

GLOBAL VALUES OF AGRITOURISM: TOWARDS A UNIFIED DEFINITION

WHAT IS THE PROBLEM?

Agritourism is developed around the world to...

- Increase agricultural revenues.
- Enhance the quality of life of farmers & their communities.
- Conserve natural, cultural, & agricultural heritage.
- Educate the public about local food systems.



The lack of a global definition of agritourism hinders...

- Policies supporting agritourism growth & consolidation.
- Stakeholders' communication & collaborations.
- Outreach to fortify agritourism offerings.
- Marketing effectiveness & branding distinctiveness.

A SOLUTION PLEASE?

How? The Process

1. Gathered definitions & common values of agritourism globally (18 pages; May 2023)
2. A sub-committee identified key core values.
3. Weekly meetings until reaching consensus

Create a 'high level' definition of agritourism that can be adapted to different geocultural contexts.

Who? The People

Definitions & Standards
Sub-Committee



AGRITOURISM VALUES

- ❖ Agritourism results from the synergistic intersection of tourism and agriculture. (May 2023)
- ❖ Agritourism is an agricultural diversification activity. (August 2023)
- ❖ Agricultural production (e.g., crops, trees, livestock, fish) is the basic function of the agritourism setting. Direct derivatives (e.g., products, services) are supporting functions of agritourism. (September 2023)
- ❖ Agritourism showcases the agricultural, natural, social, and cultural resources of the region or locality, both tangible and intangible. (October 2023)

❖ Agritourism provides authentic experiences by:

- Reflecting local/regional culture, traditions, innovations, and ways of life,
- Delivering meaningful activities, products, and services, and
- Sharing unique stories and practices.

(February 2024)



ACKNOWLEDGEMENT OF VARIABILITY

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

- ❖ Legal or customary boundaries 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.**

* Adopted Mar. 2024
** Adopted Apr. 2024

WHAT'S NEXT?

Goal 1: Create a global definition of agritourism:

- Discuss "hot" issues (e.g., who is the provider).
- Draft the global definition.
- Identify core & peripheral agritourism activities.

Goal 2: Create a set of standards that can guide the practice of agritourism worldwide.

SIGN BELOW TO
VOTE YES!
(I AGREE)

SIGN BELOW TO
VOTE NO!
(I DISAGREE)

REGISTER IN QAN
TO PARTICIPATE:



And click on the Definitions
& Standards committee.