Foyer
11:45	KEYNOTES: The role and relevance of agritourism	Auditorium
13.15	<p>Agriculture and Tourism - Relevance and Evidence <i>Christian Fischer, Professor, Free University of Bolzano/Bozen, Italy</i></p> <p>Agritourism & Innovation <i>Hans Embacher, Managing Director, Farm Holidays Austria</i></p> <p>The Agritourism sector in South Tyrol: success factors and challenges <i>Thomas Aichner, Head of Department - Innovation, Development e Marketing (IDM) Südtirol - Alto Adige</i></p>	
13:50 14:30	LUNCH BREAK	Foyer
14:30	PARALLEL SESSIONS 1	
16:30	<p>The enabling environment for agritouristic activities (S1-07/11) <i>Chair: Tor Arnesen, Senior Research Scientist, Eastern Norway Research Institute (ENRI), Norway</i></p> <p>Defining Agritourism comparing with other modes of Rural Tourism in Agricultural Areas <i>Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka</i></p> <p>Agritourism perceptions, cooperation and networks: Empirical evidence from Greece <i>Sofia Karampela, University of the Aegean, Greece</i></p> <p>Identifying and overcoming barriers to agritourism: perspectives from Australia <i>Michelle Thompson, Central Queensland University, Australia</i></p> <p>Evolution of the agritourism in Italy in relation to regulatory sources <i>Maria Chiara Menaguale, Umbria Region, Italy</i></p> <p>Analysing the ins and outs of agritourism in South Tyrol: a hedonic pricing approach <i>Guenter Schamel, Free University of Bozen/Bolzano, Italy</i></p>	

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

Dori DeJong, 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, Biji 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

Mikael 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 Tommasini, 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 IRPDT

Abul Bashar Rahmatullah, American International University, Bangladesh

Development opportunities of agritourism and perspective at Izmir (Turkey) surroundings

Füsün 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

16:30
17:00

COFFEE BREAK

Foyer

17:00

PARALLEL SESSIONS 2

19:00

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 promotor 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

Agritourism and Culinary Trails

Lisa Chase, University of Vermont, U.S.A.

Possibilities of slow downing 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 (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

Agritourism and cultural tourism - unlocking the economic potential in rural areas

Karin Drda-Kühn, Kultur und Arbeit e.V., Germany

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

Pier Mozzi Muretto, Co-owner Agriturismo Alagna, Italy & Renner 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

Niranjana 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 Molise, Italy

Rural areas and multifunctional services for improving quality of life (S10-07/11)

Chair: Marianonietta 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 agritourism: 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

20:00

Chair: Organising Committee & Advisory Board

Agritourism, 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 Nouredine, 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

Location

08:30 | Registration
09:00

09:00 | KEYNOTE: Agritourism in the world (1) Auditorium

11:00 | **Agritourism in the Northern Lands of the World**
Daniela Tommasini, Professor, University of Lapland, Finland

Agritourism in India
Pandurang Taware, Head, Agri Tourism Development Organization, India

Agritourism in Africa
Jacqui Taylor, Head, Agritourismus South Africa

Agritourism in the brazilian rural universe
Karina Toledo Solha, Professor, University of São Paulo, Brazil

11:00 | COFFEE BREAK Foyer
11:30

11:30 | PARALLEL SESSIONS 3

11:30 | **Agritourism - a global phenomenon (S11-08/11)**
Chair: Adriano Ciani, Professor, University of Perugia, Italy

Agritourism in the warm heart of Africa, Malawi
Fidelis Chasukwa Mgowa, Mazizi Agritourism Farm, Malawi

Agritourism in Austria
Erika Quendler, Federal Institute of Agricultural Economics, Austria

Potentials for Agritourism Development in Nepal: A case study of Phikuri Village
Kumar Bhatta, Tokyo University of Agriculture, Japan

Is Agritourism a driver of local rural development? An analysis in the area of the Gargano National Park
Pasquale Pazienza, University of Foggia, Italy

Cooperation to upgrade agritourism and regional products in Lithuania
Asta Raupeliene, Aleksandras Stulginskis University, Lithuania

Scottish Agritourism
Caroline Millar, Go-Rural, Scotland, United Kingdom

The variety of agritouristic activities - selected trends and good practices from Asia (S12-08/11)
Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany

Agritourism in Japan: the case study of Wazuka in Kyoto
Midori Goso, Teikyo University, Japan

Study on agritourism development in Maharashtra: understanding sustainable model
Girish Mude, MIT School of Management, India

Development situations and trends of the leisure agriculture of Hebei Province, China
Mu Xingzeng, Hebei Academy of Social Sciences, China

Culi-Agritourism trail in the east of Thailand
Natthakan Pruksorranan, Burapha University, Thailand

An application of three levels of sustainability (TLS) theory into the agritourism development: a case of Kunyu Mountain in Shandong, China
Zhou Shenghan, China

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. 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

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 Khartishvili, 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, Biji University, China

Agritourism and local products (S15-08/11)

Chair: Ágnes Szabó-Diószegehy, 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

14:30

LUNCH BREAK

Foyer

14:30

TECHNICAL EXCURSIONS TO GOOD PRACTICES OF AGRITOURISM IN SOUTH TYROL

20:00

Oberfahrerhof, Weidacherhof, Funtnatscherhof, Bacherhof, Greiterhof, Leitnhof, Fronthof, Zmalerhof

20:00

CONGRESS DINNER

Castel Herrnhof, Caldaro (BZ)

DAY 3 - Friday, Nov. 9

AGRITOURISMS: INTERNATIONAL DEVELOPMENTS

Location

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

DAY 4 - Saturday, Nov. 10

VISIT SOUTH TIROL & DOLOMITES

08:30 DAY EXCURSION (extra, not included)

Dolomites UNESCO World Heritage Site

Eggenal; 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.