

Toward a Shared Understanding of Regenerative Agritourism

Presented by

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GAN Webinar series coordinated and moderated by

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The Global Agritourism Network welcomes all stakeholders including farmers and agricultural producers, researchers, educators, community planners, government entities, agricultural service providers, development organizations, tour operators, hospitality operators, event planners, among others.

Sign up to be part of GAN



<https://globalagritourismnetwork.org/>



POLL: Describe yourself

- Farmer / Rancher
- Service Provider / Extension
- Non-profit
- Government
- Educator
- Researcher
- Tourism Professional
- Business Owner / Manager
- Other – type into chat



Defining Agritourism Globally

The Issue: Why it Matters

- There are countless definitions of agritourism (local to global).
- This lack of unified definition hinders the effectiveness of outreach, marketing, collaboration across stakeholders, advocacy & policy.

GAN's Solution: Definitions Committee (2023)

- Create a 'high level' definition of agritourism that can serve as guideline in different regions of the world.



Defining Agritourism Globally

Who We Are:

A group of 22 dedicated members from 15 countries:

- Farmers & producers, academicians, practitioners, & policymakers
- Private, government, & non-profit organizations
- Experts in agriculture, tourism, & rural development.



Defining Agritourism Globally

Agritourism Values (Apr. 2023)

- Agritourism results from the synergistic intersection of agriculture and tourism.
- Agritourism is an agricultural diversification activity.
- Agricultural production is the basic function of the agritourism setting. Direct derivatives are supporting functions of agritourism.
- Agritourism showcases the agricultural, natural, social, and cultural resources of the region or locality, both tangible and intangible.
- Agritourism provides authentic experiences.



Defining Agritourism Globally

Variability Statement (Apr. 2023)

We ACKNOWLEDGE that agritourism values, definitions, and activities may vary across the world given geographic, socio-cultural, and policy contexts, concerning:

- Legal or customary boundaries.
- Land tenure status.
- Agricultural operation size, type, and location.
- Frequency of offerings.
- Agritourism-related standards.



Defining Agritourism Globally

High Level Definition of Agritourism (Nov. 2024)

Agritourism is an agricultural diversification activity that results from the synergistic intersection of agriculture and tourism. Agritourism offers authentic experiences related to agricultural production that showcase the tangible and intangible resources of the region or locality.



Committee's Current Work

Goal: Create a 'high level' definition of agritourism that can serve as guideline in different regions of the world.

Actions:

- ✓ Identify shared values applicable to agritourism worldwide.
- ✓ Recognize the variability of agritourism worldwide.
- ✓ Create a broad (flexible, generic) definition.
- ❖ Identify a classification of agritourism activities (as a reference).

