

## TITLE: KEYS IN AGROTOURISM

### 1. Introduction

This guideline is about providing mentors with terminology of Agrotourism, what are the essential aspects in order to develop Agrotourism, what are the benefits of Agritourism and describes the kind of services of an Agritourism establishment.

### 2. Key elements

#### 2.1. What is Agritourism - Definition

Agrotourism is an alternative form of holidaymaking and one of the ecotourism sub-sectors in which the visitors stay in farms, ranches and family-run traditional establishments, and small-scale accommodation in rural areas. Visitors can participate in farm and agricultural activities, pick and purchase the local produce, learn about environmentally-friendly or historical means of agriculture, participate in harvesting activities in rural and agriculture-based communities, visit small rural enterprises for tasting and purchasing locally made local food & wine. Additionally, the nature of Agrotourism regions vary depending on their resources, competitive advantages such as specialty products, scenery and their target market. Agrotourism ventures include a variety of participant, educational, and spectator experiences conducted on-farm, such as outdoor recreation (fishing, horse riding); educational experiences (farm and winery tours, cooking classes, wine tasting, special interest, agriculture tours or on-farm work); entertainment (food and wine festivals); hospitality.

#### 2.2. What are the Essential Aspects in Order to Develop Agrotourism Successfully

- ✓ The government strategy planning, European funding schemes regarding the development of agriculture in combination with tourism services is very important for the communities in order to adapt and develop Agrotourism and understand the benefits.
- ✓ Infrastructure is essential in order to develop Agrotourism. Access (connectivity with urban areas) to the area, digitalization, accommodation, natural & human resources, local produce, a critical mass of rural enterprises (farms, wineries, etc.), farm-based recreational activities.
- ✓ Farmers, local producers and generally the population living in rural areas must be prepared to participate and host guests from domestic markets and other countries and offer tourism services.
- ✓ The cooperation between the authorities, communities, associations and all the service providers (farmers, local producers, owners of accommodation establishments, etc). Networking, clustering. Design of training programs for all the stakeholders.

#### 2.3. The Benefits of Agritourism

- ✓ Introduction of farmers to potential new markets and products, through better interaction with consumers and other members of the value chain
- ✓ Additional source of income for farmers and other rural enterprises
- ✓ Recognition for their agricultural products
- ✓ Educate consumers about farming and the rural heritage of the region
- ✓ Increased motivation for the protection of natural resources and natural amenities, as these features are valued by visitors



- ✓ Economic development opportunities in rural communities by bringing tourists into town
- ✓ Employment benefits to the wider community especially young people

### 3. Example

**The Royal Goat Farm** - The farm is located just a few kilometers outside the capital of Nicosia, in the area of Paliometochi. The creation of the farm started 26 years ago from the Papadopoulou family. It was initially planted with lemons, oranges, pears, olives and gradually the orchard with the flower beds for the seasonal vegetables and the greenhouse was created, while a little later the corral for the goats and sheep was built. Gradually the animal kingdom was enriched with hens, geese, turkeys, rabbits and donkeys. Later, the small cheese factory was created for the production of traditional Cypriot cheeses (halloumi, anari, flauna cheese, Tillyria halitzi, etc.) and the bakery with traditional wood-fired ovens. Every corner of the farm offers to the visitor moments of calm, rejuvenation, relaxation into the beauty of nature. The visitor gets to know the Cypriot land and discovers forgotten tastes, sounds, smells and aromas and enjoy breakfast, brunch, lunch or dinner in the "The Barn " restaurant of the Royal Goat Farm, a place where you will taste authentic, fresh food from the local produce. The Farm attracts a lot of visitors, families, couples, seniors, etc.





The Royal Goat Farm - Paliometochos Nicosia Region

#### 4. Benefits and Potential impact

The benefits and impact you might have from the guideline implementation are:

For the mentor	For the mentee
✓ Definition of Agrotourism	✓ Implement some new initiatives in order to develop its farm, and rural enterprise and include more tourism services
✓ Benefits of Agrotourism	✓ To learn more about the benefits of creating agrotourism