

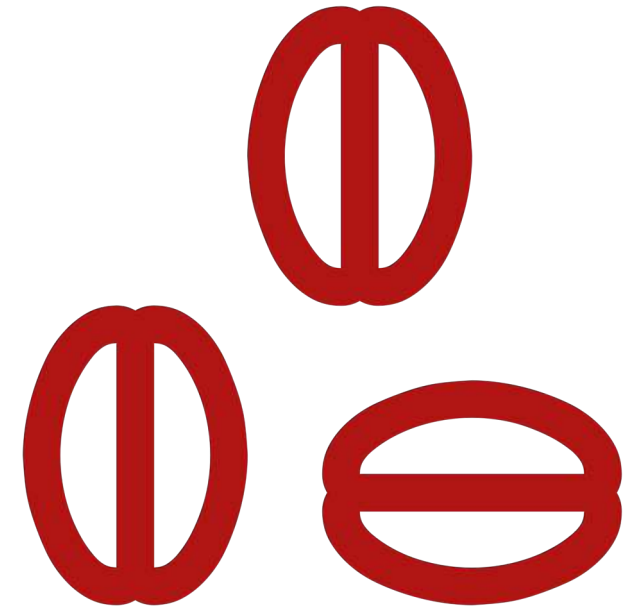
Why Rural Development has to be taken seriously

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The implementation of on-farm tourism activities is a form of diversification born out of necessity, particularly for small/medium farmers – why?

- ▶ 1. Climate Change
- ▶ 2. Increased income
- ▶ 3. Incentives to attract investment
- ▶ 4. Particularly important for marginal rural areas where the possibilities to develop alternative job opportunities are restricted.
- ▶ 5. Acknowledgement that cultural heritage is key to enhancing self-worth of those living in rural areas – social benefits
- ▶ 6. Environmental preservation – soil conservation, ecosystem services, biodiversity, landscape preservation (different mosaic of landscapes because visitors demand a greater variety of products)



Case
Study/Proven
Research:
Italy
(50 years)
CAP 2nd Pillar

- ▶ GOALS:
- ▶ 1. INCREASING FARMERS' REVENUES BY PROMOTING LOCAL PRODUCTS
- ▶ 2. SOCIO-CULTURAL RELATIONSHIP CONSOLIDATION – UNITING THOSE LIVING IN CITIES WITH THOSE LIVING IN RURAL AREAS (PRESERVING LOCAL TRADITIONS)
- ▶ 3. ENVIRONMENTAL PRESERVATION
- ▶ 4. CREATION OF NEW JOB OPPORUNITIES IN MARGINAL AREAS TO LIMIT EXODUS OF YOUTH & FEMALE LABOUR FORCE

National law governs Agritourism in Italy



Agritourism can only be performed by the farmer/family members



Agricultural activity of the farm & NOT its tourism activities, must be predominant (to ensure food security)



Agricultural activity is fixed in terms of WORKING HOURS and NOT in terms of INCOME



Entrepreneurship is encouraged

What is the role of the RDP?

To increase agricultural development =
To increase the function of farms

AGRITOURISM IS THE MOST IMPORTANT ALTERNATIVE TO RATIONALISATION IN THE CONTEXT OF STRUCTURAL CHANGE WITHIN THE AGRICULTURAL INDUSTRY

What policies are the measure for the development of Agritourism:

- 1) Business development in rural areas
- 2) adoption of certification scheme for environmental quality
- 3) food processing
- 4) social & cultural activities
- 5) building up direct selling points
- 6) Food processing & direct selling are most frequent diversification activities & keep farm resources linked to agricultural production chains

Public funding plays an important role in supporting business diversification & in a determining factor in development of business ideas

Agritourism is associated with the positive effects on the environment:

1. Landscape

2. Water

3. Energy resources

4. Biodiversity

5. Reduced use of fertilizers' & pesticides in productive processes

6. Improvement in the quality of foods

AGRITOURISM BUSINESSES represent an opportunity to REDUCE the NEGATIVE EXTERNAL EFFECTS OF AGRICULTURE ON THE ENVIRONMENT