



CREATING SUCCESSFUL AGRITOURISM EXPERIENCES A PRACTICAL GUIDE

Florent Tomatis

Arianna Carità

Caroline de Broissia



Contents

Acknowledgement Abbreviations	i
INTRODUCTION	
AGRITOURISM KEY TRENDS Agritourism, an emerging form of tourism	3
Agritourism responding to an increasing demand for authenticity, experience and sustainability	3
Agritourism and farm multifunctionality Agritourism around the globe	5
PROSPECTS FOR THE DEVELOPMENT OF AN AGRITOURISM ACTIVITY	9
Five reasons why agricultural entrepreneurs should engage in designing agritourism activities	g
Main challenges to agritourism business development	10
OVERVIEW OF MAIN AGRITOURISM EXPERIENCES	13
Hospitality and catering	14
Entertainment activities	16
Direct sales, local market and events Educational and social activities at farm	16 18
Outdoor and recreational activities	18
KEY STEPS FOR A SUCCESSFUL AGRITOURISM ACTIVITY	21
Step 1: Assessment of available resources	22
Step 2: Developing a unique experience	23
Step 3: Building a sound business plan Step 4: Promotion of an agritourism activity	27 30
CASE STUDIES	34
Case study 1: Caroub House in Madaba, Jordan	34
Case study 2: Santa Cinnara in Soveria Simeri, Italy	36
CONCLUSION	39
REFERENCES	40

Acknowledgements

This guide was prepared under the project "Strengthening backward linkages between local agricultural producers and the tourism industry in Jordan," a joint initiative of the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD). It was authored by Florent Tomatis, Agribusiness and Value Chain Specialist; Arianna Carita, Economist and Food Safety and Quality Management Specialist; and Caroline de Broissia, Value Chain Specialist, of the FAO Investment Centre. The guide benefited from the strategic guidance of EBRD colleagues, in particular Sofiya Shamirova, Associate, Agribusiness Advisory. This guide was designed to be a working background document.

The FAO-EBRD team would like to thank all the experts and stakeholders who participated to the production of this guide through their technical inputs and cooperation. This guide was compiled based on an initial drafted report, discussions, and comments from a range of stakeholders encountered during project implementation. The authors would like to express special thanks to the crucial contributions of representatives from the Agrigiochiamo Association, Giuseppe Orefice, Margherita Rizzuto, Francesco Fratto, Roberta Garibaldi, Jessica De Venezia, Angela Galasso and Andrea Paoletti, Dr Lisa Chase from the University of Vermont and the Global Agritourism Network as well as the support of Rawan Atallah, National Tourism Development Consultant.

Our sincere appreciation is also extended to Wafaa El Khoury, Service Chief for Europe and Central Asia, Near East and North Africa at the FAO Investment Centre, as well as Nabil Assaf, FAO Representative for Jordan.

The FAO-EBRD team would finally like to express their gratitude to Nada Zvekić and Luigi Baldassari from the FAO Investment Centre, for coordinating the formatting process, Laura Utsey for editing the report, and Reem Azzu for the design and layout.

The authors would like to thank all the entrepreneurs involved in the agritourism structures and experiences for taking the time to answer their questions. Their experiences enabled the team to include many real-life examples in this report. Special thanks to Michela Filzi, Moulin de Scalagrand; Valodia Zazadze, Valodia's Cottage; Laura Dyla, Agrarian Kitchen; Manti Mafaidi, Naledi Farm; Pascale Michelas, Dessine moi une brebis; Danielle Zimmerman, Smokey House; Rakan Mehyar, Caroub House and farm; Giuseppe Savino, Cascina Savino and Vazapp; Franco Peppe, Peppe in Grani; Rakan Mehyar, Caroub House and farm and Francesco Fratto, Santacinnara.

The boxes in this guide showcase examples of operations involved in agritourism activities. They were selected for their relevance to the practices described in the guide and as representative of the various types of enterprises involved in agritourism (small, medium).

Abbreviations and acronyms

AWU annual work unit

CBT community-based tourism

EBRD European Bank for Reconstruction and Development
FAO Food and Agriculture Organization of the United Nations

HACCP Hazard Analysis Critical Control Points

HoReCa hotel, restaurant, catering IRR Investment Return Rate

LEADER Liaison Entre Action de Développement de l'Économie Rurale

OECD Organisation for Economic Co-operation and Development

SME small and medium enterprises

UNWTO United Nations World Tourism Organization
USDA United States Department of Agriculture

Illelcome please Come In

INTRODUCTION



This guide aims to advise agricultural practitioners, rural tourism micro and nano small and medium enterprises (SMEs) and support sectors on strategic pathways to integrate tourism services with their farming activities, the final goal being to foster the growth of a sustainable agritourism business. It was developed under a collaborative framework between the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD). This guide was designed to be a working background document.

More specifically, this guide was developed in the context of FAO-EBRD joint efforts to support the development of short agrifood supply chains in Eastern and Central Europe, Central Asia, and the Southern and Eastern Mediterranean through cooperation projects co-financed by the European Union and the European Southern and Eastern Mediterranean Multi-Donor Account (MDA)*.

FAO and EBRD have especially focused on supporting the improvement of backward linkages between agribusiness companies and local agrifood small and medium enterprises by developing quality labels and geographical indications. Recent examples of FAO-EBRD interventions in this area include geographical indications in Croatia, Georgia, Montenegro and Serbia. FAO and EBRD have also been collaborating to improve linkages between traditional, quality agrifood products and tourism in several countries. This includes activities to link gastronomy to tourism/agritourism in Montenegro, Jordan and Georgia, combining FAO's technical and policy facilitation skills with EBRD's investment capacity and expertise.

Overall, this guide builds on a previous FAO-EBRD publication (Tomatis, Carità and de Broissia, 2023) and the work carried out in Montenegro by Lisa Paglietti and Nina Coates (FAO Investment Centre), and Emilie Vandecandelaere (FAO, Food and Nutrition Division), focuses on improving the connection between Montenegrin fruit and vegetable producers and buyers (e.g. processors, retailers, wholesalers, importers/exporters and other aggregators/off-takers) through the consolidation of supply and upgrading of quality standards, together with the linkages between agriculture and tourism (FAO and EBRD, unpublished).

This guide seeks to bring an international perspective to best practices vis-à-vis agriculture and tourism and agritourism development. It highlights the main benefits, challenges, and critical steps to implement an efficient and sustainable agritourism business; it is evidence-based, providing examples of international best practices in agritourism. The guide offers key suggestions to each agricultural entrepreneur who wishes to diversify their agriculture core business with additional resources coming from the tourism activity and highlights key learning points and opportunities to build a successful experience. It also informs public authorities and more broadly tourism actors about agritourism socioeconomic development opportunities.

In doing so, this guide aims to:

- · provide successful examples of agritourism and multifunctional farming
- explain the main benefits of agritourism for farmers, rural tourism micro and nano SMEs and their territory;
- identify barriers to successfully develop tourism services with their farming activities;
- give practical tools to farmers, and rural tourism micro and nano SMEs to successfully invest in agritourism activities development.

*Supported by EBRD's Southern and Eastern Mediterranean Multi-Donor Account





Agritourism, an emerging form of tourism

The term "agritourism" derives from agri (colo) and tourism and can be used interchangeably with farm tourism, farm holiday or agrotourism (Gálvez et al., 2023). According to a recent study (Lamie and Chase et al., 2021) agritourism is the practice of inviting guests to an agricultural operation with the goal to purchase farm goods and promote agricultural literacy. It combines opportunities for visitors to enjoy outdoor activities, agricultural education, and agricultural recreation (Barbieri, 2014) while experiencing rural life, participating in farming tasks, and learning about agricultural practices.

In its simplest form, agritourism can be seen as the intersection of tourism and agriculture which creates a beneficial link with farming practices, farmers, and their communities. Irrespective of the specific terminology used, any definition of agritourism should encompass the following five key factors inspired by the core values defined by the Global Agritourism Network (Barbieri, 2024):

- · synergic integration of tourism and agriculture;
- economic benefit and enhanced incomes for farms thanks to tourism activities;
- · attraction of public visitors;
- · provision of authentic recreational and educational experiences;
- promotion of the agricultural, natural, social, and cultural resources of a territory.

Agritourism responding to an increasing demand for authenticity, experience and sustainability

Agritourism is now a customary phenomenon and is developing in many countries around the world. This niche market is gaining recognition in both developed and emerging countries and is growing significantly in popularity as it responds to tourists demands by looking for innovative and authentic experiences away from mass tourism. Travelers are keener on a more sustainable travel style. This means not only adopting environment-friendly practices, but also having a positive impact on cultures and economies, generating mutually beneficial relationships between tourists and locals (Dallan, 2022). The phenomena accelerated with the outbreak of Covid-19 as travelers expressed their preferences for proximity tourism, open-air activities and immersive experiences that allow them to capture the real nature of a place. This type of tourism stresses authenticity by allowing travelers to interact with locals, share their customs and every-day life, while learning about their history, culture and traditions.

As a result of these trends, the global agritourism market size reached USD 45,395 million in 2021, and is expected to reach a value of USD 141 billion by 2030, growing at a compound annual growth rate of 13.4 percent during the forecast period of 2022–2030 (Straits Research, 2022).



Agritourism at a crossroad of different forms of tourism



Agritourism is related to **rural tourism**: "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing" (Tomatis, Carità and de Broissia, 2023). Agritourism is recognized as a way to promote rural resources and culture but not exclusively, as visits to farms can also occur in urban contexts (UNTourism, 2023).

Likewise, agritourism is related to **food tourism**, which "applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy" (Tomatis, Carità and de Broissia, 2023). Agritourism is related but not necessarily connected to food tourism, as the term can apply to non-food products from farms. However, food can be an attractive factor contributing to a tourist's decision to choose an agritourism experience. (UN Tourism, 2012).

Agritourism is also connected to **community-based tourism** (CBT). CBT is an increasingly popular approach to tourism that seeks the greater participation of local communities in tourism activities and services. CBT initiatives are designed to extend a greater share of the benefits of tourism to local communities by reducing the outsourcing of certain services to external actors. (Dangi and Jamal, 2016).

Agritourism and farm multifunctionality

Travelers are keen on learning about rural life and the products that shape it, and this form of tourism has been rapidly growing throughout the world. As a result of this new development, farmers can diversify their operations to attract customers and improve their socioeconomic standing. Diversifying and creating activities for tourism has not only become a strategic choice for many farmers to earn additional incomes and mitigate risks of low profitability or hazardous harvests, but this is also solution to protecting their land and culture.

Developing agritourism activities is a way for a farm to become multifunctional. Multifunctionality is understood as a set of practices and services offered by farmers with multiple functions and purposes. In addition to the primary function of producing food, multifunctional farms can take measures to protect landscapes, enhance territory attractiveness, safeguard the environment, food quality, and social cohesion in rural areas (Fratto, 2016). For agricultural businesses, multifunctionality is an innovative way to organize production factors and interact with external environment in order to pursue economic, environmental, and social objectives in the medium and long term.

Agritourism around the globe

Many countries around the world have seen an expansion of their agritourism industry in recent years. Yet, agritourism types of offerings and commonly used definitions may vary from one country to another. In 2014, the Global Agritourism Network¹ acknowledged that agritourism values, definitions, and activities may vary across the world given geographic, sociocultural, and policy contexts, concerning:

- legal or customary boundaries related to the land, the operator, or agritourism activities;
- · land tenure status (e.g. rented, owned, community-managed);
- agricultural operation size, type, and location;
- frequency of offerings (e.g. seasonal, year-round);
- · agritourism-related standards or legal and institutional framework

This guide will present diverse examples and case studies of successful agritourism businesses at the global level while giving key tips to all agritourism practitioners.

Italy

Italian agritourism is an original form of tourism in the countryside. Its peculiarity is that it can only be carried out on farms and by farmers who are the real protagonists/key players.² The national framework law for agritourism was published in 2006; Article 2.1 of this law defines agritourism activities as all reception and hospitality activities carried out by agricultural entrepreneurs regardless of the corporate form under which the latter are structured. Agritourism activities must always be performed in connection with the farmer's main activity: cultivation of the land, forestry and/or animal breeding. As per law,

This statement was adopted after discussions in monthly committee meetings held in 2024 (1 March 28; 2 April 18). The final version was presented at the World Agritourism Conference on May 17, 2024 (Bolzano, Italy).
 Ministero dell'agricoltura, della sovranità alimentare e delle foreste, Agriturismo: viere la campagna, https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3828#:~:text=L'agriturismo% 20italiano%20%C3%A8%20una,96 [2 March 2024].

the time dedicated to farming activities must be higher than the time dedicated to agritourism activities, measured by the working days of the staff employed in farming versus agritourism.³

The Italian national law also defers the competence to determine criteria and limits for carrying out agritourism activities to the regions. For instance, the regions can establish the minimum local supply, the incomes share generated by tourism versus agritourism, the maximum number of seat and beds... In principle, Italian agritourism should serve only locally made food and maintain an average size of 12 to 15 beds for accommodation.

Since 2013, Italy has utilized the sector trademark "Agriturismo Italia" alongside a new system for classifying farms that offer accommodations. The "Agriturismo Italia" label is a national homogeneous classification system of the companies offering overnight stays. The trademark, represented by a sunflower enclosing a farm, serves to distinguish farms that consistently adhere to existing laws and regulations. The classification system was implemented by the Ministry of Agriculture in collaboration with both regional and national agritourism associations. The national system ensures an overarching guarantee for agritourism establishments, while still accommodating specific regional characteristics.

Georgia

In Georgia, the agritourism concept is embedded in the definition of rural tourism. Agritourism is defined as recreation in a non-urban environment when offers for tourist (hospitality, agri-education, recreation, entertainment, and product purchases) are linked to agriculture. It is not limited to those facilities where overnight stays are offered, but also where product development and processing can be observed and tasted. The agritourism classification includes the typology of overnight facilities as well as other manifestations of agritourism, such as "farm tours," agri-cultural entertainment, agri-education, participation on the farm and farming activities.4

Jordan

In the case of Jordan there is no clear official definition for this type of tourism. However, the concepts of agritourism are embedded in the Jordan National Tourism strategy as well as the Tourism Sector Green Growth Actions for 2021–2025. Both documents focus on improving products and services in rural areas as well as promoting them to local and foreign visitors to contribute to tourism growth and community development.

However, an important step was achieved in that regard in the frame of the collaborative project between FAO and EBRD titled "Strengthening backward linkages between agrifood producers and the tourism industry in Jordan." More specifically, in 2023, discussions with key local public and private sector stakeholders led to the creation of a common definition in line with both international and local contexts as follows: "Activities and services (educational and recreational experiences, meals, and accommodation) taking place on agricultural land and offered by farmers, that reflect the Jordanian culture and heritage and link agricultural production and/or processing with the tourism experience, resulting in increased income for farmers."

³ Law no. 96 of 20 February 2006: Disciplina of agritourism. Microsoft Word - 2006_96.doc (tuttocamere.it)

⁴ Draft Law on agrotourism in Georgia (2020) Committee on Agrarian Issues of the Parliament of Georgia.

Based on the above definition, five pillars structure the agritourism sector in Jordan: (i) the combination of tourism and agriculture activities; (ii) agricultural sustainable practices; (iii) the capacity to attract tourists to visit agricultural operations; (iv) the involvement of the farmer and increased income; and (v) the provision of recreative, entertainment, and educational experiences to visitors.

In essence, agritourism in Jordan serves to intertwine agriculture with tourism, bridging the gap by not only integrating agricultural products into the tourism sector (such as in hotels and restaurants) and facilitating farm visits for tourists but also by offering insights into and engagement with agricultural practices.





PROSPECTS FOR THE DEVELOPMENT OF AN AGRITOURISM ACTIVITY



Five reasons why agricultural SMEs should engage in designing agritourism activity

Diversify incomes and strengthen resiliency to shocks

Agritourism represents an opportunity to build multifunctional and resilient farm models relying on diversified resources. Developing tourism-related complementary activities to agriculture can generate additional revenues and enhance investment capacity for farm labour. Agritourism provides new outlets for farmers' production, while supporting the promotion of local or traditional products and sustainable farming practices.

Respond to an increased demand for rural, food and drink experience tourism

According to a study from the European Travel Commission (2023), food-themed proposals were the most demanded by European travelers in the second half of 2023 together with nature-related trips (16.3 percent and 17.4 percent, in absolute terms approximately 19.9 and 21.3 million). Besides, 5.1 percent (i.e. approximately 6.2 million) of European travelers have declared food and wine to be the primary motivation for their next trip. There is a great market opportunity for farmers to tell a story about their farming experience, the food they produce, the traditional know-how or the territory they live in. This can be done through offering immersive experiences where the tourist is no longer just a spectator, but interacts with the place owner, their farm, food products and family.

Take part in local community development and promote the territory

Agritourism activities can benefit the local community by creating sustainable business opportunities for and better access to markets for local SMEs, namely in rural areas. Agritourism contributes to strengthening local networks and can attract investments to promote local processing and culinary culture while preserving traditional know-how, landscapes, and biodiversity. On a broader scale, agritourism can also support food sovereignty in specific areas, especially for Indigenous Peoples.

Preserve local cultures and regenerative agriculture practices

Agritourism has emerged as an important approach to conserving agrobiodiversity by integrating farming and food systems into tourism activities (Taranto, Alvarez and Rojas, 2021). Agritourism development enables countryside areas to safeguard every important feature of their rural culture and assets, for instance, agritourism activity has enabled the renovation and protection of historic rural buildings. It is also a valuable feature in the maintenance of food sovereignty and traditions for Indigenous Peoples. Finally, it plays a major role in spreading regenerative agricultural practices.

Raise awareness and educate public about sustainable agriculture

Agritourism can play an important role in the transmission and the preservation of farming know-how and traditions. Furthermore it can create a connection between farms and educational and social structures. It has been acknowledged by many that feeding animals or gardening can reduce stress and increase a sense of wellbeing. Hosting visitors at farm is a way for the public to discover agricultural practices and thus answer a growing demand for a stronger connection with nature and animals.

Promote local products and engage in local sourcing strategies

Engaging in agritourism is a way to produce and promote local or traditional products and to increase farm visibility. It can generate important opportunities for networking and collaboration between the different operators of the territory engaged in agriculture and tourism activities. Engaging in agritourism activities can contribute to better participation to local sourcing strategies with other Hotel, Restaurant, Catering (HoReCa) sector players.

Main challenges to agritourism business development

Business model structuration and mobilization of funds

An agritourism experience can be set up with only a few resources. However, it can also represent a high investment for agriculture entrepreneurs, considering costs related to facilities/infrastructure renovation/building, staff training, acquiring new permits and others. A key issue for entrepreneurs is related to their capacity to build a profitable and sustainable business model that is well balanced between farming and tourism activities. Agritourism entrepreneurs' capacity to collect funds through different means is also challenging. Starting an agritourism business can require the mobilization of public funds, participation in specific programmes, incentives to start-up and reach profitability. It is essential to build an efficient step by step business plan and to identify all potential financial solutions and subsidies, at local, regional and national levels.

Liability and regulatory compliance

The adaptation of agriculture facilities to hospitality and catering activities may require complying with different regulations such as architectural preservation rules for of pre-existing rural building, minimum services to guests (e.g. size of room, number of beds, bathrooms), share of homemade products in offered meals but also all safety and hygiene standards requested for any HoReCa business. Hosting individuals on a farm also poses the problem of owners' liability, employees and visitors. Thorough knowledge of national and local regulatory framework is important for project development. Ensuring compliance with relevant regulations and permits may involve safety inspections, licenses, zoning permits, health, and safety requirements, environmental assessments. An agritourism business can also pro-actively mitigate risks by developing a farm safety plan detailing hazard mitigation strategies, specific employees or appropriate communication with farm visitors.

(Food) safety management

Agritourism owners need to ensure the safety, accessibility and health of all guests visiting their operations. While all activities require sound practices to

Did you know?

From 2014 to 2022, the action "agritourism and green tourism" of the Liaison Entre Action de Développement de l'Économie Rurale (LEADER) programme founded agritourism and short value chain projects in the European Union up to EUR 35 000 per project (Marquez, 2024).

ensure the safety and accessibility of guests, activities that involve food, the inclusion of the sale of the farm's raw food products requires food safety procedures to protect the farm's visitors and ensure the farm's continued success. Potential sources of contamination include water, food products, farmers/ employees, farm buildings used to store or market food crops, and consumers themselves entering contact with food. To reduce food safety risks and prevent the likelihood of foodborne illness outbreaks at a farm direct marketing venue, food safety and hygiene must be guaranteed for all activities related to the treatment of food substances, through the application of the Hazard Analysis Critical Control Points (HACCP) health and hygiene self-control system. Staff should be adequately trained and work under safe conditions. For example, during the processing activities all laboratories that carry out food processing must comply to the activation of a system of risk analysis and definition of the critical points of the process to be kept under control.⁵

Marketing/promotion/advertising

Agritourism activities are often located in rural and potentially remote areas with difficult access, and potential lack of internet access which is often a barrier to communication. They might not be evidenced in tourism roads and could be far from main tourism hotspots or attractions. As a consequence, communication is key to attracting tourists, promoting their activities, and typical products and requires a marketing and communication strategy. Lack of marketing and communication skills of agritourism entrepreneurs can affect their capacity to make financially sustainable their businesses because of absence of visibility.

Labour and education/acquisition of skills

The diversification into agritourism involves managing varied agricultural and hosting activities alongside new market dynamics. This includes engaging with a wider range of consumers, businesses, and stakeholders, and establishing an integrated system for delivering various services beyond primary goods. Consequently, it demands additional skills and dedicated human resources to handle agricultural operations, hospitality, and other services. Additional employees such as chefs, waiters, or housekeepers may be necessary to fulfill planned activities. Balancing agricultural work with hospitality can be challenging, potentially requiring extra assistance. However, finding qualified or available workforce in rural areas may pose a significant challenge for such ventures.

Overcoming competition with other agritourism structures

In certain areas there is a high concentration of agritourism structures that are competing to attract tourists. The main challenge is to develop businesses presenting strategic marketing positioning and key differentiations to boost competitiveness while proposing a fair price, keeping very active and efficient in delivering messages, and advertising the structure in media/social media. When possible, collaborations between different agritourism businesses can enhance marketing and visitation, leading to more success within a region. This can represent an opportunity, not only a challenge.

⁵ This system provides for the appointment of a person responsible for health and hygiene safety and the adoption of a company manual of good health and hygiene practice, in which the potential risks associated with processing and the appropriate behaviours to be implemented to avoid or correct any errors are highlighted.



OVERVIEW OF MAIN AGRITOURISM EXPERIENCES

Renewed interest in food systems and local food has provided the opportunity for farmers to invite the public to their farms, creating both educational and economic value (Quella et al., 2021). Rural and food tourism often involves engaging experiences that offer the consumer the opportunity to dive into the life and traditions of the local community. Agritourism activities encompass a diverse array of experiences, blending elements of hospitality, catering, entertainment, and outdoor recreation. Below are several examples that illustrate the range of possibilities, each offering the opportunity for a distinct and memorable experience tailored to a farm's preferences.

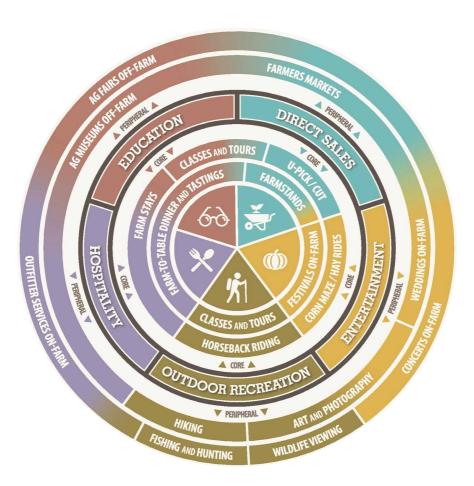


Figure 1
Agritourism experiences overview

Source: Chase, L. C., et al. 2018. Agritourism: Toward a Conceptual Framework for Industry Analysis. Journal of Agriculture, Food Systems, and Community Development, 8(1), 13–19. https://doi.org/10.5304/jafscd.2018.081.016).

Hospitality and catering

Accommodation

Overnight accommodation for guests at a farm is one of the most widespread agritourism services. The farm stay organization needs to consider the characteristics of the available building and the profile of the most frequent visitors (duration of stays, number of group members, etc.). It implies the transformation or the restoration of agricultural buildings into hosting structures or the creation of lodging on the farmland, preserving the architectural and landscape characteristics of the building. In some countries, a regulatory framework establishes the maximum number of beds that each agritourism business can create and the minimum requirements of the rooms, furnishings, and services to ensure adequate comfort for guests.

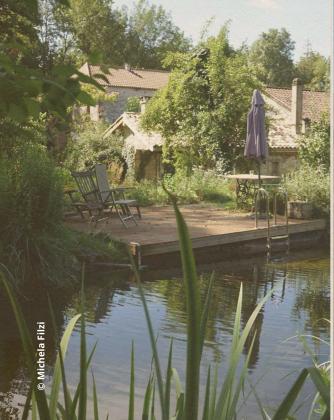
Accommodation can consist of rooms, or independent lodging equipped with independent toilets, kitchen and dining room in or near the farm building. Alternatively, agritourism is also often combined with alternative lodging (wooden cabin, glamping...) or with hospitality services for camping in vehicle or tent (tent, caravan, camper).

Catering and gastronomy

Offering a farm product through catering and gastronomy experiences is a way to create a connection between guests and the farming activity and to value the products and traditional know-how of the surrounding area. When serving meals and drinks or showcasing processing activities, the agritourism company must comply with the general health and hygiene standards established for catering and the treatment of food substances. These rules concern the equipment and rooms hygiene (kitchen, dining room, pantry, processing laboratory, etc.), the state of health and behavior of the personnel in charge, and the conservation and treatment of food substances. The regulation can also establish criteria in terms of definition or share of local products, own production to be sold or cooked for guests to be considered agritourism activities.

Did you know?
In Italy,
accommodation in
farms represents over
82 percent of
agritourism companies.
Agritourism
accommodation can be
built exclusively in
pre-existing rural
company buildings.







Agritourism hospitality and catering examples



Moulin de Scalagrand, Périgord (France)*

The Scalagrand mill is a full-functioning water mill, surrounded by a permaculture garden and an edible forest near Perigueux, France. Bed and breakfast accommodations have been established in the other ancient agrarian buildings of the land. In total, there are four rooms and one apartment with a total capacity on 18 persons. There are also parking spots for campers and caravans with access to electricity and toilets. The breakfast and the dinner can be booked as package for overnight guest or separately for day visitors. The vegan meals are made by the project owner who lives in the mill, with the products harvested from the garden. The mill also offers various workshops on permaculture, harvesting experiences, wellness practices, vegan cooking and handicraft.

Valodia cottage, Vardzia (Georgia)**

The Valodia cottage is a family run business located near Vardzia, Georgia on the bank of Mtkvari river. It was first created in 2009 as a trout farm and catering service where visitors could eat fish, fruits and vegetables coming from the family production on site. The family sources 90 percent of the products from their on-site farm used for the meals offered. Available products are trout, chicken, fruit and vegetables, herbs, wine, and honey. The family gradually invested revenues from farming and catering services into overnight facilities in wooden cottages (ten rooms) and subsequently stone cottages (total of 42 rooms currently). The family also offers agritourism activities for guests to join in harvesting, and fishing. The Valodia cottage receives international group visits and benefits from its direct proximity to the Vardzia cave ancient city.

^{*} Moulin Scalagrand - B&B/Gîte and alternative retreat based on the priciples of Permatourism. https://moulinscalagrand.com/

^{**} Georgian Holidays. https://www.georgianholidays.com/attraction/resorts-and-villages/valodia-s-cottage)

Entertainment activities

Guided tours with tastings

This refers to a visit of a farm with explanations by the farmer of the production chains and farm activities. It can be complemented with guided tastings to appreciate and learn more about the farm products. This activity creates trust and gives value to the farming products as well as offers a good opportunity to demonstrate their quality. Guided tours and tastings followed by on-site sales are an excellent way to increase the earnings for internal sales of company products.

Cooking class

Preparing traditional local dishes at a farm is a way to engage tourists. The cooking phase is sometimes preceded by gathering and harvesting the ingredients, followed by a local dinner at the farm. The cooking classes help the tourist or visitor to learn more about the traditions, the local cuisine, and discover new recipes. It creates a spirit of conviviality and full immersion in the experience.

Thematic meals and games

Different forms of thematic dinners or game experiences can also be organized on the farm or at the farmhouse. Picnic activities at the farm, open air and thematic games such as treasure hunts, foraging activities are creative ways to discover the story of a product or a rural territory.

Direct sales, local market and events

Direct-to-consumer sales are increasingly used as diversification strategies to generate additional farm revenue streams. They are closely related to entertainment activities. They can occur in a variety of ways: selling after tastings, small shop in the agritourism facility, participation in local agrifood markets, organization of occasional events or festivals to promote farm products and propose pick-and-buy activities on crops. Direct sales activities enable to create a straightforward connection and a sense of loyalty with the consumer (Boriello *et al.*, 2016). These sales may be supported by social media communication strategies to engage and share information with the local community and the visitors.







Direct sale and entertainment activities at farm



The Agrarian Kitchen (Australia)*

The Agrarian Kitchen, based in New Norfolk in southernTasmania, is a sustainable food enterprise that celebrates provenance through growing, teaching and dining. Established in 2008, The Agrarian Kitchen encompasses an award-winning restaurant, a casual kiosk, and an immersive cooking school, all centered around a vibrant one-acre kitchen garden. This garden is the heart of the operation, where guests can join educational tours, enjoy a starter course in the restaurant, or harvest fresh produce for their hands-on cooking classes. The garden supplies 70-90% of the restaurant's menu, which changes daily, with the rest sourced from a network of local growers, farmers, and fisherfolk who provide high-quality meat, fish and crops. The Agrarian Kitchen offers a wide range of cooking, gardening, and lifestyle classes, covering everything from cheesemaking and charcuterie to baking, composting, and whole animal butchery.

Naledi Farm (South Africa)**

The Naledi Farm was established in 2017, Centurion near Johannesburg in South Africa. The farm has livestock, a couple of sheep, chickens, geese, and ducks as well as a vegetable garden. The Naledi farm is a holistic project combining a "harvest table," educational programmes for grown ups and kids, accommodation in camping and a farming market. Once a month, the Naledi farm invites its community to a market to stock up on organically grownvegetables, home-baked bread as well as handmade crafts and accessories. Naledi often organizes events combining the food products they grow with a specific activity: cooking classes with a chef, art exhibitions, paint classes or wine tasting. Naledi is very active on social media such as Facebook and Instagram but also WhatsApp Business where the team regularly shares appealing content on up-coming events and booking details.

^{*}The Agrarian Kitchen Pty Ltd. https://www.theagrariankitchen.com/

^{**}Naledi Farm. https://naledifarm.co.za/

Educational and social activities at farm

Educational or social activities are often included in the entertainment experiences offered by an agritourism as any visit has a learning and social bonding purpose. However, it is worth noting that some farms are specialized in educational or social services and thus belong to a specific category of agritourism. These farms often partner with schools and other educational and social structures of their territory.

Educational farms

Educational farms are agricultural or agritourism companies specialized in welcoming families, individuals and groups. The aim is to contribute to spreading knowledge of the agricultural world, with particular attention to the involvement of children and schools. On educational farms, children are invited to participate in the daily management of the farm and learn about the production processes. In some countries, educational farm is also recognized by law. In this case, educational farms are fully-fledged agricultural company meeting a series of requirements such as safety regulations, structural and qualitative standards, educational principles, etc. The presence of a qualified operator who hosts the public during the visits and plan activities is also paramount.

Social and therapeutic services such as social farm or pet therapy

It has been acknowledged by many that feeding animals or gardening can reduce stress and increase a sense of wellbeing. This is why agritourism has an important role to play in providing a safe, peaceful, and relaxing environment for people while offering the possibility to discover farming practices. Agritourism or social farms also offer therapeutic service to people in need of support while making them participate in countryside activities (pet therapy). Agritourism can also offer social inclusion activities for people in reintegration processes.

Outdoor and recreational activities

Nature tourism and slow tourism are increasingly being developed, as tourists in rural areas are looking for outdoor activities more and more. Organizing outdoor activities and offering adapted facilities is a great opportunity for agritourism businesses to attract this type of clientele. An agritourism structure can actively offer activities on farms or can facilitate guest access to surrounding outdoor and nature offers. Outdoor and nature activities such as foraging, fishing or hunting, horse or donkey riding, biking and hiking, snowshoeing, skiing or art walks (painting, photography) can be combined with a meal, a tasting, or an event on the farm.

Sports programmes and facilities at farms have also become a trend. Agritourisms can offer sport events or wellness packages in addition to hospitality and catering services. Some examples of facilities and courses of mention are: fitness parks, treetop or climbing paths and infrastructures, cross-country running and trails, meditation, pilates, or yoga classes.

Six tips to attract bikers on a farm

- √ Offerbikerental service or develop partnerships with local bike rental.
- √ Design adapted roads, partner with local guides or provide maps.
- √ Communicate on specialized media, social networks and apps.
- √ Offersafe parking, tools formaintenance and logisticservices
- √ Offerthe possibility of staying overnight.
- √ Propose local meals and snacks (packed lunches, on road tastings...).





Examples of educational, recreational, and social activities at farm



Dessine-moi une brebis (France)*

The educational farm *Dessine-moi une brebis* was created in 2013 and is based in Ourches in the Drome region of France. It is a 70-hectare free-range sheep, cow and pig farm that produces organic cheese, meat, and yoghurt sold at farms, open-air markets and local butchers. In 2021, Leo Girard and his team started offering educational tours for a variety of audiences: free, self-guided tours facilitated by explanatory infographics panels installed around the farm, as well as guided tours with tastings by prior arrangement for groups. The tour includes an explanation of the farm, a meeting with the animals and a tasting of the products. The farm also organizes theme days: birthday parties for children, an "acrobatic" course to discover the farmina different way, and regular events (farm produce sales, barbecues, etc.). The farm collaborates with a tour operator, a destination management office, and local schools to propose the visits. They communicate their offers and takes bookings via the farm website, social networks or the farm telephone. In terms of organization, the farm started with one employee dedicated to education activities and events at farm. It is currently developing its hosting offer and forecasts to hire another staff to manage the educational farm.

Smokey House Center (Vermont, USA):**

Smokey House Centerstewards over 2,000 hectares (5,000 acres) of conserved forest and farmland in Southern Vermont, dedicated to maintaining a working landscape that trials and promotes ecologically-informed agricultural and forestry practices. By fostering reciprocal relationships between humans and the natural world, Smokey House prioritizes sustainability, justice, and sovereignty. Their collaborative, place-based approach creates immersive educational opportunities for farmers, foresters, and local youth. Through partnerships with schools, they empower kids and young adults by engaging them in hands-on programming and offering paid internships for high school and college students. Beyond youth education, the Living Lab at Smokey House Center provides diverse learning experiences for the public, including workshops, field-based adventures, conferences, and speaker events. These programs are informed by the innovative research and projects taking place across the farm and forest, connecting participants to the land and its role in building a sustainable future.

^{*}La ferme dessine-moi une brebis. https://www.dessinemoiunebrebis.com/

^{**}Smokey House Center. https://www.smokeyhouse.org/



KEY STEPS FOR A SUCCESSFUL AGRITOURISM ACTIVITY



An agritourism experience can be launched with a few resources. However, developing a sound and sustainable agritourism offer that will transform the business model of a farm can be challenging. The following methodology represents a comprehensive and practical approach to support medium to large investments for establishing a successful agritourism experience based on international standards. They can be used directly by future practitioners or as piece of advice for any agritourism development supporting structures. It is worth noting that occasional or small-sized activities do not require to follow such complete process.

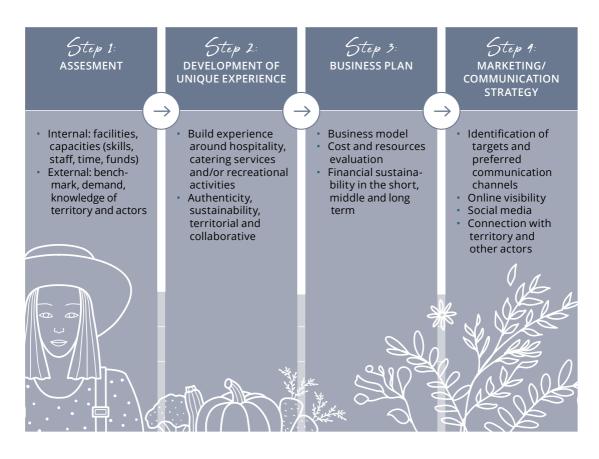


Figure 2
Steps to a successful agritourism experience

Source: authors elaboration

Step 1: Assessment of available resources

Before designing an agritourism experience, it is key (i) to assess the structure's level of readiness; (ii) assess internal and external available resources; and (iii) have a clear vision of the future activity potential opportunities and bottlenecks. This preliminary assessment is crucial to define the future agritourism business, assess the operational and financial capacities to offer services or recreational activities, but also to picture the working environment: the territory identity, its natural assets and the main stakeholders and partners. It is also paramount to grasp the regulatory landscape of the country to understand the types of activities that can be offered in connection with the farm.

Practical tools can be very useful to help assess one's level of readiness. There are many resources available online such as the Agritourism checklist developed by the University of Vermont. These tools might also be provided by public or private supporting structures at global, national, or regional levels. It is also important for a future agritourism entrepreneur to feel inspired by existing best practices. It can be done through watching agritourism farm presentation online, meeting with key partners in the area and/or simply visiting successful projects.

Assessing internal resources

- capture the potential of the farm facilities to host tourists for daily or hospitality activities (e.g. quality of the facilities, number of existing and potential bedrooms, places for common activities, workshops, small shops, catering and breakfast, but also points of views on the countryside around); value the investment costs to enhance the farm attractiveness (renovation works, purchase of equipment, communication strategy);
- identify the availability and the skills of the different staff working on the farm to highlight their capacity to meet hospitality and hosting standards while being capable of transmitting the farm experience to visitors.

Assess external resources

- capture the local area's resources around the future agritourism activities to strengthen linkages with the territory and the different inhabitants or operators active in the area;
- assess the potential of the typology of production, means of production linkage to the territory heritage, the animals, the landscapes and the key activities (e.g. cultural, gastronomic) around the farm to fine tune the experience with the resources;
- compare the offer to one of the neighboring farms/businesses;
- identify the regulatory framework applicable to the targeted activity.



Step 2: Developing a unique experience

What is a unique experience?

An entrepreneur engaging in agritourism should consider one or a set of services which will define its agritourism business. The experiences described in the overview session can be built upon complementarily or independently. A successful agritourism experience can be launched with limited resources. However, defining clearly the forecasted experience will guide the project owner along the development process and the budget estimation.

The offered experience should tend to transform into a life experience for the guests, involving them emotionally, intellectually, and physically. It should have a strong personal impact and connect the guest with the history, culture, people and traditions of the place. Therefore, it is necessary to design an experiential package capable of telling a story and conveying emotions to the traveler.



Figure 3
Unique agritourism experience

Source: authors elaboration

15 tips to a successful experience

Agritourism entrepreneurs aiming to develop engaging, successful and sustainable experiences should focus on several key considerations to be incorporated into their planning and operations. The below section proposes a list of practical tips that will help any practitioner to make a difference.

PREPARE A STEADY GROUND

- **1. Get inspired.** A good idea often comes after meeting people and having an experience. It is important to take time to visit other agritourism-related projects. This preliminary research can be done through research online, participating to study tours, meeting inspiring stakeholders, or simply travelling to cherished places.
- 2. Pre-marketing analysis. The project manager should understand where the project's uniqueness stands and why a customer would be interested in the project. It involves identifying the main potential customers' characteristics and expectations. It also means identifying competitors and understanding how the project is different from others. This market analysis can be done through a SWOT analysis and a stakeholder mapping.
- **3. Meet local partners.** The enabling environment will be the key to success. Meeting with existing businesses, tourism actors and the local authorities involved in tourism and agriculture is a crucial step. It will help create productive synergies and search for available founding opportunities.
- **4. Step by step investments.** Investing in agritourism experience may be a strategic decision for a farm. The key is to prepare it and design according to the farm's capacities and financial availability. It is advisable to have one well-organized and marketed activity than a variety of poor-quality experiences. Designing an agritourism experience development plan year per year and identifying which resources are needed in terms of money, time and workforce for each stage of the development is important. Heavy investment in infrastructures can occur after achieving good results with smaller activities in the first years.

Learning experience on agritourism In the frame of their cooperation, FAO and EBRD developed a series of webinars on agritourism for professionals of the emerging agritourism sector in Georgia and Jordan. These webinars aimed at presenting agritourism opportunities and main topics to consider when launching a new activity. Best in class participants from both private and public sectors were invited to a study tour on agritourism best practices in Italy.

More info on Georgia: Agtivate/ EBRD. 2024. https://agtivate.org/ from-italy-to-georgia-regenerating-rural-communities-with-agritourism?/hilite-agritourism

More info on Jordan: Agtivate/ EBRD. 2024. https://agtivate.org/ on-the-road-to-sustainable-agritourism-in-jordan/?hilite=agritourism



VALUE DIVERSITY AND AUTHENTICITY

- **5. Design a unique and adapted offer.** The offer developed should be tailored to the company philosophy, story and capacity. It may include farm tours, workshops, harvest events, farm-to-table dinners, cooking classes, harvest with visits of a processing lab. The experience could last a couple of hours or an entire holiday. It could be very high-end or dedicated to children. It is important to tailor it to the targeted audience and to present clear offers and prices. It will always be better to have one well-organized and marketed activity than a variety of poorquality experiences.
- **6. Authenticity and transmission.** Agritourism answers to a growing need of nature and authenticity. An agritourism experience should embody this philosophy through its offers and communication. The farmer's stories about their land will characterize the experience and enable visitors to live an authentic experience. A successful agritourism is one embodied by a passionate farmer with a great story to tell about their home and products.
- **7. Seasonal planning.** Agritourism experiences largely depend on the products' seasonality. One should consider the seasonality of agriculture and plan activities accordingly by highlighting seasonal attractions and adjusting offerings based on the time of year.
- **8. Sustainability practices.** Agritourism has an important role to play in supporting and spreading sustainable and eco-friendly practices into agritourism operations. This may include responsible farming methods, waste reduction, and energy conservation but also educative programmes to raise awareness on these.
- **9. Value and price the experience.** Offering an agritourism experience is more than merely selling a product or a service. The value of an experience can be rated with objective criteria (comfort, accessibility, quality vs price) but also relies on the perceived value. In the case of an agritourism experience, a customer will value their experience with emotional parameters. An agritourism entrepreneur should learn how to value their products and services but also the unique experiences and enjoyable moments they offer. Guests' satisfaction is a balance between the expected value for a given price and the perceived value for the overall life experience.

Did you know? In 2021, the Appalachian Regional Commission and North Carolina State Parks organized a series of workshops engaging agritourism farmers and destination leaders on the power of storytelling for agritourism farms and destinations. The end goal was to build each's unique story to work toward growing visitation to their areas (Savage, 2021).

More info: Savage, A., 2021. The Power of Storytelling for Agritourism Farms & Destinations. NC State Extension-Tourism Extension.https://tourism.ces.ncsu.edu/2021/08/the-power-of-storytelling-for-agritourism-farms-destinations/

ENSURE QUALITY AND SAFETY STANDARD

- **10. Defining and branding quality.** An agritourism company should define its quality requirements and develop a presentation of its specificities. The company should use its quality standards to promote its offers. The company can sign up to quality labels to ensure its services are up to standard.
- **11. Food is the flag.** Food is one of the most important components of the memory in the guest's mind. Safety, the authenticity, and the quality of local products will be one of the most important thing visitors will value. A farmer could also decide to highlight their suppliers' products to promote their territory and local community. A nice meal should also be accompanied by a pleasant environment and a story: presentation of the product, the recipe, and the origin of the delicious dishes is a priority.
- **12.** Accommodation standards, safety and accessibility. A minimum standard consistent with the company philosophy should be defined and communicated. The agritourism site should rely on non-improvised equipment, safe for visitors of all ages and all needs. Any potential risks should be clearly communicated, and the location should be easily accessible. Outdoor spaces and common areas should also be usable, accessible, clean, pleasant, typical, and reserved.

Did you know?
In Italy, the classification system "Agritourism Italia" was set up in 2013. Ranging from one to five sunflowers, it is designed to evaluate and communicate the level of comfort, variety of services, and the quality of the natural environment provided by each farm with accommodations.

Moreinfoon:MarchioAgriturismo Italia. 2024. http://www.agriturismoitalia.gov.it/it/marchio-agriturismo-italia

FOSTER HOSPITALITY SKILLS

- **13. Shared vision among employees.** All employees must know the objectives and the value of the company. Everyone must maintain the style and follow defined guidance. The staff should be trained to provide excellent customer service and share knowledge about the farm and its products. Friendly and knowledgeable staff contribute significantly to a positive visitor experience.
- **14. Cherish welcome moments.** The entrance in the agritourism business is a key moment. The first impression can make the difference: presence of the owner and their welcome, introduction of who will take care of the guest, practical information translated into different languages, advice on the areas and the available activities.
- **15. Eased booking management.** It can be either by a specific platform or through phone (call, WhatsApp...). There are many options, but the best is to have on your communication channel, clear written information, with indications of all conditions, any special requests, etc.

Did you know?
In 2024, the University
of Vermont launched a
series of seven
webinars to help
practitioners setting
up a sound agritourism
business plan

All webinars are recorded and available on the University of Vermont, UVM Extensionwebsite: (https://www.uvm.edu/extension/vtagritourism/business-planning-agritourism-enterprises).



Step 3: Building a sound business plan

What is business planning?

Business planning defines the objectives and processes to create a new company or to diversify an existing business. The business plan is a document developed by an entrepreneur, which describes the activities, objectives, strategies and the means to attain them. The final objective of this document is to convince financial partners such as banks and the public sector of the project profitability. Planning the company business means (i) understanding the market; (ii) assessing the structure's operational and financial capacities; (iii) defining the adapted offer and the marketing strategy; (iv) defining the production processes and related technical needs; (v) predicting sales (revenues) and related needed investments and expenses (costs); and (vi) estimating future economic flows and cashback period.

Drafting a sound business plan can be challenging for farmers willing to engage in agritourism. It is worth noting that occasional or small-sized activities do not require a detailed business plan. Defining the budget in terms of costs and revenues is sufficient to understand if the activity is profitable or not. However, the business plan exercise is necessary for medium to large investments or in the case of a business creation. Useful tools and resources adapted to agritourism activities can be found online. Global, national or regional public authority of specialized NGOs can also offer relevant support in designing a sound business plan.

EXAMPLE: Investing in recreational, educational and sporting services

COMPANY DESCRIPTION

The "beta" company has been a working farm operating since the 1950s and running agritourism activities for 22 years. The business is managed by a family of four people with a permanent employee of many years, in addition to ten employees and collaborators. The agricultural activity (viticulture, olive growing, fruit growing, horticulture, cereal growing, horse breeding, poultry breeding) is currently carried out on an area of 60 hectares, with significant expansion compared to the initial 2 hectares. It offers accommodation services of 44 beds and catering services for 94 places (approximately 18 000 meals/year served). The company also offers direct sales of agrifood products.

DESCRIPTION OF THE ADDITIONAL INVESTMENT

The company has an area renowned for outdoor sports, trekking, excursions and archaeology. This is why the company decided to integrate an additional business unit: recreational, educational and sports activities, to be managed directly by the owner (who will commit approximately 40 working days/year). The investment comprises the creation of an equestrian school, an indoor classroom, outdoor educational spaces and equipment (e.g. educational breeding material), a playground, a cooking laboratory and the definition of nature trails. The company belongs to a network of recreational and educational businesses in the area, which will attract more people and generate synergies and skills integration. Recreational and educational activities do not directly generate revenues for the company but allow to increase the accommodation and restaurant business significantly.

The ultimate business planning checklist

- √ Description of the project, product/service and pricing.
- √ Company organizational structure, expected employees.
- √ Procurement of raw materials and services to be acquired.
- √ Reference market definition and potential;
- √ Competitive analysis, objectives and marketing strategies;
- √ Analysis of the production cycle and/or provision of services.
- √ Economic estimate of revenues and costs.
- √ Investment plan and implementation times.
- √ Estimate of turnover, cash flows and profitability.

MAIN ASSUMPTIONS

INITIAL INVESTMENT AND COSTS INDUCED BY RECREATIONAL, EDUCATIONAL AND SPORTING⁶

Initial direct investment for recreational, educational and sports services.	EUR 80 000 (of which EUR 60 000 for works and EU 20 000 for equipment).
Staff employed in the "services" business unit.	0.20 annual work unit. Around 40 days/year (therefore, around 1/5 of the employee's overall company cost).
Average annual business cost for "services."	EUR 5 600
Cost increase from the fourth year: 2 percent.	2 percent
Cost increase for the hospitality business unit: impact of the increased attendance.	Estimate of additional costs of EU 20 for each additional presence registered (corresponding to approximately 20 percent of the related additional revenue).

INCREASE IN HOSPITALITY REVENUES INDUCED BY RECREATIONAL,

Total annual presence in the company.	11 242 pax
Annual attendance induced by services.	1 100 (approximately 10 percent of the total)
Average unit price per bed (including breakfast, linen and daily cleaning of the accommodation.	EUR 97.5
Revenue increase from the fourth year.	3 percent

MAIN RESULTS FOR THE FIRST THREE YEARS7

COSTS FOR THE NEW SERVICE	REVENUE INCREASE INDUCED BY THE NEW SERVICE
Initial investment of EUR 80 000.	
Average annual amortization of EUR 5 800.	Hospitality: greater attendance. + 1 100 attendance per year, average annual revenue of EUR 107 250.
Staff budget average annual cost of EUR 5 600.	
Additional costs, EUR 20 per additional presence, corresponding to annual cost of EUR 22 000.	

⁶ Recreational, educational and sporting services do not generate direct revenues for the company but significantly increase the annual attendance in hospitality, against a rather small increase in direct costs.

⁷ The multi-year cash flows were calculated because of the diversification choices made by the company, and the internal return was estimated through the Internal Rate of Return (IRR) which compared to the average cost of money, represents the final evaluation of the economic sustainability of the business choices made (or intended to be made) in the company.



RESULT

Annual operating profit generated of EUR 79 650.

Net profit generated annually of EUR 55 388.

Profitability estimated from the internal rate of return: **77.46 percent** (discounting estimated cash flows for twenty years, at the discounting rate of 1.09 percent considering the initial investment of EUR 80 000).

The initial investment and company choices in terms of pricing policies and cost structure are economically sustainable.

INCOME STATEMENT® FOR THE FIRST FIVE YEARS					
YEAR (BUSINESSES)	1	2	3	4	5
Hospitality branch	107.250	107.250	107.250	110.468	113.782
TOTAL REVENUES	107.250	107.250	107.250	110.468	113.782
Staff (internal)	5.600	5.600	5.600	5.768	5.941
Management cost	22.000	22.000	22.000	22.440	22.889
TOTAL COSTS	27.600	27.600	27.600	28.208	28.830
Operating profits	79.650	79.650	79.650	82.260	84.952
Depreciation	5.800	5.800	5.800	5.800	5.800
TPROFIT BRFORE TAXES	73.850	73.850	73.850	76.460	79.152
Taxes	18.463	18.463	18.463	19.115	19.788
NET PROFIT	55.388	55.388	55.388	57.345	59.364
PROFITABILITY ASSESSMENT					
Investment				-80.000	
1° Business			61.188		
20° Business			103.355		
NET PRESENT VALUE			1 290 585		
Depreciation DM 17.2.2016			1.09%		
INTERNAL RETURN RATE			77.46%		

⁸ The statement refers to the revenues and additional costs of the "hospitality" branch, induced by the new recreational, sporting and educational services, and to the direct costs of the "services" branch for amortization of the initial investment and the cost of internal staff engaged in the services (which, directly, do not generate revenue for the company).

Step 4: Promotion of an agritourism activity

Defining the communication objectives

The purpose of advertising is not just to sell, but to bring people closer to a brand even before they choose to buy a travel package or visit a destination. The most important thing is to be clear about the campaign objectives achieve and to set them up over a long period of time with a corresponding budget.

Defining the target audience

Defining a target audience means identifying the demographics, interests, and preferences of customers. It could be families, school groups, food or nature lovers. Knowing customers' habits is essential to adapt communication activities to their preferences.

Utilizing targeted communication channels

It is important to consider the channels to use depending on the identified customer target habits, the time, and operational and financial resources available in your company.

Did you know?
Tourists who choose
holidays in agritourisms
are different from those
who stay in hotels. They
prefer choosing through
the agritourisms' website
rather than using online
travel agents (OTAs) such
as Expedia, Booking,
Airbnb, etc. and/or
meta-search as Trivago,
Tripadvisor, Kayak, etc..
(Angioni M. &., 2018)

TYPE OF CHANNEL	EXAMPLES	PREFERRED TARGET
Social media	Facebook, Instagram, Youtube, LinkedIn, Tik Tok, Pinterest, X, Other, etc	Younger audience
Integrated digital marketing	Website, Blog, E-commerce, landing page, SEO, Google Ads, email marketing, influencer marketing.	General audience, professionals, local communities, international tourists.
Sales network	Catalogue for consumers, catalogue for agents, material for points of sale, Point of Purchase (POP) material, store display, store banner, coupons, promotions.	General audience, professionals, local communities, international tourists.
Printing and printed material	Press office, editorials, advertising in trade journals, advertising in magazines, advertising in local, national and international newspapers, billboard ads/posters.	Local communities, older targets, professionals, tour operators.
Radio and TV	Radio ad, TV ad, teleshopping, TV editorials.	Local communities.
Merchandising	Stickers, sweaters/clothing, gadget.	Young audience, local communities.
Fair and events	Local and international fairs, thematic events.	Professionals, tour operators.



Crafting a compelling message

Developing a clear and concise communication message will (i) highlight the unique aspects of the agritourism activity; and (ii) attract the target audience's attention. The messages should be adapted to the structure, audience and selected channel. They should reflect on the agritourism's values (education, regenerative farming practices, local community, environmental protection, animal welfare...). The communication campaign should also match investment objectives and serve the seasonality of the business activity.

Designing a visual identity

The visual part of a brand will help guests understand its core purpose and values. This is why many brands have a brand identity: a document that summarizes the company's identity, objectives, voice tone, logo, colors and fonts. This visual identity will then be declined in a consistent way on all communication material, website, and social media channels.

Boost online visibility social media presence

Social media plays a significant role in inspiring travelers to visit new destinations. Online visibility is the starting point for achieving growth in sales and company turnover. This is why SEO (Search Engine Optimization) can be useful. Once established it is important to maintain social media channels active by sharing regularly visually appealing content, including photos, videos, and testimonials from visitors and using relevant keywords.

Partnerships with the physical environment

Forming partnerships with other local businesses, tourism boards, and other relevant organizations during the design phase will help include the activity as part of a whole touristic destination. Several good experiences in the same territory do not jeopardize competitors but make more opportunities to create synergies and enhance the area attractiveness. Cross-promotion with local restaurants, hotels, or travel agencies may expand the business reach. Communication strategies can be designed jointly with public and private actors in charge of territorial promotion at the regional level, which will highlight the unique aspects of the agritourism experience and use digital marketing to reach a broader audience.

Local community engagement

Actively engaging with the local community can root a project in a specific land. Community-based tourism is an effective way to involve and empower local communities. This will not only enhance the overall experience but also contribute to the economic development of the region. It is a way to preserve traditional know-how and generate additional incomes for local communities. Local communities can be reached by organization/participation in local events, social media campaigns, sponsorship activities or a simple visit.

An efficient website is:

- √ Quick and simple to load
- √ Responsive and mobile friendly
- √ Inclusive design and accessibility
- √ Clearvisual identity
- √ Fedwith appealing pictures
- √ Essential, spacious, clean

Customer positive feedback and loyalty

Loyal customers will become ambassadors. Word of mouth is a powerful tool to attract new clients. The company should encourage feedback that can provide valuable insights for improvement and help build a loyal customer base. Loyalty can also be induced by creating promotional packages, discounts for group bookings, organization of special event. Loyal customers can become a community with time and volunteer in the farm activities or event planning.

Monitoring and adaptation

A good communication strategy involves regular performance monitoring. This can be done by collecting feedback or analysing statistics of the business online platforms. The communication strategy should constantly be adapted to results and performances to be more effective and tailored to the targeted audience.

Did you know?

52 percent of US

travelers decided to
visit a specific
destination after
seeing its images/
videos from friends,
family, or peers on
social media
(Jonca, 2023).







Agritourism and community engagement, best practices from Italy



Farm and social media synergies*

Cascina Savino is a farm in Puglia, Italy that produces pumpkins, pomegranate, olive oil and other fruits and vegetables. When Giuseppe Savino took back his father's land, he decided to change the business model and the communication strategy to increase his income and improve his quality of life. He started selling his products directly during pick-and-buy events. Every year the farm welcomes thousands of people from all over southern Italy to experience the harvesting of agricultural products and go home with local vegetables. Visitors pay an all-inclusive price for the product and the experience. The key success factor of the Cascina Savino model is its strong communication and local community engagement. The farm is active on Instagram, WhatsApp Business, and Facebook – the main means through which Giuseppe communicates to make offers and event propositions thanks to regular and appealing feeds. Giuseppe is also the co-founder of Vazapp, a social innovation network by young professionals proposing local events at their farms. Their aim is to show that community, culture, stories, direct connections, and experiences are crucial elements to give products the value they deserve.

An example of territorial synergies**

In the region of Campania, Italy and the small town of Caiazzo, Franco Pepe decided to take over his grandfather's pizza restaurant. He decided to develop a new marketing strategy proposing 'gourmet' pizzas with only fresh and local products of the surrounding territory. Franco Pepe's project was born with the involvement of local companies and producers in the area. It is now a world-known restaurant and a per se touristic destination. The "Pizza hub" initiative was created as a tour operator offering farm visits to Franco Pepe's suppliers in the region as well as connected rural and agritourism activities.

^{*}Cascina Savino. http://bit.ly/m/cascinasavino

^{**}Pepe in Grani. https://www.pepeingrani.it/

Case Study 1 Carob House in Madaba, Jordan

Agritourism description

Carob House was created in 2022 as a holistic grassroots initiative reimagining food production and consumption in Madaba, Jordan by engaging communities in inspiring farm-to-table food experiences. They prioritize using locally sourced seasonal ingredients from their own farm and nearby farms, promoting fresher produce and sustainable consumption. The ecosystem comprises three key components:

- Carob house: located in Madaba, this dynamic space is a 100 seats farm-to-table restaurant, community kitchen, food shop, and cultural hub. It collaborates with local farms and food artisans to create high-quality products and hosts community experiences.
- Carob farm: situated just 4 km from Madaba's centre, this 2-hectares farm practices regenerative agriculture and permaculture. It rejuvenates soil, produces organic crops such as olive oil, seasonal vegetables, fruits, herbs, eggs, and honey. It serves as a venue for farm experiences.
- Carob experiences: offering sustainable tourism activities like tours, seminars, and workshops, Carob Experiences educates groups of maximum 20 visitors on environmental issues related to food and encourages them to contribute to finding solutions.

The Carob House project was initiated by a local tourism entrepreneur that switched to regenerative farming which provides comprehensive experiences to visitors. The business is a privately owned social enterprise that has hired 15 employees. They communicate through a website and an Instagram page. Bookings are managed through the website, by phone and WhatsApp.

For more information, visit: https://carob.earth/





Business development analysis

MAIN STEPS OF THE AGRITOURISM ACTIVITY DEVELOPMENT

After over two years of preparation, despite the challenges of COVID-19 lockdowns and economic downturns, Carob House welcomed its first visitors in June 2022. Within the initial six months they established themselves as Madaba's premier dining destination and experience, hosting over 5 000 guests, including Queen Rania. The subsequent six months saw continued growth, highlighted by 5-star reviews. A significant achievement is their zero food-waste operation, composting all kitchen and restaurant waste to produce high-quality fertilizer. They have expanded composting operations to handle 220 cubic meters of food waste a month and are collaborating with businesses in Madaba and Amman to achieve zero food waste.

KEY SUCCESS FACTORS

- Strong commitment to sustainability and regenerative agriculture, which resonates with environmentally conscious consumers.
- Diverse revenue streams, including the restaurant, educational experiences, and artisanal products, ensuring financial resilience.
- Strong community engagement and partnerships with local farmers and food artisans, fostering a robust local food network.
- Positive market recognition and high customer satisfaction, demon strated by 5-star reviews and notable visits, such as HM Queen Rania.
- Effective zero food-waste operation, highlighting their dedication to environmental sustainability.
- Continuously educating and engaging the local community and tourists on the importance of sustainable food practices.
- Project initiated by a local tourism entrepreneur that switch to regenerative farming which provides comprehensive experiences to visitors.

MAIN CHALLENGES

- Navigating the impacts of the economic downturns due to geopolitical circumstances affecting the tourism sector in Jordan.
- Expanding composting operations and managing increased capacity while maintaining quality and efficiency.
- Building accommodations on the farm to enhance agritourism offerings and meet growing demand.

KEY FACILITATING PARTNERS

- Local farmers and food artisans who supply fresh, high-quality ingredients and collaborate on product development.
- Environmental and agricultural organizations that provide support and expertise in regenerative farming and permaculture.
- Tourism and hospitality partners who help promote Carob House as a premier dining and agritourism destination.
- Community groups and educational institutions that participate in and support Carob Experiences' educational initiatives.

NEXT INVESTMENTS

- Expanding the restaurant kitchen facility to include food processing operation and expand food product lines.
- Construction of four natural cabin accommodations on the farm to enhance the agritourism experience.
- Expansion of composting operations to handle more food waste and collaborate with additional businesses in Madaba and Amman.
- Acquisition of additional land for restoration, ecosystem development, and productive use, furthering their regenerative agriculture mission.
- Development of a permaculture school to provide education on environmental and ecological farming practices.

Case Study 2

Santa Cinnara in Soveria Simeri, Italy

Agritourism description

Santa Cinnara is a 20-hectare organic farm located in Soveria Simeri, Calabria. Santa Cinnara farm was founded in 1850, and nowadays it produces vegetables, fruits (especially hazelnuts and citrus fruits), marmalades, olives, extra virgin olive oil, and oils flavoured with lemon and chili pepper sold directly. It was converted into an agritourism in the 1980s and offers accommodation in independent units and has a restaurant. The restaurant supplies 80 percent of the ingredients from their own farm and maintains invoices and traceability documentation for all ingredients sourced from their farm to the agritourism operation. In the past they produced their own meat from cows and pigs, but this practice has been discontinued. The remaining 20 percent of ingredients are sourced from surrounding farmers or businesses, with a focus on organic products.

Santa Cinnara offers food product tastings (extra virgin olive oil, honey, citrus fruit preserves, as well as cheeses and cold cuts from neighbouring farms, recreational and cultural activities (museum of 18th century farming equipment, workshops on the farms) as well as outdoor farm activities (wooden games, swimming pool, tennis court) and in the surroundings (nature observation, trekking...). In 2009, the farm invested in photovoltaic panels to produce their energy and sell it to the national grid.

Santa Cinnara is currently a family farm focusing on self-sufficiency and expanding its economic potential through agritourism and direct selling. It plays a key role in the preservation of existing rural facilities, biodiversity and natural endowments. By pursuing farming activities, it has facilitated the restoration of abandoned land and kept the youth involved in the sector.

Santa Cinnara is an authorized agricultural business for agritourism activities which can hire eight seasonal workers in addition to the proprietors. They communicate through a website and direct channels by word of mouth, with a positive outcome. Bookings are managed through the website, by phone and WhatsApp.

For more information, visit: https://santacinnara.com/







Business development analysis

MAIN STEPS OF THE AGRITOURISM ACTIVITY DEVELOPMENT	1980s: crop conversion (citrus and olives).		
	1983: provision of catering/food services through the conversion of an old agricultural warehouse into a restaurant. The investment was made solely by the family.		
	1985: setting up initial accommodation for tourists (five) with personal investment.		
	1985-1992: expansion of accommodation capacity (from five to ten lodgings).		
	1994: a family member becomes a young agriculture entrepreneur and inherits the management of the structure.		
	1995-2000: using public funds, a food processing lab is created as well as a shop and museum with an educational classroom.		
	1997: first website online.		
	2009: photovoltaic plant.		
KEY SUCCESS FACTORS	 Authentic location for fully serving farming and tourism purposes. Excellent hosting skills and capacities. Professionalism and demonstrated expertise. Farming as a primary activity (preserving the agriculture identity). Strategic location (close to the sea and Sila National Park). Direct and trustworthy relationship with clients resulting in an 80 percent return rate. Food products quality (organic). 		
MAIN CHALLENGES	 Managing the water resource, i.e. identifying potential rainwater collection points for irrigation purposes. Reaching new markets channels beyond direct selling such as retail niche markets or local family-owned restaurants. Reaching an all-year-round profitability by attracting long-term visitors in the wintertime, i.e. aim to book at least 30 percent of the apartments for extended stays (3-4 months) during winter months, target Northern European clients. 		
KEY FACILITATING PARTNERS	 Professional networks at national and regional level. For example, Coldiretti for administration purposes, Terranostra for union activities. Ministry of Agriculture through the brand Agriturismo.it, that certifies and promotes agritourism activities. Agronomic services (public and private) for farm plant protection. National specialized bodies to get organic certification (ICEA), trade solar energy (Enel GSE), ensure food safety/hygiene and workers/guests safety (Sial Service). Local partner for logistics related to the shipping of processed products. Local olive mill for olives processing into olive oil. 		
NEXT INVESTMENTS	Further renewable energy production and water efficiency (rainwater harvesting).		



CONCLUSION



In conclusion, this guide is the first of its kind on a global scale. It serves a unique dual purpose: to advise agricultural practitioners, rural tourism micro and nano SMEs and the overall agritourism development supporting sector on integrating tourism services with farming activities and inform public authorities and tourism stakeholders about the socioeconomic development potential of agritourism. Indeed, public actors, particularly local authorities, must recognize and harness the positive impacts of agritourism development for their territories. They should actively promote agritourism through incentives and by engaging local communities. It is important to recognize that the concepts of agritourism and multifunctionality can vary widely among countries and may involve innovative or novel approaches. While the specific manifestations of agritourism differ, diversifying agricultural activities brings generic benefits to farmers and communities alike. However, it is crucial to acknowledge that the success of an agritourism business is closely linked to the opportunities offered by the legal framework and the founding opportunities, which vary based on the local context. Rather than addressing inconsistencies, our aim is to clarify the concept and identify key features of what could be the recipe for a successful agritourism. Moving forward, there is a pressing need to further promote the concept of agritourism, both to unlock its potential for economic development and to foster sustainable rural tourism initiatives globally.

References

Angioni, M. & Musso, F. 2018. Website Adoption for Agritourism Companies: Key Features and Perceptions of Customers. *International Journal of Applied Behavioral Economics (IJABE)*, 7(4), 54-69. http://doi.org/10.4018/IJABE.2018100104

Atallah, R., Tomatis, F., de Broissia, C. & Carita, A. (unpublished). Roadmap for Agritourism Development in Jordan, FAO and EBRD, February 2024.

Barbieri, C. 2014. *An activity-based classification of agritourists*. Proceedings book of the 45th Annual International Conference of Travel and Tourism Research Association. Brugge, Belgium.

Barbieri C. 2024. Agritourism Global Core Values. EURAC *Research Science Blogs*. 28 March 2024. https://www.eurac.edu/en/blogs/agriculture/agritourism-global-core-values [Cited 2 April 2024].

Borriello R., Del Bravo F., D'Auria, R. & Torrelli, F. 2016. Strategie di marketing per l'azienda agrituristica: linee guida per la vendita diretta dei prodotti, ISMEA, COPERTINA 1: Layout 1 (regione.toscana.it) [Cited 2 April 2024].

Chase, L. C., Stewart, M., Schilling, B., Smith, B. & Walk, M. 2018. Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13–19. https://doi.org/10.5304/jafscd.2018.081.016.

Chase, L. C. 2020. Agritourism in Vermont. https://accd.vermont.gov/sites/accdnew/files/document/VDTM/benchReseaech2017BenchmarkStudyFullReport.pdf.2.1/2020 https://www.uvm.edu/vtrc/agritourism-research.

Dallan, G. 2022. 7 New trends in Tourism Planning, Solimar International. 26 July 2022. Blog in: *Solimar International*. https://www.solimarinternational.com/7-new-trends-in-tourism-planning-you-must-know

Dangi, T.B. & Jamal, T. An Integrated Approach to "Sustainable Community-Based Tourism." *Sustainability* 2016, 8(5), 475. https://doi.org/10.3390/su8050475

FAO and EBRD (European Bank for Reconstruction and Development). unpublished. Promoting sustainable agrifood value chains through linkages with tourism. Roadmap to scale-up the linkages between smallscale agriculture and tourism in Montenegro 2020-2022

Gálvez, N., Punsagdavaa, A., Casari, G. & Bennett, A. 2023. Linking agriculture and tourism to strengthen agrifood systems in Asia and the Pacific. Bangkok, FAO. https://doi.org/10.4060/cc7124en

ISET (International School of Economics at TSU). 2021. ISET Policy Institute team presents RIA of the draft law on agritourism to the parliament of Georgia. https://iset-pi.ge/en/news-and-events/news/1497-iset-policy-institute-team-presents-ria-of-the-draft-law-on-agritourism-to-the-parliament-of-georgia

Tuttocamere. 2006. Legge 20 febbraio 2006, n. 96: Disciplina dell'agriturismo. Published in the 'Gazzetta Ufficiale Italiana' n. 63 del 16 March 2006. tuttocamere.it

Fratto, F. 2016. Agriturismo e multifunzionalità dell'azienda Agricola: Strumenti e tecniche per il management. *Ismea per la Rete Rurale Nazionale*. Supporto alle politiche - Multifunzionalità - Documenti - Agriturismo e multifunzionalità dell'azienda agricola - Ismea [Cited 2 April 2024].

Finanziamento Immediato. 2021. Finanziamenti Agriturismo a fondo perduto 2024: fondi regionali ed europei. 4 November 2021. https://www.finanziamentoimmediato.com/finanziamenti-agriturismo-a-fondo-perduto/

Gálvez Nogales, E., Puntsagdavaa, A., Casari, G. & Bennett, A. 2023. *Linking agriculture and tourism to strengthen agrifood systems in Asia and the Pacific.*Bangkok, FAO. https://doi.org/10.4060/cc7124en

JNTO (Japan National Tourism Organization). 2020. Initiatives to attract educational travel to Japan in areas promoting farmstay. In: *Japan Educational Travel*. Tokyo 31 March 2020 [Cited 12 December 2022]. https://education.jnto.go.jp/en/news/ 2020/03/farm-stay/

Jolly, D.1999. Agricultural Tourism: Emerging Opportunity. In: Small Farm News. Excerpted from a presentation at the Agritourism Workshop, Marin County, CA (USA). http://www.sfc.ucdavis.edu/pubs/SFNews/Summer99/emerge.html [Cited on 2 March 2024].

Jonca, M. 2023. The Impact of Social Media on Travel: Uncovering the Statistics, Travel Research. The Impact of Social Media on Travel: Uncovering the Statistics | Travel Research Online – [Cited on 2 March 2024].

Lak, A. & Khairabadi, O. 2022. Leveraging Agritourism in Rural Areas in Developing Countries: The Case of Iran. *Front. Sustain. Cities*, 4, 863385. DOI: 10.3389/frsc.2022.863385

Lamie, R. D., Chase, L., Chiodo, E., Dickes, L., Flanigan, S., Schmidt, C. & Streifeneder, T. 2021. Agritourism around the globe: Definitions, authenticity, and potential controversy. *Journal of Agriculture, Food Systems, and Community Development*, 10(2), 573–577. https://doi.org/10.5304/jafscd.2021.102.002

Marquez, C. 2022. Programme LEADER 2014-2022: Découvrez l'action Agritourisme et Tourisme Vert, https://www.fonds-publics.fr/aides/programme-leader-2014-2022-action-agritourisme-et-tourisme-vert - access 2024 [Cited 2 May 2024]

Ministère de l'Agriculture et de la Souveraineté Alimentaire. 2022.

Agritourisme: tous à la ferme! https://agriculture.gouv.fr/agritourisme-tous-la-ferme#:~:text=L'agritourisme%2C%20c'est,qui%20promeut%20l'agriculture%20 paysanne [cited 2 March 2024].

Ministero dell'Agricoltura, della Sovranità Alimentare e delle Foreste. 2024. *Agriturismo Italia*. Vivere la campagna : Agriturismo all'aria aperta. http://www.agriturismoitalia.gov.it/it/vivere-la-campagna. [cited 14 August 2024].

OECD (Organisation for Economic and Co-operation Development). 2008. *Multifunctionality in Agriculture: Evaluating the degree of jointness, policy implications*. Éditions OECD, Paris, https://doi.org/10.1787/9789264033627-en.

Quella, L., Chase, L., Wang, W., Conner, D., Hollas, C., Leff, P., Feenstra, G., Singh-Knights, D. & Stewart, M. 2021. Agritourism and On-Farm Direct Sales Interviews: Report of Qualitative Findings, https://www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/US_Interview_Report.pdf [Cited 2 March 2024].

Raffelli, M. & Lucchetti G. 2021. Agriculture and Limited Companies under Italian Law Italian. *Clovers Studio Legale Associato*. https://clovers.law/en/blog/2021/1/27/qenwp4sm3eysiuuuw247kx2iyub7bn

Rivera-Ferre, Marta. 2008. The future of agriculture. EMBO Reports. 9(11): 1061-6. DOI:10.1038/embor.2008.196

Savage, A. 2021. The Power of Storytelling for Agritourism Farms & Destinations. *NC Cooperative Extension*. https://tourism.ces.ncsu.edu/2021/08/the-power-of-storytelling-for-agritourism-farms-destinations/ [Cited 2 April 2024].

Straits Research. 2021. Agritourism Market Size, Share & Trends Analysis Report. By Activity (On-Farm Sales, Outdoor Recreation, Agritainment, Educational Tourism, Accomodations, Entertainment, Others), By Sales Channel (Travel Agents, Direct) and Region (North America, Europe, APAC, Middle East and Africa, LATAM) Forecasts, 2022-2030. https://straitsresearch.com/report/agritourism-market#:~:text=Market%20 Overview,period%20(2022%E2%80%932030

Taranto, S. R., Alvarez, E. M. & Rojas, W. 2021. Agritourism and conservation of neglected and underutilized native Andean crops in Santiago de Okola, Bolivia. In: Padulosi, S., Oliver King, E.D., Hunter, D. & Swaminathan, M.S., eds. *Orphan Crops for Sustainable Food and Nutrition Security*: 1st Edition, Chapter 16,10 pp, Routledge. https://doi.org/10.4324/9781003044802-18

Tomatis, F., Carità, A. & de Broissia, C. 2023. *Local sourcing – A guide for the hotel, restaurant, catering and tourism industries*. Rome, FAO. https://doi.org/10.4060/cc4234en

United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). 2018. *A Joint Action for Women's Economic Empowerment in Georgia*. Available at: https://georgia.unwomen.org/en/digital-library/publications/2018/09/a-joint-action-for-womens-economic-empowerment-ingeorgia [Accessed 3 October 2024].

USDA (United States Department of Agriculture). 2022. National Agricultural Statistics Service (NASS) Census of Agriculture. List of Reports and Publications | 2022 Census of Agriculture | USDA/NASS.

US National Agricultural Law Center. 2021. Agritourism, An Overview. https://nationalaglawcenter.org/overview/agritourism/

UN Tourism (United Nations World Tourism Organization). 2012. *Global report on food tourism*. Affiliate Members Global Report Volume 4. Madrid. www.e-unwto.org/doi/epdf/10.18111/978928441481

World Tourism Organization. 2023. Tourism and Rural Development: Understanding Challenges on the Ground – Lessons learned from the Best Tourism Villages by UNWTO Initiative, UNWTO, Madrid. DOI: https://doi.org/10.18111/9789284424368

Van Zyl, C.C & Van der Merwe, P. 2021. The motives of South African farmers for offering agri-tourism. *Open Agriculture*, 6(1): 537–548. DOI:10.1515/opag-2021-0036