

The Role of local products in agritourism

- a Carpathian approach for sustainable rural areas -

Proposers:

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Abstract

The session discusses local entrepreneurship and product development in the peripheral areas of the Carpathian Region. Although, the member states of the Carpathian Convention adopted the Protocol on Sustainable Agriculture and Rural Development to the Carpathian Convention, the rules for the driving sectors had to be framed broadly. In this session we focus on the locally produced goods, one key factors in the development of a tourism-led local entrepreneurship; approaches to the concept of rural development in relation to tourism entrepreneurialism, and tourism niches. It is possible to analyze the main issues and sectors in the context of agritourism in seven circles: branding, marketing; cooperation); development, agriproducts and food; handworks and small scale industrial products; environment and social dimensions; trends and foresight. The circles will give opportunity for speakers to share their knowledge with the help of this special session and a conference volume¹ in early 2019. Moderators of the section's circles represent the Carpathian countries, and different public and private institutions:

¹ to be published in the Corvinus Regional Studies (ISSN 2061-8646) in early 2019.

Format of this session

Rotating Open Space Technology (each member state have 1 of the 7 circles) will highlight the possible ways in which local production can influence tourists' consumption.

Chairs: Ágnes Szabó-Diószegehy young expert, Humtour Ltd., Hungary - Mátyás Szabó, Researcher, Corvinus University, Budapest - Harald Egerer and Tamara Mitrofanenko, Secretariat of the Carpathian Convention, UN Environment Vienna, Austria

Presenters and moderators:

1. branding, marketing: (Elena Matei, University of Bucharest, Romania)
2. cooperation: Gabriela Elena Baciú, Romanian Agricultural Ministry
3. development: Gergely Horzsa, Corvinus University Budapest, Hungary
4. agriproducts and food: Vítěslav Vítakocic, Rural and Agricultural Tourism Association, Czech Republic
5. handworks and small-scale industrial products; - Bernadetta Zawilińska, Krzysztof Szpara, Carpathian Scientific Council, Poand
6. environment and social dimensions; Ágnes Szabó-Diószegehy, Humtour LLC., Hungary
7. trends and foresight - Mátyás Szabó, Corvinus University, Hungary

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