Agritourism at the Crossroads of the Socio-Ecological European Transition

Context

- Increasing pressures & difficulties in some European rural countryside
- Decreasing of agricultural activities & lost of importance of farmers
- Diverse sociological economical cultural and environmental consequences
- Diagnosis in accordance with the challenges of the socio-ecological transition

Solution

- Multiplication of the territorial development strategies
- Vector of diversification: transition
- Agritourism as a solution

Agritourism

- Hybrid activities: agriculture + tourism
- New expectations of the tourists in EU
- Integration of other values: sustainability
Framework

International comparisons & on-site investigations
- Local tenants/farmers – tourists – organizations – institutions
- Walloon Region – Grand Duchy of Luxembourg – Slovenia

Integration in the socio-ecological transition?
- Tourist activity in the farm & local economy
- Social and environmental outputs
- Knowledge & wellbeing

Different types of agritourism: heterogeneity
- Diversity of resources and various factors (geographically)
- Influence of characteristics of the farm
- Adaptation in the local system and in sustainability?

And so what?

Countryside ↔ Transition ↔ Agritourism
- Comfortable solution: well according to the directions of the socio-ecological transition
- Network of the tourist actors easy → Local producers?
- Inheritance preservation → Landscapes? → Energy?
- Influence of the social role and wellbeing
- Global knowledge & learning → Better adaptation

Which countryside for which agritourism?
- Prospective and international analysis
- Different types of agritourism: heterogeneity
- Influences of characteristics of the farm
- Adaptation in the local system and in sustainability?

And so what?

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And so what?

- Different motivations linked
  - Tourists: return to authentic values
  - Farmers: economic and social aspects
  - But problem of image

- To be innovating and concerned by quality and tourist wellbeing
  - New frame: business tourism on farm

If any questions...
charline.dubois@ulg.ac.be