

Roberta **Garibaldi**  
WINE • FOOD • TOURISM



# Trends and Innovations in Gastronomy Tourism: Insights from Rural Areas and Implications for Agritourism

Webinar  
4 September 2025

12.00-13.00 EDT  
18.00-19.00 CEST

Global Agritourism Network Webinar on Gastronomy Tourism

## The model of Italian Multifunctional Agriculture and Agritourism

Francesco Fratto

# The model of Italian Multifunctional Agriculture and Agritourism

*From diversification and agricultural multifunctionality to tourism.*

*In Italy, since the seventies, tourism has begun to take on "agriculture" and "rurality", through the first holiday experiences on farms. Italian agritourism is today a model of success.*

*A focus to frame its regulatory principles, market structure and positive externalities, economic, environmental and social sustainability.*

*Agritourism and multifunctional system, with its network of farmhouses and farmers' markets, represents a model for the protection, development and regeneration of rural areas, through food, hospitality and experiences, encouraging the dissemination and adoption of sustainable proposals and responsible choices.*

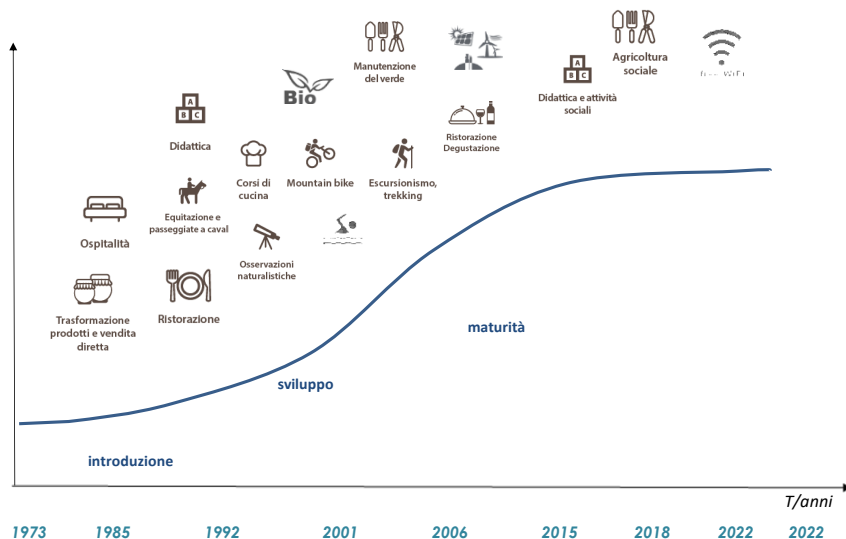
- *Laws | principles, structure, hierarchy, connotations*
- *Multifunctionality and diversification | connected activities*
- *Supply and demand in Italy | Main findings*
- *Economic, environmental and social impacts | Main findings*







# The orientation and modernization path of the agricultural sector



## Law 5 December 1985, n. 730

"Agritourism discipline"

(Published in the Official Journal no. 295 of 16 December 1985)

## Law 5 March 2001, n. 57

"Provisions regarding the opening and regulation of markets" - Chapter II Interventions in the agricultural, forestry, fishing and aquaculture sectors. Article 7,8. (Delegation for modernization in the agriculture, forestry, fisheries and aquaculture sectors)  
(Published in the Official Journal no. 66 of 20 March 2001)

## Legislative Decree 18 May 2001, n. 228

"Orientation and modernization of the agricultural sector, pursuant to article 7 of law 5 March 2001, n. 57"  
(Published in the Official Journal no. 137 of 15 June 2001)

## Law 20 February 2006, n. 96

Agritourism discipline

(Published in the Official Journal no. 63 of 16 March 2006)

## Law 18 August 2015 n. 141

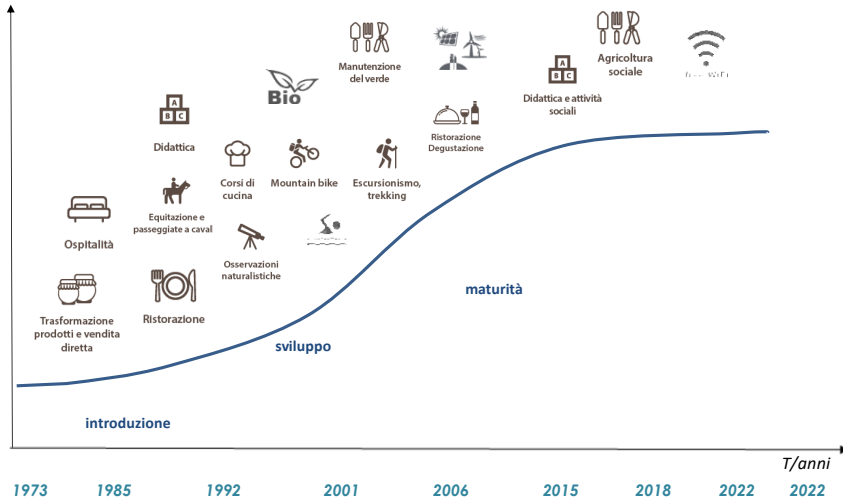
Provisions regarding social agriculture

(Published in the Official Journal no. 208 of 8 September 2015)

<https://www.reterurale.it/agriturismo/normativa>

Landscape protection | Environment | Food quality | Territory

# Orientation and modernization of the agricultural sector



Principality/prevalence | Connection | Diversification | Extra-agricultural activities

## Legislative Decree 18 May 2001, n. 228

"Orientation and modernization of the agricultural sector, pursuant to article 7 of law 5 March 2001, n. 57 CHAPTER I Subjects and activities - Art. 1. Agricultural entrepreneur

1. Article 2135 of the civil code is replaced by the following: "**An agricultural entrepreneur is anyone who carries out one of the following activities: cultivation of land, forestry, animal breeding and related/connected activities.** For cultivation of land, for forestry and for breeding of animals means activities aimed at the care and development of a biological cycle or a necessary phase of the cycle itself, of a vegetal or animal nature, which use or can use the land, the forest or fresh, brackish or marine waters. In any case, the **related/connected activities** carried out by the same **agricultural entrepreneur**, aimed at the **manipulation, conservation, transformation, marketing and valorization** which have as their object products obtained **mainly from the cultivation of the land or the forest or from the breeding of animals**, as well as the **activities aimed at the supply of goods or services through the prevalent use of farm equipment or resources normally used in the agricultural activity carried out**, including activities for the valorisation of the territory and the rural and forestry heritage, **or reception and hospitality as defined by law**".

Art 2 - **Definition of agritourism activities** - paragraph 3. Agritourism activities include: a) providing hospitality in accommodation or in open spaces intended for campers; **(b) to provide meals and beverages consisting mainly of its own products and products of farms in the area, including alcoholic and spirituous products, with preference given to typical products bearing the DOP, IGP, IGT, DOC and DOCG marks or included in the national list of traditional agri-food products, in accordance with the procedures set out in Article 4; paragraph 4; c) organize tastings of farm products, including the serving of wines, to which Law no. 268 of 27 July 1999 applies;**

[Legge 96/2006](#)

<https://www.reterurale.it/agriturismo/normativa>

## Farms features

1. **Rural buildings no used for agriculture**
2. Typical production
3. Skills to communicate with guests
4. **Agricultural activity predominant on hospitality**  
(according to the conventional working time: n. days of agricultural work > n. days agritourism work)

## Agritourism activities

1. Accommodation (rooms and apartments)
2. Agri-camping
3. Restaurants, food and beverage
4. Recreational, sports and cultural activities
5. Educational and social activities

## Agritourism conditions

1. **Run only by farmers | subjective condition**
2. By the use of farm and pre-existing buildings
3. Restaurant: use most farm and local products
4. Recreational and cultural activities related to the agriculture and the territory

## Principality and connection



## Objective conditions

**Input/factors agriculture = input/factors agritourism**  
**Time agriculture > time agritourism**

## Agritourism legislation structure

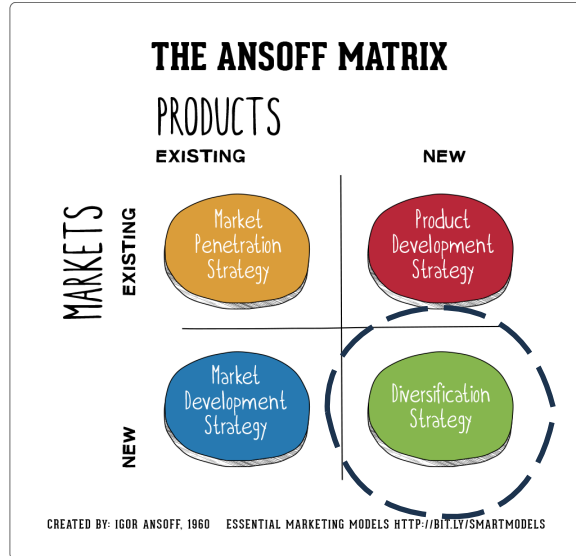
1. State law February 20, 2006, No 96 (for Regions)
2. Laws and regional regulations (for farms)
3. Hygiene and food safety laws
4. Tax laws
5. Public Safety laws

**Legislative Decree 18 May 2001, n. 228**

"Orientation and modernization of the agricultural sector.

Art. 1. Agricultural entrepreneur

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**BROADENING | RURAL AREA** > agritourism, new farm activities, landscape management

**DEEPENING | AGROFOOD SUPPLY CHAIN** > short supply chain, organic farming, Protected Designation of Origin, high quality production, traditional and regional

**RE-GROUNDING | MOBILISATION OF RESOURCES** > off farm income, new form of cost reduction



Diversification



multifunctionality

## THE ANSOFF MATRIX

PRODUCTS

EXISTING

NEW

MARKETS

EXISTING

Market Penetration Strategy

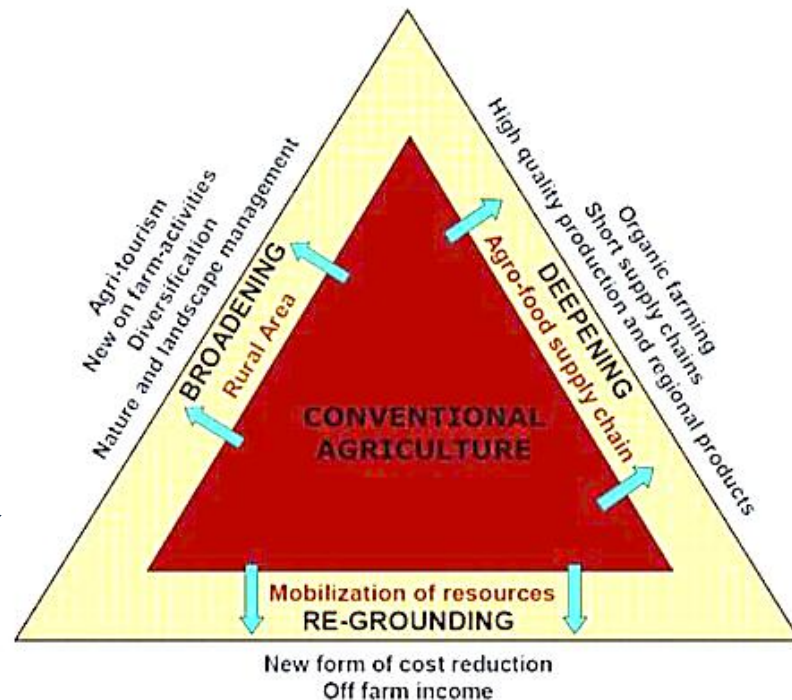
Product Development Strategy

NEW

Market Development Strategy

Diversification Strategy

CREATED BY: IGOR ANSOFF, 1960 ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)



Van der Ploeg, Living Countryside, 2002

# Goals

Law n. 96 - 20 February 2006 - "Disciplina dell'agriturismo"

## Art. 1. Finalità

1. The Republic, in keeping with the rural development programs of the European Union and the Italian state and regions, includes in its support of agriculture the promotion of appropriate forms of tourism in the countryside, aimed at:

a) safeguarding, classifying and **promoting the specific resources of each territory**;

b) favoring the **maintenance of human activities in rural areas**;

c) encouraging multifunctionality in agriculture and the **differentiation of farm incomes**;

d) promoting initiatives by farmers for the **conservation of soil, land and environment** through increased farm incomes and **improvements in the quality of life**;

e) recovering the **rural architectural heritage** by **protecting the features of the landscape**;

f) supporting and **promoting typical local products**, high quality products, and related **food and wine traditions**;

g) promoting **rural culture and education in nutrition**;

h) encouraging the **development of agriculture and forestry**.



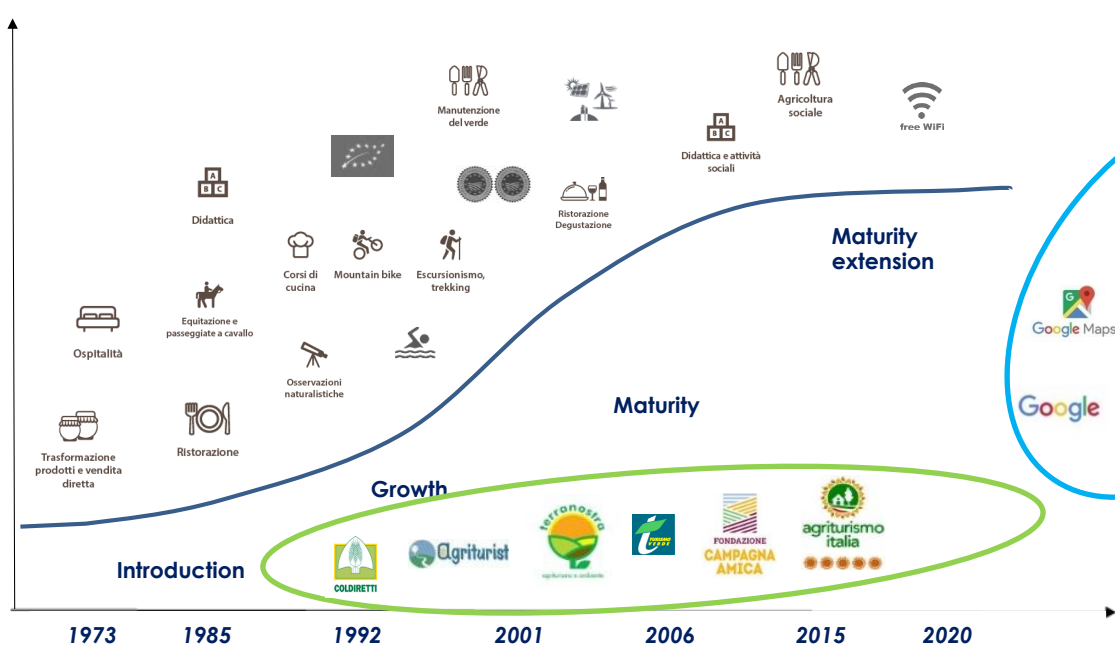
Van der Ploeg, Living Countryside, 2002

# Evolution line | Italian agritourism

Legislation trip > RDPs Rural Development Program

Environment | territory | landscape protection | food quality

Diversification | competitiveness | sustainability | innovation



Crop diversification | youngs entry | diversification revenue/activities | repositioning and differentiation



New players and dynamics – new channels – new competitive structures

Agenda 2030 – SDG's  
The EU Green Deal  
A Farm to Fork Strategy  
EU Biodiversity Strategy for 2030

LONG-TERM VISION FOR THE EU'S RURAL AREAS  
Stronger | Connected | Resilient | Prosperous

1965



1973



1981



1981

Anagritur

2008



2013



MINISTERO DELL'AGRICOLTURA  
DELLA SOVRANITÀ ALIMENTARE  
E DELLE FORESTE



### Goals

- Political and cultural awareness raising
- Regulatory framework (State and Local)
- Farmers training
- Promotionals and reputational

### Functions

- Active representation
- Orientation of the regulatory framework
- Sectorial protection (trade union)
- Assistance for farmers
- Market observatory
- Promotion
- Relationship accelerator

### Activities and services

- Information and assistance (organization and legislation, market, management, etc.)
- Conventions (insurance, supplies, etc.)
- Marketing and promotion (Guide, web site, social networks, etc.)
- Educationals and training
- Press releases, events, fairs, etc.

# The role of the institutions: national trademark and classification

Starting in 2013 Italy adopted a sector trademark, "**Agriturismo Italia**", accompanied by a new system of classification

The trademark, which distinguishes farms regularly operating in accordance with existing laws and regulations, shows a sunflower enclosing a farm.

## Macro areas for the classification

1. Corporate and landscaping context
2. General and management requirements
3. Accommodation services and equipment
4. Services and equipment of farmyard camping
5. Services of restoration
6. Recreational services and activities
7. Typical agricultural and production activities

**National classification:** each farm will soon be assigned a classification from 1 to 5, marked by an appropriate symbol.

[Agriturismo Italia -](#)  
[Official video- YouTube](#)



[www.agriturismoitalia.gov.it](http://www.agriturismoitalia.gov.it)



# AGRITOURISM & MULTIFUNCTIONALITY - OBSERVATION AREAS

CAP | MARKET | MACRO

Reports | Surveys

Output



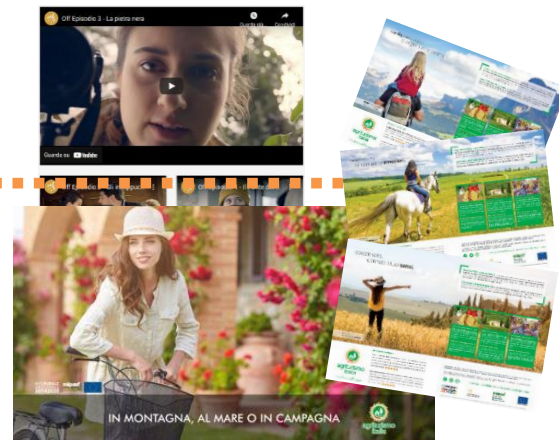
FARMS | MICRO

Managing tools &  
good practice



PROMOTION

Communication  
campaigns



**CHECK IT OUT:** [www.agriturismoitalia.gov.it/it/area-download](http://www.agriturismoitalia.gov.it/it/area-download) | [www.agriturismoitalia.gov.it/it/area-videogallery](http://www.agriturismoitalia.gov.it/it/area-videogallery)

## Campagna Amica

### L'agricoltura multifunzionale di Coldiretti

Il più grande sistema del cibo locale in Europa



## Il turismo di Campagna Amica

Clicca e scopri i cammini



## Dal Contadino

Prodotti autentici dai nostri campi alle tue mani



Campagna Amica / Terranostra (Coldiretti) |  
The largest direct sales network in Europe and  
the largest rural hospitality network on farms

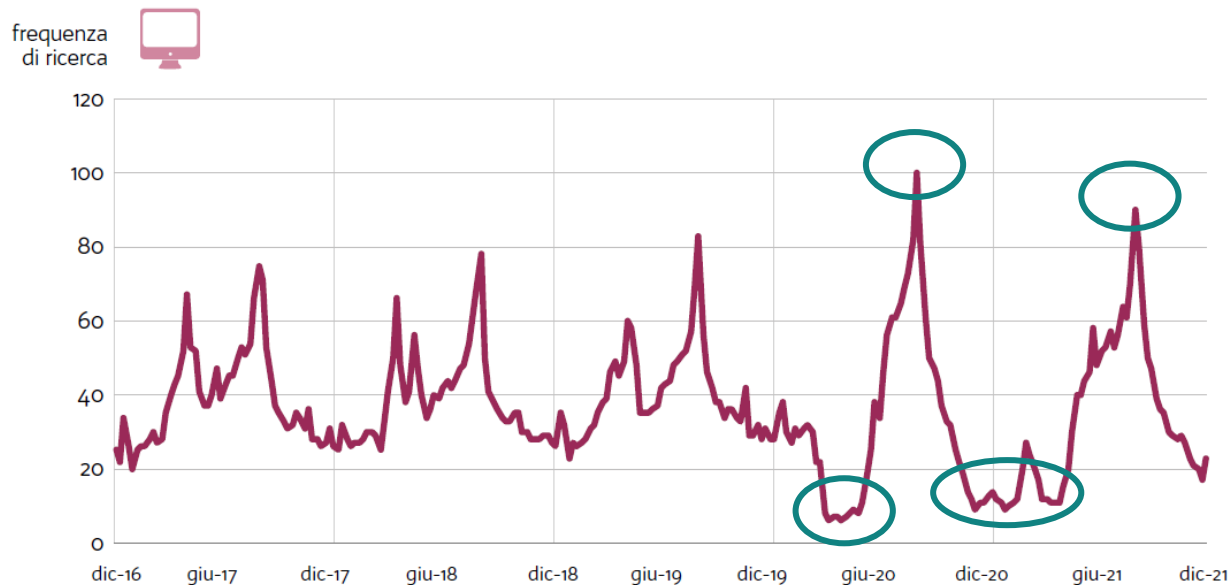


1,2 K famer s market | 20K farms direct sale | 5K agriturismo | 2 K educational and social farming

+500 peasant cooks | + 1K experiences

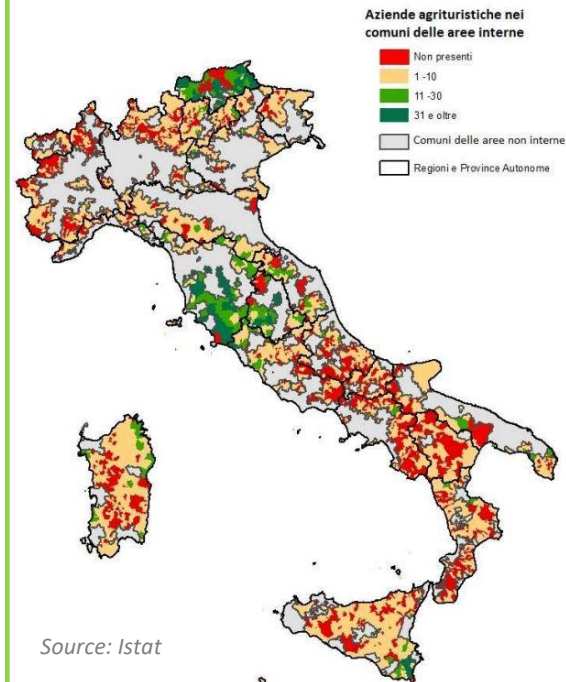
# AGRITOURISM AS A "REFUGE" DURING THE PANDEMIC

## Frequency of Google searches for the keyword "Agriturismo"



Source: Google Trends

## Agriturismo & internal areas



## The map of origins

DE | Arrivi 747 K | Pres 4.1 M

USA | 178 K | 654 K

NL | 173 K | 811 K

FR | 169 K | 550 K

CH | 138 K | 484 K

UK | 102 K | 410 K

Austria | 85 K | 302 K

Belgio | 79 K | 361 K

PL | 63 K | 298 K

Spagna, Rep. Ceca, Canada | ~35 K | ~145 K

**TOT foreign countries | Arr. 2.3 M | Pres. 10 M**





Results of rural policy in Italy | Agritourism a whole “eco-system” with ...

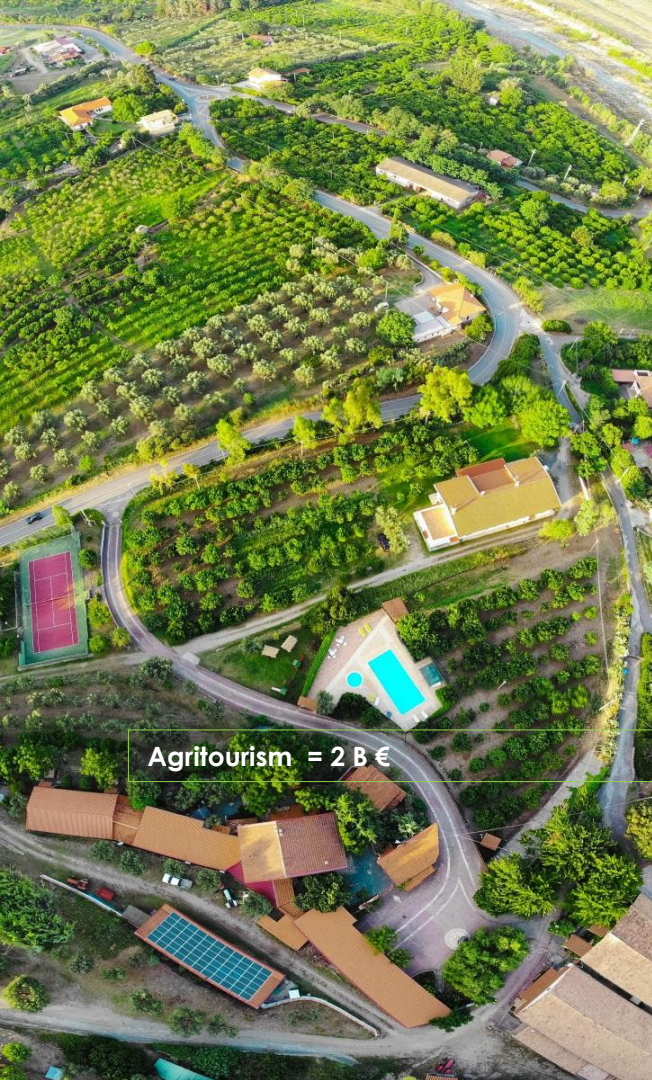
Farms 26.129 |  $\cong$  3% tot. farm | +43% in last 15 years



Host+RSC acts 11K farms  
Host+Rest 9K  
Rest+RSC acts 6K

+3,2% The average annual growth rate of agritourism businesses between 2004 and 2024





Agritourism = 2 B €

+65K farms with connected remunerative activities

10% their incidence on the census total farms

Value production +15 B €  
= 20% AGR PIL

38% of multifunctional farms practice agritourism

14% renewable energy


19% processing



Direct sales | short supply chain = 6 B €



Renewable energy = 2,6 B €

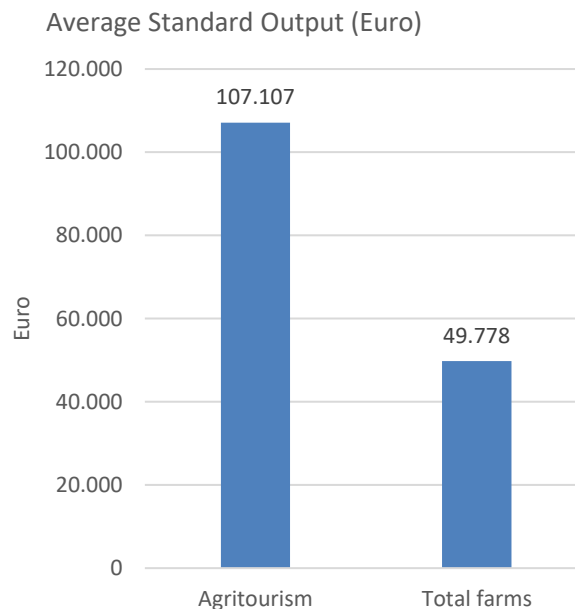
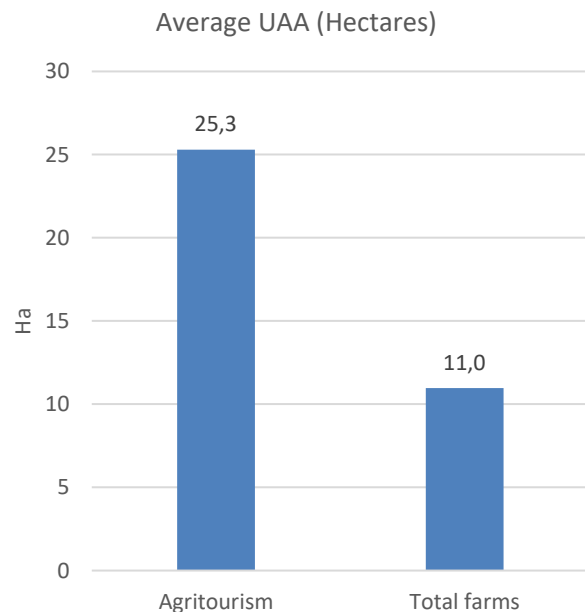


Italy leader in EU for n. of agritourism farms and for value of secondary agricultural activities (6 Billions €).

**Hospitality 21.100 farms | Rest 13,000 | Tasting 6,500 | RSC activities 13,000 | Educ Farm 2,000**  
*The same farm can be authorized for one or more types of activities*

# Italian Agritourism - Economic sustainability

Twice as large in size and production value as the average Italian farm



**CAP 2023-2027**  
**General objective 1**  
Strengthen the agricultural  
sectors' resilience

**SO1**  
Support viable income

**SO2**  
Increase competitiveness and  
market orientation

**SO2**  
Improve farmers' position in  
the value chain

Source: ISTAT, Seventh Census of Agriculture, 2020



## The largest and most widespread investment in rural buildings



... different models of agritourism in Italy (traditional rural architecture)

Mountain	31%
Hill	53%
Plain/lowland	16%

Nord	44%
Center	37%
South	19%

Presidium and protection of the agricultural landscape with more than half a million hectares (600 K Ha) with productive and environmental destination, cultivated, cared for and made hospitable places.



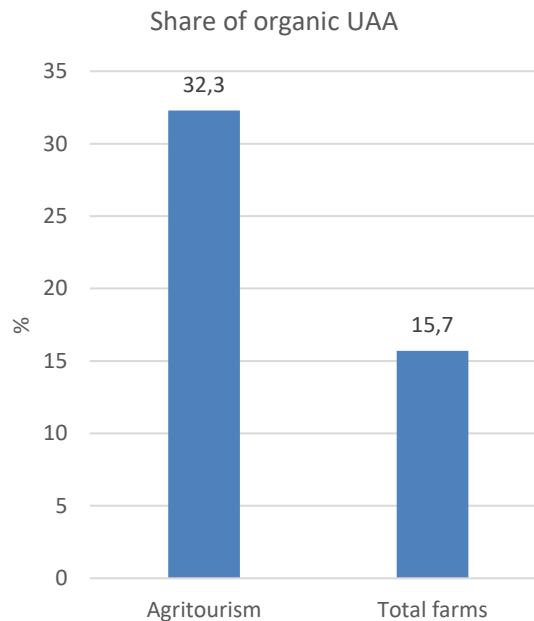
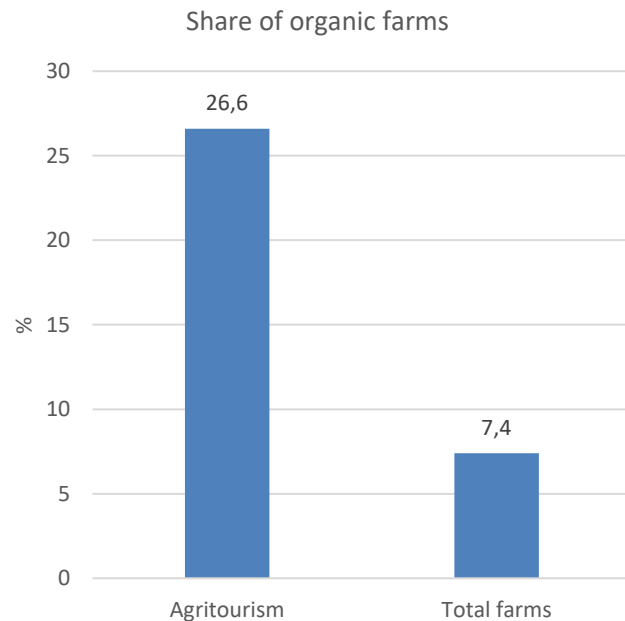
Widespread Organic production and “integrated pest method agriculture”.

26% of agritourisms practice organic agriculture.  
30% of SAU (Utilized agricultural area) in agritourism is organic certified.

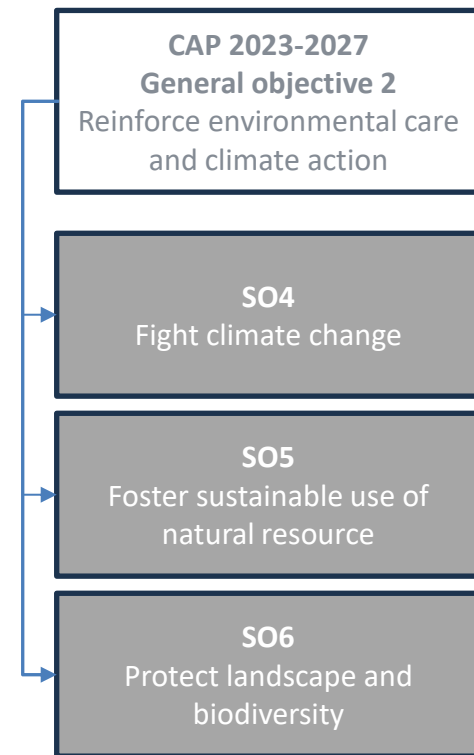


# Italian Agritourism - Environmental sustainability

Higher share of organic production



Source: ISTAT, Seventh Census of Agriculture, 2020




Revitalization and tourist animation of rural areas with  
over 40 M arrivals and over 160 M presences in the last 15 years  
and generating an overall turnover of 15,6 B €

Presences\* 16,6 Millions (foreigners 58%) | +60%/10y  
3,6% of tot.tourism /454 Millions

Arrivals 4,5 Millions | Foreigners 48%

Average period of stay 4 days





Creation of new jobs, family work, with almost 8.800 female-run agritourisms.

M 64% | F 36%  
Age average 48 years old

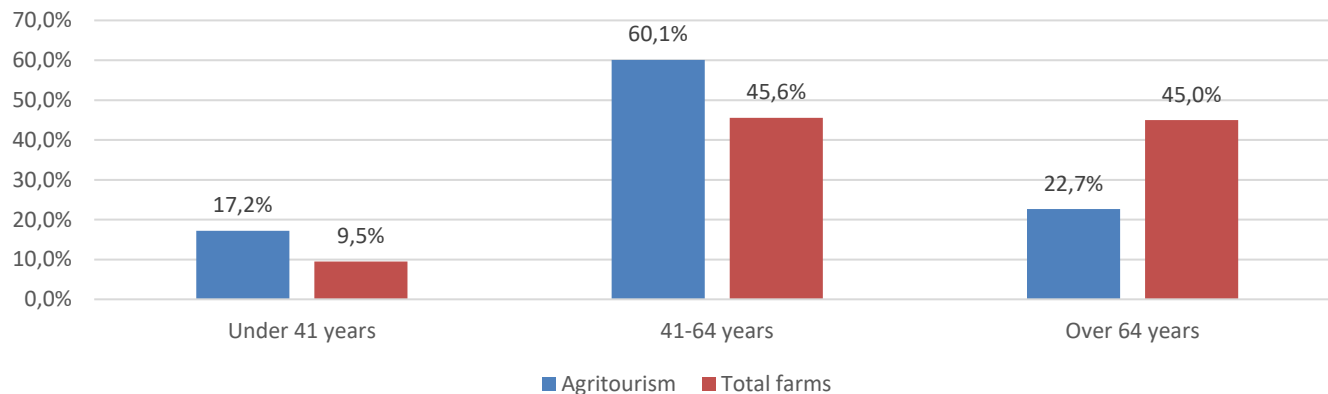
Italy has the highest number in EU of traditional and registered Quality products (Geographical indications, PDOs, PGIs) | 891 GI = food 328 + wine 528 + spirits 35

# Italian Agritourism - Social sustainability

## Young and female employment

- **The average age** of the agritourism manager is **49** (was 54 in 2020), lower than the average age of Italian agricultural entrepreneurs (was 62 in 2020).
- **More than 8,800 agritourisms** – equal to **34%** - are managed by women (female managers of the Italian farms are only 31%).

Age distribution of Italian agritourisms and farms (2020)



Source: ISTAT, Seventh Census of Agriculture, 2020

**CAP 2023-2027**

**General objective 3**

Improve quality of life in rural areas

**SO7**

Support generational renewal


**SO8**

Promote social inclusion, job and growth

**SO9**

Ensure high quality food





64% (4,900) of Italian municipalities host at least one agriturismo (97% in Tuscany and Umbria ).

There are 8,3 agriturisms every 100 square km.

More than 50% of the agriturisms is located in municipalities with less than 5.000 inhabitants.



# Thank you

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*Effetti del Buon Governo in città, 1338-1340*

*Effetti del Buon Governo in campagna, 1338-1339*

*Ambrogio Lorenzetti*