

The Role of local products in agritourism - a Carpathian approach for sustainable rural areas -

**eurac
research**



CORVINUS
UNIVERSITY of
BUDAPEST
Geo Institute



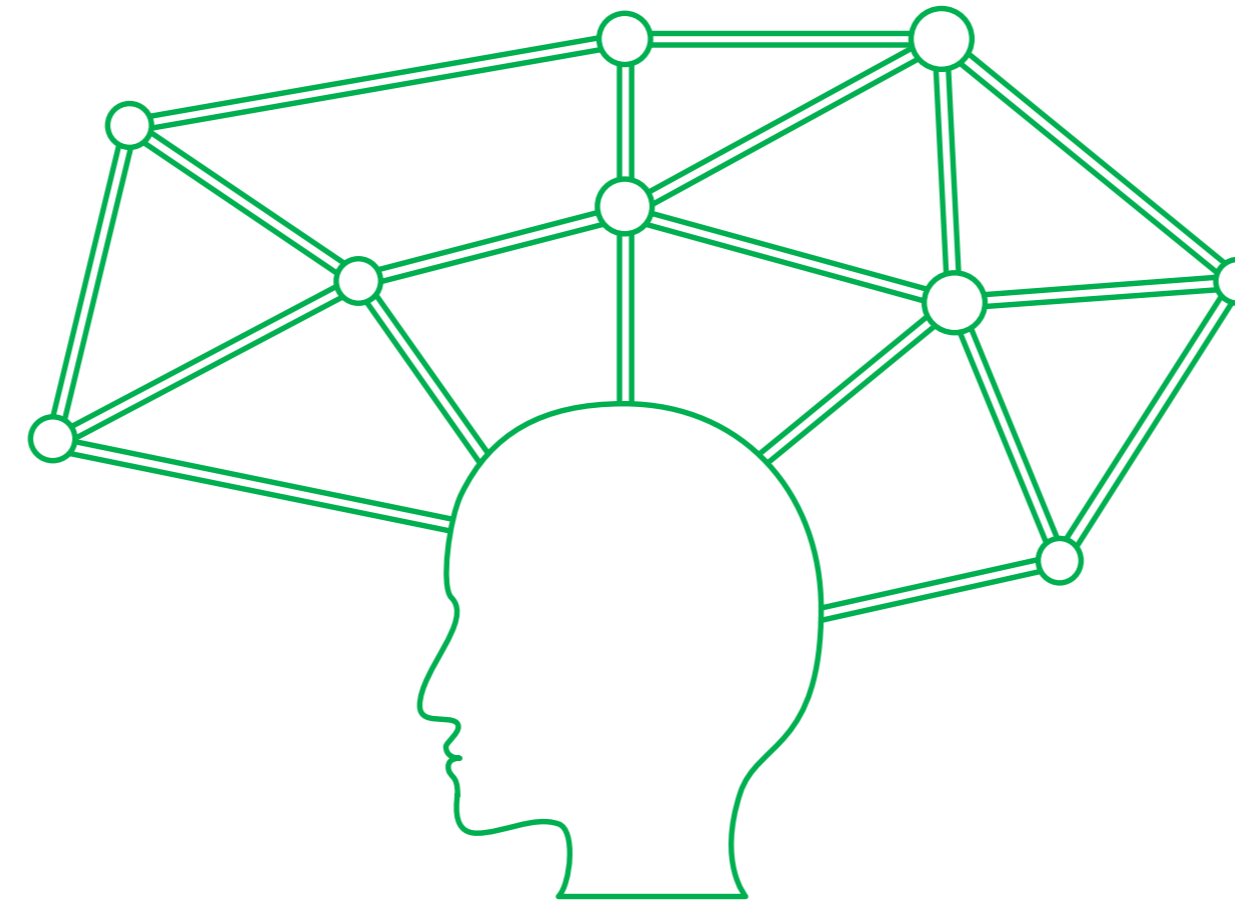
1st World Congress on Agritourism

7-9 November 2018

Bozen/Bolzano, South Tyrol (Italy)



This session is supported by a project funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety by the Advisory Assistance Programme for environmental protection in the countries of Central and Eastern Europe, the Caucasus and Central Asia and other countries neighbouring the European Union (AAP). It is supervised by the German Environment Agency (Umweltbundesamt, UBA) and the Federal Agency for Nature Conservation (Bundesamt für Naturschutz, BfN).



session goals

Member states of the Carpathian Convention adopted the Protocol on Sustainable Agriculture and Rural Development to the Carpathian Convention. 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.

In this session we 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

Moderators of the section's circles represent the Carpathian countries, and different public and private institutions:





Branding and marketing

Slovak Republic

Art and Craft of Stiavnica Civil Association

Expert:

SashaSi - Alexandra Sikoraiova

The most important points from the conversation in regards to the marketing of agritourism and local products are:

- Cooperation in local and national, as well as international level,
- Resources
- Learning from good practices elsewhere
- Education of stakeholders as well as target groups/customers
- Involving communities/storytelling

Cooperation:

Romania

Romanian Mountain Forum

Expert:

Gabriela Elena Baciu



It is important to have all stakeholders involved and integrate their knowledge and experiences:

- the farmers know best to produce food
- the tourism agencies knows to sell touristic products
- is important to have a good/innovative sales expert - most cases this is not the farmer.
- the authorities at local and national level have to be involved to understand and then support the producers
- Failing factors: lack of resources, lack of marketing abilities, lack of education in cooperation.

Development:

Hungary

Corvinus University of Budapest

Expert:

Gergely Horzsa



Development-related questions may rise as

- ways of local product development
- overall development effect of local products

Lessons learnt:

- 1) product development need to meet 21st century needs - need to be marketable
- 2) product development need to evoke EMOTIONS
- 3) product development need to be based on a STORY - especially when targeting millennials interested in experience (+ the importance of TRUST)
- 4) international differences in the legal surrounding forestalling product development a) possibility of obtaining land b) regulations regarding catering services
- 5) knowledge and information: a) lack of knowledge about marketing on behalf of the older generations d) lack of knowledge on behalf of young people regarding production

Agriproducts and food:

Czech Republic

*Rural and Agricultural
Tourism Association*

Expert:

Vitezlav Vitakovic



- Food and agriproduct are one of the most important parts of agritourism and rural tourism.
- Agritourism clients are looking not just for „food and bed” but mostly for experiences and story from „behind the curtain”.
- Unfortunately there are too many restrictions regarding the serving of local products directly.
- For small scale entrepreneurs the regulations should be different from the mass tourism industry.

Handworks and small-scale industrial products:

Poland

Carpathian Scientific Council;
Cracow University of Economics,
University of Information
Technology and Management in
Rzeszow

Experts: **Bernadetta Zawilińska,**
Krzysztof Szpara



- Because of the increasing number of tourists in the Carpathians the development of the traditional handicrafts, and small-scale industry products is important .
- At the same time the development of mass-produced products (e.g. cheap souvenirs made in Asia) can be observed.
- It is advisable to promote small-scale products, which are more expensive, but on the other hand are unique, original, and refer to the natural and cultural values of the region. The development of handicrafts gives a chance to reduce unemployment, helps to maintain cultural heritage (including old disappearing professions) and traditional forms of farming.
- the desirability of introducing many, poorly recognized certificates (product certification is advisable, but too many certificates may also have a negative effect).

Environment and social dimensions:

Hungary

Humtour Limited Liability Company

Expert: **Ágnes Szabó-Diószeghy**



Trends and foresight:

Hungary

Corvinus University of Budapest

Expert: **Mátyás Szabó**



Thank You !

