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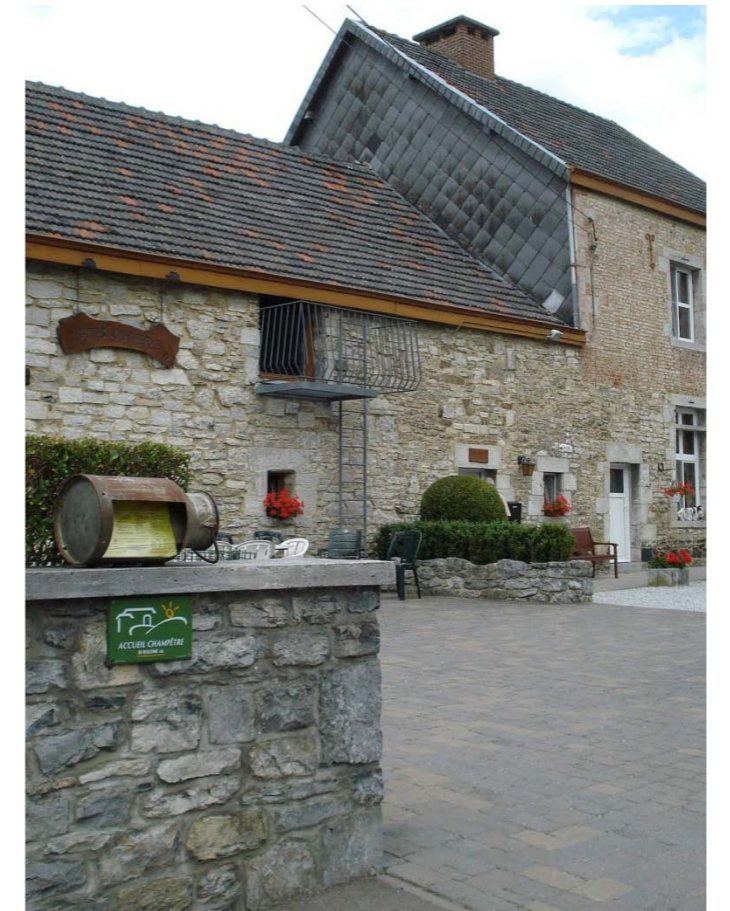
Agritourism at the Crossroads of the Socio-Ecological European Transition



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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

A photograph of a farm scene. In the foreground, there is a wooden fence. Behind it, a white car is parked. To the right, a large tractor with a front loader is visible. The tractor has "VALTRA VALMET" written on its side. The background shows a building and some trees. The overall scene is lit with a warm, golden light, suggesting late afternoon or early morning.

Agritourism

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

Framework

Which countryside for
which agritourism ?

- Prospective and international analysis



Integration in the socio-
ecological transition ?

- Tourist activity in the farm & local economy
- Social and environmental outputs
- Knowledge & wellbeing



Framework

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



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 ?
 - Importance of the social role and wellbeing
- Global knowledge & learning → Better adaptation



And so what ?

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



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 ...
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