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research

# 1st World Congress on Agritourism



Eurac Research  
Bozen/Bolzano, 7-9 November 2018



In collaboration with



With the support of



# **PROGRAMME**

1<sup>st</sup> World Congress on Agritourism  
7-9 November, 2018  
Eurac Research  
Bolzano/Bozen  
Italy

05.11.2018

## Advisory Board

**Thomas Streifeneder**, (Chair), Eurac Research - Institute for Regional Development, Italy  
**Thomas Dax**, Federal Institute for Less-Favoured and Mountainous Areas (BABF), Germany  
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**Hans J. Kienzl**, Südtiroler Bauernbund - Farm Holidays in South Tyrol, Italy  
**Andrea Omizzolo**, Eurac Research - Institute for Regional Development, Italy

## Organising Committee

**Andrea Omizzolo**, Eurac Research - Institute for Regional Development (Chair)  
**Thomas Streifeneder**, Eurac Research - Institute for Regional Development (Co-Chair)  
**Eleonora Psenner**, Eurac Research - Institute for Regional Development  
**Karin Helga Amor**, Eurac Research - Communication Department  
**Alexa De Marchi**, Eurac Research - Meeting Management  
**Pier Paolo Mariotti**, Eurac Research - Meeting Management  
**Hans J. Kienzl**, Südtiroler Bauernbund - Farm Holidays in South Tyrol  
**Helmuth Zanotti**, IDM Südtirol - Alto Adige

# PROGRAMME OVERVIEW

		<b>DAY 0</b> Tuesday, Nov. 6	<b>DAY 1</b> Wednesday, Nov. 7	<b>DAY 2</b> Thursday, Nov. 8	<b>DAY 3</b> Friday, Nov. 9	<b>DAY 4</b> Saturday, Nov. 10		
<b>KEY THEMES</b>			STATE OF THE ART, CHALLENGES & OPPORTUNITIES	AGRITOURISM IN THE WORLD	INTERNATIONAL DEVELOPMENTS	VISIT SOUTH TIROL & DOLOMITES		
08.30	09.00	FROM 14:00 TO 18:00 REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	POST CONGRESS TOURS  VISIT SOUTH TIROL & DOLOMITES  NOT INCLUDED IN THE CONGRESS FEE (for registered participants)		
09.00	09.30		OPENING & INTRODUCTION	KEYNOTE SPEECHES	KEYNOTE SPEECHES			
09.30	10.00							
10.00	10.30		KEYNOTE SPEECHES	PARALLEL SESSIONS 3	KEYNOTE SPEECHES			
10.30	11.00						COFFEE BREAK	
11.00	11.30				COFFEE BREAK			
11.30	11.45				KEYNOTE SPEECHES			
11.45	12.00				KEYNOTE SPEECHES			
12.00	12.30				ROUND TABLE			
12.30	13.00		LUNCH BREAK	LUNCH BREAK	CLOSING REMARKS			
13.00	13.15							
13.15	13.30		PARALLEL SESSIONS 1	TECHNICAL EXCURSIONS	POST CONGRESS ACTIVITIES			
13.30	14.00							
14.00	14.30						COFFEE BREAK	
14.30	15.00						PARALLEL SESSIONS 2	CITY TOUR (for registered participants)
15.00	15.30							
15.30	16.00							
16.00	16.30							
16.30	17.00						POSTER SESSION	CONGRESS DINNER
17.00	17.30							
17.30	18.00							
18.00	18.30							
18.30	19.00	ICE BREAKER PARTY	CONGRESS DINNER					
19.00	19.30							
19.30	20.00							
20.00	20.30	Organising Committee & Advisory Board Meeting (invitation only)	ICE BREAKER PARTY	CONGRESS DINNER				
20.30	23.00							

Updated congress programme:

<http://agritourism.eurac.edu/editions/2018-edition/programme/>

## Our Commitment to sustainability



We are glad to inform you that the congress has been certified as a Green Event by the Autonomous Province of Bolzano/Bozen. Our congress' commitment is to reach a high sustainability level. Wherever possible, we have incorporated green meeting planning standards that reduce waste, used recycled materials and lessen energy usage.

### Our efforts include:

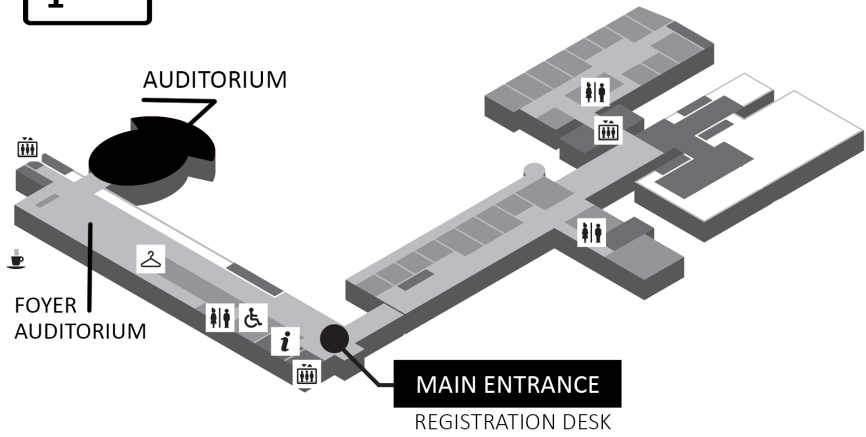
- sourcing only local, seasonal and fresh food and drinks from South Tyrol
- using food from sustainable sources and respecting the ethical treatment of animals
- offer vegetarian options
- purchasing from fair trade certified suppliers (tea and sugar)
- eliminating the use of plastic bottles and use glass bottles and water jars instead
- using reusable plates, cups, napkins, and silverware
- using food bulk dispensers rather than individually packaged condiments
- composting
- sourcing conference bags in cotton
- asking participants to turn back printed material rather than throwing away
- printing conference material on recycled paper and double-sided
- reducing paper and printed materials through the option to use downloadable conference proceedings
- collecting badges and lanyards at the end of the conference

***Help us to make this first event as eco-friendly as possible!***

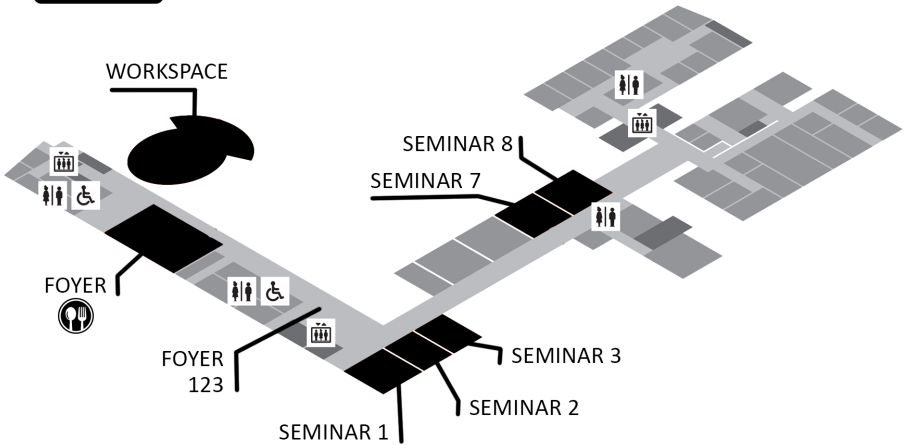
Thank you!

# MAP OF CONGRESS ROOMS

1



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## **AGRITOURISM**

*a successful and growing example  
of sustainable tourism*

Agritourism offers farmers the possibility of diversifying and generating additional income through on-farm touristic activities in order to help supplementing their low agricultural income. This helps to maintain the viability of active farms and rural communities. The more general understanding of agritourism states that agritourism activities support and promote agricultural resources, traditions and culture of rural areas. Following this line of thought, agritourism results to be a successful example of sustainable tourism that has gained importance over the years.

## **1ST WORLD CONGRESS**

*7-9 November, 2018*

For the first time Eurac Research is promoting an international congress dedicated exclusively to the topic of agritourism. The aim of the initiative is to discuss the state-of-the-art and the future perspectives of this kind of rural tourism worldwide; to establish an agreed-upon international applicable definition of agritourism; to build a networking platform for scientists and practitioners; and finally, to promote agritourism unambiguously as a specific type of tourism in rural areas.

## **WHY BOLZANO?**

*Agritourism in South Tyrol*

Agritourism has a long tradition in South Tyrol. As early as in the 19th century, wealthy citizens from Bolzano and Merano spent their holidays in the surrounding mountain villages. Today, approximately 2,800 of a total of 20,000 farms offer tourist services, representing a significant density with respect to other regions in the world. From mountain farms with livestock to fruit growing farms and wineries as well as barrier-free and family-friendly farm, the region boasts a comprehensive and high-quality selection of tourism offers. In this way, rural tradition and culture can be experienced in some of the most beautiful places in the country. Agritourism is an important supplementary income for the farmers, which can contribute to the sustainable development of South Tyrol's small-structured agriculture. The brand "Roter Hahn" (Red Rooster) supports the farmers in the marketing of their tourist is a successful model which has attracted the interest of delegations from all over the world since 1999. Sustainability is also a central issue of Eurac Research. With a multidisciplinary approach, scientists address regional issues and develop solutions which can then be applied elsewhere in the world. The researchers at the Institute for Regional Development study and promote sustainable development strategies for mountain areas as an economic region, living space and adventure area.

Our researchers come from a wide variety of scientific fields and from all parts of the globe. Together they dedicate themselves to that which is their profession and vocation – shaping the future.

**What we do** - Our research addresses the greatest challenges facing us in the future: people need health, energy, well-functioning political and social systems and an intact environment. These are complex questions, and we are seeking the answers in the interaction between many different disciplines. In so doing, our research work embraces three major themes: regions fit for living in, diversity as a life-enhancing feature, a healthy society.

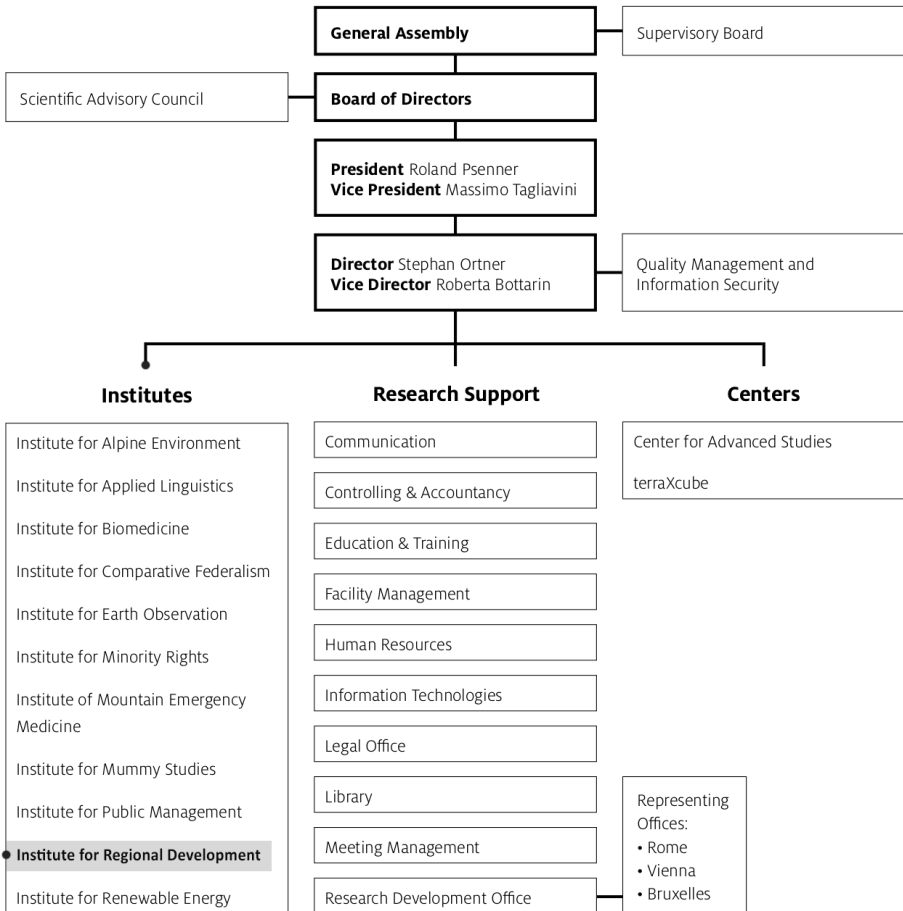
**What makes us different** - To undertake research is to challenge conventional ways of thinking and to transcend limitations. Our open enterprise culture and flat organisational structure allow this investigative spirit to develop in the best possible interdisciplinary way, and with curiosity, enthusiasm, courage and perseverance we highlight problems from all possible angles and thereby arrive at exceptional solutions.

**Who will benefit from us** - The aim of our work is to improve the future life of people. We often develop concrete solutions for regional problems which can then be applied elsewhere. We continually strive to open new paths with top quality research work, geared to the needs of people.

**Who we work with** - We are linked to other research networks all over the world and have partners in more than 50 countries on five continents. We collaborate with international organisations such as the Alpine and Carpathian Conventions, the United Nations Environment Programme (UNEP) and the United Nations Industrial Development Organization (UNIDO) along with several space agencies.

**Our History** - Eurac Research was founded in 1992 as an association under private law with just twelve members of staff undertaking research in the areas of Language and Law, Minorities and Autonomous Regions as well as the Alpine Environment. The centre gradually expanded its activities into new areas, attracted scientists from all over the world and introduced new structures. Today, almost 400 scientists from over 25 countries work here.





Economic and social restructuring processes challenge peripheral rural areas: People search for employment opportunities and therefore often need to move to urban centres. This puts the maintenance of services of general interest at risk. Consequently, the average age of those who stay increases continuously calling for innovative solutions to upkeep the quality of life in rural areas. On the contrary, the most accessible, urban and suburban areas struggle with unsustainable carrying capacities. There, conflicting land use interests, traffic problems and housing shortages affect people's quality of life. We are conducting applied research on ways to overcome these spatial, environmental and socio-economic challenges. In doing so, our approaches are based on socially innovative, ecologically sound and economically viable solutions. The expertise of our interdisciplinary team is due to numerous insights gained in international projects. We implement them in regional development projects in South Tyrol and other mountain areas. For example, we examine the societal and environmental impacts of transalpine heavy goods vehicles traffic, opportunities for economic diversification and value creation in rural areas, as well as possible forms of coexistence between humans and wild animals.

Our team consists of experts from the economic, geographic, social, cultural, agricultural, natural, traffic, spatial and planning sciences. We are structured in four research groups:

- **human-environmental interactions**
- **rural economy**
- **space and society**
- **sustainable mobility**



# FARM HOLIDAYS IN SOUTH TYROL

the brand "Roter Hahn"



**Background and Milestones** - Already around the year 1850 the idea of "farm holidays" was born in South Tyrol: the summer heat was a strain on the city dwellers and the villages at higher altitudes offered recreation. Until the 1960s, mainly locals took advantage of this offer – especially the bourgeoisie of Merano, Bolzano and Bressanone. With the growing prosperity in Germany and the completion of the Europa Bridge near Innsbruck, which is part of the main route across the Alps from western Austria to South Tyrol, in 1963, the first guests from Germany/Bavaria came to South Tyrol. Already in 1971, the first catalogue "Urlaub auf dem Bauernhof" (en.: "Farm Holidays") was published with 236 listed farms. Only in 1990 the offer was extended to the winter season, including only those farms which had a heating system. In 1998, the brand and quality seal "Roter Hahn" (en: "Red Rooster") was founded in order to create a lobby for "farm holidays" and to offer farmers a sustainable financial concept for their farm. With the first Internet site in 2000 and the first conference in 2001, important steps were taken to strengthen the brand. Together with the Department of Agriculture, the association defined classification criteria to evaluate the following three areas: farm, equipment and service (legally defined in 2005). Since 2014 the "Roter Hahn" has been represented on social media like Facebook, Instagram, YouTube and Pinterest and counts followers from all over Europe. Currently, the focus is on the marketing of the accommodation during winter months. The equipment of the farms, breakfast and the marketing of the farm's own products as well as contact with the host family play a decisive role in that season (see timeline).

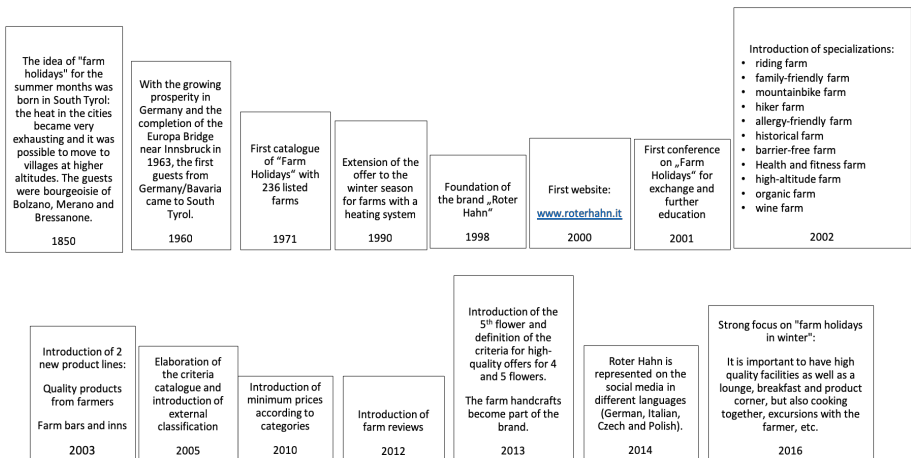
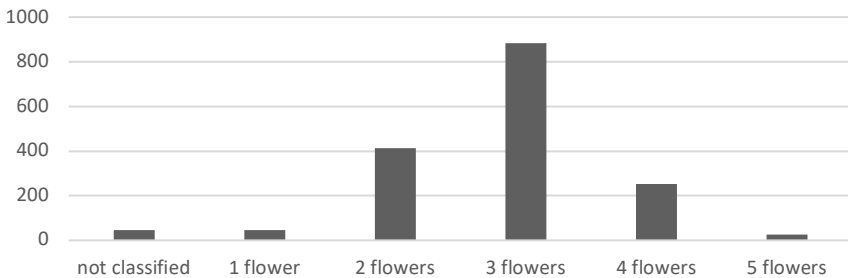


Abb. 1: Timeline of the development of the brand „Roter Hahn“

**Facts & Figures** - A maximum of 5 apartments or 8 rooms are allowed for structures offering farm holidays in South Tyrol. The amount of time spent on agriculture must be higher than the one used to offer farm holidays. For farmers in South Tyrol, farm holidays are of great economic importance: there are currently 2,813 active farms, 1,665 of them are part of "Roter Hahn". Approximately 8.3 percent of the total overnight stays in South Tyrol are recorded in farms offering farm holidays. Since 1998, overnight stays in this category have increased by more than 230 percent. Most guests currently come from Germany, while Italy is the second most frequent state of origin, followed by Switzerland and Austria. 27 farms in South Tyrol meet the highest requirements of the classification criteria and have, accordingly, 5 flowers. All 27 farms are part of "Roter Hahn". Furthermore, the brand includes 252 companies with four flowers, 884 with three, 412 with two, 45 with one flower and 45 others, which have not yet been classified.



*Abb.2: Farms of „Roter Hahn“ according to classification criteria*

The quality seal offers guests 1,665 authentic farms at altitudes between 200m and 1900m. The farms are subject to strict criteria and regular inspections and, therefore, guarantee consistent high standards. Of the four existing pillars of the brand (farm holidays, farm quality products, farm bars and inns and farm handcrafts), "farm holidays" is the oldest and most important one. It leads the way in South Tyrol for sustainable, authentic and future-oriented tourism in small structures.

**Financing and Marketing** - The brand "Roter Hahn" is financed by its members, the South Tyrolean Farmers' Association and the Department of Agriculture of South Tyrol. The communication activities of the brand are currently focused on the target markets of Italy, Germany, Austria, Switzerland, the Netherlands, Belgium, the Czech Republic and Poland. The farms are advertised in six languages on the website [www.roterhahn.it](http://www.roterhahn.it), which gets an average of 4,700 hits per day. Around 100,000 people receive the online newsletters of the brand every year; the catalogue "Urlaub auf dem Bauernhof" (en.: "Farm Holidays") is available in German and Italian. The association cooperates with eight press agencies which are responsible for marketing the quality label in Italy, Germany, Switzerland, Austria, the Netherlands, Belgium, Poland and the Czech Republic. Around 50 press trips are planned each year. In addition, the association is represented at tourism fairs and advertises on the radio. There is a cooperation with the South Tyrolean Marketing Society (IDM Innovation, Development Marketing South Tyrol).

"Farm Holidays" offer farmers an opportunity to acquire additional income and motivate farmers to invest in their farms, to renovate and modernize them. The concept contributes to maintaining the farms and making them attractive for future generations.

# DAY-BY-DAY **PROGRAMME**

# DAY 1

Wednesday, Nov. 7

## STATE OF THE ART, CHALLENGES & OPPORTUNITIES

08:00  
09:00

### REGISTRATION

📍 *Main Entrance of Eurac Research*

09:00  
10:30

### OPENING AND INTRODUCTION

📍 *Auditorium*

**Roland Psenner**

President of Eurac Research

**Renzo Caramaschi**

Mayor of the City of Bozen/Bolzano

**Arno Kompatscher**

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

**Thomas Streifeneder**, Head of the Institute for Regional Development, Eurac Research, Italy

*Introductory speech: The 1st World Congress on Agritourism: developments, challenges and innovations.*

10:30  
13:00

## **KEYNOTES: The role and relevance of agritourism**

📍 Auditorium

### **What's Agritourism in Europe: overview and perspectives**

*Herbert Dorfmann, Member of the European Parliament*

### **Agritourism and Innovation**

*Hans Embacher, Managing Director, Farm Holidays Austria*

### **Agriculture and Tourism - relevance and evidence**

*Christian Fischer, Professor of agrofood economics, management and marketing, Free University of Bolzano/Bozen, Italy*

### **Farm Holidays in South Tyrol: challenges and opportunities**

*Thomas Aichner, former Head of Marketing IDM South Tyrol, now Marketing Director SALEWA, South Tyrol*

13:00  
14:30

## **LUNCH BREAK**

📍 Foyer

14:30  
16:30

## **PARALLEL SESSIONS 1**

S1-07

### **The enabling environment for agritouristic activities**

*Chair: Tor Arnesen, Senior Research Scientist, Eastern Norway Research Institute (ENRI), Norway*

📍 Seminar 7

#### **Defining Agritourism comparing with other modes of Rural Tourism in Agricultural Areas**

*Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka, A.B.M. Rahmatullah, American International University of Bangladesh*

#### **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*

#### **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*

S2-07

## **Entrepreneurial challenges: Coping with sustainability**

*Chair: Christian Fischer, Professor, Free University of Bolzano/Bozen, Italy*

📍 *Seminar 2-3*

### **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**

*Erin Johnson, 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*

S3-07

## **Coping with challenges - new farming systems, quality strategies and social innovations**

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

📍 *Seminar 1*

### **Agritourism, new farming and social innovation from an international perspective.**

#### **Experiences and comparisons.**

*R. David Lamie, Clemson University, U.S.A, ISLE Association, Emilio Chiodo 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 Chiodo and Andrea Fantini, University of Teramo, Italy, Oscar José Rover, Universidade Federal de Santa Catarina, Brazil, Lucilene 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*

S4-07 **The contribution of agritourism for the future of rural areas**

*Chair: Claudia Gil Arroyo, Professor, Universidad San Ignacio de Loyola, Peru*

♥ *Seminar 8*

**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 Potocnik Slavič and Barbara Lampič, University of Ljubljana, Slovenia*

**Gender Roles in Community-based Tourism: Indigenous Idiosyncrasies and Cultural Consciousness in the Peruvian Andes**

*Claudia Gil Arroyo, North Carolina State University, U.S.A. - Sandra E. Sotomayor, Universidad San Ignacio de Loyola, Peru - Carla Barbieri, North Carolina State University, U.S.A. - Whitney Knollenberg, North Carolina State University, U.S.A.*

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

*Chair: Valentina Cattivelli, Senior Researcher, Institute for Regional Development, Eurac Research, Italy*

♥ *Auditorium*

**The role of women on agritouristic farms**

*Maria Anna Silbernagel 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 Florence, Italy - Benedetto Rocchi, University of Florence, Italy*

**Agritourism in Colombia: between tradition and innovation for sustainability**

*Margarita Méndez, University of East Anglia, United Kingdom*

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

*Chairs: Ágnes Szabó- Diószeghy young expert, Humtour LLC., Hungary - Mátyás Szabó, Researcher, Corvinus University Budapest, Hungary - Tamara Mitrofanenko, Secretariat of the Carpathian Convention, UN Environment Vienna, Austria*

📍 *Workspace*

**Seven table and presenters of the world café**

1. presentation: **Branding, marketing** - Aleksandra Sikoraiova (SashaSi), Art and Crafts of Stiavnica, Slovak Republic

2.presentation: **Cooperation** - Gabriela Elena Baciú, Romanian Mountain Forum, Romania

3.presentation: **Development** - Gergely Horzsa, Corvinus University Budapest, Hungary

4.presentation: **Agriproducts and food** - Vítoslav Vítakocic, Rural and Agricultural Tourism Association, Czech Republic

5.presentation: **Handworks and small -scale industrial products** - Bernadetta Zawilińska, Cracow University of Economics-Carpathian Scientific Council and Krzysztof Szpara, University of Information Technology and Management in Rzeszow -Carpathian Scientific Council, Poland

6.presentation: **Environment and social dimensions** - Ágnes Szabó-Diószeghy, Humtour LLC., Hungary

7.presentation: **Trends and foresight** - Mátyás Szabó, Corvinus University Budapest, Hungary

*This session is supported by a project funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety by the Advisory Assistance Programme for environmental protection in the countries of Central and Eastern Europe, the Caucasus and Central Asia and other countries neighbouring the European Union (AAP). It is supervised by the German Environment Agency (Umweltbundesamt, UBA) and the Federal Agency for Nature Conservation (Bundesamt für Naturschutz, BfN).*

16:30 **COFFEE BREAK**

17:00 📍 *Foyer*

17:00 **PARALLEL SESSIONS 2**

19:00

S7-07 **CANCELLED**

S8-07

### **Agritourism as a promotor of regional development**

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

♥ *Seminar 1*

**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. Mahaliyanarachchi and M.S Elapata, Sabaragamuwa University of Sri Lanka, Sri Lanka*

#### **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*

S9-07

### **Agritourism to boost the future of rural areas (S9-07/11)**

*Chair: Christian Hoffmann, Senior Researcher, Institute for Regional Development, Eurac Research, Italy*

♥ *Seminar 7*

#### **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 Mozzi Mureto, Co-owner Agriturismo Alagna, Italy, Renne Zunder, Urban Designer, Canada*

S10-07

### **Reframing agritourism through indigenous perspectives**

*Chair: Leah Joyner, PhD, University of Utah, U.S.A., Blanca Yagüe, PhD, Universidad de Córdoba, España and University of Utah*

♥ *Auditorium*

#### **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*

S11-07

## Rural areas and multi-functional services for improving quality of life

*Chair: Nicola Faccilongo, Professor, University of Foggia, Italy*

♥ Seminar 8

**Personalized and functional foods for elderly people: a new path for multifunctional agriculture**  
*Filomena Chiara, 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 Príncipe case-study**  
*Michele Maccari, Italy*

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

**The role of agritourism in promoting active and healthy ageing: a new social tourism perspective for Europe**  
*Matteo Rivezzi, University of Foggia, Italy*

19:00  
20:00

## POSTER SESSION

♥ Foyer Auditorium

*Chair: Jutta Staffler, Senior Researcher, Institute for Regional Development, Eurac Research, Italy*

**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-resourcing: Agritourism and the adaptive re-use of historic farm buildings**

*Mike Mackay, Lincoln University, New Zealand, Harvey C. 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

08:00  
09:00

### REGISTRATION

📍 *Main Entrance of Eurac Research*

09:00  
10:30

### KEYNOTES: Agritourism in the world (1)

📍 *Auditorium*

#### **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, Associate Professor, University of São Paulo, Brazil*

10:30  
11:00

### COFFEE BREAK

📍 *Foyer*

11:00  
13:00

### PARALLEL SESSIONS 3

S12-08

#### **Agritourism - a global phenomenon**

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

📍 *Auditorium*

#### **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, Chiba University, Japan*

#### **Agritourism: why characterize, defend and promote it in the world**

*Adriano Ciani, Biosphera Scientific and Cultural Association, Italy*

#### **Scottish Agritourism**

*Caroline Millar, Go-Rural, Scotland, United Kingdom*

**S13-08 | The variety of agritouristic activities - selected trends and good practices**

*Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany*

📍 *Workspace*

**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*

**Culi-Agritourism trail in the east of Thailand**

*Natthakan Pruksorranan, Burapha University, Thailand*

**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*

**The winemakers' society – wine-tourism and its socio-economic effects in two Central European wine-regions**

*Thomas Dax on behalf of Nemes Gusztav, Hungarian Academy of Sciences, Hungary*

**S14-08 | The contribution of Agritourism for the future of rural areas (2)**

*Chair: Carla Barbieri, Professor, North Carolina State University, U.S.A.*

📍 *Seminar 1-2-3*

**The regeneration of rural and regional towns in the South Island of New Zealand: the important and growing role of agritourism**

*Harvey C. Perkins, University of Auckland, New Zealand, Michael Mackay and Nick Taylor, Lincoln University, New Zealand*

**Agritourism as a sustainable adaptation option for climate change in Sri Lanka**

*Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka – M.S Elapata, 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' 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*

S15-08 **The Role of local products in agritourism: a Carpathian approach for sustainable rural areas (2)**

*Chairs: Ágnes Szabó-Diószeghy young expert, Humtour LLC., Hungary, Mátyás Szabó, Researcher, Corvinus University, Hungary, Tamara Tamara Mitrofanenko Secretariat of the Carpathian Convention, UN Environment Vienna, Austria*

📍 *Seminar 8*

**Outcomes of the Word café session:** The Role of local products in agritourism - a Carpathian approach for sustainable rural areas: Branding, marketing - Aleksandra Sikoraiova (SashaSi), Art and Crafts of Stiavnica, Slovak Republic; Cooperation - Gabriela Elena Baciú, Romanian Mountain Forum, Romania; Development-Gergely Horzsa, Corvinus University Budapest, Hungary; Agriproducts and food: Vítoslav Vítakocic, Rural and Agricultural Tourism Association, Czech Republic; Handworks and small -scale industrial products - Bernadetta Zawilińska, Cracow University of Economics-Carpathian Scientific Council and Krzysztof Szpara, University of Information Technology and Management in Rzeszów -Carpathian Scientific Council, Poland; Environment and social dimensions - Ágnes Szabó-Diószeghy, Humtour LLC., Hungary; Trends and foresight: Mátyás Szabó, Corvinus University Budapest, Hungary

*Mátyás Szabó, Corvinus University Budapest and Ágnes Szabó-Diószeghy Humtour LLC, Hungary*

**Key messages from Forum Carpaticum in the field of Agritourism**

*Magdalena Kubal-Czerwińska, Jagiellonian University, Poland*

**Traditions for beer drinking in Norway, an underexploited resource in agritourism**

*Hans Olav Bråtå, Eastern Norway Research Institute, Norway*

**Role of micro-level agrarian production in local tourism - A settlement-level statistical analysis**

*Gergely Horzsa, Corvinus University Budapest, Hungary*

**Gastronomy and its influence on Italian travellers' holiday decisions**

*Roberta Garibaldi and Andrea Pozzi, University of Bergamo, Italy*

13:00 **LUNCH BREAK**

14:30 📍 *Foyer*

14:30 **TECHNICAL EXCURSIONS TO GOOD PRACTICES**  
20:00 **OF AGRITOURISM IN SOUTH TYROL**

📍 *Selected South Tyrolean Agritourism farms*  
Meeting Point: *Main Entrance of Eurac Research*

20:00 **CONGRESS DINNER**

📍 *Castel Herrnhof*  
*(Via Stazione, 18, 39052 Caldaro, BZ)*

## DAY 3

Friday, Nov. 9

## INTERNATIONAL DEVELOPMENTS

08:00  
09:00

### REGISTRATION

📍 *Main Entrance of Eurac Research*

09:00  
11:00

### KEYNOTES: Agritourism in the world (2)

📍 *Auditorium*

#### **Italy, the Agritourism homeland between diversity and excellence**

*Pietro Schipani, Italian Ministry of Agricultural, Food and Forestry Policies, Italy*

#### **Agritourism in USA & Canada: What We Know and Don't Yet**

*Carla Barbieri, Associate Professor, North Carolina State University, U.S.A.*

#### **Agritourism in China**

*Mu Xingzeng, Head of Hebei Academy of Social Sciences, China*

10:30  
11:00

### COFFEE BREAK

📍 *Foyer*

11:00  
12:00

### KEYNOTES: The marketing of agritourism

📍 *Auditorium*

#### **The Red Rooster Agritourism Model, South Tyrol**

*Hans J. Kienzl, Red Rooster – Farm Holidays in South Tyrol, Farmer's Union of South Tyrol, Italy*

#### **Overview on labels and quality schemes for agritourism**

*Umberto Selmi, Italian Institute of Services for the Agricultural and Food Market (ISMEA), Italy*

12:00  
13:00

## ROUND TABLE

📍 Auditorium

### QUALITY LABELS TO PROMOTE AGRITOURISM

*Chair: Pier Paolo Mariotti, Head of the Meeting and Management Department, Eurac Research, Italy*

13:00  
13:30

## CLOSING REMARKS AND FINAL WRAP UP

📍 Auditorium

### Advisory Board of the Congress

*Main results of the 1<sup>st</sup> World Congress on Agritourism*

**Thanks for coming.**  
**See you hopefully in November 2022 !**

15:00  
17:00

## Guided city tour of Bolzano

📍 *Meeting point: Eurac Research, main entrance*

(For registered participants)

## DAY 4

Saturday, Nov. 10

### POST CONGRESS TOURS VISIT SOUTH TIROL & DOLOMITES

08:30

#### EXCURSIONS (extra, not included)

📍 *Meeting Point: in front of Ex-Hotel Alpi, close to Bolzano tourist infopoint  
Via Alto Adige, 35*

#### 1. Dolomites UNESCO World Heritage Site

Val d'Ega - Eggenal; Lago di Carezza - Karersee (break); Passo di Costalunga - Karerpass, Val di Fassa - Fassatal, Passo Pordoi - Pordoijoch -ev. Lunch, back to the Sella Pass, down in Val Gardena, break with works of art, ev. Castelrotto - Kastelruth, the painted village, back to Bolzano-Bozen.

*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](http://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.

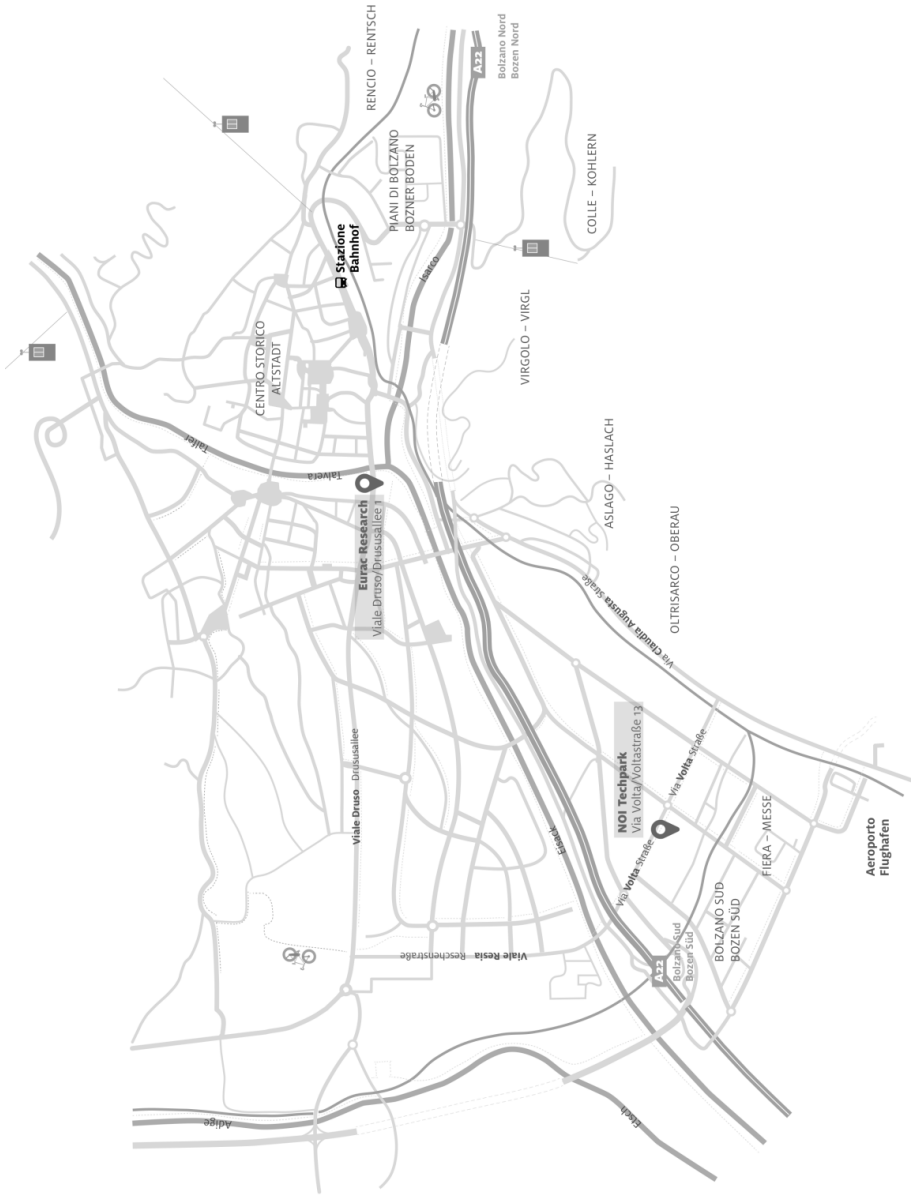
*Max. 25 persons!*

*Start at Bolzano, 9.00 am in front of Ex-Hotel Alpi, back at Bolzano at 12.00/12.30 pm.*

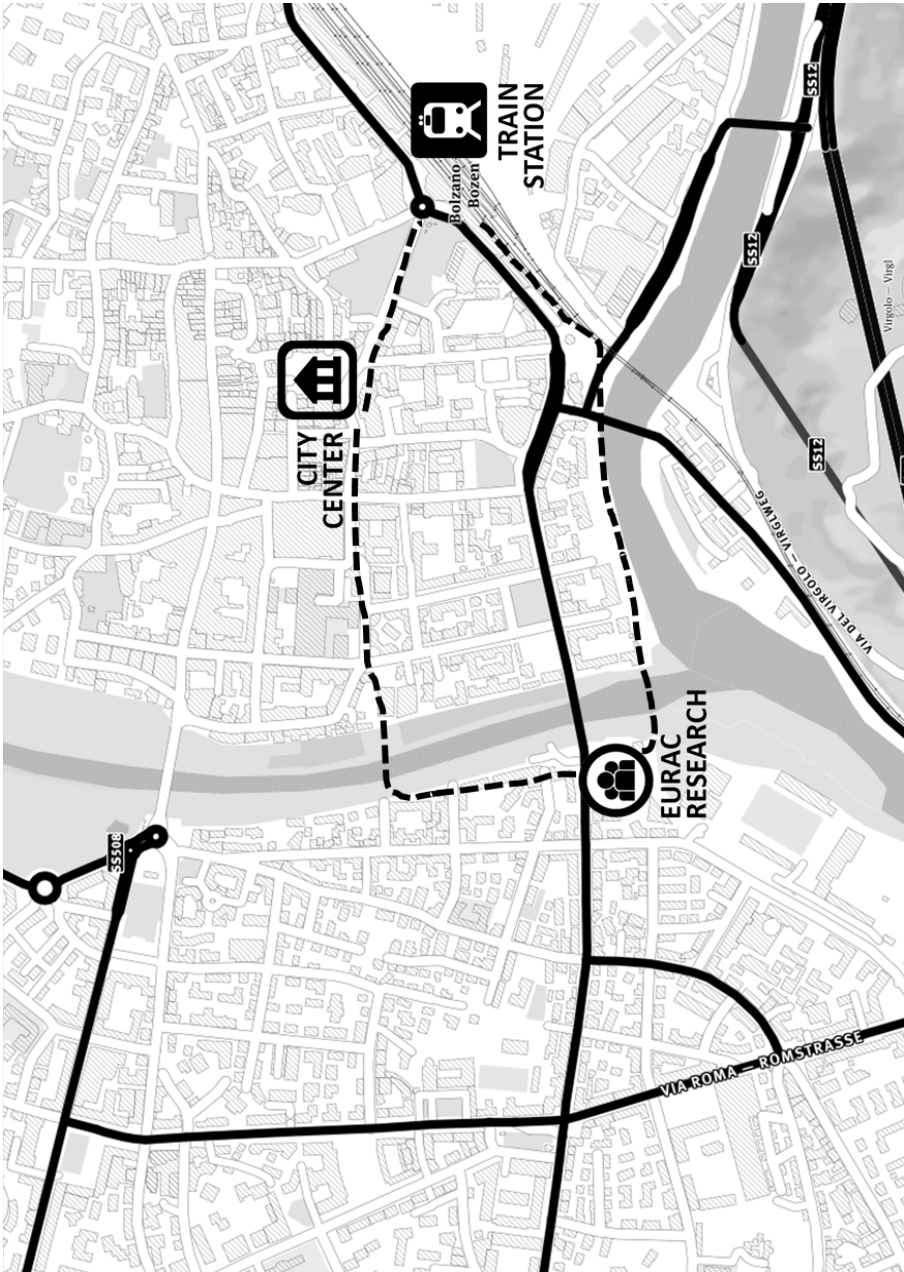
*Attention: no lunch foreseen!*

*Costs: 12 Euro per person*

# MAP OF BOLZANO



# USEFUL PEDESTRIAN PATHS



## USEFUL INFORMATION

### Internet Access



**eduroam**

access with your university  
login & password

**openAiR**

psw: wlan@eurac.edu

### Emergency Number



**112**

### Do you need a taxi?



**+39 0471 981111**

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ministero delle politiche agricole  
alimentari, forestali e del turismo



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E DELLA TUTELA DEL TERRITORIO E DEL MARE

italian delegation  
alpine convention



Fria Universität Bozen  
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Università Libre de Bozen



alpine convention - convention alpine  
convention delle alpi - convention alpine  
www.alpcn.org



Aus unserer Hand



agriturismo anica



UNION OF FARMERS



ASSOCIAZIONE INTERNAZIONALE DI  
CENTRI DI STUDIO SULLA MONTAGNA



United Nations  
Environment Programme



Associazione Italiana  
di Scienze Regionali



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E AGRICOLTURA DI BOLZANO



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for Nature  
Conservation



Bundesamt für Naturschutz  
Federal Agency  
for Nature Conservation



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Best apple. Best service.



LIETUVA



Simone Franchini



WINE



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