

Agri-food meets Agri-tourism

*– Outlining a new Trend in Cypriot
Tourism Industry –*

International Geographical Union (IGU) Pre-Conference Symposium

Transforming and Managing Destinations:
Tourism and Leisure in a Time of Global Change and Risks

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FRAMEWORK CONDITIONS FOR TOURISM INDUSTRIES

Agrifood meets Agritourism

Agenda

- 1. Framework Conditions for Tourism Industries
- 2. Towards a holistic rural tourism product
- 3. Agri-food meets Agri-tourism in Cyprus
- 4. Conclusion

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Relevant Social Trends

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Nostalgia

- “The desire felt primarily by citizens of developed countries, to run to the countryside, flee modernity and get back to simple life.”
(Mac Connell)

Authenticity

- “Valorisation of the uniqueness of a place in terms of typical local culture, heritage and environment can be the ticket to the upmarket tourist segment and therefore ensure a long lasting tourism industry.”
(Tomljenovic)

Sustainability

- “We must join together to bring forth a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace. Towards this end, it is imperative that we, the peoples of Earth, declare our responsibility to one another, to the greater community of life, and to future generations.”
(UN-Declaration, Rio)

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Impacts of Social Trends (Food)

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| Nostalgia | Authenticity | Sustainability |
|---|---|---|
| <ul style="list-style-type: none"> Resistance towards a large-scale "agrobusiness". Negative connotation towards the „green revolution“ Interest in traditional farming. etc. | <ul style="list-style-type: none"> Growing demand for traditional regional crops. Increased interest in local and regional food procession. etc. | <ul style="list-style-type: none"> Growing consciousness for healthy food choice. Trend towards „bio-food“. Trend towards local and regional food. etc. |

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Impacts of Social Trends (Tourism)

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| Nostalgia | Authenticity | Sustainability |
|--|--|--|
| <ul style="list-style-type: none"> Trend towards "hands on experience". Trend towards: "Back to basics" Trend towards: „creation versus consumption“. | <ul style="list-style-type: none"> Experiencing culture „seeing versus understanding“. Merging into culture Growing demand for traditional regional crops. Increased interest in local and regional food processing. etc. | <ul style="list-style-type: none"> Integration of locals/local businesses in the value chain. Adopting carry capacity approaches Utilisation of local products. (transport, local value creation, etc.) etc. |

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Food meets Tourism

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Local Food as a main dimension:

- of the tourism experience
- of local culture
- of local business

Local Food as a supplier:

- of authenticity (uniques of local cuisine)
- of sustainability (locally produced and consumed)
- of nostalgia (e.g. tourists harvesting local crops)

Collaboration in the field of food and tourism can enable unique experiences for the tourism industry = Creation of a local USP

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TOWARDS A HOLISTIC RURAL TOURISM PRODUCT

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Specifics of rural regions

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In general:

- High degree of local authenticity
- High degree of natural beauty & unspoilt landscape
- Low level of economic performance
- Poor Accessibility

Food-wise:

- Important share of primary sector
- High degree of local agricultural activity
- Existence of local specialities

Tourism-wise:

- Low level of tourism development
- Low mass-tourism orientation

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Preconditions for tourism development

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Creation of

- Co-operation amongst main local economic sectors:
⇒ Enriching existing agrifood industry by agritourism!

Creation of

- basic tourism infrastructure
- basic accessibility from major markets
- basic funds
- local know-how

⇒ Integration of existing agri-tourism and agri-food industries in rural areas!

⇒ Development of Agri-Tourism-Products!

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Agritourism Categories

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Attractions

- *Heritage Farms,*
- *Farm Visits,*
- *Agri-Tours*
- *etc.*

Services

- *Tour operators*
- *Food and Beverage,*
- *Accommodation,*
- *Retail*
- *etc.*

Events

- *Festivals,*
- *Fairs,*
- *Tradeshows*
- *etc.*

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AGRI-FOOD MEETS AGRI-TOURISM IN CYPRUS

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Cyprus Agro Tourism Programme

- 1991 -2001 the Cyprus Tourism Organization implements the official Agro-tourism programme
- 2 million US \$ financial incentives for restoration of traditional buildings and utilisation as accommodation (~ 472 beds), museums traditional craft shops and exhibition areas.
 - Establishment of the Cyprus Agro Tourism Company including an internet marketing and booking platform for the accommodation units
- ⇒ Rehabilitation and Establishing of tourism infrastructure in the Cypriot hinterland.

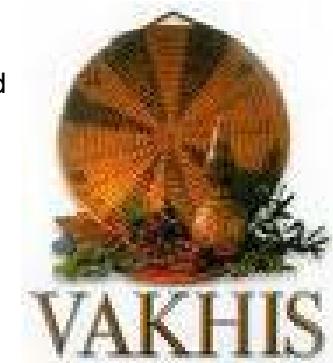
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Cyprus Culinary Tourism Programme

2002-2005 the Cyprus Tourism Organization implements the official VAKHIS-programme to foster authentic Cypriot food.

- Creation of a designated brand for traditional local food
- Licensing of local taverns in the hinterland
- Various Promotion Activities:
 - for authentic food
 - authentic food outlets
 - local food suppliers



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Cyprus Culinary Tourism Programme II

2006-2011 the Cyprus Tourism Organization implements the official Wine-Tourism Programme to foster rural wine industry and agro-tourism at the same time.

- Implementation of wine-routes in the rural Cyprus
- Implementation of wine-festivals and fairs
- Implementation of wine museums
- Implementation of wine tasting facilities at local wineries

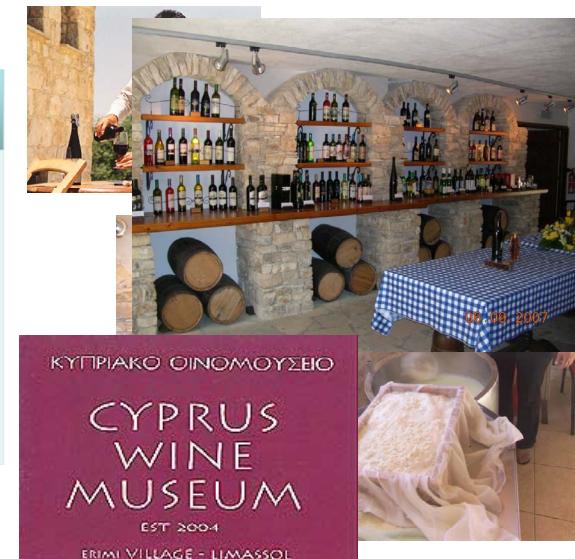
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Agri-tourism Categories

Attractions

- *Winery Visits*
- *Halloumi-Farm Visits*
- *Museums (Wine, Baskets,)*
- *etc.*



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Agritourism Categories II

Services

- Agro-Tourism-Accommodation
- Authentic Tavernas
- Wine-Tours
- etc.



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Conclusion

- Social Trends like Nostalgia, Authenticity and Sustainability form the ground for new tourism product.
- A stronger integration of agri-food and agri-tourism can form a new holistic rural tourism product, instead of only representing an add-on for existing sun & beach products.
- As demonstrated by the Cyprus Case Study there are various fields for successful implementation and therefore an interesting opportunity not only to upgrade a destination's product portfolio, but also the possible creation of an USP!

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Agritourism Categories III

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Events

- Local Wine Festivals,
- Limassol Wine Show
- etc.

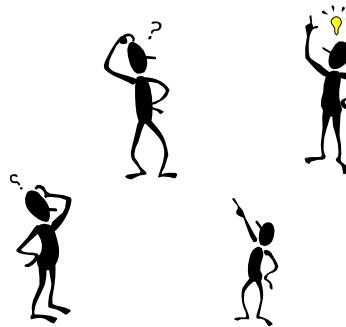


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Thank you for your
attention



... I am looking forward to a
lively discussion

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