

Katia Laura Sidali
Achim Spiller
Birgit Schulze
Editors

Food, Agri-Culture and Tourism

Linking Local Gastronomy and Rural
Tourism: Interdisciplinary Perspectives

 Springer

Food, Agri-Culture and Tourism

Katia Laura Sidali • Achim Spiller • Birgit Schulze
Editors

Food, Agri-Culture and Tourism

Linking local gastronomy and rural tourism:
interdisciplinary perspectives

 Springer

Editors

Ph.D. Katia Laura Sidali
Georg-August University of Göttingen
Department of Agricultural
Economics and Rural Development
Platz der Göttinger Sieben 5
37073 Göttingen
Germany
ksidali@gwdg.de

Prof. Achim Spiller
Georg-August University of Göttingen
Department of Agricultural
Economics and Rural Development
Platz der Göttinger Sieben 5
37073 Göttingen
Germany
a.spiller@agr.uni-goettingen.de

JProf. Dr. Birgit Schulze
Institute of Agricultural Economics
Christian-Albrechts-University of Kiel
Olshausenstr. 40
24118 Kiel
Germany
bschulze@ae.uni-kiel.de

Financed by



DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

ISBN 978-3-642-11360-4 e-ISBN 978-3-642-11361-1
DOI 10.1007/978-3-642-11361-1
Springer Heidelberg Dordrecht London New York

Library of Congress Control Number: 2011920949

© Springer-Verlag Berlin Heidelberg 2011

This work is subject to copyright. All rights are reserved, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilm or in any other way, and storage in data banks. Duplication of this publication or parts thereof is permitted only under the provisions of the German Copyright Law of September 9, 1965, in its current version, and permission for use must always be obtained from Springer. Violations are liable to prosecution under the German Copyright Law.

The use of general descriptive names, registered names, trademarks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

Cover design: eStudio Calamar S.L.

Printed on acid-free paper

Springer is part of Springer Science+Business Media (www.springer.com)

Contents

Contents.....	V
List of authors.....	VII
Preface.....	XI
<i>(Sidali, K.L., Schulze, B., and Spiller, A.)</i>	
Food, Agri-Culture, and Tourism.....	XIII
<i>(Visentin, C.)</i>	
Part I Farm and rural tourism.....	1
A sideways look at farm tourism in Germany and in Italy.....	2
<i>(Sidali, K.L.)</i>	
Perspectives of emotional food communication for farm operators.....	25
<i>(Stockebrand, N., Sidali, K.L. and Spiller, A.)</i>	
Policy options for sustainability. A preliminary appraisal of rural tourism in Romania: the case of Maramureş.....	41
<i>(Regoli, F., Vittuari, M., and Segrè, A.)</i>	
From agricultural to rural: agritourism as a productive option.....	56
<i>(Bianchi, R.)</i>	
Part II Food, wine and tourism.....	72
Educational farms in the Emilia-Romagna region: their role in food habit education....	73
<i>(Canavari, M., Huffaker, C., Mari, R., Regazzi, D., and Spadoni, R.)</i>	
Food and tourism: the role of the “Slow Food” association.....	92
<i>(Buiatti, S.)</i>	
Opportunities of cooperative marketing using the example of the wine region Saale-Unstrut.....	102
<i>(Dreyer, A., and Müller, J.)</i>	
Schätzel Vinery – Tradition 2.0.....	119
<i>(Schätzel, K., Arens, L., and Schätzel, J.)</i>	
Part III New avenues of research: online marketing and sensory marketing... 129	
Institutional isomorphism and adoption of e-marketing in the hospitality industry: a new perspective for research.....	130
<i>(Gyau, A., and Stringer, R.)</i>	

E-Business horizons in the tourism industry - Challenges for research and practice.....	140
<i>(Fuchs, M., and Höpken, W.)</i>	
The Risk™ strategic game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage	161
<i>(Santini, C., Cavicchi, A., and Canavari, M.)</i>	
Sensory Marketing Research - Identification of the ideal sensory product profile...	180
<i>(Scharf, A.)</i>	
Conclusions	194
<i>(Sidali, K.L.)</i>	

List of authors

Ludwig Arens is a graduate in business administration, and has been working for the Chair of Agri-Business Administration (Prof. Dr. Ludwig Theuvsen) since mid-2009. His research focus is the improvement of the quality of communication in agri-business. As a result of his family and his roots in the wine region Rheinhessen, he is strongly connected to the wine business. Although this article is strictly outside his research remit at the Georg-August University in Göttingen, he had a personal interest in contributing to its creation.

Rossella Bianchi studied Political Science at the University of Bari, and is now a researcher in the Department of Engineering and Management of Agricultural, Livestock and Forestry Systems of the Faculty of Agricultural Science. She has attended courses at the Centre for Advanced Economic and Agricultural Studies for Southern Italy at Portici (Naples), has been a visiting professor at the Institut für Ländliche Strukturforchung of the J.W. Goethe Universität, Frankfurt am Main, and a researcher at the University of Basilicata. Her research and teaching concern programming of agricultural economic development, environmental and institutional policies for marginal and mountainous areas in Southern Italy.

Stefano Buiatti has been working at the Department of Food Science of University of Udine since 1990. He gives courses on "Brewing Technology" (since 1994), "Cleaning and Disinfection of Food Plants" (since 1999) and "History and Culture of Food" (since 2007). He has carried out research at the Brewing Research International, Nutfield (UK) in 1997, 1998 and 1999. He has worked as an evaluator on the Scientific Advisory Board for EU projects since 1999.

Maurizio Canavari is Associate Professor of Agricultural Economics and Appraisal at the Alma Mater Studiorum University of Bologna. He holds a Laurea degree in Agricultural Sciences and a Doctorate degree in Appraisal and Land Economics. He teaches "Marketing management in agribusiness" and "Marketing research and planning" at the Faculty of Agriculture in Bologna. His research activity has covered a wide range of topics in agricultural economics. Recent research projects deal with trust and quality assurance in food networks, marketing of quality, organic, and unique food in European and Asian context, certification of organic products, consumer preferences towards genetically modified food. He has authored or co-authored over 80 conference/seminar papers, journal articles, book chapters and research reports, both at national and international level.

Alessio Cavicchi is a Researcher in Agricultural Economics. He received his PhD in Economics of Food and Environmental Resources from the University of Naples "Parthenope" and a Master of Science (MSc) in Food Economics and Marketing from the University of Reading (UK). His works have been published in several journals, including Food Quality and Preference, British Food Journal, Journal of Agricultural Economics, Agribusiness: an International Journal, International Journal of Wine Business Research and Food Economics, among others. Previously, he worked in Finance and had a Internship at the European Parliament in Brussels. His main fields of interest in research are consumer food choice, economics of food quality and safety, and innovation in the agro-food sector.

Axel Dreyer is Professor for Tourism Marketing at the Hochschule Harz, University of Applied Sciences, Wernigerode (since 1993) and Honored Professor for Sport Management at the University of Goettingen (since 1996), where he did his PhD. Axel Dreyer is co-founder of the German Society of Tourism Sciences (DGT - Deutsche Gesellschaft für Tourismuswissenschaft e.V.). At the competence center of Hochschule Harz he manages the Department of Tourism together with his colleague Sven Groß. Axel Dreyer has published a lot in the fields of tourism markets and tourism marketing. Special issues among others are service quality and customer satisfaction, the impact of demographic change on tourism, sports tourism

and cultural tourism. At present he is working on hiking tourism, cycling tourism and wine tourism.

Matthias Fuchs is Professor at the European Tourism Research Institute (ETOUR), Mid-Sweden University, Sweden. He is also the scientific director at the eTourism Competence Center Austria (ECCA). His research interests include destination monitoring, tourism marketing, e-business adoption and impact, e-commerce as well as knowledge retrieval and management in tourism.

Amos Gyau was born in Berekum, Ghana. He obtained his bachelor's degree from the University of Ghana in Economics (Major) and Statistics (Minor) in 1998 and his master's degree from the University of Copenhagen in Agricultural/Development Economics in 2003. He furthered his education at the University of Göttingen in Germany where he obtained his PhD degree in 2008 specialising in supply chain management in international food and agricultural business. Currently, he works as a lecturer at School of Agriculture, Food and Wine at the University of Adelaide. His current research includes agricultural and food value chain analysis, consumer studies and wine and food tourism. He has published articles in international peer review journals and international conferences in these subject areas.

Wolfram Höpken is Professor for Business Informatics and eBusiness at the University of Applied Sciences Ravensburg-Weingarten. He is director of the E-Commerce Competence Centre Swabia (KECoS) and scientific director of the eTourism Competence Center Austria (ECCA). His main fields of interest are intelligent trip planning and recommendation systems, semantic web and interoperability, mobile services and business intelligence and data mining.

Rossana Mari is responsible for the project "Educational farms" in Emilia-Romagna region, she has been working for the local government since 1992. She holds a Laurea degree in Agricultural Science and in Literature and Arts at the University of Bologna. Her main activities include the following areas: communication on agriculture and quality food production, educational projects geared towards school children and consumers with the aim of promoting a healthy lifestyle, organisation of events to inform the general public about sustainable agriculture, traditional and typical food products. She has contributed to regional and national projects and programs. She collaborates with universities, public and private associations; she is the author and co-author of a number of articles and book chapters.

Juliane Müller completed her Masters degree in Tourism and Destination Development at the Hochschule Harz, University of Applied Sciences, Wernigerode, in 2009. She took part in several research projects in the field of wine tourism. In her Masters thesis she analysed suitable marketing instruments for wine and culinary tourism products. After that she published a book about wine tourism together with Prof. Dreyer. Now she is working as Assistant Product Manager Southern Africa for FTI Frosch Touristik GmbH, a large German tour operator.

Domenico Regazzi got his Laurea degree in Agricultural Sciences at the University of Bologna. Since 1972 he has been working at the Alma-Mater Studiorum – University of Bologna. In particular, since 1991 he is Full Professor in "Market Economics and Marketing". From November 1, 1999 to October 31, 2005 he was Dean of the Faculty of Agriculture. He is involved in research activities concerning the economic analysis of farms, economics of the production and distribution of fishing and agricultural products, agri-food marketing, and rural appraisal. He has been responsible for national and international research programs. He is author of about 200 scientific publications. Since 2004 he is chairman of the Italian Society of Agrifood Economics.

Francesca Regoli BA in Political Science, she is PhD candidate in International Cooperation and Sustainable Development Policies at the University Alma Mater Studiorum of Bologna. She has worked several years (2002-2007) for the Executive Secretariat of UniAdriatic Network for the coordination and management of different projects of cooperation related to the Adriatic-Ionian Basin.

Cristina Santini is a Researcher at Unitel. She received her PhD in Economics and Management of Enterprises and Local Systems from the University of Florence. She received a Masters Degree in Marketing and Management for Wine Business at the University of Florence. She served as lecturer on Management and International Management at the University of Florence in Italy. Previously, she worked as marketing manager in a Tuscan winery and has had some work experience in a multinational company. She currently works in research and is a consultant with the Italian Centre for Sensory Analysis in Italy. Her research interests are Entrepreneurship, Innovation and Small Business.

Andreas Scharf is Professor for Business Administration, specialising in Marketing and Marketing Research, at the University of Applied Sciences of Nordhausen (Germany). He also works as Scientific Head at ISI, Institute for Sensory Analysis and Innovation Consulting of Göttingen. He has published in both national and international journals and some of his contributions are important milestones in the literature of sensory analysis.

Kai and Jan Schätzel The Schätzel family has been growing wine in the Rhine region for 650 years. The family business developed from mixed enterprise (farming and viticulture) to solely marketing bottled wine. The winery was initially based in Gunterblum. The second important strand in the story of the Schätzel winery is the Schlamp family and their winery in Nierstein. The Schlamp winery once counted among the most prestigious businesses in the winegrowing region of Nierstein on the Rheine, whose main centre was, and remains, a farmhouse on the Oberdorf Street in Nierstein. In 1996, the future heir Kai Schätzel began to take an active role in the business. At that point just leaving school, Kai initially looked after the cultivation of the wine before increasingly becoming involved in the business. During this time, he gained experience on premium wineries in California, and in 2009, ownership of the Schätzel winery was transferred to him. Jan Schätzel is the brother of the current owner Kai. In 2009 he passed his first State Law exam in Göttingen. He too because of his heritage has a strong interest in viticulture business structures, and for this reason has contributed to this article.

Birgit Schulze is Junior Professor for Agribusiness and Supply Chain Management at the University of Kiel since 2010. She took her PhD in 2007 at the University of Göttingen. Her main research interest is the analysis of agri-food supply chains with respect to chain actors' behavior, i.e., from consumers to farmers. A special focus has been on supplier relationship management in milk and meat chains. Her work has appeared in the Journal on Chain and Network Science, Züchtungskunde, Journal of the Canadian Association for Leisure Studies Leisure/Loisir and a number of national and international conference proceedings.

Andrea Segrè PhD, is Dean of the Faculty of Agriculture of the University Alma Mater Studiorum of Bologna, Professor of Agricultural Policy and Coordinator of the PhD in International Cooperation and Sustainable Development Policies. He has dealt with the transition processes of the economical-agricultural systems in the countries of the real socialism, developing many missions (from 1990 to 2000) on the field on behalf of various International Organizations (European Commission, World Bank, FAO, OCSE, Italian Ministry of Foreign Affairs) and publishing different volumes and scientific articles. He has designed, implemented and promoted the Last Minute Market projects, to reclaim food and non food unsold products and distribute them to charity associations (www.lastminutemarket.org).

Katia Laura Sidali is post-doc researcher at the University of Göttingen (Germany) since 2009. She took her PhD in a joint doctoral program between the University Alma Mater Studiorum of Bologna (Italy) and the University of Göttingen. Her research focuses on marketing of food and tourism, consumer behavior and communication strategies in tourism. She has been awarded scholarships by the Italian Trade Commission (ICE) in 1993 and by the German Steinbeis Association in 2000. Her research appears in the following reviewed scientific journals: Journal of Global Marketing Science, Journal of the Swiss Society of Agricultural Economics and Agricultural Sociology and Journal of the Canadian Association for Leisure Studies Leisure/Loisir.

Roberta Spadoni is Tenured Assistant Professor at the Department of Agricultural Economics and Engineering, Alma Mater Studiorum University of Bologna. She holds the Laurea degree in Agricultural Science at the University of Bologna and Doctorate degree in "Economics of the agri-food systems" at the University of Parma. She teaches "Agricultural and industrial marketing" at the Faculty of Agriculture in Bologna. Her research activity has covered the following areas: economics of agricultural and food markets, certification systems, agricultural and industrial marketing, product quality issues. Recent research projects deal with Corporate Social Responsibility and quality standards in the food systems. She has authored or co-authored over 80 conference/seminar papers, journal articles and book chapters, both at national and international level.

Achim Spiller is Professor and Chair of Marketing of Agricultural Products and Food, University of Göttingen, Germany, Department of Agricultural Economics and Rural Development since 2000. His research interests centre around quality management, consumer behavior, branding and organic food marketing. He is a member of the Scientific Advisory Group of the Federal German Ministry of Agriculture and serves as Chair of the Stakeholder Board of the German Quality Certification System QS GmbH. His work has been published in both national and international journals (more details are available at: <http://www.uni-goettingen.de/en/20076.html>).

Nina Stockebrand has been a research assistant at the Chair Marketing of Food and Agricultural Products at the University of Göttingen since 2007. Her research topics include organic food, organic retail and specialized food retail as well as marketing of regional and organic food products. As a student of agricultural science she was involved with studies on organic food and sustainability communication in food retail. She gained practical experience in quality management at the German retailing company Tegut.

Randy Stringer is a professor in agricultural and food policy and the head of the Global Food and Agricultural Business at the University of Adelaide. Over the past 30 years, Prof. Stringer taught, published and conducted research and policy analysis on agricultural development, natural resource management, food security, land tenure and environmental issues in Asia, Africa, Europe and Latin America. Before joining the University of Adelaide, Prof. Stringer was the chief of the Comparative Studies Service at the United Nations Food and Agricultural Organisation.

Claudio Visentin is Professor for "Cultural History of Tourism" and "Heritage Interpretation" at the University of Lugano. At first he devoted himself to the study of International Relations, with special regard to intercultural dialogue, and he has published a book about the image of Germany in Italy ("Nel paese delle selve e delle idee. I viaggiatori italiani in Germania 1866-1915", Jaca Book ed., Milano 1995). He then turned to the history and culture of travel and tourism, and he has particularly investigated the history of Italian tourism and package holidays ("Il turismo contemporaneo. Cultura e mondo dell'impresa", Giampiero Casagrande ed., Lugano 2002). He researched the image of Switzerland as portrayed in international guidebooks ("Il Canton Ticino visto dagli altri. L'immagine del territorio nelle guide turistiche internazionali," Giampiero Casagrande ed., Lugano 2007). He is General Secretary of the International Commission for the History of Travel and Tourism, affiliated to the International Committee of Historical Sciences. He is also a member of the Editorial Board of the scientific reviewed Journal of Tourism History (more details are available at: www.claudiovisentin.it).

Matteo Vittuari PhD in International Cooperation and Sustainable Development Policies at the University Alma Mater Studiorum of Bologna, has been postdoctoral fellow at the Center for International Development at Harvard University. He has been visitor researcher in a number of universities and research institutions, including FAPRI – Food and Agricultural Research Institute – University of Missouri, the K.U. Leuven, the University of Banja Luka.

Preface

Katia L. Sidali^a
Birgit Schulze^b
Achim Spiller^a

^aUniversity of Göttingen
Department of Agricultural Economics and Rural Development
 {Katia-Laura.Sidali, a.spiller}@agr.uni-goettingen.de

^bUniversity of Kiel
Institute of Agricultural Economics
bschulze@ae.uni-kiel.de

Originating from the need stressed by several scholars to devote more research to the complex relationship between the local food producers and processors on the one hand and the tourist industry on the other, this book aims to build a bridge between these two realities.

Having practised fruitful research cooperation on farm tourism between the Universities of Göttingen and Bologna for several years, the editors of this book aim to broaden the scope of both the involved universities and the research streams. To this purpose, in December 2009, a conference on “Food, Agri-Culture and Tourism” took place in Göttingen under the aegis of the DIH (Deutsch-Italienische Hochschulzentrum) and the DAAD (Deutscher Akademischer Austausch Dienst). This book comprises the work presented at this event as well as combining further results and best practice case studies from scholars and practitioners from more than eleven universities.

To this purpose, the book has an interdisciplinary approach. Regarding the structure, there are three main sections. The first part is entitled “Farm and rural tourism” and analyzes the tourist sector in many European countries. Stockebrand, Sidali and Spiller compare different communication styles to promote high-quality food in German farm tourism. Regoli, Vittuari and Segrè focus their analysis on the recent evolution of rural and farm tourism in Romania. Finally, Bianchi offers a diachronical overview of agritourism in the context of the common agricultural policy and comments on the Italian law No. 96/2006 which is entirely dedicated to the promotion of agritourism.

As the title already suggests, the second part of the book links the topic of farm and rural tourism with the sector of food and wine. As shown by Canavari et al. farm operators who tailor educational activities for school groups can make an important contribution to improve the nutritional habits of these young farm guests. Dreyer and Müller claim that cooperative marketing can display economic benefits also at a regional level, using the example of the synergies established between tourist

operators and wine makers in the region of Saale-Unstrut. Thus, the challenges posed by the rapidly changing behaviour of customers seem to be well managed by farmers who are eager to try new ways to attract guests and appreciate acting together. Creativity is another important driver of success, as it is shown in the best-practice described by Schätzel, Arens and Schätzel. Buiatti stresses the important role of other intermediaries, such as the Slow Food Association, who mediate between individuals and farmers. The latter in fact often ignore the new sensitivity of customers for a more sustainable and authentic way of food production.

Other strategies for helping farmers to better profile their oeno-gastronomical offer as a unique selling proposition are discussed in section three which is entitled “New avenues of research: online marketing and sensory analysis”. While Gyau and Stringer as well as Fuchs and Höpken show the pros and cons of adopting e-marketing strategies in the farm and rural hospitality industry, Santini, Cavicchi and Canavari as well as Scharf focus on the growing importance of sensory analysis for better identification of market-segments based on their sensory attributes.

Hence, as stressed by Telfer and Wall in 1996 “relationships between tourism and food production can be placed on a continuum ranging from conflict through coexistence to symbiosis”. This book claims, more than 10 years later, that above all rural and farm tourism has proven to be an example of such a symbiotic relationship between tourism and the food industry.

The Editors

Food, Agri-Culture, and Tourism

Claudio Visentin

USI The University of Lugano
Faculty of Communication Sciences
claudio.visentin@usi.ch

Interdisciplinarity is not the mere merging of different disciplines – each called into account to shed light from its specific perspective onto the subject of study. Rather, interdisciplinarity is a means to identify and study new themes that single disciplines would not be able to put into focus, describe and interpret by themselves. This is precisely what has been achieved during the past few years by the cooperation between Göttingen and Bologna that has then been extended to include universities from other countries both in Europe (such as Austria, Sweden and Switzerland) and beyond (e.g., Australia). Such a remarkable mobilisation of competences and methodologies has allowed us to consider the interrelationship between **food**, **agriculture** and **tourism** from a novel perspective. Food, agriculture and tourism are three variables, three spheres undergoing rapid and simultaneous transformation – generating links and combining themselves in innovative forms.

Food and wine change. Anything concerning food and wine culture is usually met with great interest in the public and media. Indeed, wine and food production and consumption are widely acknowledged global phenomena, dealt with by multinationals. Nevertheless, there are also many aspects of innovation, opening up spaces for new models, e.g., typical products, farmers' markets, or the consumption of locally sourced products. From our perspective, a significant trend is the one linking the consumption of local products to their place of origin – the idea that a specific food or wine can be fully enjoyed and “understood” only if it is prepared in its territory of origin, by people from that community, with local ingredients. Also the tasting of food and wine tend to take place increasingly in the same locus of production, providing at the same time an occasion to deepen the knowledge of the techniques used for the production and preparation (i.e., the material culture) of which that specific wine or food is a part of. In this way, oeno-gastronomy, food and wine tourism, and cultural tourism combine themselves in novel forms, which are difficult to dissect. Nowadays these acknowledgments may seem to be a foregone conclusion, but it is worth remembering that this was not at all the case until just a few years ago.

Agriculture changes. This primary sector is still facing structural problems: the countryside desertion by the younger generations; scarce profitability and the

subsequent dependence on sources of external funding such as the EU, etc. In the light of this, the agricultural sector is taking a greater interest in integrative activities such as tourism that could help improve its condition and redefine its social role – creating, for example, new links and relationships with younger generations and schools, via programmes of food and environment related education.

Tourism changes. The new tendencies of contemporary tourism, timely followed by media attention, seem to point towards a predilection for independent trips, easily accessible holiday destinations (not too far from home), slow rhythms, a propensity to explore traditions and a strong accent on the authenticity of the experience and environmental sustainability. These lifestyles are uncommon in everyday life, but they can be re-discovered and experimented during the “altered” and almost “suspended” time of holiday. Such shifts in tourism demand have sustained the recent growth of farm holidays (*agritourism*) throughout Europe. Moreover, they have aided the increase in tourism in regions blessed with beautiful landscape and/or rich cultural heritage, providing a vital source of income for the local businesses quick to take advantage of these opportunities. In this field, Italy represents a model by which many other countries (beginning with Germany) are looking at with great interest. Taking precedence over any other country, Italian agritourism has now achieved full development – showing a tendency to be structured around very diverse models, referring to two wide areas. In some places, tourism is seamlessly integrated into the main agricultural activity, as in the case of Alto Adige. Guests “live” on the farm, consume its products and sometimes take part in its activities. In other Italian regions (such as Tuscany, Umbria or Apulia) tourism has clearly superseded agricultural activities. Such a choice could obviously be considered opportunistic, but also mirrors the diverse level of involvement that tourists are willing to accept. If the tourist interest in the agricultural world is no more than a mild curiosity, with no real desire to get directly involved in the everyday life of the countryside, it is logical to propose a more “sheltered” and “diluted” experience. This would often offer a high level of comfort (the swimming pool!), but is essentially distant from the daily life of a farm. Such a model would work well for agritourism located near “art cities” (Florence, Siena, Perugia, etc.), as they become a base for traditional cultural tourism. Another example is that of ancient, deserted villages, which are restored, transformed and proposed to tourists. In these cases, the absence of any concrete link with the world of agriculture and the farming community instils doubts about the appropriateness of the term “agritourism”, and seems to suggest the need to develop a novel terminology.

The interconnected transformation of all these spheres has happened at a time when new technology has started a dramatic acceleration in the types of touristic communication. Although studies that focus on how the revolution of the Internet has changed the contemporary world are commonplace, there is little reflection on how tourism is one of the sectors that has been most influenced by these innovations. A new customer-led approach, combined with the tourist’s capacity to get in touch directly with the touristic offer (bypassing traditional forms of intermediation), definitely favours farm holidays. Furthermore, small producers have also learnt how

to circumvent their traditionally isolated position via their own web pages – establishing, at a paltry cost, a network of contacts with potential clients worldwide.

The meeting point of all these concurrent and contemporary transformations opens up many new opportunities for the agricultural world. There are certainly numerous possibilities – but some may be more attainable than others. The future of the agricultural world could well lie in the (difficult) search for a meeting point between continuing to make products for the commercial market and direct sale of high-quality food products (e.g., organic, geographically protected), forms of hospitality for tourists, educational projects for schools, etc. New forms of modern communication (spanning from digital to sensorial), could sustain all these ambitions. It is evident that many farmers will find it difficult to meet such complex demands, especially if they are not supported by guidelines drawn from both strategic reflection and original research, which are then passed on through appropriate training programmes.

The Italo-German cooperation developed over the years, however, has certainly proven able to gain a good start on this path.

Part I
Farm and rural tourism

A sideways look at farm tourism in Germany and in Italy

Katia L. Sidali

Georg-August University of Göttingen
Department of Agricultural Economics and Rural Development
Katia-Laura.Sidali@agr.uni-goettingen.de

Abstract

The aim of the present contribution is to investigate farm tourism, using a comparative international approach (Germany and Italy) and, thereby, to introduce important topics of the book. These two countries were chosen because of the complementary nature of their markets for agri-tourism. The image of agritourism in Italy, for example, is characterized by high quality and exclusiveness because it is inseparable from the gastronomic choices in food and wine. The sector also has weaknesses which lead, among other things, to a delayed development in strategic organisational planning. In addition in Germany, farm tourism has, up to now, only caught on with a limited part of the population. In contrast to Italy, its image is, however, somewhat modest. This form of tourism originated in a social tradition which has made agritourism particularly interesting for, above all, families with children. A difference from the Italian market lies in the fact that the German farm holiday has been successful in establishing a well-developed system of quality certification.

Zusammenfassung

Ziel des vorliegenden Beitrags ist es, den Wirtschaftszweig Urlaub auf dem Bauernhof mit einer international vergleichenden Betrachtungsweise (Deutschland und Italien) zu untersuchen und somit in wichtige Themen des Buches einzuführen. Die Auswahl dieser beiden Länder beruht dabei auf der Komplementarität der jeweiligen Märkte für Agritourismus. Beispielsweise besitzt der Agritourismus in Italien ein Image, das durch Hochwertigkeit und Exklusivität gekennzeichnet ist, nicht zuletzt deshalb, weil es untrennbar mit dem gastronomischen Angebot an Weinen und Speisen verbunden ist. Der Sektor weist allerdings auch Schwächen auf, die unter anderem auf eine verspätete Entwicklung von strategischen Organisationsplänen zurückzuführen ist. Auch in Deutschland erreicht Urlaub auf dem Bauernhof bislang nur einen begrenzten Teil der Bevölkerung. Im Gegensatz zu Italien ist sein Image jedoch eher bescheiden. Diese Form des Tourismus entstammt einer sozialen Tradition, die den Agritourismus insbesondere für Familien mit Kindern interessant macht. Im Unterschied zum italienischen Markt ist es dem deutschen Urlaub auf dem Bauernhof jedoch gelungen, ein gut entwickeltes System zur Zertifizierung von Qualität zu schaffen.

Riassunto

In questo articolo il mercato agrituristico viene analizzato con un taglio internazionale (Germania-Italia) al fine di introdurre alcuni temi ricorrenti in questo libro. Questi due Paesi sono stati scelti per la complementarietà del mercato agrituristico che presentano. In Italia per

esempio l'agriturismo gode di un'immagine raffinata. Infatti, essendo indissolubilmente legato all'offerta enogastronomica, il target di mercato è costituito dalla fascia medio-alta della popolazione. Pur partendo da queste premesse, l'agriturismo italiano rimane un mercato di nicchia anche perché l'elaborazione di piani di organizzazione strategica da parte degli agenti del settore è abbastanza recente. In Germania il settore agriturismo riguarda solo un'esigua fascia della popolazione, perciò la sua immagine è più modesta. Questa forma di turismo, infatti, deriva dalla tradizione popolare che lo rende interessante soprattutto per famiglie con bambini. A differenza del mercato italiano, tuttavia, l'agriturismo tedesco è riuscito a creare un sistema di certificazione di qualità molto avanzato.

Keywords: Farm tourism; Rural tourism; Cross-country comparison.

1 State of the art of German farm tourism

1.1 Definition and typology

Defining *Urlaub auf dem Bauernhof* (German name for farm tourism) is problematic. Firstly, in the literature there are many different definitions of this form of tourism (Busby and Rendle, 2000; Roberts and Hall, 2001). Secondly, in Germany comprehensive statistics on farm tourism are lacking because the majority of farm operators, who are very small and privately managed (Oppermann, 1996, p. 93), are automatically included in the private operators hospitality directories (*privat Vermieter*) (BMELV, 2008). As a consequence, the majority of studies rely on estimations. This situation is compounded by the fact that Germany does not have legislation specifically dedicated to farm tourism. Thus, farm operators are required to abide by several rules under civil law, as in the case of construction of new buildings (*Baugesetzbuch*), rural area regulations (*Landes-Gaststättenbau-Verordnung*), agrarian law, etc.

Whenever farm tourism is offered by a farm operator who hosts up to eight guests, the business is considered agricultural property management (*Vermietung als Vermögensverwaltung*), and no official registration is necessary. Above the eight-bed threshold, a holiday farm is subject to public catering law (*Gaststättengesetz*). The latter involves additional work (Oppermann, 1996, p. 93), which explains why the majority of farmers stay below this limit. Furthermore, in Germany farm tourism can also be offered on farms where there is no longer any farming activity. As a consequence, it is particularly difficult to demarcate this sector from other rural tourism operators, such as B&Bs and country hotels.

Henceforth, taking the legal framing as a point of departure for defining German farm tourism we will use the definition given by Przezbórska (2003), who explains farm tourism as “all tourism and recreation activities connected with a [...] farm or any agricultural, horticultural, fishery or agribusiness operation.”

According to Barth and Theis (1998), we can classify farm operations based on their location, dividing them into mountain, hill, seaside or natural park farm operations. Another way to classify them is based on the grade of intensity of the farm experience that farm operators provide to their guests. A high-intensity farm experience implies a wide variety of farming-related products or activities (for example, the opportunity for guests to work on the farm). In contrast, some farm operators provide only accommodation. Another possibility to classify farm tourism operations is by the type

of accommodation offered to farm guests. Farm vacationers can obtain lodging either in independent accommodation, such as apartments, holiday houses, etc., or in rooms. Furthermore, farm guest lodging in tents or caravans is gathering momentum (AgE, 2007a).

Quality certification is also a reliable means of categorizing farm operations, which can be classified according to national systems (like the hotel star system, the DLG system and the BAG system) or regional ones (such as the flowers classification in Bavaria). Finally, farm tourism operations can be classified according to the financial contribution of agricultural activities in relation to the tourist ones: if the former predominate, agritourism is only a side activity otherwise it is the main activity. [Table 1](#) gives an overview of various defining criteria applied to farm operations.

Table 1. Criteria for the classification of farm tourism

Defining criteria	Example
Legally set threshold	Agricultural property management Public catering law
Location	Mountain Sea Natural parks Lakes
Type of farming experience	High-intensity farming experience Low-intensity farming experience
Type of lodging	Apartments Rooms House Tent Caravan
Classification system	National (star system, DLG certification, etc.) Regional (flowers in Bavaria, etc.)
Financial contribution of agritourism activities	Agritourism as main activity Agritourism as side activity

Source: own representation based on Barth and Theis (1998, p.14)

1.2 Historical development

The origin of farm tourism in Germany dates back 150 years (Nilsson, 2002), but it was after the Second World War that this sector began to gather momentum (Wagner, Burger and Magnus, 1997). Farm tourism boomed in the 1970s as is shown by the large number of studies of that time (Klöpffer, 1974; Lehle, 1982; Mook, 1978; Schulz-Borck and Tiede, 1974; Tiede and Schulz-Borck, 1975). It was, however, during the 1990s that this tourist sector really gained national visibility. During this period uncertainty in the agricultural market was counteracted by significant investment in farm tourism, turning it into one of the common goals of European regional policy (Skuras, Petrou and Clark, 2006). As a consequence, farmers began to renovate their buildings in order to turn them into appealing tourist accommodations (Caballé, 1999).

According to the German Ministry for Food, Agriculture and Consumers' Protection (BMELV, 2006), German farm tourism reached its peak in late 1996 with 3.9 million

guests but dropped again in the period 1999-2001 before gradually recovering. However, due to cyclic fluctuations, the trend for this form of tourism is particularly difficult to forecast (BMELV, 2008).

1.3 The supply side

In Germany, farm tourism is currently offered by around 25,000 farm operators and generates a yearly turnover of € 943 million (BMELV, 2006). The states of Bavaria and Baden-Württemberg are the most important destinations, followed by Schleswig-Holstein and Lower Saxony (ibid.).

It is estimated that, for the majority of German farm operations (BWT, 2008; Lemke, 2003; Sidali, Schulze and Spiller, 2007), farm tourism activities contribute between 25% and 35% of overall income (see Table 2). According to several studies (Lemke, 2003; Sidali et al., 2007; Wagner et al., 1997) the mean age of German farm tourism operators is around 50 years old. Furthermore, German farm tourism involves numerous female farm operators, which is in line with the international trend.

Table 2. Supply side of German farm tourism

Supply side of German farm tourism	
Market share of agritourism in Germany	0.6% ¹
Total number of farm tourism operations	25,000
Total revenue (millions €) (2006)	943
Share farm tourism revenue : total revenue	25%-35%
Participation of female farm operators	High
Mean age of farm operators (years)	50
Occupancy rate (nights per year) ²	Between 125 - 135

Source: BAG, 2008; BMELV, 2006; BMELV, 2008; Lemke 2003; Sidali et al., 2007

The main associations responsible for promoting this tourist sector are both agriculture-based organizations, such as the DLG (Deutsche Landwirtschaft Gesellschaft) and BAG (Bundesarbeitsgemeinschaft für Urlaub auf dem Bauernhof), and tourist-based organizations, such as the DZT (Deutsche Zentrale für Tourismus) and the DTV (Deutscher Tourismus Verband).

According to the BMELV (2008), the main competition facing German farm operators comes from the following sectors: campsites, hotels and foreign holiday

¹ Calculated as follows: ratio of the total revenue of the German agritourism (€ 943,000,000) (BMELV, 2006) to the total revenue of the German tourist sector (€ 150,000,000,000) according to the DTV (German Tourism Board) ([www.deuschertourismusverband.de/content/files/zdf%202007.pdf] November 2008)

² Total number of nights per year during which beds are occupied