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# **BOOK OF ABSTRACTS**

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## **Introductory Speech**

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

### **KEY NOTES: The role and relevance of agritourism**

Auditorium

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

*Herbert Dorfmann, Member of the European Parliament*

Analysing new tourism trends and tendencies will help us to understand the future role and the potential agritourism can have in Europe. In addition, agritourism has to be studied within the context of the ongoing and future policy framework of the European Union. Over the last two decades, we can see structural changes in the European agricultural sector, that are going against a multifunctional agricultural model, in which family farms and small-scale farms are having a central role. Family and small-scale farms are crucial for a sustainable tourism sector and especially for the development of agritouristical offers. Therefore, the structural changes have to be considered by future European policies in order to support and strengthen the agritouristic sector. Additionally the focus on regionalization and short supply chains must play an important future role for agritourism as they can further support the sector.

## **Agritourism and Innovation**

*Hans Embacher, Managing Director, Farm Holidays Austria*

Innovation is one of the key competences in today's tourism. This need for permanent development refers to the product as well as to its marketing. Digitalization and strong international players like Google or booking.com are some of the drivers of this development. At the same time the consumer "has gained market-power" as through permanent guest-reviews the market has become very transparent. All these issues are an enormous challenge for the micro-enterprises in agritourism with an average size of a few rooms or apartments. By nature these enterprises have much less resources available for innovative solutions. Besides, marketing and technical innovations by external companies often require higher budgets and are geared to bigger enterprises where know-how-support from staff-members are expected and higher profits can be achieved. Therefore the small agritourism-units find themselves in a double-bind-situation: they have less internal resource for innovation and external innovators are more focused on larger enterprises. On the other hand for the small agritourism-enterprises with their individual strengths like personal contact, local agricultural produce, local traditions, etc. there is a great market potential and there are great chances. However, in order to keep a strong position as an attractive tourism-product they need to play the game of innovation as well. In this respect their organisations are most important and also external innovators are demanded to develop small innovative solutions – be it to professionalize the (marketing) work of the small players or to reduce or facilitate their workload eg. with marketing and/or administration. With the effect that the landlords can concentrate on their initial role as hosts at the interface of tourism and agriculture.

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

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

Agriculture and tourism have various economic interlinkages. They share resources such as land or labour to produce either food and/or other farm outputs, or to accommodate, cater for and/or entertain visitors. That is, agricultural inputs and outputs serve to supply tourists with goods and services during and after their stays. In the speech, the following interlinkages are covered: farm production of food and other goods for tourists during their stays, export of agricultural products to tourist source countries after their visits, accommodation of tourists on the farm ("agritourism"), other complementary services of farming for tourists (e.g., farms as sight-seeing destinations) and vice versa (e.g., farmers working as ski area service staff, bus drivers etc.).

### **The Agritourism sector in South Tyrol: success factors and challenges**

*Thomas Aichner, Marketing Director SALEWA, South Tyrol*

The tourism, with around 11% of the GDP, is an important economic sector in South Tyrol. It secures the employment in rural areas and become an alternative source of income that contributes to the maintenance of economic operation for main and secondary incomes in the agricultural regions. The interaction between tourism and agriculture is a key element for the differentiation of South Tyrol from other destinations and for the creation of a relevant competent advantage. The diverse cultural landscape of South Tyrol remains untouched just like in a few regions of the alpine area and it is the actual capital of the tourism in South Tyrol. The identification of "Agritourism" as the refinement of the farms, hospitality, trades between farmers, and holiday's offer on the farms represents an important pillar to pick up the falling prices of the primary production. The guests have a genuine vacation experience through a qualitative and specialized offer, an authentic atmosphere, stay with a family and the closeness to nature. Further, it is necessary to invest in the accommodation's quality with correspondent capital requirements for the guarantee of the professionalization of the offer, also in the future, that represents a challenge for the small family business. The new segments must be addressed with the correspondent and differentiated offer without leaving the core competences. Finally, the agritourism must play an important role in the creation of strategies in South Tyrol for the future, for which it's necessary to cultivate and expand/extend internal and external networks. The new segments must be addressed with the correspondent and differentiated offer without leaving the core competences.

## PARALLEL SESSION 1

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

*Chair: Tor Arnesen, Senior Research Scientist, Eastern Norway Research Institute (ENRI), Norway (S1-07/11)*

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

*Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka*

Defining agritourism comparing with other modes of rural tourism in agricultural areas, agritourism has been given different interpretations, definitions and overviews by different researchers and professionals of this field of study. It has been examined in several ways, means and frameworks by different researchers and professionals. However, none of these studies could suggest a clear and solid understanding and definition for agritourism. This paper suggest a scientifically examined typology for defining agritourism by examining the major characteristics of the agritourism destinations discussed in the literature. Also an objective of this study is to unifying these major characteristics described in literature into an organized format enabling to make a realistic classification of system of agritourism. It was found that different regions in the world defines agritourism in different ways. Nevertheless, it is important to have an accepted typology to define agritourism which reflects the major characteristics of it. There are unique features identified in agritourism operations, business and destinations. Therefore, any tourism activity or operation happened in agricultural or rural areas cannot be considered as agritourism activity or operation. This paper attempts to clarify the misinterpretations in agritourism and to open a clear forum to discuss about real features of agritourism. This allows to formulate an acceptable scientific definition for agritourism.

### **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*

This study analyzes the perceptions of agritourism units owners and stakeholders on (a) agritourism compared to rural tourism and (b) cooperation of different types of actors in the sector. Furthermore, it assesses the type and the degree of cooperation, in other words it investigates the characteristics of informal agritourism networks within destinations. The data were collected through personal in – depth interviews and with the use of semi-structured questionnaires in Greece, Europe. From a methodological perspective the qualitative methods and the social network analysis that were selected provide useful insights on the theme. It seems that the overall image of agritourism and cooperation is positive. The descriptive results of the sample, among others types of promotion, languages in websites, reservation on-line, confirm as the network characteristics, that the cooperation is based on personal relationships. The question that emerges is how these findings of agritourism perceptions and cooperation can used to facilitate the promotion of the product and foster-strengthen the networks. Acknowledgments: This research is the result of the first author's PhD thesis.

### **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*

This paper analyses the rates that tourists are willing to pay for a designated farm holiday stay in South Tyrol, i.e. for holiday flats and farmhouse stays offered by the „Red Rooster“ brand. We first identify factors that may influence tourist decisions to book a holiday at a farm, which include the number of flowers (i.e., the red rooster quality-rating scheme), the type of accommodation, the distance to various leisure activities and the facilities and or amenities provided at the accommodation. Second, the paper develops a series of hedonic models to estimate implicit prices or the willingness to pay for designated of farm holiday accommodation offers linked to winter and summer destination activities. The dependent variables are the prices paid by guests during peak season and low season. Independent variables are defined as accommodation attributes and the range of possible activities in the area surrounding it. The results of the study show that the red rooster quality-rating scheme (i.e. the number of flowers) and a breakfast offer are significant for all models and have a positive impact on guest willingness to pay. Farm types, such as fruit growing and livestock operations have a significant, but negative effect on accommodation rates. Relative to other farm types, the rates offered by fruit and livestock farms are favourable for guests. Distance variables relating to leisure activities are important depending on peak/low season and winter/summer destination.

### **Vitalizing Agritourism by culture**

*Sabine Zimmermann, Stefan Könneke, Magdalena Zimmermann, Netzwerk Kultur & Heimat Hildesheimer Land e.V., Germany*

For several years now (socio-)cultural projects and activities take place in the rural area of Hildesheim. In doing so the already existing resources are used to strengthen the identity and awareness of the (own) region. Culture helps to vitalize the rural area and to develop it to a worth living environment. It also gives essential impulses to activate new cooperation between different partners. For two years, the Netzwerk Kultur & Heimat has been creating a cultural touristic label by cooperating with different partners. By creating a region with strong roots, everybody can benefit: thus creating a win-win-situation. In this session the speakers discuss the inclusion of regional products and their producers into a cultural concept. The association Netzwerk Kultur & Heimat presents its project by different examples. With the help of the cooperation with Hi-Land e.V. (Association for producers of regional products of Hildesheim) challenges, opportunities and limitations will be shown. By adopting the different stakeholder's perspectives, the participants of the session will work out chances, challenges and constraints in regard to cultural contributions to agritourism. First step is the work in teams, this leads to a discussion about the different topics and results.

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

*Chair: Christian Fischer, Professor, Free University of Bolzano/Bozen, Italy  
(S2-07/11)*

### **Is agritourism a driver towards sustainable farming? Evidence from Italy**

*Benedetto Rocchi, Gianluca Stefani, University of Florence, Italy, Edi Defrancesco, University of Padova, Italy*

Agritourism is increasingly perceived as a promising driver of sustainability in the development of rural economies (Fagioli et al., 2014). Starting with tourism activities is often described as a "broadening" of farm activities within a multifunctional strategy of farming (Van Huylenbroeck, 2007). While the positive effects of agritourism on socio-economic sustainability of rural regions has been widely analysed (Tew and Barbieri 2012; Sonnino, 2004) much less empirical evidence has been provided on the impact of agritourism activities on environmental sustainability of farming. Despite an overall orientation towards sustainable production practices in agritourism farms has been detected (Mastronardi et al, 2015) other studies shows a more mixed evidence (Barbieri, 2013). This study aims at providing a further empirical assessment of the role the touristic diversification of farm activities can play as a driver towards sustainable farming. We analysed data from the Italian farm accountancy network (RICA) which provides information about both technical and economic variables at farm level. We first obtained a measure of eco-efficiency (Kuosmanen and Kortelainen, 2005) through an application of Data envelopment analysis. We then performed a second stage regression to analyse the possible determinants of eco efficiency including the presence and relative importance of agritourism activities on farm, taking into account the fractional nature of the dependent variable. Results shows a certain degree of correlation between agritourism and sustainable farming although a stronger casual interpretation is affected by potential endogeneity problems.

### **Agritourism Entrepreneurship in the U.S.: key factors for success**

*Erin Johnson, Platte River Fort, U.S.A.*

In order to advise farmers and ranchers as to the benefits and risks in diversifying their business model to include agritourism, key success factors must be identified. National (US) research will be explored, summarized and applied to a case study of three recent agritourism start-ups. Focus will be on predictors of success which are expected to include: location, business skills, understanding client needs, interest in learning by the owner/farmer and strong social skills on the part of the entrepreneur. Common barriers to success will also be explored and are anticipated to include: zoning, legislative issues, risk/liability, insurance costs, regional idiosyncrasies, and seasonality. An agritourism entrepreneur's ability to match customer needs/desires to property strengths and weaknesses will also be analyzed with special attention given to the ability of the entrepreneur to modify and scale the business plan based on market demands. Information on Colorado's Rural Academy for Tourism (CRAFT) Mentoring will also be shared. CRAFT Mentoring provides up to 50 hours of consulting assistance available at no cost to each selected project participant. The mentoring program exists to stimulate the development of high-quality agricultural tourism experiences for travelers in Colorado.



### **Staging rural lifeworlds: a micro-level analysis of agritourism entrepreneurs in rural Bavaria**

*Stefan Kordel, University of Erlangen-Nuremberg, Germany*

In the course of economic and social restructuring, rural areas are increasingly considered as spaces of consumption, while the establishment of rural tourism impressively addresses the desire for encountering 'real' rural lifeworlds. Simultaneously, agriculture has undergone substantial changes and farmers are seeking for income alternatives. This presentation will shed light to the micro-level of agritourism, i.e., the farm. The presented case study is empirically informed by biographical-narrative interviews among tourist entrepreneurs the Bavarian Forest, a low mountain range in southeastern Germany, which represents a destination of rural tourism that currently faces challenges, such as structures of tourist accommodations informed by mass tourism, which are out-of-vogue and lack of investments and innovation. Interviews were carried out in order to reveal how entrepreneurs implement tourists' expectations for encountering their lifeworlds and struggle with duties on the farm. Results show that within agritourism, entrepreneurs perform their everyday lives for tourists distinct from contemporary transformation processes in modern agribusiness. They present a pastoral countryside and co-produce rurality with their guests by practices of food production. Their self-conceptions of a farmer often require performing a 'pseudo-backstage' (Daugstad & Kirchengast, 2013) in order to fulfil the tourists' desire for a nostalgic and static image of the countryside. However, as agritourism in the Bavarian Forest demonstrates, consumption of rurality would not be possible without authentic references to notions of productivism (i.e. a running farm).

### **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*

A pioneer public-private-partnership (PPP) ecotourism project has been recently implemented in Wadi el Gemal National Park in Egypt. The main target of the Ecotourism in Wadi El Gemal PPP is to develop the enabling conditions for the commercial and sustainable development of ecotourism services based on the ecological and socio-cultural resources of the Park and promote a privately and locally run ecotourism business within the park area and thus confront threats to natural resources. It was crucial to advocate for a well-maintained Wadi el Gemal National Park offering unique authentic local tourism products would be an "USP "(unique selling proposition) for the region, attracting a different, nature and culture oriented target group, replacing cheap all-inclusive mass tourism. The PPP is planned and implemented through a cooperation between; government (Wadi el Gemal National Park), private sector (Gorgonia Beach Resort), local people (Ababda tribe) and development organization (DEG - KFW Development Bank). The project has designed and implemented set of interventions to develop the ecotourism activities in the area and promote the Park as an ecotourism destination for local and international tourists. This PPP initiative has successfully managed to enhance local capacities on ecotourism development through conducting partnerships. A thematic participatory workshops and on-site visits with the relevant stakeholders were conducted to propose and discuss the feasible ecotourism products and to define the suitable areas/zones for ecotourism in the park (e.g. bird watching, star gazing, trekking and mountain biking).

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

Chair: Emilio Chiodo & Rita Salvatore, Professors, University of Teramo, Italy - ISLE Association, France (S3-07/11)

### **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*

This paper is the result of the ISLE Association research work on the topic expressed in the Session S6. It is aimed at analysing how innovation in agritourism may trigger sustainable development paths within rural areas and territorial requalification. Through an international perspective among the different definitions and models of agritourism (in Europe, USA, Latin America) the main common elements of agritourism will be highlighted. Innovation in agritourism as a means to revitalize rural areas will be analysed, in terms of:- Supporting the family farming agricultural model- Favouring the settlement of new farmers coming from other professional experiences- Sustaining the making of Alternative Food Networks reinforcing the relation between producers and consumers along the food supply chains- Emphasizing sustainable production methods able to draw consumers' and agritourists' preferences- Improving new tourist practices able to catch up with contemporary tourist niches- Sustaining new rural tourist activities (food festivals and food events)The study will analyse whether and at which extent the new agritourist farmers can become active protagonists within rural social innovation. Different situations of agritourism as a means of social innovation and rural revitalisation will be compared at international level, with special concern to Brazil context (Agritourism, Family Farming and Short Food Supply Chain); Italian and Argentinian rural villages (the role of rural tourism in fostering a different model of territorial integration); USA context (the Creative Class and Emergent Farmers); UK context (Food, gastronomic and culinary tourism) and Bulgarian context (alternative sustainable Tourism Education).

### **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*

Many family farmers linked to the agro-tourism association "Acolhida na Colônia" (AC) in the state of Santa Catarina, Brazil, produce a higher quantity of organic foods than they sell at the establishment. The study analyzes their orientation to the market, testing the hypothesis that their search for other possibilities of sale could take advantage of the relationship with consumers, adopting a relational marketing approach. We investigate their relation with the short circuits of commercialization (SCC), identifying the motivations and the difficulties for their insertion in these circuits, differentiating them into clusters according to their market orientation. Marketing for Family Farmers (FF), SCC and agritourism are configured as synergetic tools for sustainable rural development. We conducted 120 interviews with structured questionnaires and analyzed the results using descriptive and multivariate statistics. Three Clusters of agritourism were identified: traditional ones (oriented towards direct sales at the farm); agritourisms oriented towards institutional markets; agritourisms oriented towards direct sales in farmers markets. The results were presented and further discussed with producers' representatives in a focus group. We have identified that all of them are

sensitive to forms of relationship marketing, but that they largely do not practice it. Among the different clusters, however, there are several farmers with sensitivity, experience and knowledge for a qualified bi-directional communication and goal-sharing with consumers. They could be the basis for an organizational strategy of relational marketing. The proximity between producers and consumers generated by agritourism represents a favorable environment for the development of relational marketing activities. Producers need marketing strategies for the creation of long-term relationships with consumers, based on trust, loyalty and compliance with shared values.

### **Education and training qualification in agritouristic farms: the case of Emilia Romagna Region**

*Rino Ghelfi, University of Bologna, Italy*

The competitiveness of an agritourism passes through the development and consolidation of high quality training activities. Training is in fact an advantage capable of providing useful tools, knowledge and skills to support farms. This thought finds evidence in the Emilia Romagna region, where some 1,200 farms operate in the field of agritourism or educational farms. They represent approximately 1.7% of the total farms of the Region. Over 42% is managed by entrepreneurs with a general upper secondary school diploma, compared to an average 20% of the total farmers in the Region. An additional 18% holds a higher education degree (bachelor or master degree) compared to a total of 6%. Furthermore, 41% of the agritouristic farms in the Region are managed by female entrepreneurs compared to a 21% of the total farms in the Region. In this framework, the University of Bologna, within the Master Degree in Agricultural Sciences and Technologies, has designed a specific study program for the training of future entrepreneurs or consultants in the agritouristic field. The contents of the course are, by their nature, "multifunctional": regulatory, legal and fiscal framework, marketing strategies and tools. The uniqueness of the course lies in an important involvement of local policy makers in the teaching activity, as well as a regular participation of professional operators for discussion of successful case studies and problem-solving issues. The objective of this contribution is to analyze the qualification profiles of the operators and to illustrate the training project carried out by the University of Bologna.

### **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*

After the World War II, the economic recovery of Western Europe implied a swift economic transition also in the Alps, including almost the various parts of it at different stages and at a different pace. The resulting outflow of rural labor turned to a serious problem in those mountain valleys and regions where population decline became an on-going trend since the 1950s. A similar out-migration movement began in China after its reform had started in 1978. The effect is in some cases even more explicit than in the Alps, with the first village being deserted in the 1980s. Current estimations report of about 1.08 million rural villages to be abandoned or destroyed in China over the past 17 years, particularly in its mountain regions. While lower population densities might alleviate the pressures on ecology and contribute environmental benefits, these movements aggravate the spiraling-down process of local economies and culture. While many regions in the Alps elaborated agritourism schemes that provided both economic incentives and stability to involved mountain farmers, and continuation of local land management systems, in China hardly any comparable trends of rural tourism developed. However, in recent years interest increased and initiatives started. The paper focuses on a comparative perspective of fundamental preconditions for successful initiatives in the

Alps and aims at analyzing crucial issues for transferring experiences to the context of various Chinese mountain regions and to an enhanced understanding of the respective development potential.

### **The impact of agritourism on farm resilience. Evidence from the Ötztal Valley (Tyrol)**

*Rike Stotten, Hannes Herrmann, Michaela Maurer, University of Innsbruck, Austria*

Farm diversification contributes to maintain rural livelihoods. One possibility for farms to gain additional income is the integration of accommodation services. Especially in less favoured areas for farming, as in Tyrol, this is an option to maintain farming activities. Two projects at the Institute of Sociology, University of Innsbruck are investigating the interlinkages of agriculture and tourism in the Ötztal valley. One study provides findings from a qualitative investigation of two villages (Vent and Obergurgl) in the Upper Ötztal, whereas the other study reveals results of a quantitative survey among farmers providing tourism accommodation in different municipalities in the Ötztal. Tourism in the valley dates back to the 19th century, when also farmers opted for their option to diversify their means of livelihood and therewith stabilized the farming structure in the valley. The tourism accommodation provided by farms have undergone a professionalization and its risen income contributes substantial to farm maintenance in the valley. Thus, agritourism has an impact on the farm resilience, and further influences the provision of cultural ecosystem services, such as the maintenance of an open landscape. Consequently, the interlinkages of agriculture and tourism in the Ötztal valley contributes to the viability of its rural areas.

### **The contribution of agritourism for the future of rural areas**

*Chair: Claudia Gil Arroyo, Professor, Universidad San Ignacio de Loyola, Peru  
(S4-07/11)*

### **Evolution of Romanian agritourism and role of European Union subsidies in rural areas**

*Nicola Galluzzo, Associazione Studi Geografico-Economici delle Aree Rurali, Italy*

The European Union through specific financial subsidies has supported in the framework of the multifunctionality the development of pluri-activity in farms by agritourism. In Romania since 1990s the agritourism is increased because of new incoming tourists flows from Europe. The aim of this research was to assess with a quantitative approach the impact of financial subsidies allocated by the European Union to the growth of Romanian agritourism and which socio-economic variables have affected it. The analysis has been structured in 4 stages. In the first phase has been assessed the role of financial subsidies allocated by the Common Agricultural Policy in increasing the agritourism; the second stage has assessed which economic variables have acted on the growth of agritourism in Romania. The further step has drawn up a logistic function aimed at estimating the growth of agritourism in all Romanian counties. The last part of the investigation has estimated the efficiency of socio-economic variables in the rise of agritourism. Findings have pointed out a direct role of financial subsidies allocated by the Common Agricultural Policy towards agritourism growth which is influenced by the level of GDP and by employed people. Some variables such as the level of unemployment have acted also in the rise of agritourism in Romanian countryside. Over the time 2007-2015 there has been an appreciable effect of socio-economic variables in enhancing agritourisms even if permanent emigration, people at risk of severe poverty and productivity in the primary sector have been pivotal in influencing the development of agritourism.

## **Feasibility of agritouristic activities in rural areas of San Quintín Valley, Baja California, Mexico**

*Alma Lourdes Camacho, Autonomous University of Baja California, Mexico*

At 178 kilometers from the center of Ensenada, there is a delegation that stands out for being a region where agriculture has an important role and that also has impressive landscapes and natural places worthy of admiration and visit. This research aims to know how feasible it is to exploit the potential tourist spaces within the San Quintín Valley, Baja California, Mexico, home to sea lions, extinct volcanoes and beautiful natural landscapes that are waiting to be discovered; through an evaluation that will be a fundamental pillar for proposing proposals that serve the development of new business opportunities included within the modalities of tourism in rural areas, where one or several of the phases can be linked to agricultural production, in addition to agroindustry, crafts or gastronomy. In the present work, information was obtained on various agro-tourism activities that can be developed and complemented by the economy of the region, especially nowadays, where the political and economic situation of the countries is increasingly uncertain for agriculture. Through observation and semi-structured interviews applied to 50 local producers and 50 homeowners associated with agricultural ranches, it was possible to get to know the subjects and phenomena that are available to determine the feasibility of tourism developments in the region, obtaining as important result that agricultural entrepreneurs in the Valley show doubts or fears before combining their agricultural activities with tourism, for fear that this activity may interfere with or affect their production processes.

## **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 in Slovenia is officially registered as a supplementary activity on the farm and is a growing business predominantly for small farms with different diversification strategies. In 2017, there were 1032 farms (out of 70,000) with registered agritourism activity (MAFF, 2018). The later could be performed in several forms. Usually, farms which decide for agritourism provide more than one service in this sector, and agritourism seems to be a promising business especially due to increase of the tourist visit in 2017 (11% more overnights than in 2016; MEDT, 2018). We have been observing the development of agritourism over the last 20 years, whereby noticing several developmental stages (modest warming-up period, state-supported growing period, period determined by new market demands). Contemporary analysis has shown that Slovenian agritourism still has growing potential since farms link various activities which contribute to consumption of countryside. Rich empirical literature on agritourism usually highlights the positive contribution of agritourism to rural development, as being an activity that stimulates and empowers rural localities. This paper is trying to document a critical observation on agritourism contribution to rural development, i.e. how is agritourism hindering the development of other possible activities, and how the general perception of agritourism leads into uniformed rural localities. We are surveying whether agritourism contributes to the empowerment of agricultural practices on farms in Slovenia. Herewith, we anticipate that successful and growing agritourism, on the contrary, is putting the existing farms into other fields of economy and slowly ceasing their natural connection with agriculture.

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

*Claudia Gil Arroyo, North Carolina State University, USA - Sandra E. Sotomayor, Universidad San Ignacio de Loyola, Perú - Carla Barbieri, North Carolina State University, USA - Whitney Knollenberg, North Carolina State University, USA*

Offering rural tourism experiences, especially within the context of small-scale family-based endeavors (e.g., homestays), may foster gender equality (Acharya & Halpenny, 2013) as their female members may gain independence and a stronger sense of identity (Ghaderi & Henderson, 2012; Devedzic, 2002). Economic and daily life activities across communities in the Peruvian Andes are still ruled by ancestral Quechua customs and beliefs, which also determine gender roles and expectations. An [apparent] machismo is usually portrayed in the Andean social landscape as men tend to display a stronger role in public spaces (e.g., walking ahead of women, participating in community fora). However, in their private spaces, women tend to be the decision-makers of economic and family matters. The participation of Andean communities in experiential tourism, where tourists are welcomed to the family [private] space to experience traditional lifestyles, may be affecting the private-public gender roles within households as their heads may need to exchange responsibilities to fulfill tourists' expectations. To understand the extent of these changes, we conducted a study across seven indigenous communities in Cusco and Puno (Peru); all participating communities are still embedded in Quechua idiosyncrasies. We generated data using a suite of qualitative methods during November 2015. Despite the differences across the involvement of participating families in tourism (e.g., extent of community participation, number years offering experiential tourism), preliminary results indicate that tourism is empowering women, especially through economic competence. Importantly, these women voiced their reluctance to abandon their traditional lifestyles (e.g., agricultural labor, handcrafting) as they consider them critical to support their tourism offerings, which are generating an additional income for their households. In addition, women are the ones who take the most advantage of the educational (e.g., learning Spanish) and training (e.g., quality service, food handling, budgeting) opportunities provided by public and nonprofit organizations within these areas. Furthermore, male members of these communities voiced their support for women's participation in tourism, frequently stating that they were the real leaders in the tourism projects and in many cases were the ones that encouraged the creation of these tourism endeavors. Our preliminary findings provide valuable information for promoters and developers of rural community-based tourism, especially in areas where gender disparities exist and strengthening women capacities is needed. It also highlights the need to further investigate how women and men negotiate the benefits and responsibilities derived from tourism development while preserving their traditional lifestyles and maintaining the family harmony.

### **Agritourism across the world: similarities and differences**

*Chair: Valentina Cattivelli, Senior Researcher, Institute for Regional Development, Eurac Research, Italy (S5-07/11)*

### **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*

It is widely believed that tourism in agricultural farm is considered as agritourism. However, the literature suggests that there are many ways to define agritourism and it was found that the concept of agritourism is not addressed properly in Bangladesh. This study attempts to identify a location in Bangladesh which covers most of the features of agritourism. American International University – Bangladesh (AIUB), a leading private university in Bangladesh, has started using its 'Institute of Research, Planning, Development and Training' (IRPDT) to grow agricultural crops, planted various trees, shrubs and herbs, has different types of tame animals, there are animal husbandry, produces dairy and poultry products, and conduct various rural activities. Moreover, there are modern living and out-door facilities at IRPDT. Although, traditional tourism is not permitted, but, this has become a favorite recreational sight for the staff of the university along with their family members. Since all the characteristics of agritourism exist at IRPDT of AIUB except commercial tourism, therefore, this study found that the concept of agritourism has been introduced in Bangladesh through IRPDT of AIUB. Furthermore, this study provides an outline to guide the investors to introduce commercial agritourism services and to focus on socio-economic development through agritourism in Bangladesh.

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

*Füsün Baykal, Ege University, Turkey, Senem Yildiz, Izmir Private Turkish Collegiate, Turkey*

Izmir is a large touristic city in Turkey featuring with both cultural and coastal tourism. Despite the attractions and high service quality, the current condition of tourism shows that the demand is not sufficient and the economic inputs are weak. This problem has made it necessary to use rural areas in the means of nature, local culture and agriculture within the perspective of new quests in Izmir tourism. The aim of this paper is to present the opportunities to develop agritourism around Izmir and to improve suggestions for the future. In this study multiple research method is used (qualitative analysis, focus interview, field research). Qualitative data sources are projects, regional plans and scientific publications. In summer, Izmir official tourism office, agriculture and tourism academics, Local government representatives will be interviewed about the future of agritourism. In addition to this, potential agritourism areas will be visited by dividing Izmir province into three geographical regions. According to the first findings of the research, basic opportunities of agritourism for Izmir are, organic farming practices, agricultural product variety, brand products, human potential and the depth of side products to support agritourism. The province has plenty of mountain, forest and plain villages with livestock farms where agritourism can be developed. But there are significant obstructions such as, weak entrepreneurship, lack of organization, scarcity of demand and the lack of institutional incentives. As a result, if agritourism is developed in Izmir, it will be contributed to improvement of agriculture, rural socioeconomic development and diversification of tourism.

### **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*

This study addresses the possibility integrate tourism with agriculture introducing the concept and good practices and knowledge on agritourism as a possible option for farmers. Assessing the potential demand and supply and considering the role of agritourism as one of the tools for rural economic development in India. This study investigates the following research questions: Is there any room for agritourism development in rural India? Do the farmers wish to start with agritourism activities? Can agritourism attract domestic tourists? A survey was carried out using both direct interviews and on-line questionnaires: On supply side farmers were asked to discuss about the merits and demerits of agritourism. (88%) farmers showed interest in agritourism development and requested for training, government support, and bank loans for the commencement of business. On the demand side tourists are interested to participate in agritourism to learn about new activities and techniques along with experiencing recreation in a sustainable environment. (92%) participants expressed their willingness. The results of the survey provide a valuable support in defining both good practices in developing new agritourism activities in the Indian context and in designing support policies both at the national and regional level. Establishment of cooperative societies can benefit Indian farmers through providing knowledge and for generating additional revenues by means of agritourism. This study can help the congress to understand: limitation of the agritourism in India, farmers' determination and perception to conduct agritourism, provides strategies to overcome present situations.

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

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

Agritourism has a long tradition in Colombia. Farms have been used for recreation and educational purposes for at least 40 years. In the 1980's it was already common for schools to have trips to farms to expose their students to agriculture and life in the countryside. In the 1990's agritourism was taken to the next step with the transformation of farms into large amusement parks. In the last 15 years agritourism has experienced a considerable growth and diversification. Small farms are providing different types of experience to tourists from giving the opportunity to be a farmer for a day to permaculture courses. The range of options in agritourism has expanded considerably. However, most farms are now exploring sustainable practices to appeal to visitors. Self-sustained farms are the new fashion and for this purpose farmers (in the field of agritourism) are returning to traditional good practices whilst experimenting with new ways of delivering sustainability in agriculture. Traditional illness control and crops diversification are back and are being combined with more sophisticated techniques of permaculture, composting and water treatment. However, all the transformations regarding food production are not complete without transforming the way food is consumed. Many veg box schemes have emerged in the last six years and they are using agritourism to reconnect farmers directly with their consumers, in addition to promoting more sustainable food consumption.



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

*(S5-07/11)*

*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*

**Welcome speech and presentation of the Carpathian Convention - Tamara Mitrofanenko, Secretariat of the Carpathian Convention, UN Environment Vienna, Austria**

**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: Vítěslav 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).*

## PARALLEL SESSIONS 2

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

*Chair: Emilio Chiodo & Rita Salvatore, Professors, University of Teramo, Italy - ISLE Association, France (S8-07/11)*

### **Agritourism and tourist offer in rural villages: a comparison between Italy and Argentina**

*Rita Salvatore, University of Teramo, Italy*

In this paper, a comparative research between Italian and Argentinian case studies will be presented, aimed at analysing the role of agritourism (to be meant as local agriculture-based tourism) within the tourist offer of rural villages. In particular, the study considers at what extent new agritourism practices and social innovation may favour the triggering of “nested markets”, that is the development of specific market conditions focused on the encounter between specific suppliers (agritourism operators) and specific consumers (niche tourists). The notion of nested markets allows the authors to consider agritourism as an important means able to organize place-based resources toward the constitution of a territorial integrated tourist offer. That is, as a system that integrates local agriculture productions with small-scale food processing, food&wine consuming models and tourism practices. Within this framework, rural villages may turn into attractive places aimed at matching new tourists’ needs to experience the rural way of living more closely. The relation between places, common pool resources and the way the different social actors involved in such processes manage the challenges coming from the new tourist market trends represents the core of the presentation. The selection of the cases (tourist rural villages) is based on their will to join specific national networks/ programs such as “Borghi autentici” (In Italy) or “Pueblos turisticos” (in Argentina). Their comparison instead is centered on the absence/presence of specific “nesting indicators” such as brand creation, the management of regional food markets, social capital networking, common pool resources specificity (landscape, cultural heritage, historical rural settlements).

### **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*

Agritourism and culinary trails have become increasingly popular, with farm and food routes being developed throughout the world. Some trails focus on specific products, like the wine trails in California or cheese trail in Vermont, USA. Other trails focus on multiple products and experiences in different regions, such as the Circuit du Paysan in Quebec, Canada and the Oregon Farm Loop in the USA. Trails are often part of a broad strategy for rural development and may be created with the goal of directing visitors to specific attractions, some of which are remote and would receive little to no tourism traffic if they were not part of a larger destination. In this session, we will present examples of farm and food trails in the USA and Canada, and we will invite presenters from other countries to share their research and practical experience with agritourism and culinary trails. Topics for discussion will include best practices for curating, promoting, maintaining, and funding trails. Research on the benefits and economic impacts of trails will be presented, as well as challenges, lessons learned, and transferability to other regions.

### **Possibilities of slow down the rural migration by introducing agritourism**

*Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka*

Migration mainly occurs due to disparity in regional development within the country and among the countries. The cause of migration generally happened due to two major factors; i.e. push and pull factors. Today due to global changers of the goals and path of economic development, livelihood of the rural families no longer limited to just farming and therefore it is diversified into rural to urban and international migration. The rural youth in these farming families are looking for better livelihoods and especially higher wealth with better social recognition. These are the major reasons for migration of rural youth to urban regions. Poverty, increasing the education standards, influence of the family, poor infrastructure in the rural areas, are main push factors and availability of employment with better salaries, better infrastructure, and social recognition are the main pull factors for migration from rural to urban. Minimizing the effect of push factors can slow down the migration of rural youth to urban areas. Agritourism initiatives assist the farming sector, providing supplementary income, diversifying agricultural operations, interactions with travel industry which is a widely recognized business sector, higher social recognition, and local markets for their farm produce. It is proven by the studies that agritourism will bring economic benefits for wider rural community as well enhance the social development in the rurality. However, the interactions among actors involving in agritourism initiatives are important for business survival. These will minimize the effect of push factors of rural – urban migration.

### **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*

Culinary trails have become an important marketing tool for tourism developers in regional Australia. Australia's contemporary cuisine has emerged rapidly in the last twenty years setting new standards and higher expectations. The escapist nature of food tourism has led to an increased demand for agritourism related experiences in Australia, particularly at the rural and coastal periphery. Gastronomy tourists seek distinctive cuisines and authentic foodscapes and very often these are best found in peripheral areas. Unsurprisingly, food and wine experiences have emerged as primary attractions as they have a unique ability to connect visitors deeply to a locality on an organoleptic level. In order to develop this growing market segment, rural destinations are increasingly applying the collaborative marketing approach as seen in the development of culinary trails. Current definitions describe culinary trails as an effective branding and marketing tool to cluster the regional product offer into linear attractions while creating cultural identity and encouraging collaboration. However, in many cases, food and wine routes managed by regional tourism bodies fail to deploy the entire potential of culinary trails as a regional development tool. In comparing and contrasting the top-down approach with more community-driven initiatives, we explore the dimensions of social capital as a success factor for culinary trails. Evaluating existing frameworks for successful trail management, the research applies a mixed-method approach comparing four culinary trails in regional Victoria (Australia). Preliminary findings indicate the importance of social capital as a prerequisite for the success of culinary trails.

### **Agritourism to boost the future of rural areas**

*Chair: Christian Hoffmann, Senior Researcher, Institute for Regional Development, Eurac Research, Italy (S9-07/11)*

### **Agritourism Models in Asia for Development of Rural Enterprise**

*Shaikh Tanveer Hossain, Asian Productivity Organization, Japan*

Agritourism has increasingly played an essential role in the agriculture industry which has identified as one of the world's largest businesses. It can be an alternative to traditional agricultural jobs in rural communities and has maintained as an instrument in adding value to the agricultural products and services by attracting people to come to the agrarian settings that provide a unique experience and fun through learning. The impact of agritourism is not only economical but also provides the social and cultural benefits. This paper discussed on agritourism business models from selected Asian countries with highlighting the essential elements of each model and how agriculture resources are optimally used to increase farm household incomes, create jobs and educate tourist on the importance of farming, to promote agriculture and farming as an exciting vacation. Product-based agritourism models are becoming popular in Asia, for instance, in Japan (rice-based in Aomori, peach-based and cherry-based in Yamanashi, Apple-based in Nagano, grapes-based in Saitama), pomelo-based and tea-based in Taiwan, farming system -based in Thailand, coffee -based in Lao and Bali, Indonesia, flower-based in Bogor, Indonesia and coconut-based in Philippines. These models are a mixture of different practical methods with examples of how local entrepreneurs have received support from both central and local governments and how local communities have collaborated with each other to chase profitable agritourism enterprise. Successful agritourism programs need a lot of efforts, initiative, financial involvement and participation and effective coordination of events, promotional materials, and excellent farm businesses planning

### **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*

As climate change and variability become more palpable on rural livelihoods such as agriculture, it has become imperative to find innovative means of enhancing the agriculture value chain and resilience. The Sustainable Development Goals (SDGs) highlight the role of the youth as key stakeholders in agriculture. The role of the youth is more pressing in areas such as Sub-Saharan Africa, home to the world's youngest population with more 200 million young people. Furthermore, two out of three residents are below age 25 years whilst 44% of its populace is below age 15 (Fanrpan, 2017). Consequently the National Development Plan (NDP) of South Africa seeks to attract and empower more rural youth into agriculture to help address issues of youth unemployment, skills development, school nutrition and environmental education. However, the youth are generally not motivated about agriculture and do not regard it as a lucrative and specialised entrepreneurial business opportunity to invest their resources (Sihlobo, 2015; Nhamo & Chikoye, 2017). However, on the contrary there are several careers in the space that can be harnessed by young people (Ackah-Baidoo, 2016). Agritourism presents a unique avenue; to stimulate interest and retain youth in agriculture, for this in the face of deteriorating terms of trade.

### **Educational agritourism - a case study for regional urban/rural cooperation with mutual benefits**

*Pier Angela Mozzi Muretto, Co-owner Agriturismo Alagna, Italy, Rennan Zunder, Urban Designer, Canada*

As cities grow bigger and rural habitation sparser, the more challenging it becomes to achieve life quality in both environments, as the rise of exclusion, inequality, unemployment and loneliness are causing increasing unrest, division, demoralization and social challenges. A regional city and a rural territory entering a bilateral cooperation would provide mutual benefits and prosperity: Economic, social and cultural reviving of the rural; Slowing or reversing migration from rural to urban – one of the current causes for insecurity and increased residency of city slums; Opening new opportunities – e.g. for employment, education, culture, social and recreational activities, favorable lifestyle - for both urban and rural dwellers. An educational urban/rural exchange program, such as described below, can create a win-win outcome: Sending school children for 1-2 nights to an Agritourism facility during low season, to receive “hands-on” *education and experience* on the food chain of farming-food processing – retailing – and finally eating quality food; nature; plus outdoor & rural cultural heritage; sleeping in serene environment. Sending high-school students to work for a week at an Agritourism facility, receiving *education, practice and experience* of the same itinerary. Following this experience - the urban students are *required to propose a bilateral exchange project* for sending rural students to the urban environment. The Agritourism facility receives payment from the city/region for the students lodging and food, *necessary to offset low season periods*.

### **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*

*(S10-07/11)*

### **Proposal of a value chain for agritouristic destinations**

*Luis Alberto Morales Zamorano, Autonomous University of Baja California, Mexico*

This work was developed as part of a study on the potential of agritourism in the State of Baja California, Mexico. The investigation originated when discovering great opportunities for economic development in rural areas with the use of alternative tourism. The main objective of this work was to analyze the links of value along the chain of potential agro-tourism services to be carried out, which allow to increase the attractiveness of tourism proposals in existing agricultural companies. To achieve this, tours were conducted in 100 ranches or agricultural companies in the San Quintín Valley, Baja California, making a descriptive analysis of the area, as a case study. With the use of indicators and comparative interpretations of the photographs obtained, products with tourist attractions were selected for their beauty of landscape, flora and fauna, existing infrastructure, agricultural products, livestock and aquaculture, as well as culinary attractions, among others. The way to increase the value of each identified link was discussed and finally a proposal of a value chain for agritouristic destinations was made. The set of primary and support activities to be considered for the entire proposed value chain was described. It is concluded that the success of any agritourism product will depend on the differentiation of the business concept that is offered, access to new markets, the articulation between the proposed links, as well as the development of skills of the human talent that participates in each link of the chain.

### **Organic green tea as a means of agritourism -an indigenous knowledge perspective of Assam: India**

*Niranjan Das, Tezpur University, India*

In the Northeastern region of India particularly in Assam, due to the traditional method of cultivation in the plains and extensive shifting cultivation in the hills the soil is gradually losing its nutrient status and crops are starving due to lack of balanced nutrients. To maintain soil fertility as well as quality, it requires applying compost prepared from any technique which also further enhanced the production sustainability. The economy of Assam continues to be primarily agrarian and the agricultural sector is providing employment to more than 50 percent of the rural population. Even though Assam is rich in natural resources and has a few agro and mineral based industries, still the state is industrially backward by Indian standard in many aspects. Economic development of the state depends on the production of the state. Tea is considered as one of the main agricultural produce in the state and is reputed all over the world for its aromatic quality. There are more than 850 Tea estates and about 2500 Tea Gardens in Assam. Traditional Organic green tea preparation is an age old tradition of the people in Assam. The method of tea preparation and the management of small scale tea gardens has boost up state economy in terms of revenue generation by selling products as well as attracting tourist to enjoy this venture. In this paper the author tries to emphasize such possibilities towards organic green tea and agritourism in Assam.

## **Roles of NPO in community-based rural tourism: evidence from Japan**

*Yasuo Ohe, Chiba University, Japan*

This paper investigated community-based rural tourism development by focusing on the roles of a network-making non-profit organization (NPO) in Miyagi in northern Japan. The study took a case study approach in examining the Kurihara Tourism Network (KTN), which is an NPO engaging in rural tourism activity. First, we conceptually classified the types of community-based tourism. Second, the features of the KTN activities and what roles the KTN played were empirically clarified. Results revealed that KTN connects people in the local community through formulating original tourism programs by strategically positioning their authentic rural and food heritage. To realize their aim, firstly the KTN took a holistic approach in establishing tourism programs rather than a fragmentary approach, which has been popular among rural experience programs that provide only popular experience menus such as planting and harvesting. Secondly, the KTN mobilized dying heritage and skills embedded in the life of the local people, which easily enables local residents to participate as instructors. Thus, these KTN policies created new social capital in the community and created a new network or recreated what used be in a modern way. Finally, the challenging issues that the KTN face are to raise financial viability and more efficient program management.

## **Agritourism the Amazon? An indigenous food system approach**

*Salomé Aramburo Calle, National Natural Parks of Colombia, Colombia*

Leticia is the main tourist destination in the Colombian Amazon. Besides the natural environment, attractions include the local indigenous communities and their traditions, to the point that tourism has been framed as a “cultural consumption” (Gallego 2011) activity in the region. Ethno-tourism and ecotourism are presented as an “exotic” and adventurous way of getting to know the Amazon and its people’s. However, tourists expect to encounter “noble savages” living entirely from the forest and isolated from the globalized world. Tourism companies and operators portray and perpetuate this prejudicial imagery. Recently, some communities are shifting their relationship with tourists to create a mere performance for visitors culminating an integrated display of indigenous practices and lifestyles, where the chagra has a central role. The chagra is a swidden garden where indigenous foods are cultivated. The diet is complemented with foraging in the surrounding forest and rivers. For Amazonian indigenous groups, the base of their culture is the abundance of food. This paper explores the different ways indigenous peoples in the Colombian Amazon are engaging in a new way of tourism from a food system perspective, which integrates indigenous cosmovision with their concept of abundance. Tourists learn about indigenous cultures participating in the harvest and preparation of traditional foods.

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

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

*(S11-07/11)*

## **Personalized and functional foods for elderly people: a new path for multifunctional agriculture**

*Filomena Chiara, University of Foggia, Italy*

In the last decades, the increase of elderly population has determined a desire for improvement in the quality of life; consequently, more attention has been paid to the role of food and their contents. A diet comprising functional foods could help not only to improve the life quality of aging population, as these foods are potentially capable to improve health and well-being, but could also reduce the risk or delay the onset of serious pathologies. Moreover, the scientific evidence of the correlation between diet and health with sedentary lifestyles (as elderly population), and even a constant increase of healthcare costs, have addressed the interest in healthier food products. These goods, mainly functional foods and natural health products, allow a strong decrease on direct costs of illness and indirect costs of diet-related diseases. A new approach could be the valorization of traditional foods which also present an added value in terms of functional and health properties. Since one of the main factor for the future of rural area is related to the multifunctional agriculture, new forms of farms (social, didactic and agritourism) may also promote and offer foods which are both local and functional for elderly people. A possible economic evaluation system could assess the adaptability of investment strategies also in agritourism to increase well-being. In the light of this, functional foods could be considered as a “new tool” to promote food service through local farms, differentiating their offer, and at the same time alleviating some of the health care costs linked with aging.

## **Enhancing multi-functionality in the agritourism: some results from the PROMETEA project**

*Pietro Pulina on behalf of Fabio Madau, University of Sassari, Italy*

Today farms are expected to jointly produce goods and positive externalities for the society. The recreational function is one of the most relevant in order to promote sustainability, to incentive good farming practices, and to enhance rural territories. The agritourism is the widest typology of recreational activities provided. Agritourism allows to directly joint agricultural and tourist functions creating added values for farmers and rural users. However, agritourist farms often struggle to be competitive due to structural and organizational characteristics – e.g., small scale dimension and scarce cooperation among farms – that limit possibility to play a significant role into the tourist market. Research of solutions aimed to overcome these limits is a priority in order to ensure a sustainable and competitive agritourism. The project PROMETEA is granted into the IT-FR Marittimo INTERREG 2014-2020 Programme and it involves partners from Tuscany (Italy), Sardinia (Italy), Paca (France), and Corse (France). Generally PROMETEA aims to support territorial capabilities related to agritourism sector enhancing innovative local knowledge and competitiveness of farms by promoting production differentiation strategies, sustainability of practices, social innovation, and cooperation among farms. Specific objectives are represented by 1. fostering innovative entrepreneurs in agritourism; 2. ensuring relationship between internal and coastal areas as to promote integrating form of tourism; 3. ensuring relationship among regions involved as to coordinate the tourist supply and organization; 4. supporting exchange of good practices among farmers and tourism operators; 5. promoting farm/firm network according to normative tools; 6. creating a voluntary umbrella brand for the farms involved.



## **Using private-public partnerships to develop sustainable agritourism: the Sao Tomé and Príncipe case-study**

*Michele Maccari, Italy*

In the context of a GEF-funded and IFAD-implemented project, a platform, rounding up regional and national public institutions and private actors (tourist operators, eco-lodge, hotel, agricultural cooperatives) was established to promote sustainable agro-tourism in Sao Tomé and Príncipe (STP). This, to exploit the untapped potentials for agro-tourism development offered by this tiny, though amazing country, made up by two small islands located in the Gulf of Guinea. Building upon a twenty-five years long developmental work of IFAD in this country, the platform aims primarily to establish and manage agro-tourism packages capable to meet the growing request for sustainable experiences from international tourists travelling to Africa. Indeed, packages aim at nearing tourists to the actors and to their daily activities of the four agricultural value-chains developed by IFAD in STP, while enjoying the notable range of natural resources endowing these two islands and making use of the several eco-facilities available throughout the country. The packages, to be first developed and then proposed by the platform are geared to: (i) include "product routes" linked to agricultural productions making up the economy of STP (such as: the "cocoa route", the "coffee route" and the "spices route") and to be put in place by the same platform; (ii) best value itineraries and the natural heritage associated to the Obo and Príncipe Natural Parks, which cover above 30% of the country's territory; and (iii) best exploit tourist facilities (ecolodges, hotels, restaurants, museums etc) available throughout the country's territory, both inland and along the coasts.

## **Agritourism: a guided opportunity for diversification and multi-functionality of the farm**

*Sofia Cej, Emilia-Romagna Region, Italy*

The Emilia-Romagna Region believes that agritourism is the main expression of economic diversification in agriculture, and a winning key to promotion and rural development. Connecting with the local food, wine and folkloristic traditions, creating a system with tourist and landscape emergencies, agritourism generates additional income in integration with the agricultural income. The Region promotes the development of agritourism and the multifunctionality of farms, in harmony with EU and state legislation, in order to enhance the economic, socio-cultural and environmental heritage of its territory through the activities of the agricultural sector. In this way, further social objectives are achieved: stop the depopulation of the countryside and soil protection. By funding the rural development programs, the Region supports the creation and development of agritourism and educational farms, the development and renovation of villages, LEADER local development strategies. During 2000-2020, nearly 1.200 agritourism were financed. Regional legislation has therefore highlighted:- recognition of agritourism as a tourist offer with less anthropic impact in nature protection areas;- farm restaurants, where typical food products are served together with own farm products;- educational and social activities among agritourism activities;- recovering of rural buildings, with possible increase and small new buildings in compliance with town planning regulations;- encouraging the aggregation of agritourism farms in excellence clubs;- qualify as agritourism and/or educational farm. Weaknesses: lack of ability between agritouristic farms to cooperate for promotion Future perspectives: coordination between agritourism and social farming regulations.

## **The role of agritourism in promoting active and healthy ageing: a new social tourism perspective for Europe**

*Matteo Rivezzi, University of Foggia, Italy*

Italy and many other European countries are experiencing an increasing ageing of the general population. According to official EU statistics, Europe shows a highest potential as source of senior travelers, due to the volume of its elderly population and the increasing penetration of travel among its population in general. The European Innovation Partnership (EIP) has opened a specific action group on Active and Healthy Ageing (AHA) to comprehensively address the challenges of frailty and ageing, and promote at the same time the well-being of elderly people in a more proactive way. For tourism, the issue of healthy life expectancy is of particular importance. That is, not just how long people live, but what level of health they enjoy while they are alive. To adapt to a changing landscape, the European tourism sector, including agritourisms, is called to take account of the needs and preferences of older travelers, and of demographic differences among established and emerging markets. Agritourisms should be prepared to address the challenge of the increasing presence of senior travelers and adopt logistic solutions to meet their needs such as reduce the presence of stairs, remove carpets and other items to reduce the risk of falls, innovative systems for ensuring security taking into account elderly people's reduced ability to react on dangers. Agritourisms should also offer valuable proposals for this kind of third age tourism, such as assisted walking paths, sensing tools for remote health monitoring, occasion of social interactions based on physical activity, cultural events, guided tours.

## **POSTER SESSION**

*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.*

As the average age of farm operators approaches 60 years, there is mounting concern over who will replace them in subsequent generations. The traditional methods of passing farming establishments to the next generation through inheritance or marriage are giving way to new approaches. The world is currently experiencing things at a faster pace than it has ever seen. The influences of the information age and now the conceptual age on generational attributes has meant a shift in thought when addressing the traditional farm model. One such shift has been the recognition of the experience economy and the creative class. This new breed of farmer is more typically oriented toward high value, niche product production, direct-to-consumer marketing strategies, and non-traditional mixes of farm enterprises. Many of these farmers are interested in integrating various agritourism components into their operations. With an array of evolving multicultural and generational attributes, some are likely more suited to securing successful agritourism enterprises than others. In this presentation/paper, we will explore these dynamics, provide current survey data from emerging farmers, and pursue a typology of emerging farmer characteristics that can help them to determine the suitability of an agritourism enterprise development strategy based upon a self-assessment of their own characteristics, the requirements of various agritourism enterprises, and the overall enterprise mix of their businesses.

### **Developing a Conceptual Framework**

*Lisa Chase, University of Vermont, U.S.A., Mary Stewart, Oregon State University, U.S.A.*

Consumer demand for local food and experiences on farms has led to rapid increases in “agritourism” throughout the U.S. It has also led to myriad understandings of the concept of agritourism and estimates of its value. In the U.S. there is no standard definition of agritourism that is widely accepted, nor is there agreement on the boundaries of agritourism including the setting, types of experiences, meaning of authenticity, and importance of tourism. Some researchers contend that agritourism must take place on a working farm while others include non-working farms as well as farmers markets and agricultural fairs. The connection to agriculture and the engagement of visitors is at issue, leading to controversies over whether to include activities on farms unrelated to agriculture, such as concerts and mountain biking. This disagreement over the boundaries of agritourism has hindered the ability of researchers and agricultural interests to fully understand the sector’s economic importance and develop programming to support its performance over time. A common understanding is needed for clear communication, reliable and consistent measurement, informed policies, and programs that support farms and their communities. To that end, the authors advance a conceptual framework encompassing core and peripheral tiers, as well as five categories of activities including direct sales, education, hospitality, outdoor recreation, and entertainment. The conceptual framework presented in the poster is not intended to be the final word; rather, it is meant to stimulate discourse and progress toward the goal of a common understanding of agritourism in the U.S.

### **Important opportunity for agriculture-tourism relation: “Seed Exchange Project” in Turkey**

*Durmus Seval, Gökçe Pekmezci, Mete Uğraş, Özlem Şahin, Ege University, Turkey*

Various projects are carried out in many countries within the scope of integration of tourism and agriculture. One of them is “Seed Swap Project” which has developed by “Wheat Ecological Life Support Association” in Turkey. Hybrid seeds and infertile seeds are enhancing while local seeds are disappearing. The products grown from these seeds have harmful effects on human health. An online database and information network that facilitates local seed exchange has been created by this project. In terms of agritourism, the prominence of this project is as follows; contributes to the ecological sustainability of the agricultural resources, increases the importance given to the native people and the local seed, and raises consciousness in the city people. Thus, the project will both prevent the loss of native seeds and encourage agritourism because of its widespread effects. The purpose of this poster is to introduce the project, to show how agritourism can be an opportunity, and to point out that agritourism can contribute to the spread of this Project. Qualitative (interview) and quantitative (online survey) research methods will be used in the research. According to the first data sources of the study, the interest of the people to the seed swap project, the type of local seeds and the number are increasing. This practice can meet the postmodern tourists’ expectations such as experience, being a part, enhancing the level of knowledge and skill, so this will be able to pave the way for agritourism in Turkey.

### **Agritourism in Franconian Forest - an example for a regional network on rural development**

*Klaus Schaumberg, Agrotourism Franconian Forest, Germany*

Introduction: In 2014 the Bavarian State Ministry for Food, Farming and Forestry initiates a project to connect and empower the agricultural provider of rural tourism in a model region: Project information: Franconian Forest is situated in the northern part of Bavaria. The Franconian Forest is characterized by large, contiguous forests, colorful meadow valleys and high up clearings. The land-use is dominated by extensive pastureland and family-based dairy farms. Objectives: Connect and empower the agricultural provider of rural tourism like farm vacation, farm-catering, traditional food production with cultural and natural assets; Buildup a sustainable and regional agrotourism-network with touristic diversified farmer and stakeholder; Generate bookable agrotouristic propositions for marketing partner; Promote the competitive advantage and economic value added in the region; Implementation process: The first step was a comprehensive analyse of all family-based farms with a touristic offer. At the same time the project management started networking between the agricultural provider, connect them closer together. A lot of common expeditions to good practice examples, lectures and workshops led to a slowly growing community and to increase the disposition of the farmers for qualify themselves. In a further step, the regional potential respectively biodiversity, traditions, cuisine was also analysed and implemented in a development concept. Agritourism means networking on several levels: connecting the farmers and delight rural actors for building up cooperations between farmer, upgrading and artistic craftsmen and local authorities to create a special low-impact tourism. Meanwhile several workgroups were based and various events were organized. In the last project period the creation of bookable agrotouristic propositions will have the top priority.

### **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)*

Agritourism has an important role in the protection and adaptive re-use of old farm buildings, and therefore the creation of new value and values in countryside. From one vantage point the adaptive reuse of farm buildings for tourism is a form of rural commodification linked to value creating property investment – one important, yet often overlooked part of the ‘re-resourcing’ of rural areas. From another perspective, however, this element of agritourism is also an investment in community development, enhancing values associated with community well-being, identity, and senses of historical connection and place. The agritourism business case studies we use to illustrate and advance this argument are drawn from two broader studies of rural regeneration and resilience in the South Island of New Zealand where the repurposing of rural buildings for agritourism – particularly on-farm accommodation, retailing and hospitality – is commonplace and in fact part of a contemporary agritourism boom. We find that while clearly representative of farmers’ entrepreneurial aspirations and a desire to generate an assured new stream of farm income, the adaptive re-use of farm buildings for tourism is also often articulated as a ‘project’ underscored by and delivering a set of non-monetary values.

### **The current state of agritourism in Vietnam**

*Trinh Thi Thu Thao, New Zealand Tourism Research Institute, Auckland University of Technology, New Zealand*

Agritourism has proved to be a viable diversification strategy for farmers to enhance the quality of life. In fact, developing countries, especially those in Asia, are becoming well-known as desired agritourism markets for tourists coming from developed nations. Vietnam is no exception to this trend. With more than 43% of the population employed in agriculture and abundant cultural and natural resources, Vietnam has emerged as one of the most sought after destinations in Southeast Asia for agritourists. While much of the published research on agritourism has focused on American, European or Canadian contexts, little attention has been paid to this practice in Asia in general and Vietnam in particular. Thus, in an effort to enrich the literature on agritourism in Asian contexts, this study aims at presenting the current state of agritourism in Vietnam by analyzing its typical practices along with its strengths and weaknesses. In terms of methodology, this study adopts the SWOT analysis approach and uses analysis of relevant literature, especially consultancy reports and academic works in Vietnamese language which are often locally disseminated and not readily accessible to international researchers. The study results shows that practice of agritourism is prevalent in Vietnam but it scatters unsystematically and there’s a want of evidence-based strategies and legal frameworks to unlock its untapped potential. This exploratory research makes important contribution to the agritourism literature by advancing the incipient understanding of agritourism in Vietnam as well as identifying latent issues of this practice that need to be investigated in the future.

### **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, Fundaci.n BuenaVida, Argentina*

**DAY 2 - Thursday, Nov. 8**  
**AGRITOURISM IN THE WORLD**

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

**Agritourism in India**

*Pandurang Taware, Head, Agri Tourism Development Organization, India*

Agriculture is the backbone of Indian Economy. Around 85 percent of the population is directly or indirectly dependent on Agriculture and almost 26 percent of India's GDP comes from Agriculture. At the same time, tourism is termed as an instrument for employment generation, poverty alleviation and sustainable human development. This relationship allows us to identify the relevance of the agritourism and the challenges for its future in India. Some of the important advantages of Agri-Tourism are that It brings major primary sector agriculture closer to major service sector tourism. This convergence is expected to create win-win situation for both the sectors; Tourism sector has potential to enlarge and that the Agriculture sector has the capacity to absorb expansion in tourism Sector. Agri-Tourism has great scope in the present context for the following reasons: Health consciousness of urban population and finding solace with nature friendly means, Desire for peace and tranquility, Interest in natural environment among other aspects. To finish the Umbrella organization ATDC and its objectives are explained as well as some successful organizations and Agritourism and farm projects in India.

**Agritourism in Africa**

*Jacqui Taylor, Head, Agritourismus South Africa*

What are the Facts from Myths about Agriculture in Africa. Before I speak about Agritourism in Africa, it is important for me to set the scenario by providing some background to the audience on Agriculture in Africa. This will include reasons why Africa should be considered as an Agritourism destination and why it has attracted the interests of Scientists and International Companies. I will then expand on tourism to the continent and why the number of visitors to African countries has increased. My discussion will then focus on Agritourism and its success stories: Push versus Pull (Supply versus Demand) strategies. I will finish the presentation by providing an overview of what the role of Agritourism will be in Africa over the next 10 years.

**Agritourism in the Brazilian rural universe**

*Karina Toledo Solha, Associate Professor, University of São Paulo, Brazil*

The concept of agritourism and its application in the Brazilian reality. The trajectory of rural tourism in the country: implementing local strategies. The role of public policies in the development segment. The business of rural tourism in a plural reality: the influences of territorial dimension and the regional differences in the shape of rural tourism experience. Success cases. The contribution of the academic knowledge. Trends and challenges: building the future.

### PARALLEL SESSIONS 3

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

*Chair: Adriano Ciani, Professor, University of Perugia, Italy  
(S12-08/11)*

#### **Agritourism in the warm heart of Africa, Malawi**

*Fidelis Chasukwa Mgowa, Mazizi Agritourism Farm, Malawi*

Agriculture is mainstay of Malawi economy. Its role is hampered by dependency on rain-fed agriculture with challenges from climate change. Malawi's youthful population further affects the economy. While acknowledging youth bulge, the demographic dividend can be harnessed to maximize benefits from youth as assets to develop the country. The abstract presents a SWOT about Agritourism Activity in Malawi. Malawi Growth and Development Strategy III emphasizes to invest in areas to spur growth through linkages with other sectors. Malawi's tourism industry is largely nature and culture based, even though, its weakness lies in working in isolation from the agriculture sector. The humility and friendliness of Malawians earned the nation the name, "Warm Heart of Africa." However, with increased influence of globalization and Malawi's transition to democratic ideals, indigenous cultural practices risk being extinct. Agritourism promotes inclusive involvement of local communities through creation of employment. Beyond employment, the sector offer opportunities for supply of farm produce, sale of curios, and crafts to tourists. Promoting agritourism repositions political economy of peacebuilding, a leverage to reduce poverty to achieve Sustainable Development Goals. The agritourism industry creates investment meeting the needs of youth. In a tale of North-South Partnerships for grassroots, small-scale family initiatives in agritourism, there is need for an enabling and mentoring environment to development of agritourism in harnessing the youth bulge. This will reverse trends in youth migration from rural to urban areas for employment and travel to developed countries for livelihood. Mazizi agritourism farm is such an example that need support.

#### **Agritourism in Austria**

*Erika Quendler, Federal Institute of Agricultural Economics, Austria*

Nowadays, agritourism is well recognised as an engine of inclusive and sustainable growth. This is also due to its regional, social, environmental and economic relevance for the various rural areas. The concept of agritourism is a form of ecotourism, which encourages visitors to experience agricultural life first hand. Agritourism, as defined, involves any agriculturally-based operation or activity that brings visitors to a farm. It is closely related with enjoying fresh air and the countryside nature and directly connected with agriculture activities. This contribution provides insights into the nature of agritourism in Austria. Following some definitive remarks on the concept of agritourism, it collects and analyses the available empirical evidence. The results show not only the diversity and development of agritourism in Austria but also look at the necessity of its existence. However, complementing these findings with other studies underpins agritourism's need for support, not only in Austria. This notwithstanding, agritourism could be an excellent source of income for Austrian farmers. Furthermore, it has the potential to help to achieve sustainable production, protect our environment, create employment and thus build a better future. This contribution aims to highlight the innovative potential of agritourism and thereby areas for future activities.

## **Potentials for Agritourism Development in Nepal: A case study of Phikuri Village**

*Kumar Bhatta, Chiba University, Japan*

Agritourism is a type of tourism, in which, the process starts after a tourist visits the farm, stay in a family and live like the farmers. The tourists participate in different farm activities, have real authentic food, enjoy with the rural cultural shows, participate in rural traditions, also buy the farm products and finally pay for those services. At present, agritourism is being promoted by most of the countries in order to sustainable rural development. Since Nepal is an agrarian country, the majority of the working populations are in this sector, however, the contribution of agriculture is not satisfactory to national GDP. The agritourism is one of the methods for the farmers to increase farm income. The main objective of this study is to explore the potentials of agritourism in Phikuri village. The research was conducted in Phikuri village, Nepal in August 2017. Out of 636 families, 64 households were interviewed and the results revealed that there are several possibilities for the establishment of agritourism in the village. However, there are some problems militate against the success of the agritourism development. Provision of a solution of these problems related to infrastructure, preliminary investment, awareness, training, and skills will enhance the options for development of agritourism in the village.

## **Cooperation to upgrade agritourism and regional products in Lithuania**

*Asta Raupeliene, Aleksandras Stulginskis University, Lithuania*

The growth of agritourism is not a phenomenon unique to Lithuania. As in other countries, agritourism is emerging as an important business activity and a source of supplemental incomes to many farms. According to Statistics Lithuania, in 2016, accommodation services were provided by 661 rural tourism farmsteads and rural tourism farmsteads accepted 318 thousand guests, of whom about 29.4 thousand were foreigners. Most of rural tourism farmsteads provide educational opportunities for guests to learn about the agrarian and cultural heritage; direct access to fresh, locally-produced farm products. The main agritourism activities can be created by positive cooperation between farmers, local communities, authorities, schools and tourism service operators. Therefore, market diversification strategy for farmers provides much more opportunities by farms' vitality and its profitability increasing. The findings of research will present rural and agricultural policy makers about the current situation about agritourism activities in Lithuania, the extent to which these activities improve agrifarms viability, and the needs for cooperation to upgrade agritourism service and regional products. The findings will also be useful to agrifarms owners interested in developing or expanding agritourism activities. The recommendations that will support cooperation between agritourism service and product providers in Lithuania is presented.

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

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

Agritourism is the expression of the farm multi-functionality that contribute, for the agricultural sector, to be an economic activity that may have multiple outputs with several social objectives at once. The agritourism should therefore not be confused with the term rural tourism, related to it but substantially different, such as "multifunctionality activity by farms". The difference between agritourism and rural tourism represents an issue of general interest. In theoretical approach agritourism is an activity managed directly by only the farmers. This is not always true and frequently it's managed by operators not linked with the agricultural sector. The agritourism represent a challenge and an opportunity to increase net income and cash-flow for the farmers. The advantages of agritourism can also be measured by other indicators. It contributes to



improve and harmonized the sustainable utilization of the natural resources (ecosystem services). This vision placed the agritourism as a drive toward the Smart Communities and Smart Territories. After the above analysis the paper try to design what to do to contribute at the definitive characterization, defense and promotion of the agritourism as pillar of different forms of sustainable tourism toward the achieving of the SDG 2015-2030 in all rural areas of the world.

### **Scottish Agritourism**

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

The agritourism sector in Scotland is a vibrant and growing sector of Scottish tourism. Established for a number of decades, farmers offer a range of experiences including farmhouse bed & breakfast, other on farm accommodation, farm restaurants and cafes, farm shops, on farm adventure activities. The sector is experiencing growth driven by increasing demand by “locals” and visitors for an authentic and real experience combined with the chance to taste delicious food and drink and hear food stories from farmers. At the same time, low returns for farmers has driven considerable investment in agritourism over the past 20 years as farmers wish to develop new income streams. Uncertainty around Brexit and the prospect of much lower farm subsidy levels is currently driving unprecedented levels of interest in diversifying into farm tourism and leisure. The Scottish Food and Drink sector is currently worth £15 billion and the tourism sector (including overnight stays and day trips) is worth £11 billion. These account for two of the largest sectors in the Scottish economy. Agriculture is recorded within the food and drink figures and agritourism is classed as a tourist activity and recorded in the tourism figures. Government agencies and industry bodies responsible for tourism (Scottish Tourism Alliance – [www.scottishtourismalliance.co.uk](http://www.scottishtourismalliance.co.uk) and Visit Scotland – [www.visitscotland.org](http://www.visitscotland.org)) have combined forces with the industry body for food and drink (Scotland Food and Drink – [www.scotlandfoodanddrink.org](http://www.scotlandfoodanddrink.org)) to develop a strategy for food tourism for Scotland. Work is underway and a strategy will be launched by June 2018. This will include the development of a national strategy for agritourism as specialist niche within wider food tourism. Go Rural represents the interests of the agritourism businesses in Scotland.

### **The variety of agritouristic activities - selected trends and good practices**

*Chair: Thomas Dax, Deputy Director, Federal Institute for Less-Favoured and Mountainous Areas, Germany (S13-08/11)*

### **Agritourism in Japan: the case study of Wazuka in Kyoto**

*Midori Goso, Teikyo University, Japan*

Many rural villages in Japan are faced with marked declining birthrate and aging of population, and have problems with the decline of agriculture and the collapse of the local community. From this situation, Agritourism is highly expected as a meaning of restoring the economic and social vitality of rural villages. The purpose of this paper is to clarify the problem for each steps of regional development by Agritourism, using a case study of rural tourism in Wazuka (Kyoto), the origin of Uji tea. The small village Wazuka is known as a high quality and expensive Uji tea production area, and agriculture is stable. In despite of this fact, the population has drastically decreased. The aging rate is expected to exceed 40% in 2035. So in the past decade,

Agritourism has been introduced industrially and succeeded because of its beautiful landscape of tea fields at final, but there is no indication that the outflow of the population will cease. Why does this happen? It is necessary to understand special circumstances in small rural villages in Japan. Since such circumstances change with each stage of development of Agritourism, it is necessary to continue to investigate rural areas over the long term. In this paper, the village policy for Agritourism is the subject of analysis, and it is based on the author's experience for over 10 years as a village planner in Wazuka. The research method is interviews for administrative staffs and residents in this village.

### **Study on agritourism development in Maharashtra: understanding sustainable model**

*Girish Mude, MIT School of Management, India*

Agritourism is increasingly recognized as an important alternative farming activity that can contribute to agricultural revenue and long term sustainability. This research identifies the issues and challenges of developing successful agritourism model in Maharashtra state of India from the perspective of different stakeholder. Extensive literature review has been done to identify construct of present study. Empirical study is used consisted of structured questionnaire distributed among agritourism centre owners who have been operating in Maharashtra state and collected data were analyzed using appropriate statistical methods. This research explains that the emergence of agritourism in Maharashtra which has not only helped farmers to manage their risks from traditional farming activities and increase revenues, but also improve their lifestyles in community. It also shed new insights into how changing from a predominately agricultural economy to emerging new economies based on providing services and experiences are impacting farmer's family dynamics and affecting rural areas.

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

*Natthakan Pruksorranan, Burapha University, Thailand*

Thailand rooted in agricultural, although the economic transformed to industrial and tourism. Thai farmers depended on sufficiency economy philosophy, belonged to King Rama 9, even the agriculture industry was obstacle in household income, debt and product quality. Then agriculture assisted to generate more income with linkage of agriculture and tourism in many rural parts of Thailand. Many tourism patterns emerged such as creative tourism, community tourism, wellness tourism, adventure tourism and gastronomic tourism. Thai food and fruits were very well-known and Thailand was the heaven for foodies. The east region of Thailand was very famous for orchards and held Fruit Festival annually. Two provinces applied agritourism and culinary and this was very successful during the fruits season which is from April to July. There are 56 orchards which is 31 orchards in Rayong Province and 25 orchards in Chanthaburi Province in 2018, coordinated with many organization getting involved such as Tourism Authority of Thailand (TAT) help promoting, Provincial Tourism Business Association, Tourism Industry Federation, and Tourism Business Club help farm owners manage the tourism, and Provincial Agriculture Office help farm owners doing agriculture and take care of environment. The trails classified into two types: internal and external. The internal is the trail held in the farm area only and designed by each farm owner. The sample activities are touring a farm, learning farmers' ways of life and organic local wisdom, feeding animals, picking fruits (rambutan), cooking, eating simple local food, tasting rare durian species, buying fresh fruits such as mangosteen and durian which is queen and king of Thai fruits respectively, and agricultural products, depending on each farm available. External trails can be connected with other business sectors such as enjoying local restaurants and staying local community farm stay. The farm owners are welcome either domestic or international tourists at the same price from 299-500 Baht

depending on each orchard with no tourists tax. Most orchards promoted by “Fruit Buffet”, all you can eat campaign. Thai government promoted culi-agritourism in the east of Thailand by providing 100Baht free coupon for whom traveling during weekday. The culinary-agritourism in the east of Thailand can be added-value by generating direct income to the local economic system, socio-cultural and conservation according to the sustainable tourism.

### **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*

Despite national effort for social changes and economic growth, aiming at aligning living conditions with European standards, large parts of the mountain regions of Georgia are affected by out-migration. In search of suitable regional activities, a specific Mountain Law and a Mountain Development Strategy were elaborated and a current study explores the potential for Sustainable Tourism Development in mountain areas. Referring to this framework, the paper introduces the concept of community-based tourism (CBT) in Georgia based on findings from interviews with different stakeholders, emphasizing the specific options for local communities and involvement of local farmers and residents in the management of (new) tourism activities and its benefits. The research combines innovative and well established methodological approaches for collecting and analyzing qualitative data. The process of qualitative data analysis is supported through the ATLAS.ti/CAQDAS program. As natural assets are core of the unique selling proposition of Georgian mountain areas sustainable use of these resources is of utmost importance. In seeking appropriate pathways and strategic approaches, actors in Georgia have drawn on experience by respective Austrian institutions. In continuity of this collaboration the current considerations on sustainable tourism development will also be discussed against main lessons from agritourism practice in Austria (Embacher 2014), including shaping the market potential, providing a supportive organization, enhancing a branding strategy and quality development of special tourism “products”, and marketing and training. This comparison allows to make recourse to a useful example revealing the potential of agritourism linked to the specificities of the mountain context.

### **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*

Wine tourism is a particular form of agritourism, helping small scale wineries to stay in business especially in less famous wine regions through on-farm catering, accommodation, selling local products, organising events, etc.. Direct positive implications are increased added value, direct income, reduced vulnerability, enhanced marketing and direct feedback from wine lovers. Simultaneously, attracting tourists to an area, through multiplier effects can positively impact on local economy and society in general. Nevertheless, to maximise improvements co-operation/co-ordinated efforts of local actors is necessary. Traditional wine regions (Bordeaux, Champagne, Rioja, Porto, etc.) have both long established networks, institutional structures [dt1] (denomination of origin), and the necessary financial/human resources, preparing the ground for co-operation. Thus, making decisions related to a common strategy in tourism (standards, design, events, marketing, etc.) is relatively easy. In many less famous and thus less established vine regions this kind of basis is often missing, making co-operation a difficult challenge. Our paper explores opportunities and challenges brought about by wine tourism in two small wine regions in Central Europe, the Balaton-uplands (Hungary)

and Styria [NG2] (Austria). The two neighbouring regions have distinct institutional backgrounds but both show an evolving set of good practices and recent initiatives. We offer a comparative analysis of the important challenges concerning co-operation amongst wine makers and between winemakers and the rest of local economy and society. The two cases highlight the specific potential for agritourism developments in these contexts, building on regional food production (wine and other products), landscape and nature experience in a context of sustainable/"slow" tourism/approaches.

### **The contribution of Agritourism for the future of rural areas (2)**

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

*(S14-08/11)*

### **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 is a key element of rural regeneration in New Zealand. While taking place on farms, its form and offerings are often linked closely to regeneration initiatives supported by local public, private and third sector agencies in and around small rural towns with links to larger urban settings. The links between farms, other productive sectors such as viticulture, and local urban settlements is a crucial element in New Zealand's agritourism. Another important element is the link between agritourism and the quality of the natural environment and built heritage. These are key findings of a research project entitled 'Supporting success in regional settlements' which is built around a co-constructionist and realist methodology and influenced by recent theorizing about the multi-functional countryside. This perspective asserts that rural areas, at least in the Antipodes, are now much more than productive spaces and are characterised also by important spaces of environmental protection and consumption. In the latter spaces, but also often allied to the others, tourism and associated services and real estate entrepreneurship and investment are to the fore, including a great variety of agritourism developments. Using case studies from two towns: Timaru and Oamaru, and their surrounding rural districts in the South Island of New Zealand, we analyse the place of agritourism developments and opportunities in processes of rural regeneration.

### **Agri Tourism as a sustainable adaptation option for climate change in Sri Lanka**

*Rohana P. Mahaliyanaarachchi, Sabaragamuwa University of Sri Lanka, Sri Lanka*

The global climate change has become one of the imperative issues for the smallholder dominated agriculture and nature-based tourism sectors in Sri Lanka. Studies in other countries demonstrate the potential of Agrotourism as a sustainable climate change adaptation strategy. Thus this study attempted to investigate the potential of Agri-tourism as a sustainable adaptation option to mitigate the negative impacts of climate change in both tourism and agricultural sectors in Sri Lanka. The study was carried out in two different climatic zones namely the low country dry zone (LCDZ) and the upcountry wet zone (UPWZ). A case study strategy followed by structured and unstructured interviews through cross-sectional surveys were undertaken to collect data. The sample composed of 100 farmers from the UPWZ and 103 farmers from the LCDZ. The study revealed that there had been climate extremes in both climatic zones in terms of high rainfall periods and

longer dry spells. In order to overcome the adverse effects on the crop yield and the income of farmers, the farmers have altered the cropping patterns and crop management practices rather than adopting entrepreneurial activities like Agri-tourism. Lack of awareness of Agri-tourism within the farming community is the main reason for farmers not contemplating this important diversification option. However, the study revealed that a significant number of farmer showed interest in considering Agrotourism as an option to overcome the impact of climate change.

### **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*

In many countries, rapid urbanisation has placed considerable stress on agricultural systems. In Italy, the region north of Venice is under pressure from two forces: pressure from peri-urban development that has reduced the area available for agriculture; and more recently, increased demand for prosecco wine that is leading to the emergence of a homogenous agricultural landscape. Both forces are leading to a radical change in the centuries old cultural landscape of the region. In north-eastern Australia, the Atherton Tablelands is facing increasing pressure to convert productive agricultural land into hobby farms. Each example typifies the type of pressures faced by rural areas adjacent to large urban centres and the impact of demand for certain types of rural outputs. The development of agritourism offers threatened regions with an alternative income stream that can enhance the value of the landscape as both an agricultural asset and a tourism asset. Growing interest in culinary tourism, particularly local food, offers opportunities for rural communities to develop new markets for their traditional agricultural outputs as well as for selling value-added farm-based outputs through venues such as farm shops, farmers markets' and restaurants. This paper will focus on how agritourism can be an effective strategy for strengthening rural economics through farm diversification, which also contributes to preserving rural heritage and supporting rural communities. The discussion is based on semi-structured interviews with a range of rural stakeholders in both the central Venice inland and the Atherton Tablelands.

### **Complex tourism products as tools for rural development: a case study from Eastern Hungary**

*Katalin Csobán, University of Debrecen, Hungary*

Tourism development is often considered a viable option for revitalizing rural areas which otherwise struggle with economic and social difficulties. In this paper we aim to present a case study from the less developed areas of Eastern Hungary, where considerable efforts have been made to boost agritourism in the past decades. Innovative tourism product development was initiated by governmental agencies, educational institutions, as well as NGOs, which contributed to the emergence of various types of tourism in the region such as agritourism, active and heritage tourism. New thematic routes were elaborated and promoted, first the so called „plum route” based on agriculture and gastronomy, then the „route of middle age churches”, which highlights the rich historical and cultural heritage of this remote area. As a result of the synergies among the new developments, an increasing number of tourists are attracted by the authentic experience and genuine hospitality, while the locals are able to realize a supplementary income from tourism and also begin to recognize the unique value of their homeland, their un-spoilt natural and cultural resources. The paper analyses the steps of this process from an unknown and underprivileged area to becoming an attractive destination of special interest tourism. Interviews were conducted to explore the stakeholders' opinion on

the causes and impacts of the developments. The study also seeks to identify the possible success factors of this process, which may serve as role models for other disadvantaged rural areas.

**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  
(S15-08/11)*

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

*Magdalena Kubal-Czerwińska, Jagiellonian University, Poland*

Outcomes of the Word caf. session: The Role of local products in agritourism - a Carpathian approach for sustainable rural areas: Branding, marketing - Aleksandra Sikoraiova (SashaSi), Art and Crafts of Stivnica, Slovak Republic; Cooperation - Gabriela Elena Baciú, Romanian Mountain Forum, Romania; Development- Gergely Horzsa, Corvinus University Budapest, Hungary; Agriproducts and food: V.teslav V.takocic, 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 - .gnes Szab.-Di.szeghy, Humtour LLC., Hungary; Trends and foresight: M.ty.s Szab., Corvinus University Budapest, Hungary M.ty.s Szab., Corvinus University Budapest and .gnes Szab.-Di.szeghy Humtour LLC, Hungary

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

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

A basic idea in agritourism is to hook up farms and farming to tourism, one of the fastest growing industries of the world. There are many reasons for being a customer in agritourism, but one of them is to get interfered with the history and the traditions at the farm. Each farm and region has their own story. Taking advantage of it is a way of differentiation and marketing of a unique product. Food and beverage are important parts of the agritourism tourist product. This paper focuses on the traditions for the use of beer at Norwegian farms and how craft beer, based on the terroir, may be developed into a product in agritourism. Terroir is understood in a broad sense, including the processes and the cultural elements that influence products, as beer. The point of departure is how beer in Norway, which up to the 20th century was produced at each farm, in the centuries before was an integrate part of life, from birth to after death. The question is how modern craft brewing and agritourism may take advantage of that story to produce unique products. This way of thinking is a point of departure for using traditions as a means of product development for other kinds of beverage and food products. The paper is based on historical studies of beer drinking in Norway and analysis of present-day craft brewing and agritourism.

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

*Gergely Horzsa, Corvinus University Budapest, Hungary*

In a functionalist sociological perspective, the realisation of small-scale agrarian production can be described to be motivated by two major reasons: 1) existential necessity on behalf of producers (that is, avoiding impoverishment by the exploitation of the 'backyard'), and 2) economic gains from addressing and satisfying middle-class needs for eco-friendly small-scale rural products. This latter function is strongly connected to rural-urban interactions in the sense of transportation of products and the attraction of visitors towards rural areas. Economic transition of post-communist European countries may be viewed as an important step towards post-industrialisation, despite of the fact that this was only because of the collapse of agrarian manufacturing industry throughout the region. As a result, agriculture is not anymore the most important economic sector of the rural communities in either of these or other European countries. Without the exploitation of opportunities lying in the service sector (deriving from the above mentioned second function), most rural regions of post-communist European countries are destined to regress. To address this issue, this presentation provides a settlement-level statistical analysis on the correlation between the medium-term change of local small-scale agrarian production and the performance of local tourism sector. The analysis considers non-agglomeration villages of a postcommunist European country (Hungary) in the previous EU budget period (2007-2013). Preliminary research results suggest that small-scale agrarian production, measured by the change in the share of agrarian micro entrepreneurs within a village does correlate with rising numbers of visitors in some cases, however, notable regional differences do occur.

### **Who pays my dinner? Comparison of small scale food production externality-regimes**

*Bela Kuslits and Tamás Kocsis, Corvinus University Budapest, Hungary*

We compare two scenarios of small scale food production: export of food products and local consumption where agrotourism plays an important role. Both scenarios have their own set of environmental externalities and incentives for local producers. Compared to the theoretical case of a market in equilibrium, food export increases the supply at its destination, thus pushes prices down and creates a strong incentive to externalize costs both at its place of origin and where its being sold. Agrotourism on the other hand increases demand, resulting higher prices and creating incentives for competing with higher quality – these usually lead to more sustainable agriculture. Despite the high carbon emission of tourism compared to product transportation, we hypothesize that agrotourism has a favourable effect on local biodiversity and sustainable economic development. Operation of these two strategies and an attempted transition could be observed in the Hungarian Tokaj wine region in the past decades. An export-led, quantity-oriented production strategy started to shift towards a more quality sensitive operation regime after the political transition in 1989. We will show on this example that the two strategies have their own stabilizing feedback mechanisms and that transition towards the more sustainable requires favourable policy and market environment. We also show the foundations of a possible quantitative research on the externality regimes compared.

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

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

Gastronomy in tourism has gained importance in recent years. Gastronomic experiences have been linked with an increase in travel satisfaction, in tourists' expenditure and in destinations' image, confirming their

importance to destination development. Thus, the study of attitudes towards gastronomic experiences has a practical importance to the tourism industry, especially in rural areas, where agriculture, tourism and gastronomy are closely interrelated. This study aims at gaining a deeper understanding of the role of gastronomy before the departure (as a motivator), while travelling (most popular and desired experiences) and at home (travel memory). A Computer-Assisted Web Interview survey on a representative sample of 1,001 Italian travellers was carried out as well as a comparison with other countries (data collected by World Food Travel Association). Findings show that gastronomy is important for all Italian travellers and 30% of them are gastronomy-motivated tourists. When choosing the destination, they are concerned with the quality of local products and sustainability of the offerings, and thus prefer rural areas/accommodations. Information is mainly sought on thematic websites and social media, even if parents and friends remain important motivators' sources. On holiday, they seek not only memorable experiences but participate in a variety of. Culinary experience in restaurants and food markets are the most popular, although there's a large interest also in visits to farms or wineries. This fact suggests that agritourism experiences appeal both on all travellers and gastronomy-motivated tourists. Gastronomic holidays have a lasting impact, as they have a positive effect on recommendation and return.



**DAY 3 - Friday, Nov. 9**

**AGRITOURISMS: INTERNATIONAL DEVELOPMENT**

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

**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.*

Farmers' necessity to increase their revenues and the public's burgeoning interest to reconnect with local food systems has driven the steady growth of agritourism in USA and Canada over the last few decades. Such steady growth has fueled research efforts seeking to enhance the knowledge and strengthen the practice of agritourism. This presentation will summarize three major applied-knowledge advances of agritourism in the region. (1) The development of agritourism adds additional burden to the farmer and the farm household (business and family) which may deteriorate their wealth and wellbeing. Incorporating the farmer-family-business dynamics into a system's managerial framework is critical to maximize the allocation of farm resources as to improve efficiency. (2) Agritourism, as a form of agricultural enterprise, should be acknowledged for all the services that provide to society beyond recreation (e.g., conservation of natural and cultural resources). Farmers need such knowledge to advertise their offerings (activities and products) based on the values that emerging customers seek. (3) Women, pivotal to agritourism, face a set of challenges that may hinder their success. Beyond the mere recognition of those challenges, it is critical to identify how successful women in agritourism negotiate those challenges, and how they capitalize on societal opportunities to consolidate personal and entrepreneurial success. Despite the aforementioned major advances in the scholarship and practice of agritourism, there is still major gaps hindering its consolidation. This presentation will conclude highlighting major areas deserving further attention as to keep strengthening the agritourism industry.

**Agritourism in China**

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

Leisure agriculture is an emerging industry combining tourism and agriculture that is conducive to increasing farmers' income and integrating the urban and rural development, thus playing an extremely important role in improving the image of cities and the service functions of agriculture. Overall, the integrated development of agriculture and tourism in China is still in the start-up stage. Hebei, a province surrounding the two metropolises of Beijing and Tianjin, is typically characterized by an economy boosted by that of megalopolis. Meanwhile, it is at the center of the third pole of growth (the city cluster consisting of Beijing, Tianjin and those in Hebei Province, Xiong'an New Area) of the Chinese economy. So the development of leisure agriculture in the province is of some referential and enlightening value to the development of leisure agriculture in China and even across the world. Based on a status quo analysis on the leisure agriculture in Hebei Province, this presentation explores the resources characteristics, course of development, support policies, effective practices and success experience of Hebei Province in terms of developing leisure agriculture, forecasts and guides the direction of leisure agriculture development in the future and identifies the gap with leisure agriculture across the world through a comparative study, with a view to providing some

reference for government in formulating leisure agriculture development plans and improving relevant support policies and at the same time providing leisure agriculture operators with some suggestions in respect of their market positioning, management enhancement and branding efforts.

#### **KEYNOTES: The marketing of agritourism**

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

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

In his presentation Hans J. Kienzl speaks about the history of farm holidays in South Tyrol and introduce the umbrella brand „Roter Hahn“. He explains how the brand was developed and how farm holidays in South Tyrol evolved after the introduction of the brand “Roter Hahn”. He refers how the brand is promoted and in which markets, while illustrating how the brand “Roter Hahn” is formed and what leads to its spreading among member companies.

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

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

#### **ROUND TABLE**

##### **QUALITY LABELS TO PROMOTE AGRITOURISM**

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

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## **Eurac Research**


Viale Druso 1

39100 Bolzano

**T** +39 0471 055 300

agritourism@eurac.edu

www.eurac.edu

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