

# The Evaluation of Agritourism in Italy

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This research focused on the success of the agritourism industry within Italy. Considering the role of hospitality in the Italian tourism industry and its history as well as the need for a revival in rural areas and the agricultural sector. The results demonstrate how agritourism revitalizes the agricultural industry as well as the tourism industry and revives local ecosystems while demonstrating local goods and regionally famous products. In this paper I investigate the effect local products, farms and economics play into the agritourism business and vice versa.



## Objectives

- To conduct a written investigation in the emerging agritourism industry as it is conducted in Italy
- To research different aspects of the agritourism businesses in Italy that allow it to flourish
- To observe products and outcomes from the emergence of the agritourism industry as it grows in prominence
- To use the examples of Italy due to how successful the industry has been



## Materials

- The Ministry of Agriculture in Italy, "Agriturismo Italia"
  - Gives detailed definition of agritourism within Italy, with an informational regional map that highlights each area's specialties
- "Agriturismo for Rural Development in Italy, Evolution, Situation and Perspectives" – Fabio Santucci
  - Study done of agritourism in Italy offering relevant demographics. Discusses expansion and role of agritourism in Italy economically and environmentally
- "How Authenticity and Tradition Shift into Sustainability and Innovation: Evidence from Italian Agritourism." – Pamela Palmi and Greta Enrica Lezzi
  - Discusses development of agritourism in Italy as it coincides with the rural development of Italy in the modern age
- "Development of Agritourism in the Light of Economics: Case Studies of Italy and Poland." - Kummitha Harshavardhan et. Al.
  - Describes how agritourism has expanded in Italy in the recent decades



Figure 2. Concentrations of agritourism in Italy. Elaboration based on ISTAT 2019 [2].



## Results

- Agritourism in general has expanded globally, and is different to traditional tourism due to the nature of agricultural involvement and environmental benefits
- Benefits local communities through the boost to their local economy specifically – the purchase of local products, the stay at farmhouses and vineyards of the area and more
- Environmental benefits due to the revitalization of the local eco-systems and community land- upkeep of pathways, and waterways
- Encouragement and emphasis on organic farming practices that are sustainable and environmentally beneficial
- Focus on education youth, especially urban youth about agricultural practices that have relevance to them and their own communities



## Conclusions

Agritourism is successful in Italy due to the richness of its culture, especially the emphasis on hospitality, and the experience in tourism Italy has had for generations. What makes agritourism even more successful in Italy is the strong result of agriculture as products. These local products enhance the appeal of many agritourist destinations- they offer the best the region has to offer. The beauty of the landscape however is one of the main attraction to potential tourists and does not disappoint. An important resulting benefit of agritourism is not only the boost to the local and national economy but the efforts out into restoring the local environment and having more environmentally friendly and revitalizing projects being conducted in the agritourist areas of northern Italy.



## References

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