



Report Inspirational Case Studies - FARMS CHARM project



Content

Introduction.....2

Austria: Tradition and Innovation.....2

Cyprus: Tradition and Sustainability.....4

Czech Republic: Tradition and Modernity.....5

Spain: Diversity and Tradition.....6

Italy: Tradition and Multifunctionality.....7

 Points in Common.....9

 Differences

 Benefits and Experiences

 Challenges

 Recommendations for Other Farmers

Conclusions.....12



Introduction

The agritourism sector in Europe has seen significant growth in recent years, reflecting a growing interest in authentic and sustainable travel experiences. This report explores in detail the success stories and challenges faced by agritourisms located in Austria, Cyprus, the Czech Republic, Italy and Spain. Each case study provides an in-depth overview of the strategies adopted, the problems encountered and the solutions found, highlighting the peculiarities and best practices that characterise these examples of excellence in the sector.

Austria: Tradition and Innovation



Ferienwohnungen Dr. Helga Haske-Cornelius

In the heart of the Austrian countryside, Ferienwohnungen Dr. Helga Haske-Cornelius represents a perfect balance of tradition and modernity. Located in a picturesque rural area, this farm offers visitors warm hospitality and a variety of family-oriented experiences. The well-appointed flats are particularly popular for their activities, which range from wine tours to seasonal events such as wine festivals and farmers' markets.

- Challenges and Strategies

One of the main challenges faced was resource management and marketing in a competitive environment. The company overcame these difficulties through strategic partnerships with local restaurants and producers, which not only enriched the visitor experience but also broadened the visibility of the establishment. In addition, the use of digital marketing and social media platforms has enabled the company to reach a wider audience, increasing booking rates and customer loyalty.

- Innovations and Successes

The implementation of a family loyalty programme and the creation of tailor-made packages for seasonal events have been winning strategies. The hotel has also invested in environmentally friendly practices, such as the use of renewable energy and the promotion of recycling, which resonate positively with environmentally sensitive customers.

Weinbauernhof 4 Jahreszeiten

Weinbauernhof 4 Jahreszeiten, located in a renowned wine-growing region, is dedicated to wine production and offers immersive experiences such as cycling tours through the vineyards and nature walks. The focus on wine quality and attention to detail in hospitality are the basis of its success.

- Challenges and Strategies

The main obstacle was to maintain the quality of the wine amidst an increase in demand. The farm responded by investing in modern winemaking technology and resource management. In addition, collaboration with oenologists and sommeliers has helped to maintain high quality standards.

- Innovations and Successes

The company created exclusive events such as private tastings and winemaking workshops, attracting wine enthusiasts from all over the world. An active presence on social media and

the creation of quality content have further amplified the visibility and attractiveness of the establishment.

Waldhof Grasel

Waldhof Grasel is a farm known for its wide range of activities, from horse riding to the production of homemade jams. Diversification of services has been a key to attracting a varied clientele.

- **Challenges and Strategies**
Managing quality amidst the diversification of services was a major challenge. To meet it, the company implemented strict quality control standards and continuous training for staff. Promoting products through local markets and trade fairs helped maintain high visibility.
- **Innovations and Successes**
Waldhof Grasel has implemented a participatory farming programme, which allows visitors to actively participate in the production of jams and other products. This hands-on experience has increased customer interest and satisfaction, contributing to the company's success.

Fröschl

Fröschl stands out for its commitment to sustainability and environmental education. The focus is on promoting sustainable agricultural practices and biodiversity, with educational programmes dedicated to schools and community groups.

- **Challenges and Strategies**
The main difficulty was finding the funds to support educational programmes and sustainability initiatives. Fröschl overcame this obstacle through partnerships with non-profit organisations and local sponsorships.
- **Innovations and Successes**
The company has created a series of workshops and educational courses that not only raise awareness of the importance of sustainability, but also provide opportunities for hands-on learning. These programmes have attracted schools and interest groups, contributing to the company's success and growth.

Grasel

Grasel is an example of how eco-tourism and sustainable practices can coexist with rural tourism. Organic product production and conservation workshops are at the heart of its activities.

- **Challenges and Strategies**
Managing sustainability without compromising product quality has been a major challenge. The company has adopted organic farming practices and eco-friendly technologies to maintain high quality standards.
- **Innovations and Successes**
The creation of an environmental education centre and volunteer programmes has helped promote Grasel's ecological mission, attracting visitors interested in sustainable practices and environmental education.

Cyprus: Tradition and Sustainability

The Royal Goat Farm

The Royal Goat Farm is a farm dedicated to goat cheese production and offers guided tours and workshops. The farm is distinguished by its ecological practices and focus on education.

- Challenges and Strategies

The main obstacle was attracting visitors to a remote area, staff recruitment and maintaining the quality of the products. The farm has overcome these challenges through targeted marketing and collaborations with local tour operators.

- Innovations and Successes

The farm has introduced workshops and laboratories that educate visitors about goat cheese production and ecological practices. This approach has improved the visibility and attractiveness of the farm.

Olymbia Traditional Houses

Olymbia Traditional Houses offers traditional Cypriot accommodation and local breakfasts, with a focus on sustainability and the use of renewable energy. Despite challenges in marketing and competition, the company has found its success through authenticity and quality of service.

- Challenges and Strategies

Competition and marketing difficulties were the main challenges. Olymbia responded by implementing sustainable technologies and creating exclusive tourism packages that enhance the traditional Cypriot experience.

- Innovations and Successes

The company invested in renewable energy and used artificial intelligence to improve services. In addition, the creation of exclusive gastronomic experiences has attracted a clientele interested in local culture and tradition.

Vasilias Nikoklis Inn

Vasilias Nikoklis Inn combines rustic accommodation with traditional cuisine and special events. It is distinguished by its authenticity and attention to quality service.

- Challenges and Strategies

The main difficulties relate to complex regulations and finding reliable personnel. To address these challenges, the company created thematic tourism packages and collaborated with tourism networks to improve accessibility and visibility.

- Innovations and Successes

The organisation of special events and the creation of thematic tourism packages have improved the attractiveness of the inn. In addition, the company has developed partnerships with local organisations to expand its network and improve the quality of its services.

Ecophysis Bee & Nature Centre

Ecophysis Bee & Nature Centre is dedicated to beekeeping and environmental education, offering

unique experiences and sustainable practices. Despite concerns about the market and bees, the company has found its success through education and the promotion of ecology.

- **Challenges and Strategies**

The main challenges include market management and bee concerns. To address these, the company has invested in educational programmes and ecological practices that attract visitors interested in sustainability.

- **Innovations and Successes**

The creation of an environmental education centre and the promotion of sustainability have improved the company's visibility. In addition, the company has developed tourist packages offering practical and educational experiences, attracting a clientele interested in ecology.

Czech Republic: Tradition and Modernity



Farma Basařovi

Farma Basařovi is located in a picturesque area of the Czech Republic and offers a mini-zoo and local agricultural products. This farm is especially geared towards families and groups of children, with a wide range of educational and recreational activities.

- **Challenges and Strategies**

The main challenges include bureaucratic complications and low initial attendance. The company addressed these problems by diversifying its activities and creating new educational programmes, which helped to attract and retain visitors.

- **Innovations and Successes**

The introduction of seasonal events and special programmes for schools has increased attendance and improved the visibility of the site. The farm has also started collaborating with local schools and organisations to expand its network and attract more visitors.

Farma Menšík

Farma Menšík offers a rustic experience with excursions and accommodation on a typical Czech farm. Despite maintenance challenges and seasonal fluctuations, the farm continues to thrive thanks to effective management and targeted marketing.

- **Challenges and Strategies**

The main challenges relate to the maintenance of the facilities and seasonal fluctuations in demand. The farm has responded to these challenges by diversifying its services and implementing local marketing strategies to attract visitors throughout the year.

- **Innovations and Successes**

The creation of playgrounds and the organisation of seasonal events have helped to maintain visitor interest. In addition, promotion through local channels and social media has improved the visibility and attractiveness of the facility.

U dvou zvířat

U dvou zvířat is a farm dedicated to wine production and environmental education. Guests can

participate in workshops and educational activities focused on sustainability.

- **Challenges and Strategies**
The main difficulty was raising funds to support the educational programmes. To meet this challenge, the company created partnerships with non-profit organisations and received support from local sponsors.
- **Innovations and Successes**
The centre offers interactive workshops that educate visitors about sustainable farming practices and the benefits of organic production. This approach has attracted a diverse audience, contributing to the success of the centre.

U Sebastiana

U Sebastiana combines eco-tourism with traditional cuisine, offering cultural events and unique gastronomic experiences. The establishment stands out for its authenticity and the quality of its services.

- **Challenges and Strategies**
The main challenges include resource management and competition in the eco-tourism sector. The company has responded to these challenges with innovative marketing and a focus on the quality of services and experiences offered.
- **Innovations and Successes**
The organisation of cultural events and the creation of exclusive tourist packages have increased the company's attractiveness. In addition, the use of artificial intelligence to improve services has led to an enhanced customer experience.

Spain: Diversity and Tradition



Finca Montefrío

Finca Montefrío is nestled in the breathtaking landscapes of the Sierra Morena and offers a wide range of activities, including wine tastings and agricultural tours. The winery stands out for its ability to integrate tourism and traditional farming practices.

- **Challenges and Strategies**
One of the main challenges was attracting visitors to a remote area. To overcome this obstacle, the farm invested in a solid marketing strategy and expanded its offerings with new activities and tourist packages.
- **Innovations and Successes**
Creating customised tour packages and offering unique experiences such as guided tours and private tastings have attracted a diverse clientele. The farm has also implemented sustainable practices that meet customers' expectations.

Huerto Ribera

Huerto Ribera specialises in the cultivation of oranges and the production of jams. Despite economic challenges and the difficulty in finding personnel, the company has found its success through diversifying its services and offering unique culinary experiences.

- **Challenges and Strategies**
Profitability and resource management were the main challenges. To address them, the company created new culinary workshops and expanded its facilities to include a rural hotel.
- **Innovations and Successes**
The launch of show cooking sessions and the promotion of local products have helped to attract visitors and improve the company's economic sustainability. The company has also invested in digital marketing to expand its reach.

La Borda de Pastores

La Borda de Pastores offers rustic accommodation and a museum dedicated to transhumance. Despite the challenges of its remote location and competition, the company continues to thrive thanks to the quality of its services and its passion for tradition.

- **Challenges and Strategies**
The main challenges include competition and attracting visitors to a remote location. To overcome these challenges, the farm has invested in renewable energy and improved the accessibility of its facilities.
- **Innovations and Successes**
The use of renewable energy and the creation of thematic tourism packages have improved the farm's attractiveness. In addition, the farm has developed partnerships with local tourism networks to increase visibility and accessibility.

Monjarama

Monjarama is dedicated to fruit picking and social farming, with a focus on sustainability and social inclusion. Regulatory challenges and difficulties in obtaining permits are addressed with innovative strategies and a strong community connection.

- **Challenges and Strategies**
Difficulties include regulatory management and the availability of permits. Monjarama has responded by creating alliances with local authorities and investing in sustainable practices to attract visitors and ensure product quality.
- **Innovations and Successes**
The company has developed educational activities and social inclusion programmes that have improved its visibility and the quality of the experience for visitors. In addition, the promotion of local products has helped to strengthen ties with the community.

Italy: Tradition and Multifunction



Del Piano

Del Piano, located in Umbria, offers traditional hospitality with a wide range of services, from cooking to the production of honey and herbs. The property is known for its authenticity and attention to quality.

- **Challenges and Strategies**
The main challenges include bureaucracy and finding qualified personnel. To address

these, the company has implemented sustainable practices and developed educational programmes that attract visitors and ensure quality services.

- Innovations and Successes

The creation of tailor-made tour packages and the offering of gastronomic experiences have contributed to the company's success. In addition, investment in ecological practices has improved the sustainability and attractiveness of the facility.

Fairy Trail

Sentiero delle Fate specialises in the production of lentils and traditional dairy products. After the 2016 earthquake, the company had to diversify its activities to ensure economic sustainability.

- Challenges and Strategies

The main difficulty was diversification after the earthquake and competition in the market. The farm responded by expanding its tourist offers and creating new products that enhance the local culinary tradition.

- Innovations and Successes

The company has introduced new products and tourist packages that attract visitors interested in local culture and tradition. In addition, the implementation of modern technologies has improved the quality of products and services.

Lattanzi

Lattanzi, is distinguished for its cheese production. In addition to rustic accommodation and traditional catering, the farm hosts events and workshops celebrating local culture and traditions.

- Challenges and Strategies

Lattanzi faces the challenge of competition in the region's agrotourism sector. With the presence of numerous competitors, it is crucial for Lattanzi to differentiate itself through the quality of its products and the originality of its offerings. Another difficulty is attracting visitors to a rural location, which requires effective marketing strategies. To overcome these challenges, Lattanzi focuses on producing a wide range of quality cheeses and organising cultural events and workshops that enhance local culture and attract tourists interested in traditions.

- Innovations and Successes

Lattanzi has been able to innovate by creating cultural events and workshops that attract visitors and enrich the agrotourism experience. These events not only celebrate local traditions but also provide an opportunity for visitors to actively participate in farm life. In addition, the emphasis on product quality has enabled Lattanzi to position itself as a benchmark in the sector at local level.

Saffron and Surroundings

Zafferano e Dintorni, located in Umbria, specialises in saffron cultivation and dedicated workshops. The company also offers accommodation and meals that integrate the main product, saffron, into unique and refined dishes.

- Challenges and Strategies

Operating in a niche market such as saffron presents unique challenges, including the need to find and maintain a customer base interested in this specific product. In addition, balancing production with sustainable practices is essential to ensure the longevity of the business and reduce environmental impact. Zafferano e Dintorni addresses these challenges by focusing on sustainable cultivation practices and expanding its educational offerings through saffron workshops.

- **Innovations and Successes**

Innovation is a strong point for Zafferano e Dintorni, which has invested in expanding workshops on the use and cultivation of saffron. This approach not only educates visitors but also actively involves them in the production process. The company has also achieved success through its emphasis on sustainability and product quality, positioning itself as a leader in the saffron market and attracting enthusiasts and tourists interested in this prized spice.

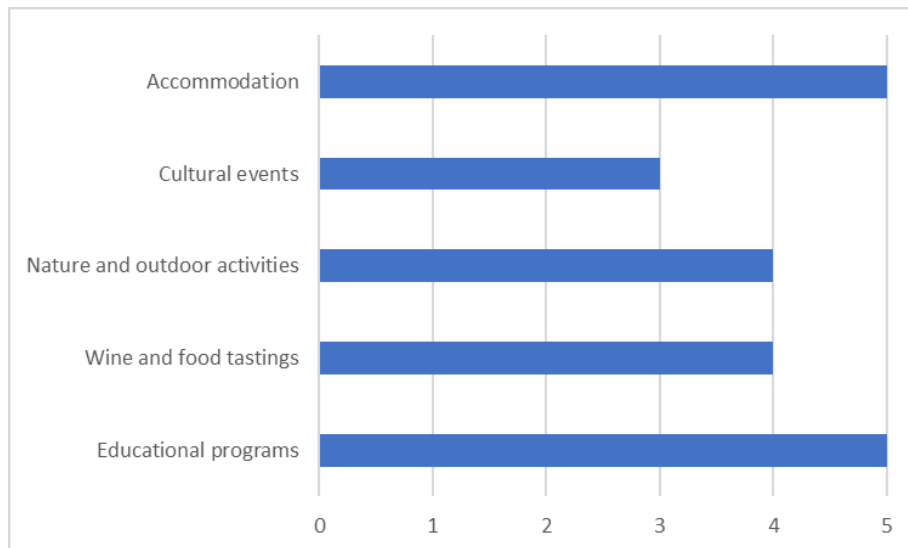
A comparative analysis of the case studies representing the selected regions (not the whole Country situation) reveals the following:

Points in Common

Quality of Services:

All analysed farms in the five countries aim to offer high quality services and products, often customised to enhance the customer experience.

Main services offered:



Family Management:

Many farms are family-run, ensuring a personal and traditional approach that values cultural roots and authentic hospitality.

Innovation and Adaptability:

Use of technology, such as social media, and diversification of offers are common strategies to remain competitive and attract new visitors.

Sustainability and Soft Tourism:

There is a strong focus on environmental sustainability and the implementation of eco-friendly farming practices, promoting tourism that minimises environmental impact and supports local economies.

Differences

Proposed activities:

- Austria: Wine production, horse riding, educational programmes, gourmet tours.
- Cyprus: Experiences of rural life, participation in seasonal harvests, visits to historical sites, courses in local crafts.
- Czech Republic: Mini-zoo, outdoor activities, interaction with animals, educational workshops.
- Italy: Food and wine tastings, cooking courses, nature excursions, cultural events.
- Spain: Tastings of local products, traditional agricultural activities, social farming workshops.

Methods of Innovation:

- Austria: Collaborations with restaurants, gourmet tours, social media marketing.
- Cyprus: Development of tourism apps, promotion of experiential tourism, improvements in hospitality infrastructure.
- Czech Republic: Educational programmes, infrastructure improvements, use of digital media.
- Italy: Educational farms, promotion of integrated tourist packages, thematic events.
- Spain: Renewable energy, accessibility improvements, promotion of local products.

Benefits and Experiences:

The experiences offered and the perceived benefits vary, with some farms emphasising education and sustainability, while others focus on recreation and tasting.

Challenges

Marketing and Resource Management:

All countries report challenges in implementing effective marketing strategies and managing resources to meet demand without compromising quality.

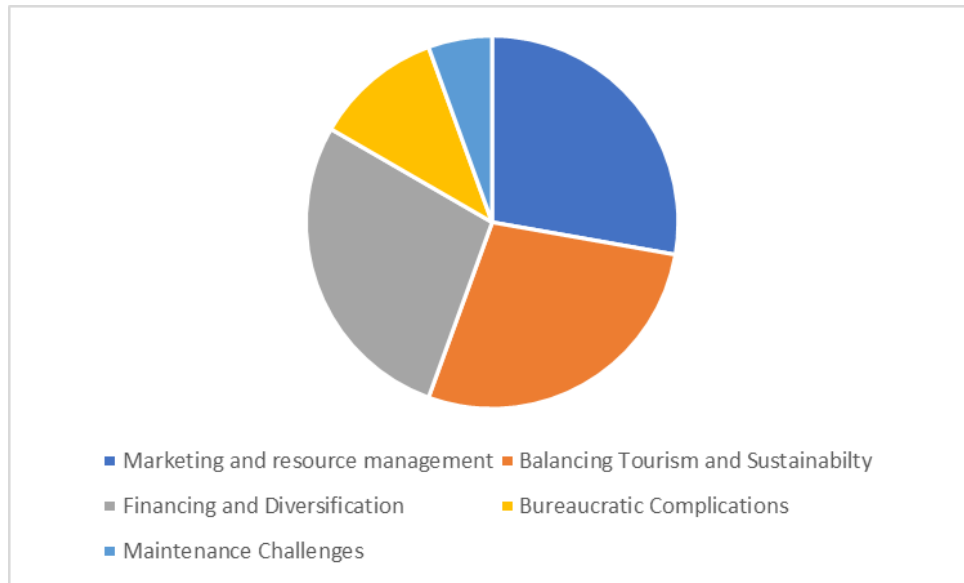
Balancing Tourism and Sustainability:

Maintaining a balance between tourist attraction and sustainability is a common challenge, with the need to ensure that tourism does not compromise the environment or the quality of products and services.

Financing and Diversification:

Ensuring adequate funding for expansions and innovations is a shared concern, along with managing the diversification of offers while maintaining high standards.

Main challenges to be solved:



Recommendations for Other Farmers

Focus on Quality and Customisation:

Maintaining high quality standards and offering customised experiences are keys to success.

Using Social Media and Collaboration:

Using social media for marketing and forming partnerships with local businesses can expand visibility and attract more visitors.

Embracing Innovation:

Adopting new technologies and remaining flexible to market trends are key to remaining competitive.

Implementing Sustainable Practices:

Promoting and adopting sustainable practices is essential to attract an increasingly environmentally conscious clientele.

Clear Objectives and Strategic Planning:

Defining clear objectives and aligning activities with the values of the farm can help maintain a strategic and consistent focus.

Developing Educational Programmes:

Engaging the community and visitors with educational activities on sustainability can increase the attractiveness and social impact of agrotourism activities.

Conclusions

The analysis of case studies in agritourism and ecotourism in Austria, Cyprus, Czech Republic, Italy and Spain provides an in-depth insight into the dynamics that characterise this sector. Each company examined demonstrated a unique and innovative approach to meeting the challenges and exploiting the opportunities offered by the market, revealing different models of success and effective strategies.

Sustainability and Tradition: A Winning Combination

One of the recurring themes among the different case studies is the importance of sustainability and connection to tradition. Successful companies have managed to integrate sustainable practices without compromising their cultural and traditional identity. In Italy and Austria, for example, Fröschl and Lattanzi demonstrate how ecological production can be combined with tourism experiences that celebrate local culture. This synergy between sustainability and tradition not only meets the growing expectations of modern consumers, but also contributes to the preservation of cultural and environmental heritage.

Innovation as an Engine of Growth

Innovations have played a crucial role in the success of many of the companies analysed. The adoption of modern technologies, such as artificial intelligence in the improvement of services and the digitisation of marketing practices, has enabled these companies to optimise their operations and improve the customer experience. Companies such as U Sebastiana (Czech Republic), Finca Montefrío (Spain) and Olymbia Traditional Houses (Cyprus) have been able to innovate in their approaches to tourism promotion and resource management, demonstrating how the adoption of advanced technologies can lead to significant competitive benefits.

Facing Market Challenges

The challenges that companies have faced, from economic and regulatory difficulties to increasing competition, have been met with different and often creative strategies. Companies have responded to these challenges differently, but with a common characteristic: adaptability. Sentiero delle Fate (Italy) and La Borda de Pastores (Spain), for example, have diversified their offerings to respond to changes in the market and customer needs. The ability to proactively adapt and respond to challenges is crucial for long-term sustainability in the industry.

Importance of Local Relationships and Community

Another key aspect emerging from the case studies is the importance of local and community relations. Companies that developed strong ties with local communities and invested in regional collaborations achieved better results in terms of visibility and reception. Ecophysis Bee & Nature Center (Cyprus) and Monjarama (Spain) are examples of how community involvement and local networking can not only support business operations, but also enrich the visitor experience.

Future Perspectives

Looking ahead, the agritourism and ecotourism sector will continue to evolve, with an increasing emphasis on sustainable practices, authentic experiences and technological innovations. Companies will need to remain agile and adapt to changing consumer preferences, new regulations and emerging trends in tourism. The continuous search for a balance between tradition and modernity, together with the ability to anticipate and respond to challenges, will be crucial to maintaining a competitive advantage.

In summary, the case studies analysed show that success in the agritourism and ecotourism sector comes from a combination of sustainability, innovation, and a strong link with local traditions. Companies that know how to integrate these elements with a flexible and customer-oriented approach will be able to

thrive in an increasingly competitive and changing market. The key to the future will be the ability to continue to innovate and adapt, while maintaining a deep respect for the cultural and environmental roots that define the industry.



This report has been compiled not only for project purposes but also to carry on the work of our beloved colleague Giampiero, who left us a few months ago.

To Giampiero, all the staff of Farms' Charm project.



Associazione
Sviluppo Rurale



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