

Agritourism Definitions and Standards around the Globe

Moderator: Lisa Chase, University of Vermont (USA)

Panelists: Sharon Flanigan, James Hutton Institute (Scotland)
Pandurang Taware, Agri Tourism India (India)
Jacqui Taylor, Agritourism Africa (South Africa)
Thomas Streifeneder, Eurac Research (Italy)

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(Agritourism consumer)



A typology for defining agritourism

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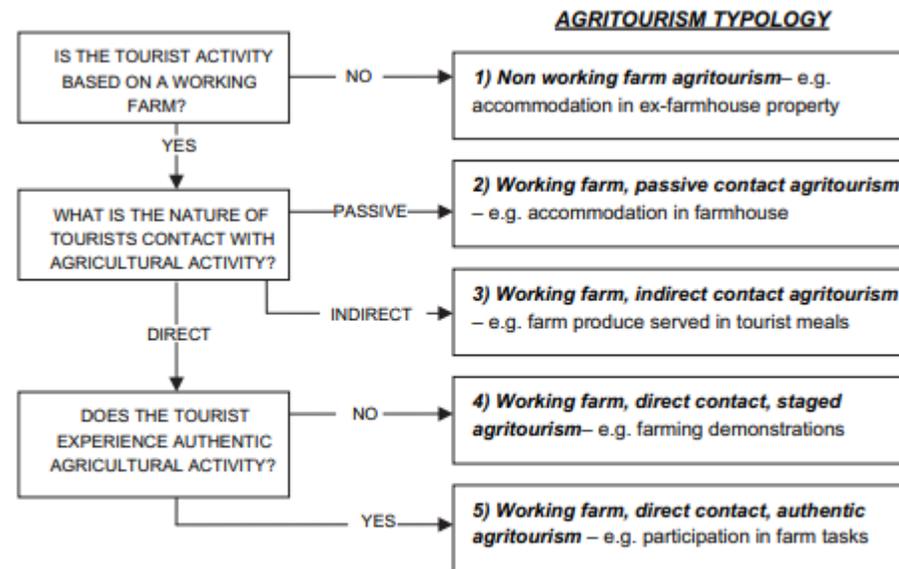


Fig. 1. A typology for defining agritourism.

BLITTLERHUTS
LUXURY SELF-CATERING SHEPHERDS HUTS
WWW.BLITTLERHUTS.CO.UK

Glamping
Out in nature, in on luxury



Agritourism in Scotland



Stunning views towards Galloway

Evolving and contextually defined concept...

In Scotland

“Tourism or leisure on a **working** farm, croft or estate which produces **food**.” (<https://scottishagritourism.co.uk/about/>)



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The Scottish Agritourism offering includes –



All type of on farm accommodation from farmhouse bed and breakfast to glamping barns, luxury lodges and hotels



Things to do on a farm including farm tours, eating farm produce in an farm cafe or restaurant, adventure sports, health and wellness, children's farm experiences



On farm events – either holding your own event or wedding on a farm or attending organised farm events and festivals including harvest festivals



Buying fresh farm produce direct from a farmer by visiting a farm shop



The Indian Agriculture and Tourism Industry Scenario

India is known as “Land of villages”. More than 77 crore farmers live in 5.5 lakhs of village (2001).

Agriculture contributed about

18.5% of the national income (2006-07) as compared to a high 50% in 1950. 85% of population of India still depends on Agriculture hence Agriculture is not mere business, but is still the “True Culture of India”.

In India, Agri-tourism refers to

a range of services and amenities provided by farmers and artisans attract tourists to their area in order to generate additional income from their livelihood activities.

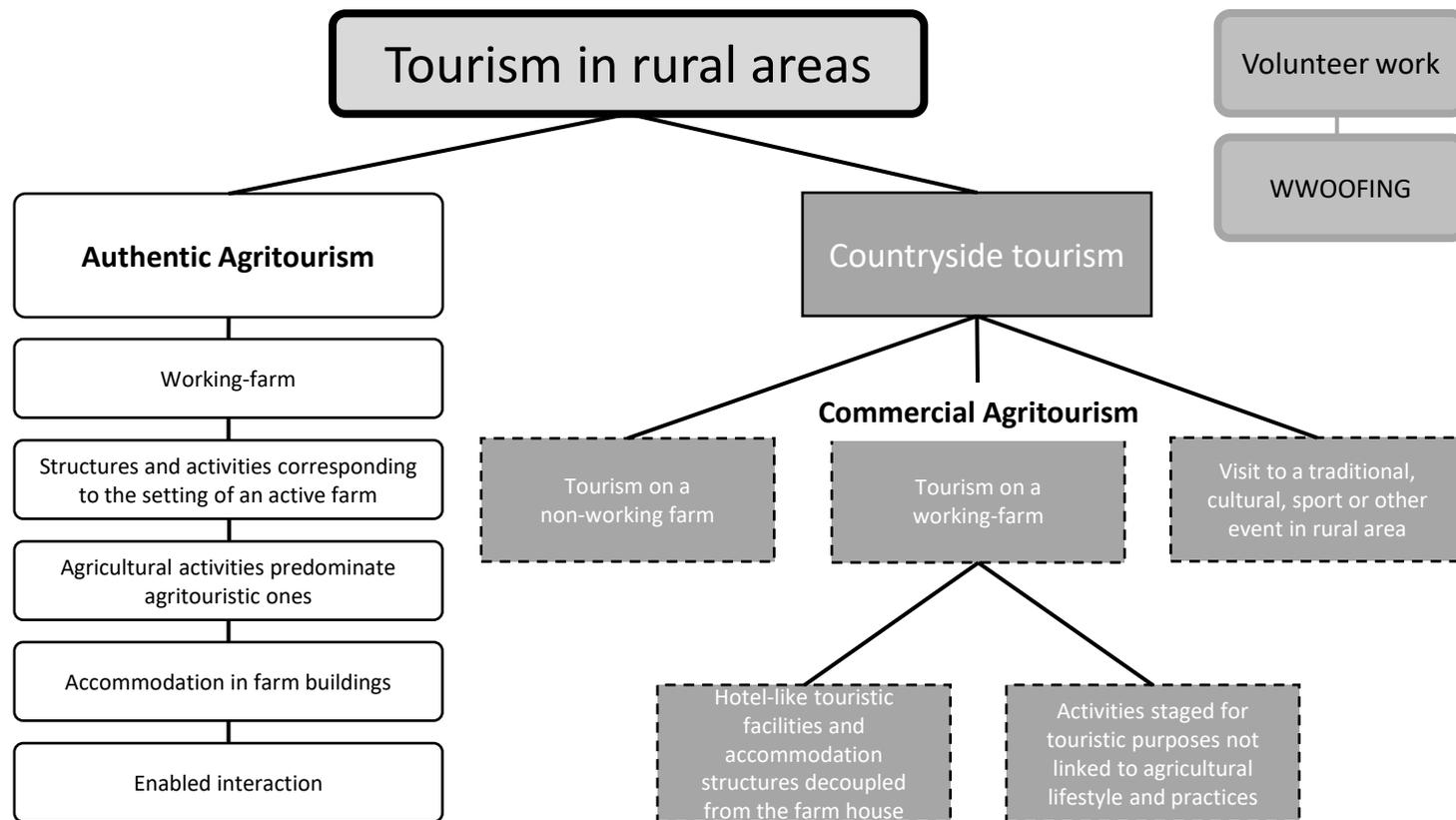
In other words, it is about a holiday/tourism experience in agricultural and rural settings with possibilities to understand and experience agricultural operations.

Agri-tourism should ensure the following three basic principles:

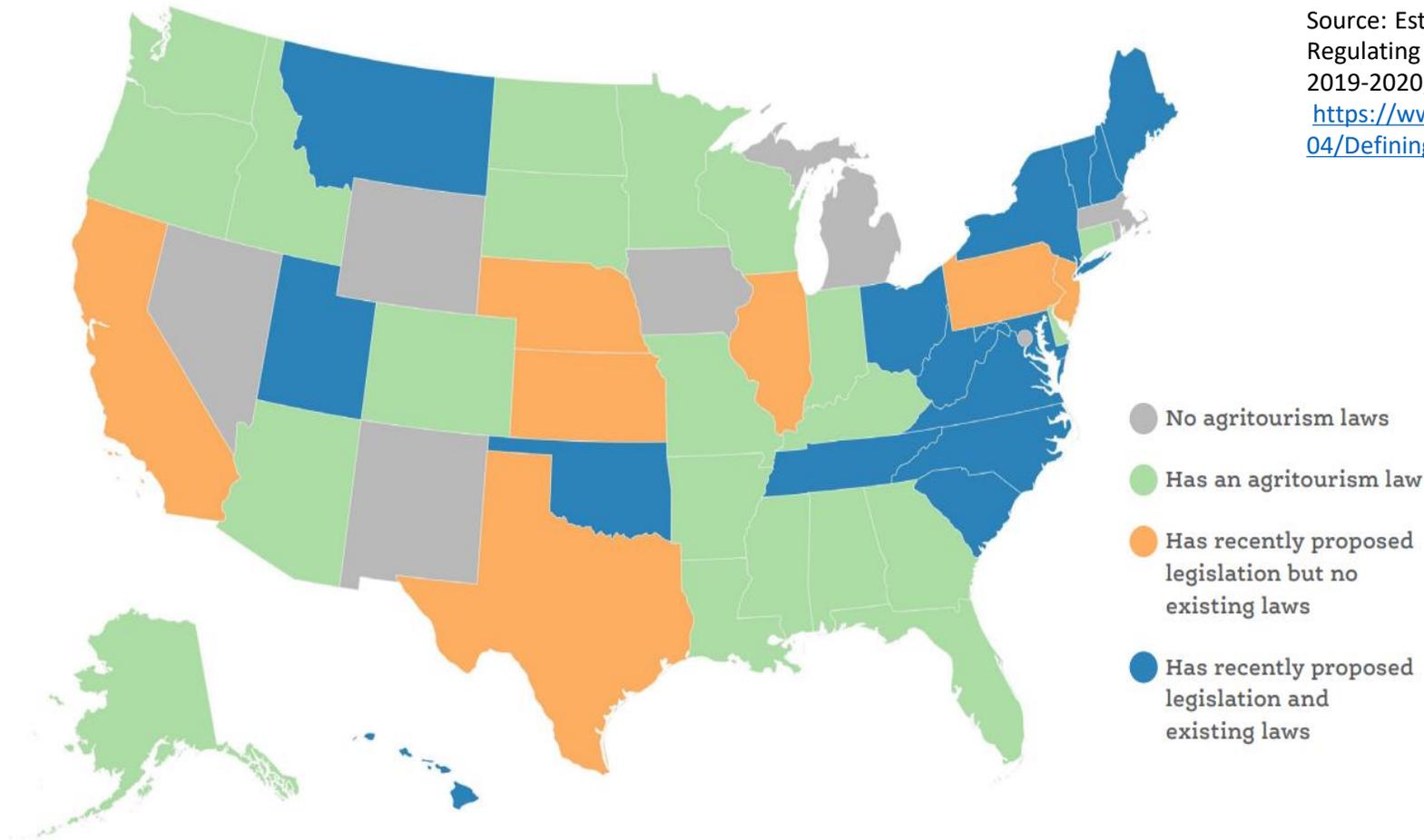
1. Have something for visitors to see – Animals, birds, farms and nature are few things which Agri-Tourism could offer to the tourist. Apart from these, culture, dress, festivals and rural games could create enough interest among visitors in Agri-tourism.
2. Have something for visitors to do – Participating in agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, cooking and participating in the rural games are few activities to quote in which tourists can take part and enjoy.
3. Have something for visitors to buy- Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as a souvenir.





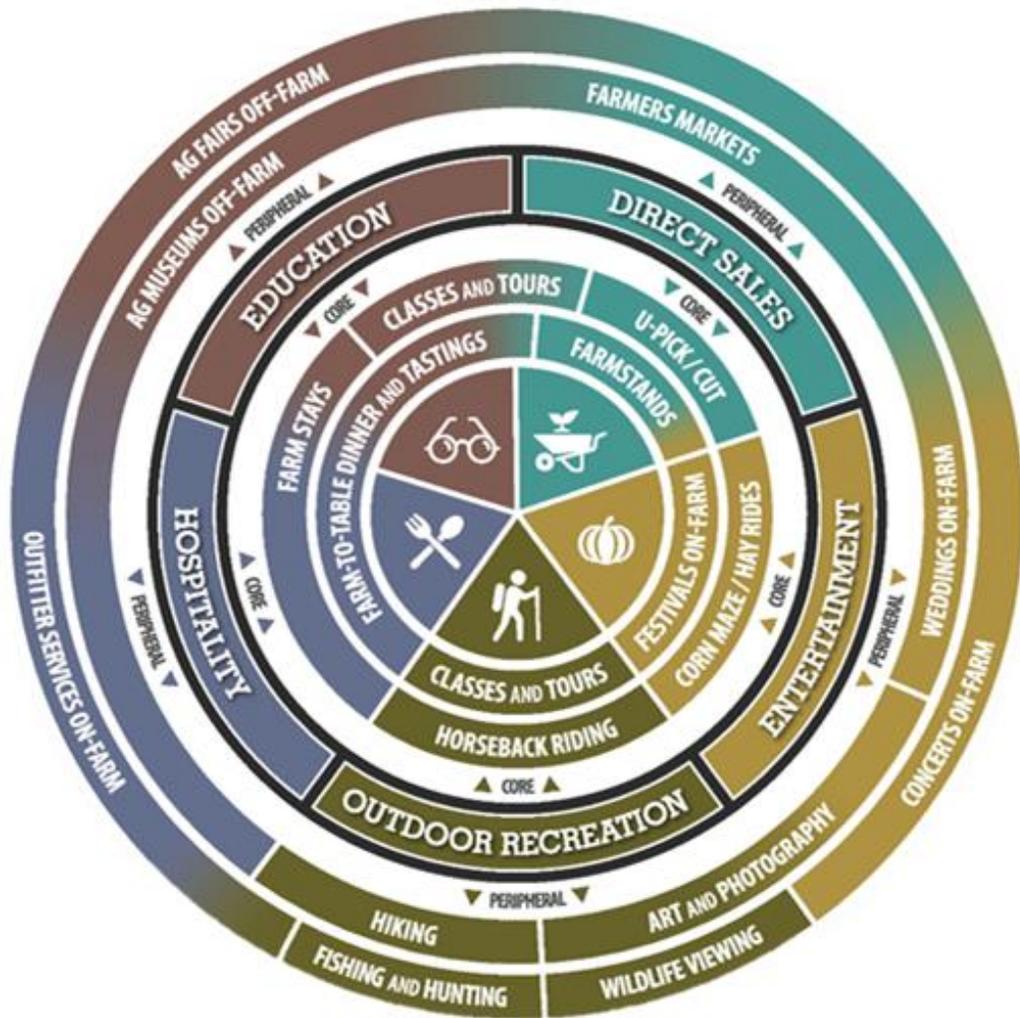


Status of Laws for Agritourism in the USA



Source: Esther Akwii & Sophia Kruszewski, (2021). Defining and Regulating Agritourism: Trends in State Agritourism Legislation 2019-2020, Center for Agriculture and Food Systems.

<https://www.vermontlaw.edu/sites/default/files/2021-04/Defining-and-Regulating-Agritourism.pdf>



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What is agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as overnight farm stays, harvest festivals on farms, pick-your-own, farm dinners, and educational field trips. These take place on a working agricultural operation.
- The peripheral tiers include activities that may or may not be considered agritourism, depending on the place and situation.
- Five overlapping categories are education, hospitality, outdoor recreation, entertainment, and direct sales of agricultural products.

Agritourism as a Tool for Rural Development and Women's Empowerment

Tuesday, December 7, 11am Eastern time, 5pm CET, 9:30pm India time

Reaching Your Target Market: Booking Sites for Farm Stays and Experiences

Tuesday, January 18, 11am Eastern time, 5pm CET, 9:30pm India time

Register in advance at www.agritourismworkshop.com

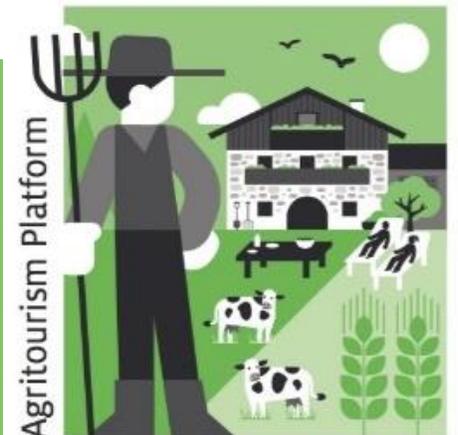
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International Workshop on Agritourism in Vermont, USA

August 30 – September 1, 2022

www.agritourismworkshop.com

Call for proposals open through Nov 30

