



# “The National System of Diversification in Agriculture”

29 April 2010

## Outline of the presentation

- 1) The national Reg. 96/2006
- 2) The role of the Regions
- 3) The “Osservatorio Nazionale sull’Agriturismo”  
(National Observatory on Agritourism)

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# 1 - The National Reg. 96/2006





## Art. 9.

### *Designation restriction. Classification*

1. The designation of «agritourism» and the attributive expressions linked to it, is restricted exclusively to farms whose agritouristic activities comply with article no. 6.
2. In order to give more transparency and uniformity to the relationship between demand and supply of agritourism, the Ministry for Agriculture, Food and Forestry Policies (MIPAAF), after hearing the Ministry of Productive Activities and being subject to prior agreement set up during the Permanent State-Regions Conference, the regions and the autonomous provinces of Trento and Bolzano, established homogeneous classification criteria valid for the entire national territory and set up assessment measures to be used by the Regions and linked to specific territorial characteristics.



## Art. 11.

### Agritourism development and programming

1. The MIPAAF, in agreement with the regions and the autonomous provinces, after hearing the most representative national agritouristic associations, established a three-year programme, annually updated and aiming at promoting Italian agritourism on the national and international market.
2. In order to support equestrian tourism activities, the Regions can provide incentives for farms providing agritouristic services to purchase, breed and set up stables for saddle-horses. Regions can also provide incentives for equestrian tourism itineraries, properly recommended in cooperation with agritouristic farms and equestrian tourism centers.
3. The regions, in cooperation with the most representative associations of agritouristic operators, support the development of agritourism through research, testing, vocational training and marketing activities. [.....]



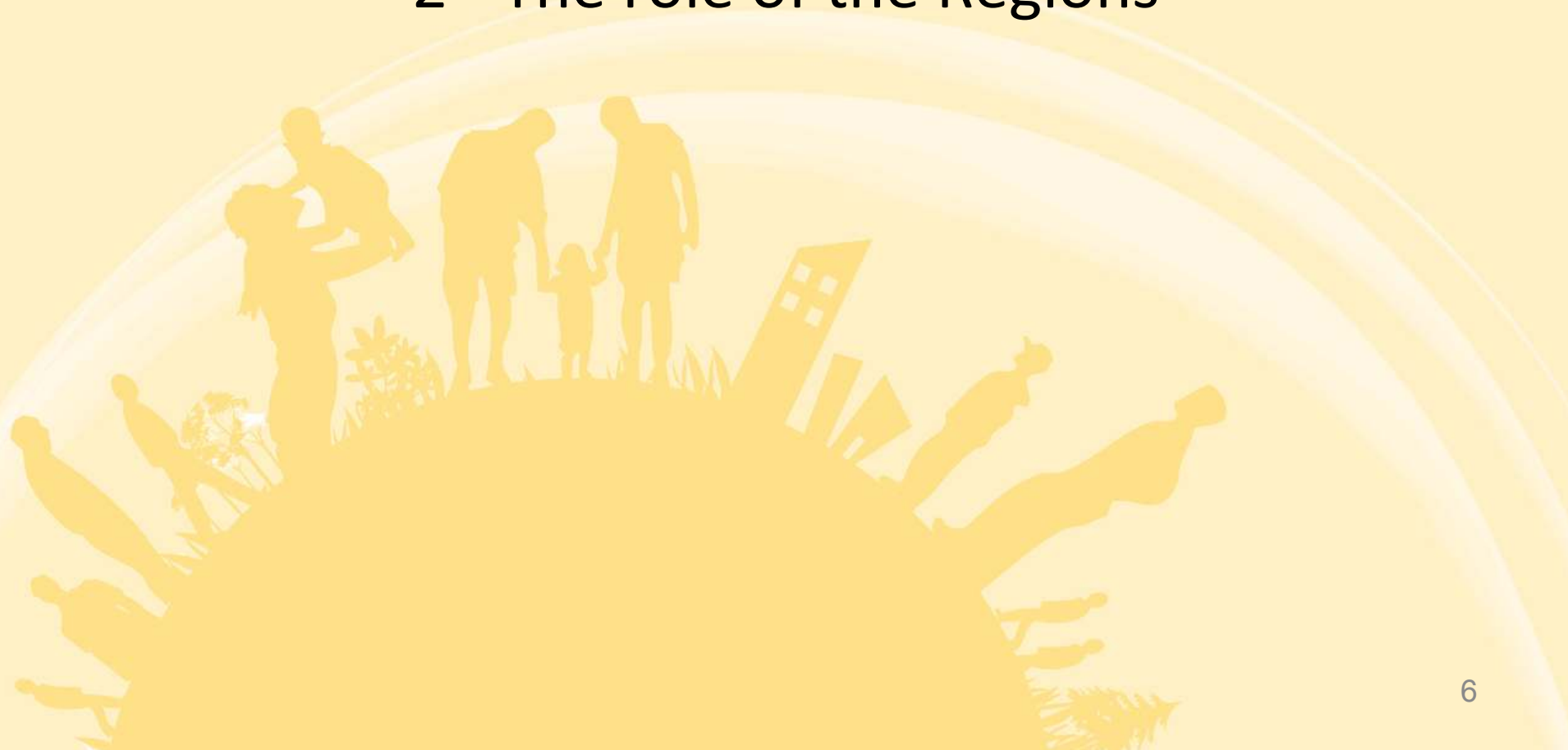
## Art. 13.

### National Observatory of agritourism

1. In order to provide useful information for activities that fall under the MIPAAF competence, and in order to support information and experiences exchange on the national territory, the regions must annually report to the above mentioned Ministry on the agritouristic development in the territory within their jurisdiction, providing data related to the reliability of this sector as well as possible disposition adopted in this field.
2. It is set up the creation of a “National Observatory on Agritourism”, based at the MIPAAF, including the most representative national associations of agritouristic operators.
3. The “National Observatory on Agritourism” collects and processes information provided by the Regions and associations pursuant to paragraph 2), publishing an annual national report on the agritouristic development, including new proposals coming from foreign countries experiences. [.....]



## 2 - The role of the Regions





## 3 - The National Observatory on Agritourism





## The National Observatory on Agritourism

The National Observatory of Agritourism is referred to in art. 13 of Law n.96 – February 20, 2006 (the Agritourism Discipline). Its setting up was defined by M.D. of 22/12/2009, following the decision of the Constitutional Court - n. 339 of October 8, 2007 and the agreement with State-Regions Conference of November 26, 2009.

The National Observatory of Agritourism is made up of the representatives from the Ministry of Agricultural, Food and Forestry Policies, the Ministry of Tourism, ISTAT (Italy's statistics office), the Autonomous Provinces and Regions and from trade associations. The Observatory is supported by the representatives from Inea, Ismea, Sin and related experts.



# The National Observatory on Agritourism

Launched on Tue. 20<sup>th</sup> April 2010





# The National Observatory on Agritourism

:

- Analysis on the developments in this sector as to structural features of farms, supply and demand, editing of an annual report
- Developing proposals for the creation and updating of a “rating systems” for the agritouristic activities and their utilize them on the whole national territory, even considering Italian Regions’ territorial distinctive features
- Defining a detailed program for the development and promotion of this sector on international and national markets



# The National Observatory on Agritourism

Activities carried out so far:

## A. MARKET INVESTIGATIONS

- the current trends of demand (purchasing behaviors and parameters of consumers' choices )
- the different types of agritouristic supply and the related current trends
- quality monitoring parameters

## B. PRESCRIPTIVE ANALYSIS

- surveys monitoring the impact of regulations and support policies, acquisition and integration of the different available statistical sources
- benchmarking of regulations and support policies
- the impact of both regulations and community, national and regional policies
- intervention requirements of stakeholders and administrations interested in agritouristic activities



# The National Observatory on Agritourism

## DEVELOPMENTS IN THIS SECTOR

- § DIFFUSION AND INCREASE IN SUPPLY :
- § STRENGTHENING OF THE DIFFERENT SERVICES:
- § STRATIFICATION BY QUALITY AND PRICE
- § PERI-URBAN AREAS:
- § INTEGRATION BETWEEN AGRITOURISM AND FARMS:
- § INCREASE IN DIRECT CONTACTS THANKS TO WEB AND NEW TECHNOLOGIES DEVELOPMENT
- § HIGHER ENVIRONMENTAL PROTECTION:
- § STRENGTHENING OF THE AGRITOURISM SOCIAL FUNCTION:
- § HIGHER GROWTH RATES FOR EDUCATIONAL ACTIVITIES:
- § STABLE RATES FOR THE DIFFERENT REASONS OF THE STAY :



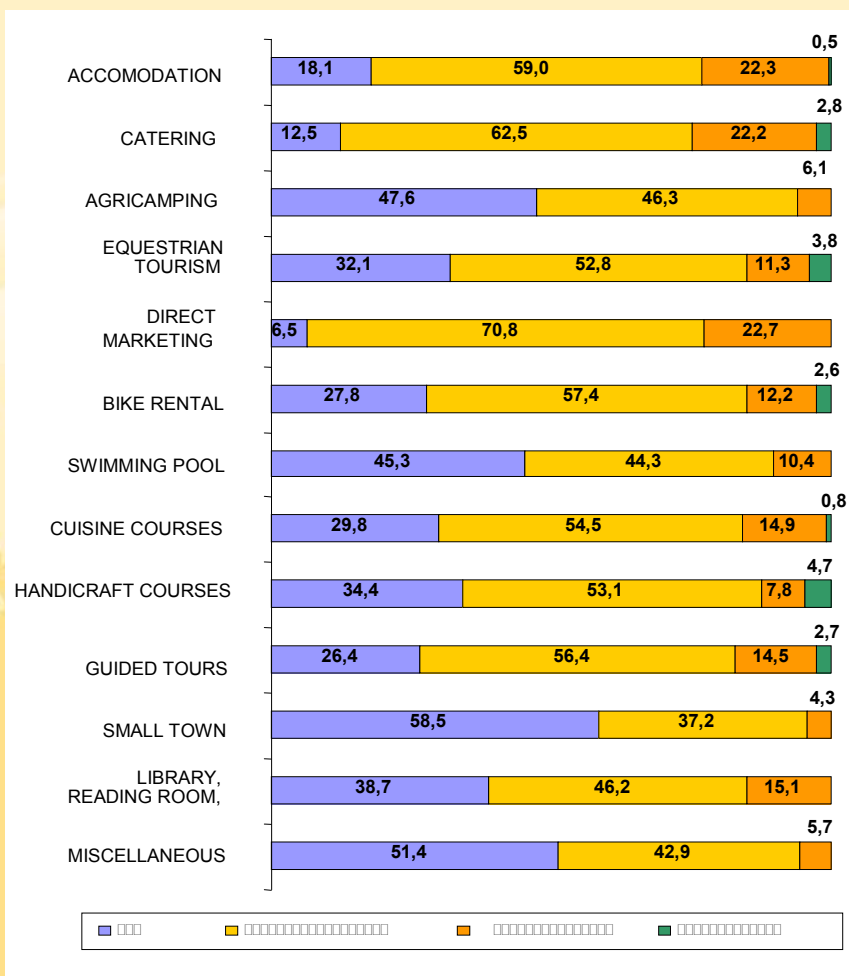
# The National Observatory on Agritourism

## Supply analysis for agritouristic services



# The National Observatory on Agritourism

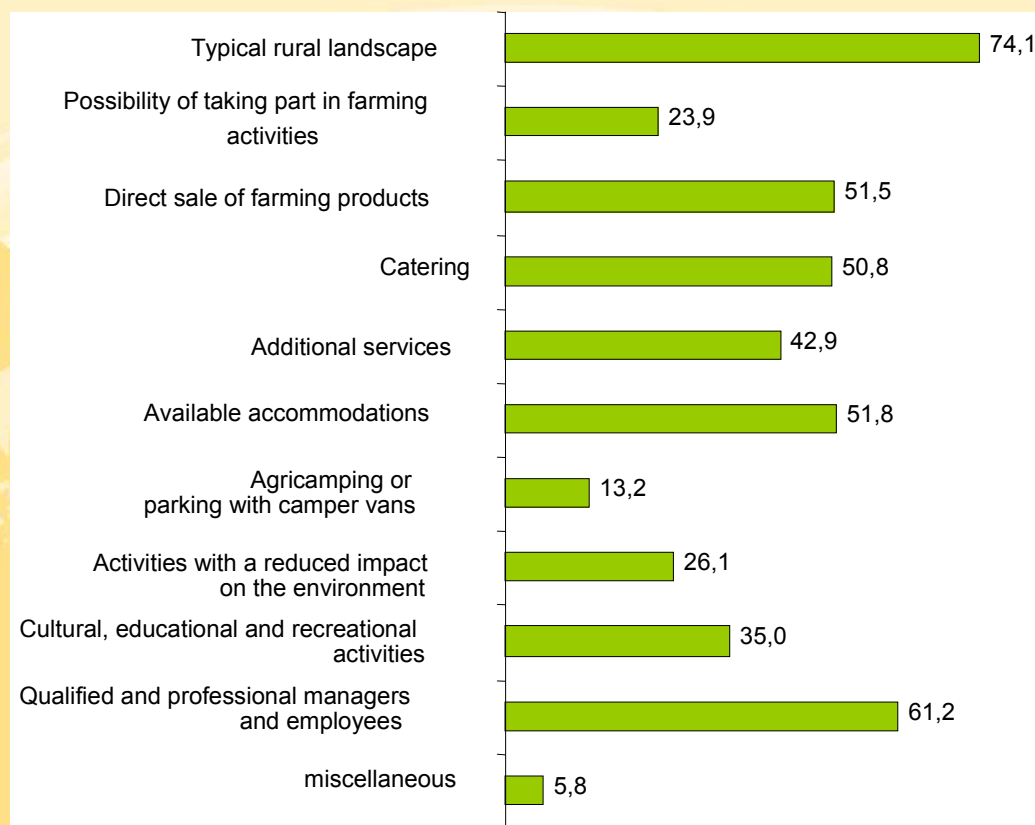
Farmers investment trend in activities, depending on their related category





# The National Observatory on Agritourism

## Farmers assessment on consumers' viewing ratings





# The National Observatory on Agritourism

## Demand analysis for agritouristic services





# The National Observatory on Agritourism

## Basic features of agritouristic structure

1. **Location surrounded by nature and the greenery of the countryside**
2. **Local and natural foodstuffs directly produced by the farmers,(traditional and high-quality food)**
3. **Site surrounded by a peaceful and pleasant area**
4. **Rustic structure**
5. **Agricultural activities, with animals**
6. **Opportunity to participate in the farm's daily life and in planned activities**



# The National Observatory on Agritourism

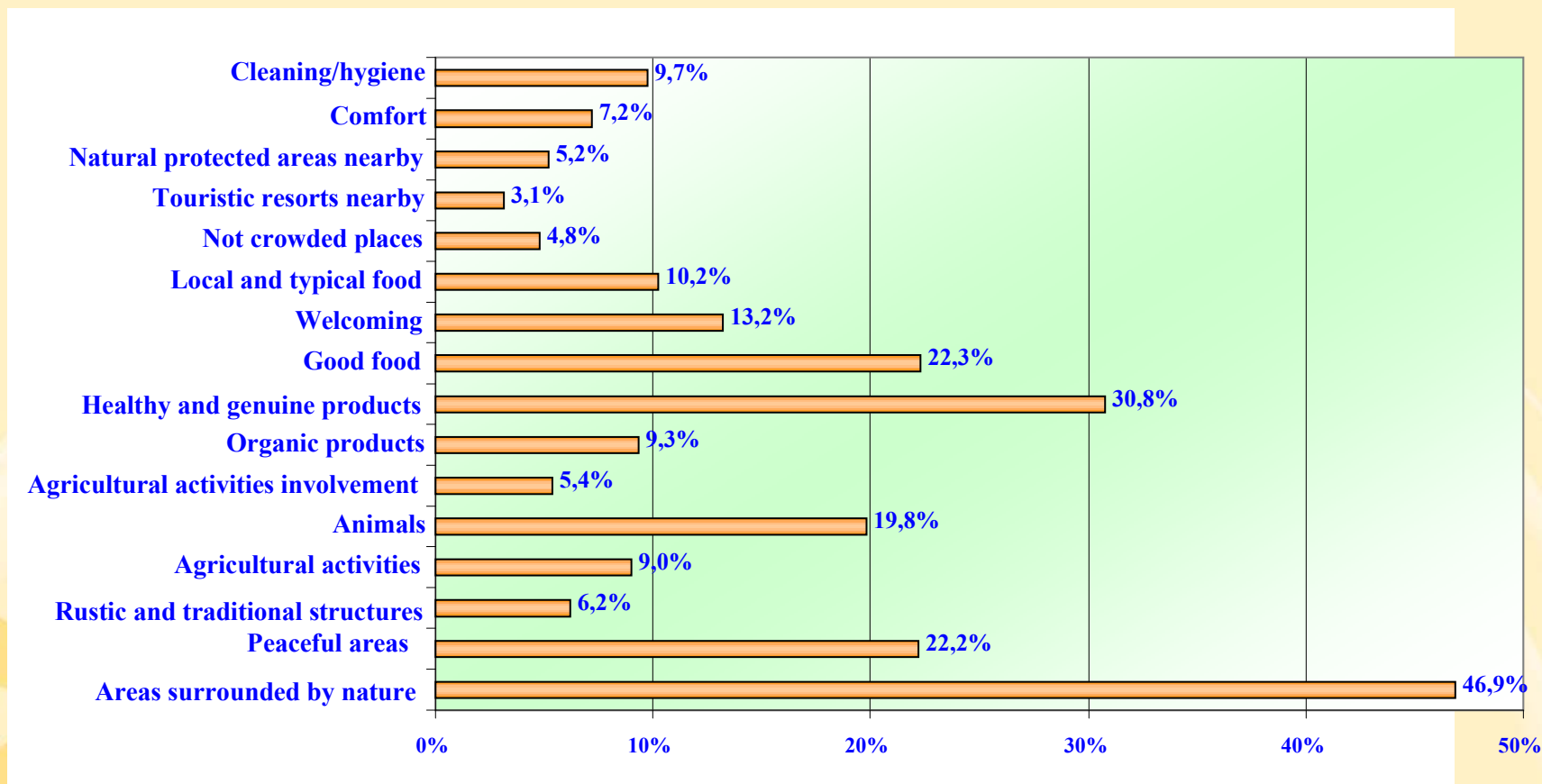
## Farmer essential role in satisfying consumers expectations

- **Agritourism must be owner-occupied**
- **Consumers expectations consist in considering the farmer:**
  - **aware and informed on the surrounding places, products and traditions**
  - **qualified and professionally prepared**
  - **friendly, fond of his job, but not intrusive: he must involve but reservedly**



# The National Observatory on Agritourism

## Features appreciated by consumers within the agritourism





# The National Observatory on Agritourism

## Agritourism and modernity

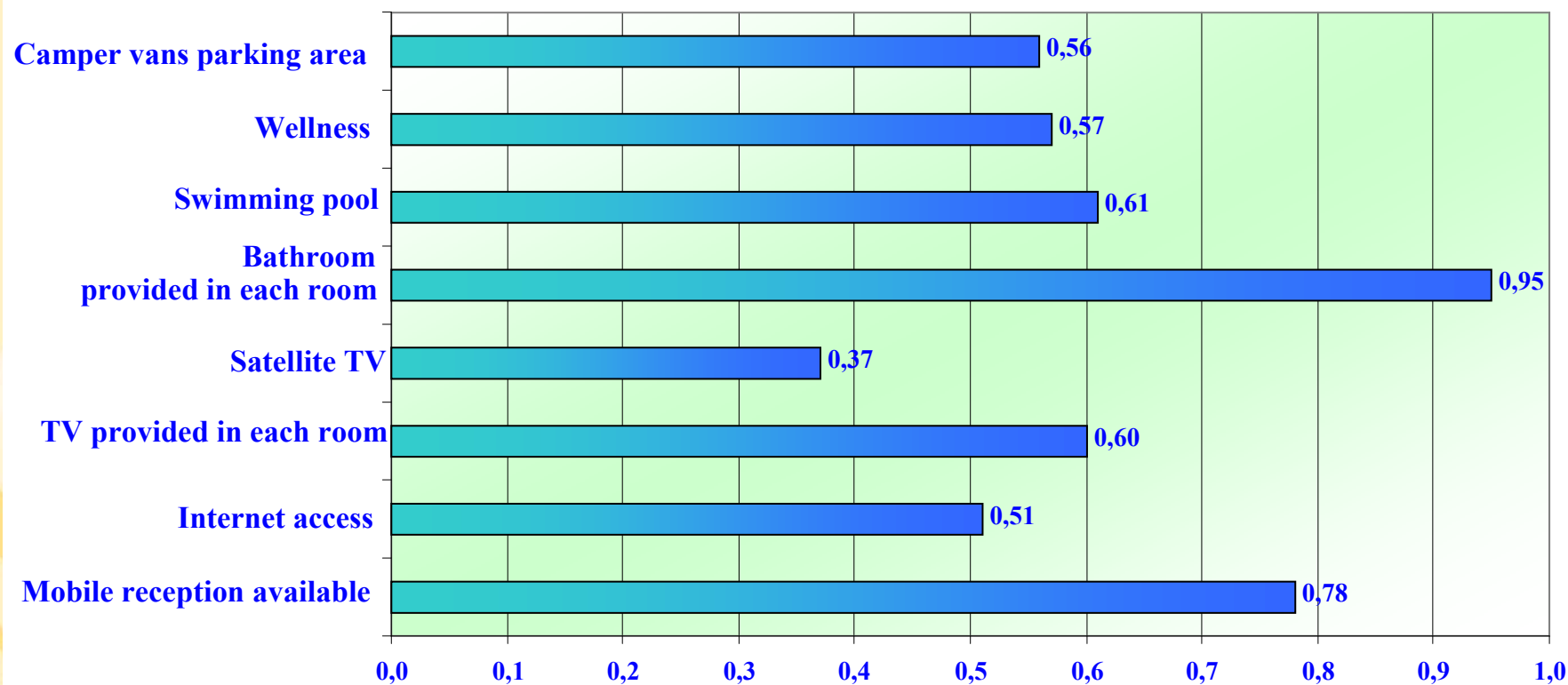
**Some modern features are considered coherent while some others unfitting the structure**

- **Satellite TV or amusing sites as discos are considered unfitting elements**
- **ATMs and credit cards, mobile reception, internet access (reservedly), parking areas (not visible) can be considered coherent elements**
- **Different opinions may concern sport structures (i.e. swimming pool), wellness areas, TV for each room, parking for camper vans**

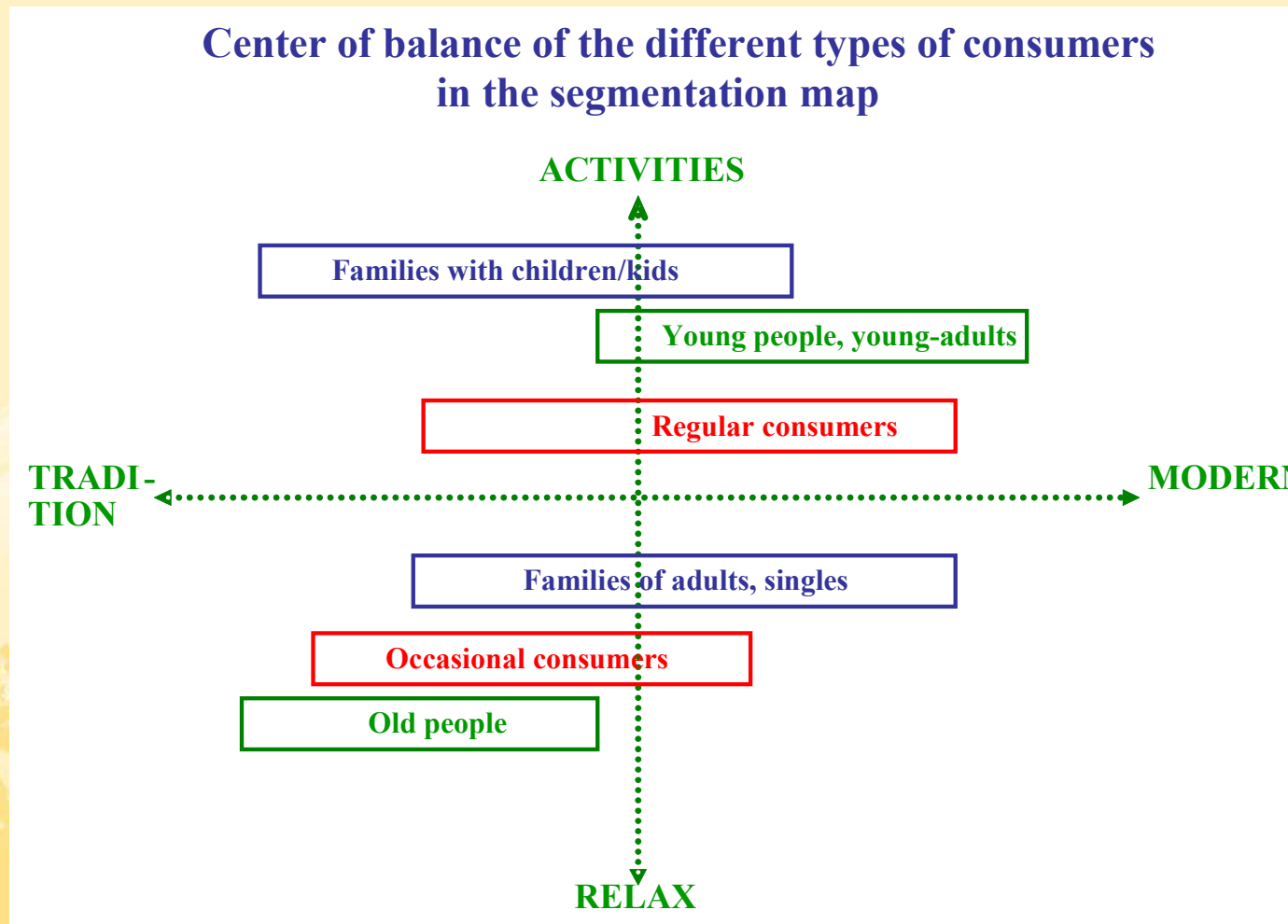


# The National Observatory on Agritourism

## Viewing ratings of services provided by the agritourism



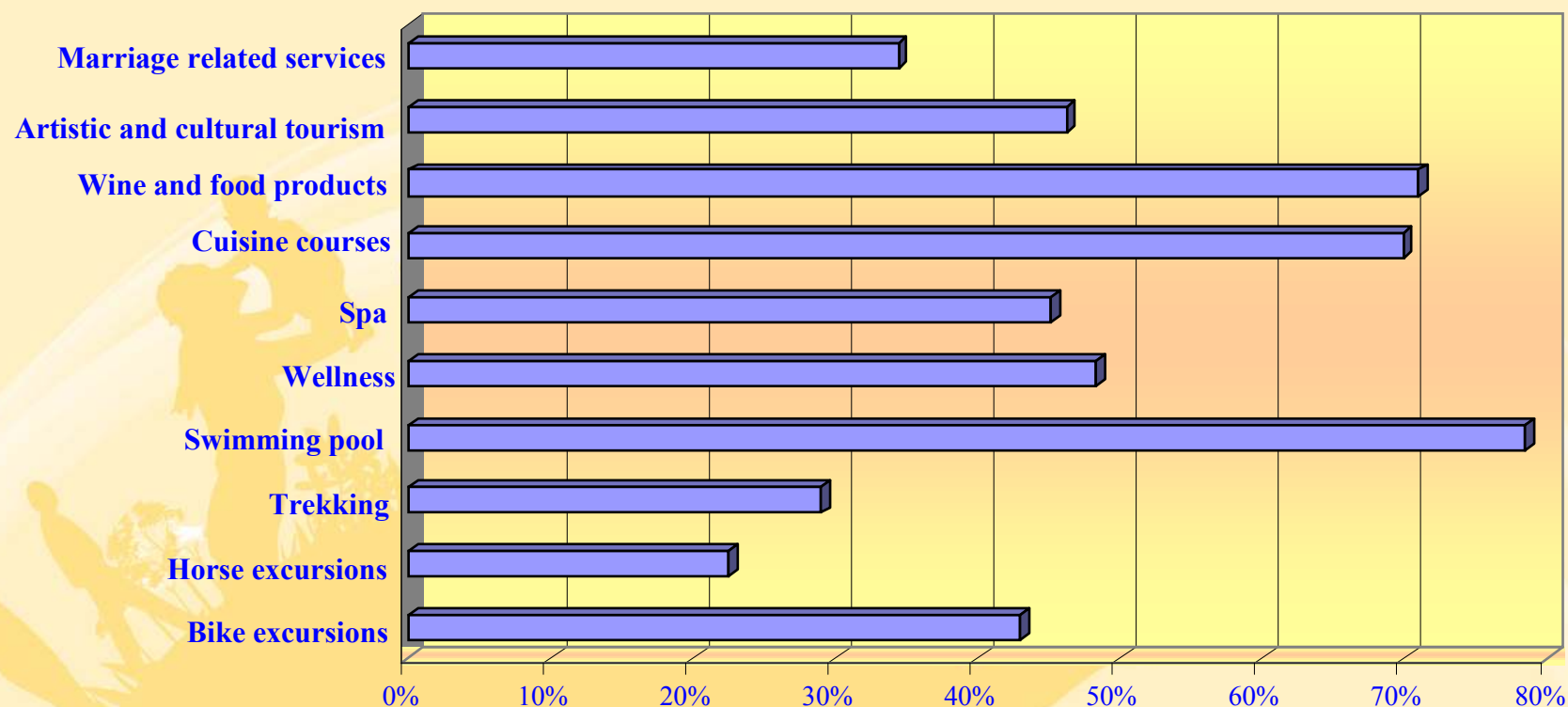
# The National Observatory on Agritourism





# The National Observatory on Agritourism

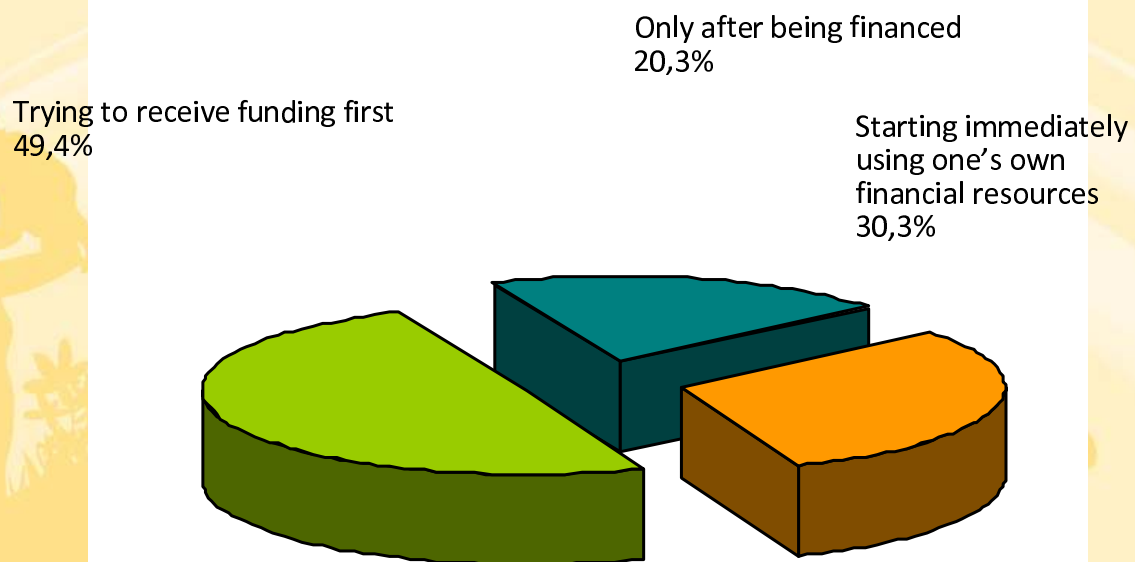
Activities and initiatives offered by tour operators working in the foreign market





# The National Observatory on Agritourism

Financial resources: farmers investment trend in agritouristic activities





# The National Observatory on Agritourism

**Future ideas concerning the  
2010 – 2011 programming period**



## The National Observatory on Agritourism

Some common purposes:

- Improving the Information Technology systems
- Increasing training and technical support
- Lightening the administrative burden
- Defining the different type of services to be provided
- Improving the sector communication activity



## The National Observatory on Agritourism

Ideas concerning the 2010 – 2011 programming period

- Harmonized methodology for the classification
- National database of agritourism
- Studies on the type of services to be provided
- Market researches on national and international strategic markets
- Analysis of the web strategies
- European Meeting on agritourism



# Thank you for your attention

For further information:

[www.reterurale.it](http://www.reterurale.it)