# Programme Overview

1st World Congress on Agritourism

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

http://agritourism.eurac.edu

(Latest update: September 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>Tuesday, Nov 6</td>
<td>Wednesday, Nov 7</td>
<td>Thursday, Nov 8</td>
<td>Friday, Nov 9</td>
<td>Saturday, Nov 10</td>
</tr>
<tr>
<td>Key Themes &gt;</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>Time</td>
<td>08:30</td>
<td>09:00</td>
<td>09:30</td>
<td>09:30</td>
<td>11:00</td>
</tr>
<tr>
<td></td>
<td>09:00</td>
<td>09:30</td>
<td>09:30</td>
<td>11:00</td>
<td>11:00</td>
</tr>
<tr>
<td></td>
<td>09:30</td>
<td>10:00</td>
<td>10:00</td>
<td>11:00</td>
<td>11:30</td>
</tr>
<tr>
<td></td>
<td>10:30</td>
<td>11:30</td>
<td>11:15</td>
<td>11:15</td>
<td>13:15</td>
</tr>
<tr>
<td></td>
<td>11:45</td>
<td>12:00</td>
<td>13:00</td>
<td>13:30</td>
<td>14:00</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>12:30</td>
<td>13:45</td>
<td>14:30</td>
<td>15:00</td>
</tr>
<tr>
<td></td>
<td>12:30</td>
<td>13:00</td>
<td>15:00</td>
<td>16:00</td>
<td>16:00</td>
</tr>
<tr>
<td></td>
<td>13:00</td>
<td>13:30</td>
<td>16:00</td>
<td>16:30</td>
<td>17:00</td>
</tr>
<tr>
<td></td>
<td>13:30</td>
<td>14:00</td>
<td>17:00</td>
<td>17:30</td>
<td>18:00</td>
</tr>
<tr>
<td></td>
<td>14:00</td>
<td>14:30</td>
<td>18:30</td>
<td>18:30</td>
<td>18:30</td>
</tr>
<tr>
<td></td>
<td>14:30</td>
<td>15:00</td>
<td>19:00</td>
<td>19:00</td>
<td>19:30</td>
</tr>
<tr>
<td></td>
<td>15:00</td>
<td>15:30</td>
<td>19:30</td>
<td>19:30</td>
<td>20:00</td>
</tr>
<tr>
<td></td>
<td>15:30</td>
<td>16:00</td>
<td>20:00</td>
<td>20:00</td>
<td>20:30</td>
</tr>
<tr>
<td></td>
<td>16:00</td>
<td>16:30</td>
<td>20:30</td>
<td>20:30</td>
<td>23:00</td>
</tr>
</tbody>
</table>

*From 14.00 to 18.00 Registration*

**Post Congress Tours**

- Not included in the Congress fees

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration</td>
<td>Entrance Eurac Research</td>
</tr>
<tr>
<td>09:00</td>
<td>OPENING AND INTRODUCTION</td>
<td>Auditorium</td>
</tr>
<tr>
<td>10:30</td>
<td><strong>KEYNOTES: The role and relevance of agritourism</strong></td>
<td>Auditorium</td>
</tr>
<tr>
<td>11:30</td>
<td><strong>What’s Agritourism in Europe: overview and perspectives</strong></td>
<td>Auditorium</td>
</tr>
<tr>
<td>13:15</td>
<td>Agriculture and Tourism - relevance and evidence</td>
<td>Auditorium</td>
</tr>
<tr>
<td>16:30</td>
<td>The enabling environment for agritouristic activities (S1-07/11)</td>
<td>Seminar 7</td>
</tr>
</tbody>
</table>

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

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.
Mohamed Ismail Sharan, Wadi el Gemal National Park, Marsa Alam, 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 Rower, 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
Irina Potocki 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 Bolzen/Bolzano, Italy

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

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

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

Introducing the Concept of Agritourism in Bangladesh: A Case Study of AIUB IRPDT
Abul Bashar Rahmanullah, 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 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 Vorós, Eotvos 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 (S8-07/11)
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

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 slow downing the rural migration by introducing agritourism
Rohana P. Mahalijanamachchi, 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 Rivezi, 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

Tourist perception of agritourism in Fiji
Chetan Shah, The University of the South Pacific, Fiji

Agritourism Models in Asia for Development of Rural Enterprise
Shaikh Tanveer Hassan, 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 Mozzi Muretto, Co-owner Agriturismo Alagna, Italy - Rennen Zunder, Urban Designer, Canada
Reframing agritourism through indigenous perspectives (S10-07/11)
Chair: Leah Joyner, Professor, 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
Analysing the role of agritourism on the local development. The case of Central Italy
Luigi Mastronardi, University of Molise, Italy

Rural areas and multi-functional services for improving quality of life (S11-07/11)
Chair: Mariantonietta 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
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 multi-functionality in the agritourism: some results from the PROMETEA project
Michele Maccari, Italy
Using private-public partnerships to develop sustainable agritourism: the Sao Tomé and Príncipe case-study
Pietro Pulina on behalf of Fabio Madau, University of Sassari, Italy
Agritourism: a guided opportunity for diversification and multi-functionality of the farm
Sofia Chi, 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 Dicke 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 Ugur, Özlem Şahin, Ege University, Turkey
Agritourism in Franconian Forest - an example for a regional network on rural development
Klaus Schaumberg, Agritourism 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)
Study regarding the agritourism polyvalence of rural area from southern Dobrogea, Romania
Manus Papescu - Romulus Grula - Liviu Gaceu - Angela Marculescu, Transilvania University, Romania
The current state of agritourism in Vietnam
Trinh Thi Thu Thao, New Zealand Tourism Research Institute, 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>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
<td>Entrance Eurac</td>
</tr>
<tr>
<td>09:00</td>
<td>KEYNOTE: Agritourism in the world (1)</td>
<td>Auditorium</td>
</tr>
<tr>
<td>11:00</td>
<td>Agritourism in the Northern Lands of the World</td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td>Daniela Tommasini, Professor, University of Lapland, Finland</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pandurang Taware, Head, Agri Tourism Development Organization, India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in Africa</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jacqui Taylor, Head, Agritourismus South Africa</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in the brazilian rural universe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Karina Toledo Solha, Associate Professor, University of São Paulo, Brazil</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>COFFEE BREAK</td>
<td>Foyer</td>
</tr>
<tr>
<td>11:30</td>
<td>PARALLEL SESSIONS 3</td>
<td>Auditorium</td>
</tr>
<tr>
<td>13:30</td>
<td>Agritourism - a global phenomenon (S12-08/11)</td>
<td>Auditoirum</td>
</tr>
<tr>
<td></td>
<td>Chair: Adriano Ciani, Professor, University of Perugia, Italy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in the warm heart of Africa, Malawi</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fidelis Chasukwa Mgowa, Mazizi Agritourism Farm, Malawi</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in Austria</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Erika Quendler, Federal Institute of Agricultural Economics, Austria</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Potentials for Agritourism Development in Nepal: A case study of Phikuri Village</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kumar Bhatta, Chiba University, Japan</td>
<td></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>
<td></td>
</tr>
<tr>
<td></td>
<td>Pasquale Piazza, University of Foggia, Italy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cooperation to upgrade agritourism and regional products in Lithuania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Asta Raupeline, Aleksandras Stulginskis University, Lithuania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scottish Agritourism</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Caroline Millar, Go-Rural, Scotland, United Kingdom</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The variety of agritouristic activities - selected trends and good practices from Asia (S13-08/11)</td>
<td>Workspace</td>
</tr>
<tr>
<td></td>
<td>Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agritourism in Japan: the case study of Wazuka in Kyoto</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Midori Goso, Teikyo University, Japan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Study on agritourism development in Maharashtra: understanding sustainable model</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Girish Mude, MIT School of Management, India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Culi-Agritourism trail in the east of Thailand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Natthakan Pruksorranan, Burapha University, Thailand</td>
<td></td>
</tr>
</tbody>
</table>
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, 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

- Agri Tourism as a sustainable adaptation option for climate change in Sri Lanka  
  Rothana P. Mahaliyanarachchi, 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, Ca' Foscari 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 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 (S15-08/11)  
Chair: TbD

- 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 tourist 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 agrotouristic boarding house by waste valorising and recycling  
  Gabriel Florescu, S.C. Aro-Palace S.A., Romania

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 - Mátýás 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 Kusilts, 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 agrotouristic 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  
  Roberta Garibaldi, University of Bergamo, Italy

13:30 LUNCH BREAK  
14:30 TECHNICAL EXCURSIONS TO GOOD PRACTICES OF AGRITOURISM IN SOUTH TYROL  
20:00 CONGRESS DINNER  
20:00 Oberfahrerhof, Weidacherhof, Funtnatscherhof, Bacherhof, Greiterhof, Leithnhofer, Fronthof, Zmailerhof  
20:00 Castel Herrnhof, Caldaro (BZ)
## DAY 3 - Friday, Nov. 9

### AGRITOURISMS: INTERNATIONAL DEVELOPMENTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
<td>Entrance Eurac Research</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><em>Maria Vittoria Brisolin, Head of Department, Italian Ministry of Agricultural, Food and Forestry Policies, Italy</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in USA &amp; Canada: What We Know and Don’t Yet</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Carla Barbieri, Associate Professor, North Carolina State University, U.S.A.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in China</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Mu Xingzeng, Head of Hebei Academy of Social Sciences, China</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Agritourism in the isles</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Marie Venus Q. Tan, Regional Director, Philippines Department of Tourism, Philippines</em></td>
<td></td>
</tr>
<tr>
<td>11:00</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 Red Rooster Agritourism Model, South Tyrol</strong></td>
<td>Auditorium</td>
</tr>
<tr>
<td></td>
<td><em>Hans J. Kienzl, Red Rooster – Farm Holidays in South Tyrol, Farmer’s Union of South Tyrol, Italy</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Overview on labels and quality schemes for agritourism</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Italian Institute of Services for the Agricultural and Food Market (ISMEA), Italy (TbC)</em></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><em>Chair: Pier Paolo Mariotti, Head of the Meeting and Management Department, Eurac Research, Italy</em></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></td>
</tr>
<tr>
<td></td>
<td><em>Main results of the 1st World Congress on Agritourism</em></td>
<td></td>
</tr>
</tbody>
</table>
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**
   TbD