

# **Agricultural and Culinary Tourism Literature Review: Summary of Findings and Annotated Bibliography**

Compiled by:

Lisa Chase, Robert Manning, and William Valliere  
Vermont Tourism Data Center  
Park Studies Laboratory  
University of Vermont

Submitted to the Vermont Department of Tourism and Marketing  
August 27, 2012

For more information, contact:

Lisa Chase  
University of Vermont Extension  
11 University Way #4  
Brattleboro, Vermont 05301  
(802) 257-7967  
[Lisa.Chase@uvm.edu](mailto:Lisa.Chase@uvm.edu)

# **Agricultural and Culinary Tourism**

## **Introduction**

This report integrates and synthesizes the academic and professional literature on agricultural and culinary tourism. Special emphasis is placed on the implications of this literature on Vermont. The report includes: 1) a summary of relevant studies and related materials, including key findings and research needs, and 2) an annotated bibliography.

Recreation and tourism have a long history of contributing to Vermont's economy and culture. The tourism industry has been a key factor in stabilizing Vermont's economy during the recession of the last several years, capitalizing on Vermont's markets for nature-based tourism and cultural heritage tourism, including agricultural and culinary tourism.

Agricultural tourism (also called agritourism or agri-tourism) is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of visitors. Vermont farms offer tours, hay rides and sleigh rides, overnight farm stays, pick-your-own produce, corn mazes and other activities to raise interest in farms and promote learning about the food that is grown there. Agritourism contributes to the integrity of the working landscape by helping to keep agricultural land in production and by providing additional income to farmers for actively farming their land, rather than converting their land to other forms of development. Farms and the working landscape attract visitors to Vermont, with research indicating that people would be less likely to visit Vermont if there were fewer farms. Several studies have documented the importance of the rural, working landscape to the state's residents and visitors.

Culinary tourism is the pursuit of unique and memorable eating and drinking experiences. Culinary tourism takes place at restaurants, farmers' markets, farms, fairs, and festivals, among other locations. Less research has been conducted on culinary tourism, as it is a relatively new segment of the travel industry. Recent studies show that for many visitors, travel decisions are influenced by dining opportunities that connect experiences with places visited. In Vermont, culinary tourism is closely tied to agriculture and the local food system.

Substantial growth is projected for the agricultural and culinary tourism markets, as the share of U.S. leisure travelers interested in culinary travel in the near future (60 percent) is significantly larger than those currently engaged. The projected growth in agricultural and culinary tourism offers opportunities for economic development in Vermont, along with challenges for rural communities and farms seeking to provide high quality, authentic experiences for visitors.

## **Key Findings**

Key findings from the studies included in this report are as follows:

- The agricultural working landscape in Vermont is important to visitors.
- Agritourism has positive economic and social impacts in Vermont.

- Many Vermont agritourism businesses are small-scale, artisan enterprises that often represent a lifestyle choice.
- Targeted and niche marketing strategies are frequently used by Vermont's agritourism businesses.
- The food industry is important to Vermont's economy.
- Culinary tourism is a relatively new outgrowth of the local food movement in Vermont and it is closely related to agritourism.
- A particularly strong aspect of Vermont's culinary tourism enterprises is the ability to tell the story of a place, bringing the tastes, history, and culture of a region to the consumer.
- The mutual interests of agriculture, cuisine, and tourism in Vermont have not always been well integrated, however new efforts are underway to strengthen the linkages between agriculture, cuisine and tourism.
- Resources are available for agritourism and culinary tourism enterprises to aid in marketing and best practices, but further outreach is needed to deliver customized technical assistance and help farms and enterprises apply agritourism and culinary tourism research findings.
- Substantial growth is projected nationally for agritourism and culinary tourism. To benefit, Vermont needs to invest in training and development of agricultural and culinary tourism destinations as well as marketing beyond Vermont's borders.

## Research Needs

Studies are currently underway to examine best practices for agritourism and the sustainability of small and medium-sized farms in the Northeast. Findings from these studies will help address questions about economic impacts of agritourism as well as technical assistance needs for farms.

Additional research is needed on the culinary tourism industry, in particular baseline data on both the supply and demand sides. Specific research needs for agritourism and culinary tourism include:

- Information about culinary tourism visitors that can augment information collected on agritourism visitors and other visitors to Vermont.
- Marketing needs for the agritourism and culinary tourism industry, including better understanding of how travelers interact with the internet and social media to make decisions about travel and culinary experiences.
- Information from farms and culinary tourism enterprises specifying their needs for technical assistance for product development and implementation of best practices.
- Economic data from farms and culinary tourism enterprises including sales, visitation, and revenues over time.

To ensure that research provides direct benefits for the agritourism and culinary tourism industry, outreach to farms, culinary tourism enterprises, and communities should be closely connected with research efforts. Past, current, and future research can be synthesized and integrated to make a meaningful contribution to the growth of tourism in Vermont.

# Annotated Bibliography

## Vermont Studies – Research in Progress

### *Vermont Visitor Survey*

Investigators: Lisa Chase, Robert Manning, William Valliere, University of Vermont

Visitor surveys are underway at Vermont welcome centers, 25 state parks, and 10 attractions that are members of the Vermont Attractions Association. Surveying began the summer of 2012 and will continue through spring 2014. Additional parks and attractions will be added to the list of sites. The survey is designed to develop a better understanding of who visits Vermont, what they do while they are here, and how likely they are to return. The surveys do not focus on agritourism and culinary tourism, however questions about activities will provide relevant information and some of the study sites are agritourism destinations (e.g., Cabot, Billings Farm & Museum, Shelburne Farms). Final report is forthcoming in December 2013 and a preliminary report will be available in December 2012.

### *Best Practices for Agritourism*

Coordinator: Heidi Krantz, Vermont Farms Association

A review of materials promoting best practices for agritourism throughout the U.S. is underway. Findings will be compiled and consolidated and outreach materials will be developed. Materials forthcoming in 2013.

### *Impacts of Multifunctional Operations on Long Term Sustainability and Prosperity of Small and Medium-Sized Farms and Rural Communities*

Principal Investigator: Chyi-Lyi (Kathleen) Liang, University of Vermont

Motivated by growth in local foods and multifunctional farms, this study seeks to (1) examine the sustainability of small and medium-sized farms and rural communities in a regional context, and (2) study the impacts of changes in local markets for nontraditional agricultural products and services and their effects on farm entry, transition, and viability and the public and private options for addressing these effects. The purpose of this study is to identify specific strategies and policy options to increase the integration between farms and local communities, and in the process to potentially enhance the long-term viability of rural regions. This study is currently being conducted and findings will be forthcoming in 2014.

### *Vineyards and Wineries in the Northeast and North Central Regions of the U.S.*

Principal Investigator: Chyi-Lyi (Kathleen) Liang, University of Vermont

The focus of this study is to utilize network analysis and economic impact analysis to identify the relationships and interactions between vineyard owners/operators, winery owners/operators, other agricultural operations, supporting organizations, and customers. Surveys were conducted of wineries and vineyards and their customers in the Northeast and North Central regions in the U.S., including Vermont. Findings are forthcoming in fall 2012.

## *Consumers' Willingness-To-Pay for Food Attributes: Determinants and Implications*

Investigator: Minghao Li, University of Vermont

The last two decades witnessed rapid growth of organic, local and state-labeled foods. Since market demand ultimately depends on an individual consumer's purchasing decisions, understanding consumers' willingness to pay (WTP) for these food attributes is of crucial importance for producers and policy makers. This thesis contains a comprehensive review of background and literature, followed by two journal articles. The first article reported average WTP for 15 food attributes, and then calculated price elasticity of demand and optimal premium levels based on observed WTP. Special attention is given to market segmentation for the "made in Vermont" attribute based on consumers' association with Vermont and their patronage to farmers' markets and specialty stores. The second article is focused on understanding the determinants of consumers' WTP for organic, local and Vermont produced foods. Findings from statistical models indicate that consumers' WTP is determined by their altruism inclination when other variables are controlled. Findings indicate that consumers' WTP is higher for "Made in Vermont" than "local" or "organic" labels. This graduate student thesis is forthcoming fall 2012.

## **Vermont Studies – Published Research**

### *Agritourism in Vermont*

#### *Exploring Marketing Strategies for Agricultural Tourism Farmers in the Commonwealth of Massachusetts and the State of Vermont (2012)*

Author: Marlow A. Duffy

This research explores the current marketing strategies for agri-tourism in Massachusetts and Vermont. Questions include the demographics of agri-tourism farms, operations Massachusetts and Vermont farms are involved in, marketing strategies that have and have not been successful for agri-tourism in Massachusetts and Vermont, and the impact of agri-tourism on Massachusetts and Vermont farms. Results show Massachusetts farms use fewer marketing methods than Vermont farms. Both Massachusetts and Vermont farmers agreed they were better off financially from agri-tourism. In Massachusetts, agri-tourism does not have a very positive impact on the quality of the operator or their family's life, whereas it does in Vermont.

[http://www.uvm.edu/tourismresearch/agritourism/publications/Duffy\\_Marlow.pdf](http://www.uvm.edu/tourismresearch/agritourism/publications/Duffy_Marlow.pdf)

#### *Targeted Marketing: Lessons from an Agri-Tourism Enterprise (2006)*

Author: Lisa Chase

University of Vermont researchers analyzed marketing methods used by an agritourism enterprise to better understand which marketing methods are most effective in different circumstances. Products such as those produced by Olallie Daylily Gardens--high-quality, field-grown, hand-dug daylilies--are toward the top of the pyramid, requiring finely targeted marketing techniques such as word of mouth and advertisements in magazines geared toward a select audience. PRIZM code classifications are an improvement on mailings to random samples,

but they are not finely targeted enough for such a specialized product as high-quality daylilies. The more specialized a product, the more targeted the marketing methods need to be.

<http://www.joe.org/joe/2006april/rb2.php>

### *Agricultural Diversification and Agritourism: Critical Success Factors (2004)*

Authors: Todd Comen and Dick Foster

This research focused on identifying the critical success factors for agritourism operations. What emerged from the research were a set of critical success factors that must be in place in order for a farm-based tourism enterprise to be more than marginally successful. Perhaps the most interesting factor that emerged was the ability for an enterprise to change based on the capacity to learn. It was found that the enterprises that engage in more intense listening to and learning from consumers are more likely to successfully adapt to change than those organizations that are more product driven. The critical success factors for agritourism identified during this research project include location (proximity to other attractions), financial/enterprise analysis, marketing/understanding customer needs and expectations, ability to match core assets with customer requirements, passion for learning, strong social skills (acting and stage skills), creativity, and ability to manage the visitor experience.

<http://www.uvm.edu/tourismresearch/agtour/publications/Agritourism%20Report.pdf>

### *Vermont Farms Association Survey (2003)*

Author: Chyi-Lyi (Kathleen) Liang

Vermont Farms! Association and the Department of Community Development and Applied Economics at the University of Vermont surveyed a sample of 32 farms in order to study the operation, management, marketing, and finance issues for Vermont farmers offering tourism products and/or services. Findings indicated that 87.5% of respondents offered agritourism activities in order to increase farm revenue; 68.8% offered agri-tourism activities in order to promote Vermont products.

<http://www.uvm.edu/tourismresearch/agtour/publications/VT%20Agri-Tourism%20Survey%202003.pdf>

### *Vermont Agri-Tourism 2002*

Author: National Agricultural Statistics Service

Income from agri-tourism related activities on Vermont farms in 2002 totaled \$19.5 million, an increase of 86 percent from the value of agri-tourism in 2000. One-third of all farms in Vermont received income from agri-tourism in 2002. These 2,200 farms received an average of nearly \$8,900 per farm from agri-tourism. Smaller farms, in terms of acreage, tended to be more involved in agri-tourism than larger farms. Thirty-eight percent of farms with less than 50 acres received income from agri-tourism in 2002, compared to about 34 percent of the farms with 50-149 acres and 29 percent of farms with 150 or more acres. The most common source of agri-tourism income was from on-farm sales of commodities produced and sold at the farm. Sales were led by maple syrup and maple products, followed by fruits, vegetables, Christmas trees, cut flowers, nursery products, cheese, and an assortment of other items produced on Vermont farms. Other categories of agritourism generating income for farms included accommodations, outdoor recreation, education, and entertainment. Some survey respondents expressed concerns about the increased liability and additional labor costs that certain agri-tourism activities required.

<http://www.uvm.edu/tourismresearch/agtour/publications/VT%20Agritourism%202002%20Fact%20Sheet.pdf>

*Interdependence of Agriculture and Tourism: Quantifying the Value of the Agricultural Working Landscape in Vermont (2000)*

Authors: Nancy Wood, Catherine K. Halbrendt, Chyi-Lyi (Kathleen) Liang, Qingbin Wang

This study evaluates the impact of the agricultural working landscape on the Vermont tourist industry and state economy. Vermont is known for its scenery, especially its agricultural landscape. It has often been stated that Vermont's tourist industry, which represents 15% of the state's economy, depends upon this special landscape for its comparative advantage in the New England tourism market. However, Vermont's landscape is changing. The number of farms and acres of farmland have decreased significantly in the past several decades. State policy makers are grappling with the challenge of supporting and preserving both the farm and tourist economies in the face of regional and global competition. This study quantifies the impact of the agricultural working landscape on tourist demand in Vermont. Primary data were gathered through a survey of visitors to Vermont to determine how the disappearance of the agricultural landscape would affect their willingness to visit the state. Findings indicate that 84% of respondents value the agricultural landscape of Vermont and 58.5% of respondents would be less likely to visit Vermont if there were very few farms. Knowing the level of this impact will help policy makers decide how much to invest in the preservation of farmland and marketing of farm visits and eco-tourism.

<http://ageconsearch.umn.edu/bitstream/21814/1/sp00wo02.pdf>

## ***Culinary Tourism in Vermont***

*Vermont Food Industry Economic Impact Study (2011)*

Prepared by: John Dunham and Associates

The food industry is important to Vermont's economy, creating as many as 21,380 jobs in the state when all of the economic linkages to suppliers are taken into account. In addition, the food industry provides both large and small communities with a wide array of goods and products including fresh produce, boxed cereals, and other basic household necessities.

<http://www.vtgrocers.org/files/files/Vermont%20Summary%20Results%20and%20Methodology%2012%207%2011.pdf>

*Challenges and Opportunities in Vermont (2010)*

Author: Roger Allbee

In this short essay, the author explores the importance of terroir, or the taste of place, for the future of food and agriculture in Vermont. Here, the taste of place is connected to increased engagement with local foods. However, Allbee claims that local can also mean foods that reflect a unique local character, that tell the story of a place, bringing the tastes, history, and culture of a region to the consumer.

<http://www.erudit.org/revue/cuizine/2010/v2/n2/044355ar.html>

*Sustainable Food Systems Cluster, Vermont Style (2010)*

Author: Stuart M. Rosenfeld

Vermont, as one of the most rural and independent states in the U.S., has always relied heavily on agriculture and its natural environment to underpin its economy. This article examines the state's agricultural economy as a sustainable food systems cluster and how it is adapting to the global economy, corporate agriculture, and environmental concerns. It describes the scale and concentration of the cluster, its support structure, and the ways it impacts other sectors of the economy, including energy, tourism, and the arts. It also explains how a cluster of largely small-scale and artisan enterprises that often represent lifestyle rather than economic choices can be innovative, collectively create a wealth-producing and branded cluster, and the implications of the new agricultural model for the state's educational system.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Rosenfeld2010.pdf>

*Culinary Tourism: Expanding the Economic Benefits of Agritourism*

*Final Report, The Flavors of Vermont*

*September 1, 2008 to June 30, 2010*

Author: Koi Boynton, Vermont Agency of Agriculture, Food and Markets

Tourism and agriculture are two key industries in Vermont. Their importance can be measured both in the percentage of the economy they represent (over 15 percent of all jobs in the state), and the degree to which they define the Vermont image. The two sectors are closely connected. Vermont's rural, agricultural heritage has helped build the landscape that most visitors prize. In a recent study conducted by the Vermont Department of Tourism visitors identified farm landscapes as being the top image they associated with Vermont. Plus, Vermont's high quality products bring our state's name to distant markets, attracting new visitors to explore our region. Tourism helps Vermont farmers by presenting opportunities to diversify their operations. Even farms without added attractions or events of their own can gain customers through placing their products in tourist-oriented venues. Studies show that out-of-state residents who develop a personal connection to Vermont through visiting are more likely to purchase Vermont products (Center for Rural Studies). In spite of the mutual interests of agriculture, cuisine, and tourism in Vermont, these sectors have not traditionally been well integrated. In fact, a 2008 working group on the future of agriculture in Vermont found that improving the sophistication of the state's agritourism market was the primary lever for building brand and marketing for our farms. A 2003 working group on Agricultural Viability in Vermont similarly found greater tourism-based coordination to be a key goal. Research of the tourism market supports these findings. A 2006 Vermont visitor study found that *natural amenities* and *agricultural activities* were among the five most important attractions. A 2007 survey by the Travel Industry Association and the National Restaurant Association found that one quarter of all leisure travelers reported that food was central in deciding where to vacation.

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5088257>



## Selected Studies Outside of Vermont

### *Relevant Agritourism Research*

#### *Agritourism in Wisconsin from the Consumer Perspective (2012)*

Authors: Laura Brown and Colette Hershey

The 2012 Wisconsin Agritourism Study was conducted as a partnership between the Wisconsin Agricultural Tourism Association (WATA), the University of Wisconsin-Extension Center for Community and Economic Development, and UW-Extension Cooperative Extension county offices. Based on research needs cited in previous research, the study was designed to provide participating agritourism businesses with information on customer origin, motivations, and preferences to improve marketing. When compared to Wisconsin data from the US Census, Wisconsin's agritourism visitors are older, have higher levels of educational attainment and higher household incomes than the average Wisconsin resident. The three most important amenities for agritourists were on-site restrooms, adequate parking, and convenient location. Respondents found recommendations from friends, personal web searches, and business websites to be the most important tools in planning their visit. Median spending during respondents' last trip involving agritourism was \$137.50. Of those respondents who reported spending money during their last agritourism visit, 93.8% spent it on food or drink items produced by an agritourism business

[http://www.uvm.edu/tourismresearch/agtour/publications/Wisconsin\\_Agritourism\\_Survey\\_Report\\_6-25-2012.pdf](http://www.uvm.edu/tourismresearch/agtour/publications/Wisconsin_Agritourism_Survey_Report_6-25-2012.pdf)

#### *America's Changing Farmscape: A Study of Agricultural Tourism in Michigan (2010)*

Authors: Gregory Veecka, Deborah Cheb & Ann Veecka

Agricultural tourism incorporates visits to farms for the purposes of on-site retail purchases, enjoyment, and education. Long popular in the European Union (EU), agritourism is gaining popularity throughout the United States. Interest has grown as a result of stagnant grain prices, rising farm costs, and growing international competition. For rural areas seeking new economic options, the potential of these operations to generate new sources of income through sales and horizontal linkages to other tourism-based activities has sparked interest beyond the farm gate. This article, based on a survey and a statistical analysis of 300 agritourism operations in Michigan, summarizes factors associated with successful operations.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Veecka2006.pdf>

#### *Agri-tainment: A New Crop for Farmers (2010)*

Authors: Mark Mitchell & Gregory Turner

Agricultural tourism has allowed farmers to reach new consumers, cultivate new revenue streams, educate the public regarding their work, and preserve their way of life. Today, many farmers are going beyond the traditional hayride or pick-your-own orchards to include attractions and amusements. They have transformed conventional agritourism, even prompting a new name, agri-tainment (agricultural entertainment). In the process, the family farm has become a

destination itself. The rationale behind their development along with the consumer interest in experiencing such tourism venues is discussed.

<http://www.tandfonline.com/doi/abs/10.1080/10454446.2010.509238>

*The Demand for Agritourism in the United States (2008)*

Authors: Carlos E. Carpio, Michael K. Wohlgenant, and Tullaya Boonsaeng

In addition to producing food and fiber, farms provide other rural amenities to the public. Some of these amenities can be marketed as private goods, whereas others are public goods and do not have a market. One of the marketed amenities is on-farm recreation, also called agritourism, agrotourism, or agritainment. Besides the market goods or services obtained at the farm operations, visitors to farms also receive benefits derived from the scenic beauty generated by the rural landscape. Using data from the 2000 National Survey on Recreation and the Environment, this study explores factors affecting visits by the American population to farms and the economic value of the rural landscape for farm visitors. The number of farm recreation trip visits was estimated to have an own-price elasticity of -0.43 and an income elasticity of 0.24. Location of residence, race, and gender were found to be important determinants of the number of farm trips. The calculated consumer surplus is estimated at \$174.82/trip, of which \$33.50 is due to the rural landscape.

<http://ageconsearch.umn.edu/bitstream/42465/2/CarpioWohlgenant.pdf>

*Agritourism entry in Encyclopedia of Rural America: The Land and People (2008)*

Author: Lisa Chase

Agritourism is a commercial enterprise on a working farm or ranch conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm or ranch. Interest in agritourism by visitors and farmers is growing rapidly. Nationwide, the United States Department of Agriculture National Survey on Recreation and the Environment estimated that more than 62 million adults visited farms during a 12-month period between 2001 and 2002. Primary reasons for visiting farms included enjoying rural scenery, learning where food comes from, participating in farm activities, and purchasing agricultural products. The entry begins with a description of agritourism and its many variations throughout rural America. Benefits and challenges of agritourism development are presented as well as a brief history of agritourism. The entry concludes with a discussion of agritourism trends and issues.

<http://rural-online.org/rural-america/3019-agritourism.html>

*Visitors to Tennessee Agri-Tourism Attractions: Demographics, Preferences, Expenditures, and Expected Economic Impacts (2006)*

Authors: Kim Jensen, Chris Lindborg, Burton English, and Jamey Menard

Agri-tourism has the potential to serve as a means to profitably direct market farm products and services, to serve as an alternative use of farmland, and to supplement farm incomes.

Agritourism may also bring economic activity to rural areas through visitor expenditures on goods and services both on-site and at locations nearby the agri-tourism businesses. A primary objective of this study is to provide market information for agri-tourism business owners regarding the visitor demographics and visitors' preferences for amenities and services at agri-tourism attractions. Another objective is to assess how visitor spending at agri-tourism attractions may impact the state's economy. In order to collect information about visitors' preferences, expenditures, and demographics, on-site visitor surveys were conducted at several

agri-tourism attractions across Tennessee during 2005. The attractions offered by the participating businesses included corn mazes, pumpkin patches, on-farm tours, petting zoos, on-farm eating establishments or snack bars, on-farm festivals or fairs, on-farm markets, and wineries. A total of 464 visitors responded to the survey. Survey results suggest that most visitors to agri-tourism venues find their visits to be highly enjoyable and that certain amenities and services are of particular importance to their visit. Among the most important services or amenities are freshness of the farm's or business' products, on-site restrooms, adequate parking, learning about how products are grown or made, and easy transportation access. Most visitors are day visitors who come from in-state, with nearly half coming from the local county. Over half of the responding visitors stated they were repeat visitors. School groups are important, in particular, for agri-tourism businesses that include pumpkin patches, corn mazes, or farm tours. Important methods for visitors learning about agri-tourism attractions are word of mouth, brochures, and the newspaper. Because the majority of visitors are from in-state, their expenditures on the visit are primarily on-site. The largest share of expenditures is on purchasing the venue's products and the next large share for agri-tourism businesses that are not wineries are for admission or user fees.

<http://web.utk.edu/~aimag/pubs/research%20report%20visitors%20surveys3.pdf>

### *Agritourism as a Revitalization Strategy for the Central Platte River Region (2006)*

Author: Corinne Kolm

Few issues in the state of Nebraska ignite debate as fiercely as the future of the Platte River, a tremendously stressed resource. The Platte is pulled between competing water needs for irrigation, hydropower, drinking water and habitat for endangered species. Agriculture is the dominant land use, but the central Platte is becoming increasingly popular for recreational purposes, with some of the world's best birding resources drawing some 74,000 tourists annually. Farmers have not yet tapped into the economic potential associated with these travelers, who are drawn to natural resources available on their land. On-farm tourism may create additional revenue and encourage conservation practices, which would help to revitalize this rural area. This study uses Soft Systems Methodology to explore the potential for increased agritourism along the central Platte River. Through the use of a visitor survey and interviews with farmers and other professional stakeholders, the driving and hindering forces for agritourism development are identified. Findings suggest that there are significant unmet demands for on-farm birding and bed and breakfast opportunities on the central Platte. Additionally, agritourism is a growing sector in Nebraska, with increasing awareness and burgeoning support. Barriers include farmer awareness and paradigms, time constraints and liability concerns. As this study indicates that agritourism could be a viable option for central Platte farmers, a plan of action recommends steps that should be taken to facilitate the expansion of agritourism. Suggested action items include liability reform, increased support for farmers and further market research on agritourism.

[http://scholar.googleusercontent.com/scholar?q=cache:LQQeFi3egmEJ:scholar.google.com/+agritourism+in+minnesota&hl=en&as\\_sdt=0,46](http://scholar.googleusercontent.com/scholar?q=cache:LQQeFi3egmEJ:scholar.google.com/+agritourism+in+minnesota&hl=en&as_sdt=0,46)

### *Planting the Seeds for a New Industry in Arkansas: Agritourism (2006)*

Author: Harrison M. Pittman

The tourism and agriculture industries are vital components of Arkansas' economy. According to the Arkansas Department of Parks and Tourism, more than 20 million travelers to Arkansas

spend in excess of \$4 billion annually. The University of Arkansas Division of Agriculture reports that agriculture is the largest industry in Arkansas, accounting for approximately 20% of the Gross State Product. Approximately 48,000 farms in the state combine to generate more than \$6.6 billion in annual farm income. Nearly one-half of land in the state is devoted to some form of agricultural production. This article examines the concept of agritourism through descriptions, definitions, examples, and developmental efforts in other states to build agritourism as a viable economic development tool. The review of Indiana, Tennessee, Kentucky and other states demonstrates focused efforts on at least one of the following broad categories: (1) inventory; (2) research; (3) structure; (4) marketing/promotion; (5) education/training; (6) legislation; and (7) funding. In all likelihood, discussions regarding the development of a statewide agritourism industry in Arkansas will revolve around aspects of these categories. The information set forth in this article is meant to provide a context from which producers, state officials, private organizations, citizens, and other relevant stakeholders can initiate a discussion regarding the development of a program to promote an agritourism industry in Arkansas.  
[http://nationalaglawcenter.org/assets/articles/pittman\\_agritourismseeds.pdf](http://nationalaglawcenter.org/assets/articles/pittman_agritourismseeds.pdf)

## ***Relevant Culinary Tourism Research***

### ***Best Management Practices in Culinary Tourism (2011)***

Authors: Laura Brown, Lisa Chase, and Michael Dougherty

Abstract: The International Culinary Tourism Association defines culinary tourism as, “the pursuit of unique and memorable eating and drinking experiences.” Culinary tourism occurs when visitors seek to experience cuisine and culture together. Examples of culinary tourism include wine tourism in California, cheese sampling in Wisconsin, maple syrup tasting in Vermont, and Cajun food experiences in Louisiana. A diverse range of businesses including farms, restaurants, gourmet or specialty food stores, cooking schools, tour operators, breweries, wineries, historical attractions and many other related businesses across the country have capitalized on their regions’ culturally unique cuisines to attract visitors. When starting a culinary tourism business, assessing an existing operation, or considering a community-wide initiative to promote culinary tourism, consider the best practices described in the checklist and consult available resources.

<http://www.uvm.edu/tourismresearch/agritourism/agchecklists/CulinaryTourismBestManagement.pdf>

### ***Local Food Tourism Networks and Word of Mouth (2011)***

Authors: Michael L. Dougherty and Gary Paul Green

This article draws from surveys of three key components of local food tourism networks: farmers, restaurateurs, and tourists. Key informant interviews were also conducted to complement survey data. Results indicate that word of mouth is central to forming and maintaining local food tourism networks because it links farmers and restaurateurs. Also tourists become aware of tourism opportunities primarily through word of mouth. For these reasons, Extension educators must consider word of mouth when promoting local food tourism. Word of mouth requires time to form “naturally.” Therefore, practitioners must create opportunities to link the different hubs in local food tourism networks.

<http://www.joe.org/joe/2011april/a5.php>

*Localizing Linkages for Food and Tourism: Culinary Tourism as a Community Development Strategy (2008)*

Authors: Gary Paul Green and Michael L. Dougherty

The local food movement is taking a variety of forms, including farm-to-school programs, farmers markets, community supported agriculture, and direct marketing. An emerging component of this movement is culinary tourism. Culinary tourism offers new opportunities for communities to integrate tourism and local food systems in order to promote economic development, respond to the demand for quality food and dining experiences, and build on the cultural heritage of the region. This paper examines culinary tourism through a case study of the Kingdom So Delicious program in Door County, Wisconsin. This analysis is based on intensive interviews with owners/managers of four restaurants and surveys of 30 retailers and 40 farmers in the region. Retail establishments relied heavily on local produce, largely due to a commitment to help local producers. Farmers frequently combined marketing fresh food to local retail establishments with sales to wholesalers. The most frequently cited concerns with producing for local establishments involved in culinary tourism were low prices and challenging logistics. The lessons of this study are not limited to Door County but can be applied to other, similar communities seeking to strengthen culinary tourism.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Green2008.pdf>

*Culinary Travel Survey (2007)*

Authors: Travel Industry Association (TIA), Gourmet, and the International Culinary Tourism Association

A first-of-its-kind national survey on the popular culinary travel niche market shows that 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years, based on a report from the Travel Industry Association (TIA), in partnership with Gourmet and the International Culinary Tourism Association. The future is bright for the culinary traveler market, as the share of U.S. leisure travelers interested in culinary travel in the near future (60%) is significantly larger than those currently engaged. These travelers are younger, more affluent and better educated than non-culinary travelers. They are clearly motivated by unique experiences, reinforcing the benefits of focusing on a destination's individual environmental and cultural elements. The survey was conducted by Edge Research among a representative sample of 2,364 U.S. leisure traveler respondents.

<http://www.ustravel.org/news/press-releases/comprehensive-culinary-travel-survey-provides-insights-food-and-wine-travelers>

*Wine Tourism Development and Marketing Strategies in Southwest Michigan (2006)*

Authors: Astrid Wargenau and Deborah Che

This study investigated wine tourism development and marketing in southwest Michigan, a longtime viticultural, but emerging wine tourism region. The aims involved discovering the motivations, expectations, and successes of Southwest Michigan Wine Trail member wineries in developing horizontal and vertical alliances. Semi-structured, in-depth interviews were conducted with individuals in charge of the wineries' marketing activities (i.e., marketing directors and members of the marketing departments, winery owners). These interviews were

recorded and transcribed. Activities fostered through the horizontal and vertical alliances were identified. Alliances along the Southwest Michigan Wine Trail have furthered the development and marketing of wine tourism. The trail's member wineries have formed strong horizontal relationships, which include joint advertising, promotion, and production. They have also built vertical relationships with tour operators, lodging businesses, and restaurants that promote individual wineries as well as the wine region. Wine tourism has provided wineries with another sales outlet and established the wine region as a destination. This study contributed to the limited literature on the development and marketing of wine tourism in Michigan and in other emerging wine regions in the United States. For those working to further such rural/agri-tourism, this research indicated that there is considerable growth potential through an increased presence in restaurants and in packaging with accommodations. Adding new specialized wine tours, wine festivals, geographical target markets, and a focus on wine education on-site and at educational institutions can expand wine tourism and sales.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Wargenau2006.pdf>

### *Cheese Tourism in Wisconsin: Issues & Prospects (2006)*

Author: Laurie S. Z. Greenberg

This study was designed for Wisconsin cheese makers and other dairy processors who are interested in expanding or developing tourism for their businesses. This report describes the basic concept of agricultural tourism, or “agritourism”, provides a summary and analysis of existing studies and papers, and makes recommendations for Wisconsin cheese makers (and other dairy processors) for further developing tourism as an income stream. Agritourism is the experience of visiting a farm or other agricultural enterprise for education, recreation, entertainment or for engaging in activities of the farm or enterprise. Agritourism opportunities for tourists tend to focus on creating a memorable visit. Target audiences can include local residents (rural or urban), school groups, out of state tourists and others. Very few existing studies of agritourism offer examples or advice specifically for cheese or dairy tourism, but existing agritourism studies can be useful to better understand the target audience for cheese tourism on-farm or at a factory.

<http://www.dbicusa.org/documents/Cheese%20Tourism%20Report.pdf>

### *Segmentation and Differentiation of Agri-Food Niche Markets: Examples from the Literature (2001)*

Authors: Jon C. Phillips and H. Christopher Peterson

Niche marketing has recently received a great deal of attention in the agri-food trade press and in academic circles as a legitimate strategy for small- and medium-sized agri-food firms. However, agri-food niche marketing has not had a great deal of theoretical characterization or examination to date. Decision makers within the agri-food supply chain need theoretically sound, practical guidelines for identifying and selecting promising niche market alternatives if they wish to develop an effective niche marketing strategy. The objective of the paper is to introduce the three elements of niche marketing strategies and show how these elements can be used to form a strategy basis of market segmentation. Geography can be used as a summary variable for a web of demographic and other variables associated with the consumers in a particular location.

<http://ageconsearch.umn.edu/bitstream/11481/1/sp01-05.pdf>