



Rural tourism

– return to the farm perspective



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Structure, content

- Mapping the field, conceptually
- Structural changes: need/pressure for innovation and entrepreneurship. Institutional framework.
- What we need to know, strategy for finding out
- Results this far, how to get further?



Real vs. Virtual, constructed

Authenticity !





Sov på landet

110 gårde byder velkommen

Afslappende dage i et smukt landskab. Vide horisonter, frisk luft i lungerne, tæt kontakt med bondelandets mennesker og dyr - sådan lyder de sikre stikord til enhver bondegårdsferie.

Katalog

Om booking

Temaferie

Bondegårdsferie
Ferie på landet
Bed & Breakfast

Kursusgård
Søg ønskegården
Forening



Turen går til Fyn

Klik på gårde i dejlige Danmark



Weekend



Nye gårde 2010

Kontakt   



Grupper

Mulighederne er mange - valget er jeres...

Rural:

Hotels and (village) Inns

Manors and castles

Bed & Breakfast

Serving of meals, drinks, café "gastronomy"

Events, courses and sports activities

Agricultural:

On-farm manufacture (dairy, brewery etc.)

"Farmers markets", direct delivery to customers

Farm stays: rooms, huts, "hay hotel", camping

Farm gate sales/ farm shops

Hunting, angling

Social and therapeutic activities (social farming)

Visit farms (school, educational services)

Landscape management, Environmentally Friendly Practises

Other (predominantly or partly) rural holiday types

Campgrounds, autocamper sites

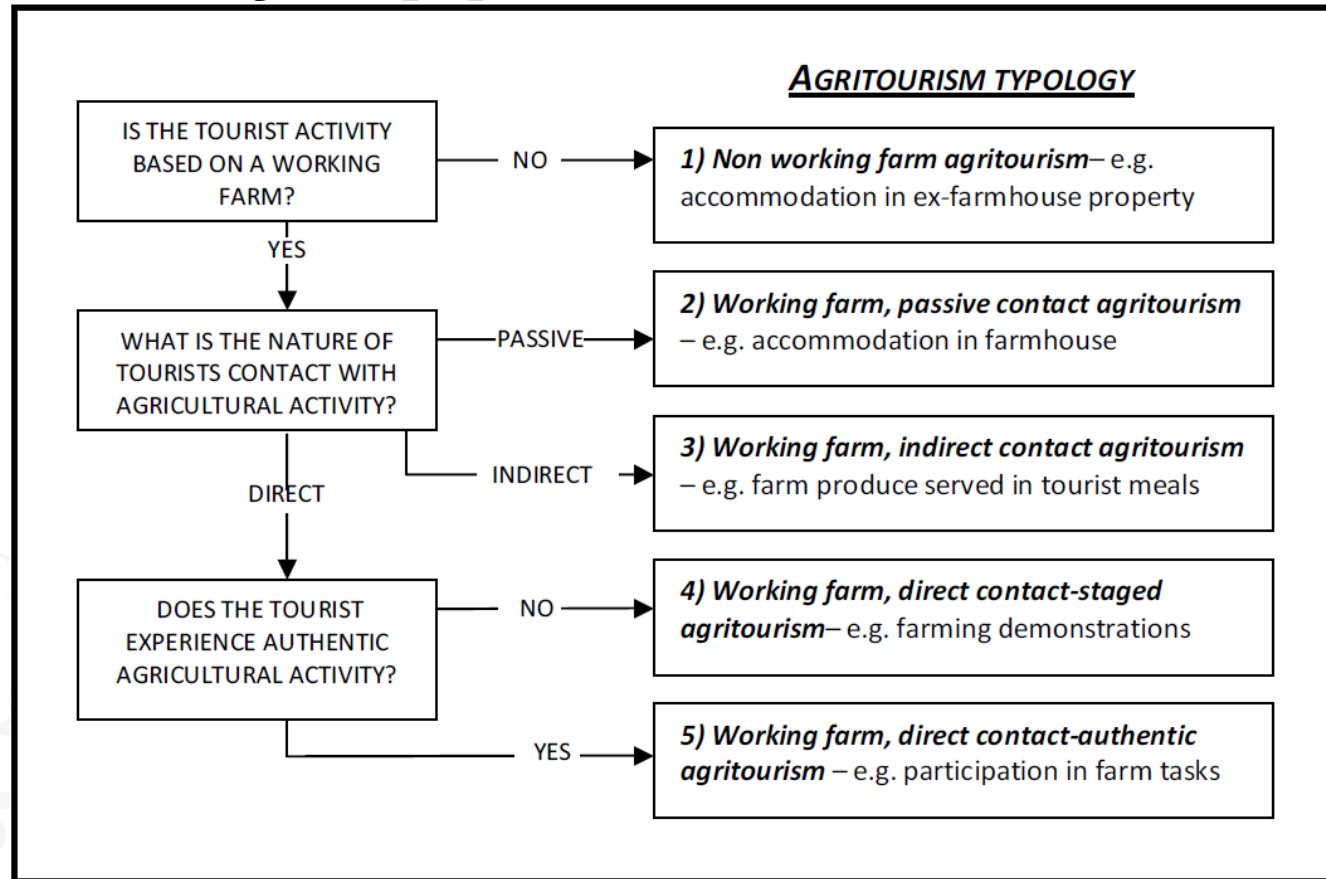
Hiking and bicycling

Cottages (rental services)

Holiday centres, coastal resorts



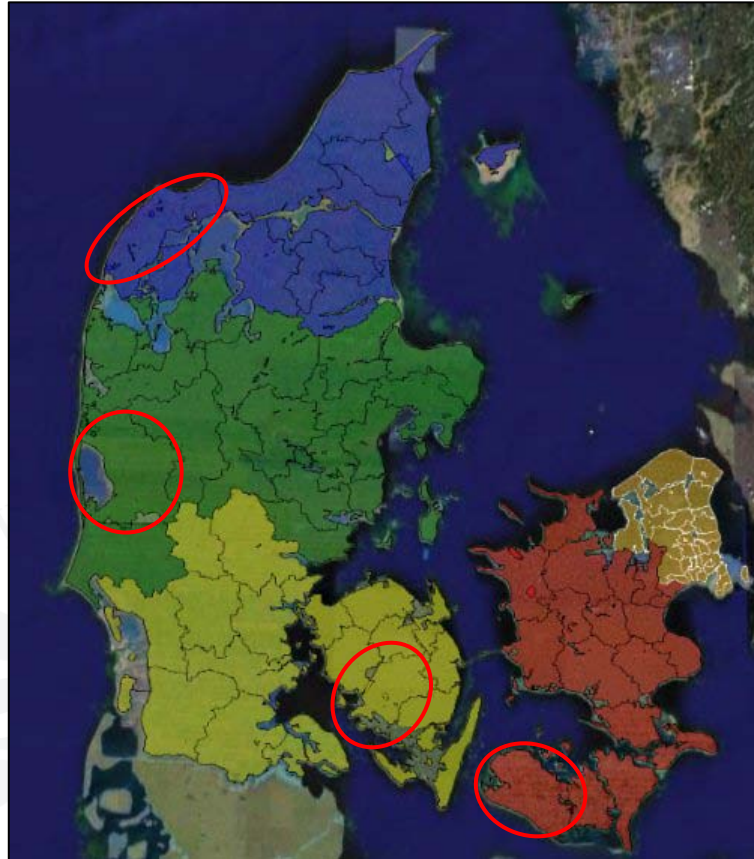
Authenticity approach



From Philip et al 2009a (fig.1, p 4), copied with permission



Administrative, agricultural regions

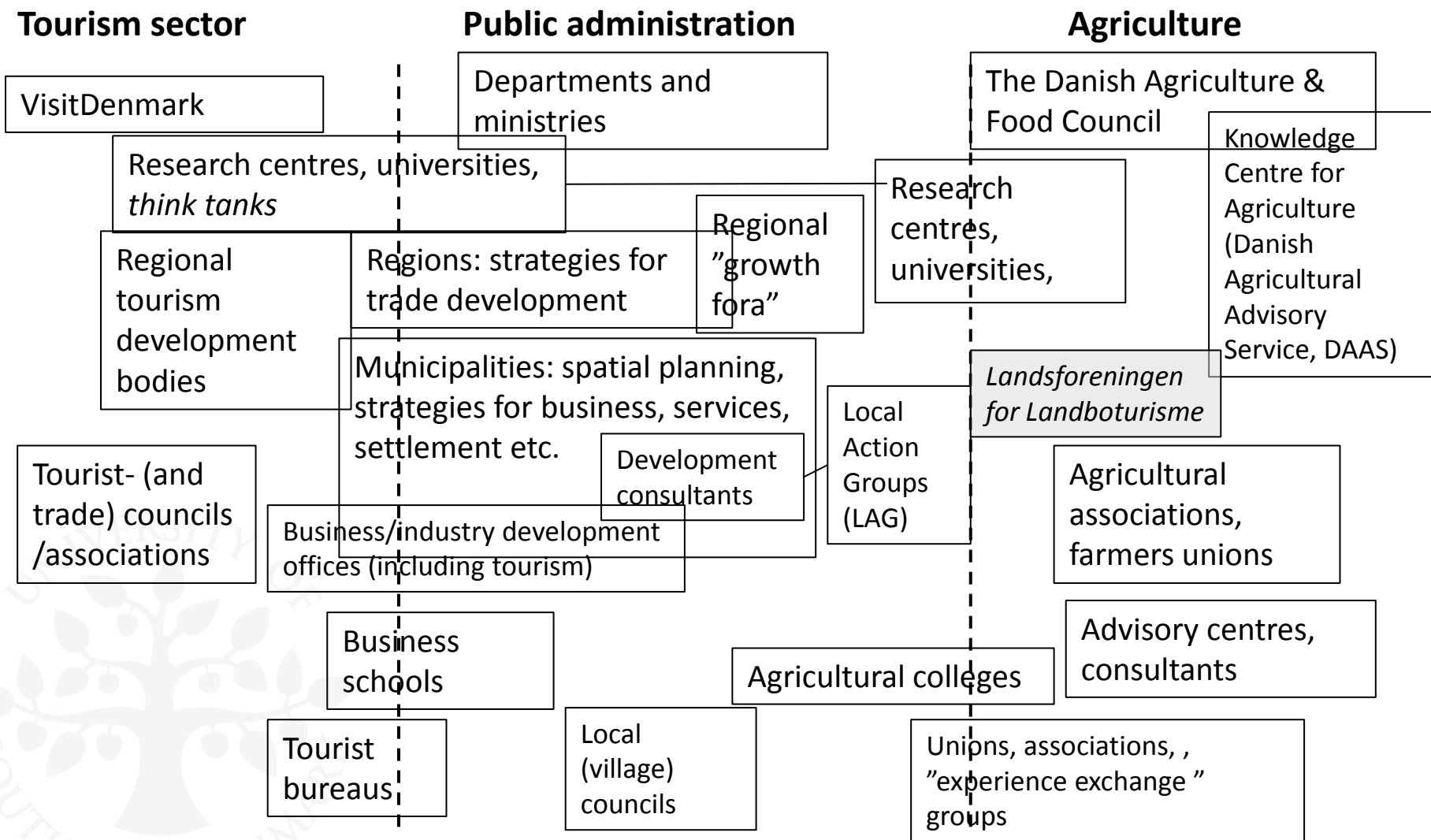


National parks



<http://www.skovognatur.dk/Ud/Nationalparker/>

Danish (policy) framework for development of agrotourism

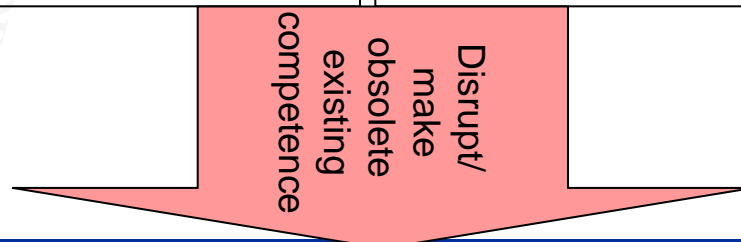
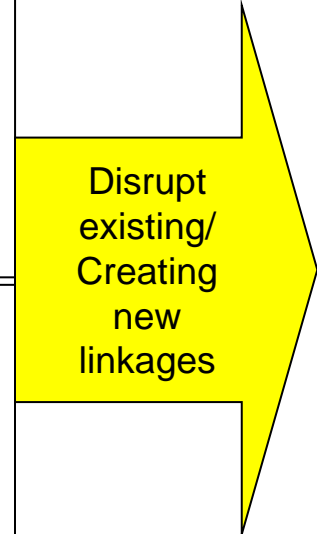
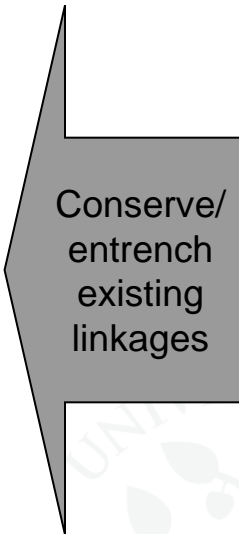


Associations and administrative levels

Industry development through innovation



| | |
|---|---|
| <p>Regular innovations Promoting new investments that raise productivity (*) Training proprietors and staff to operate more efficiently * Incremental raise of quality and standards *</p> | <p>Niche innovations Promote the entry of new entrepreneurs to exploit business opportunities ** Encourage firms to enter new marketing alliances ** Combine existing products in new ways **</p> |
| <p>Revolutionary innovations Diffusion of new technology to the business firms * Introducing new methods that shift composition of staff (*) Attachment to the same markets but with new methods *</p> | <p>Architectural innovations Creating new events and attractions that demand a reorganisation (*) Redefining the physical or legal Infrastructure * Creating centres of excellence that treat and disseminate new <i>operational, research based knowledge</i> *</p> |



**** Very relevant**
*** Somewhat relevant**
(*) Less relevant



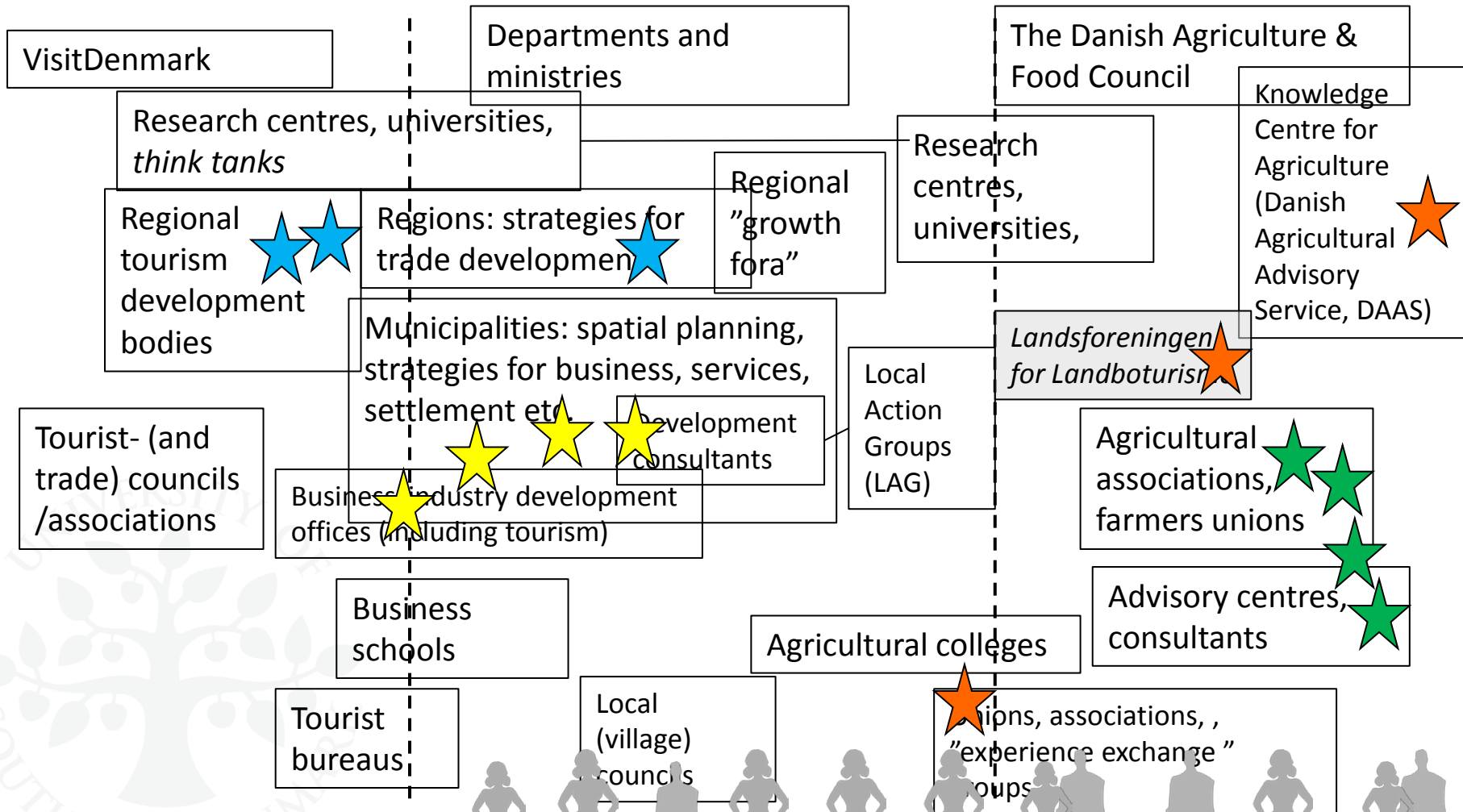
Where did we get information?

Within the framework for development of agrotourism

Tourism sector

Public administration

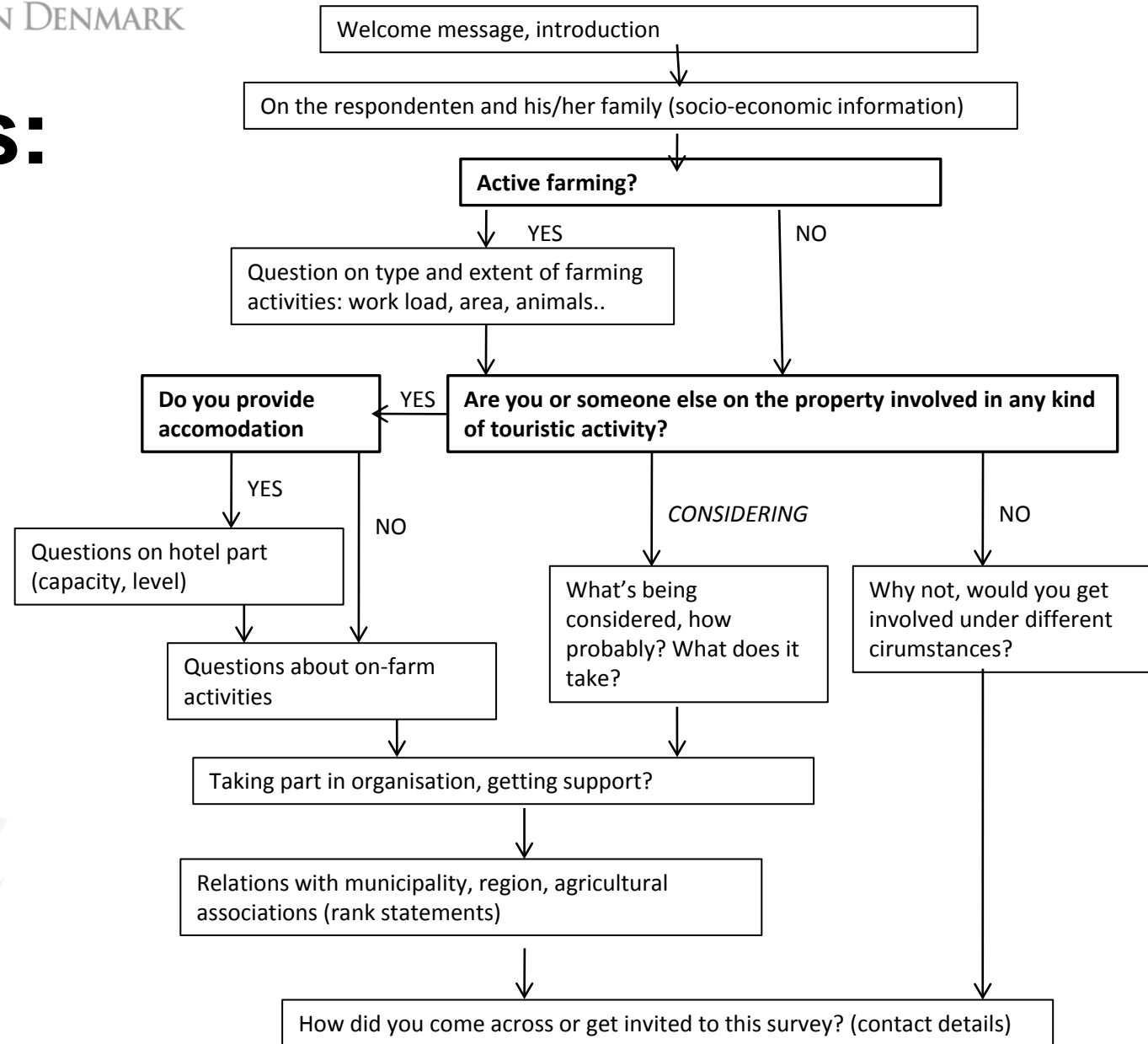
Agriculture



Online survey: 50 completed, 17 partly comp.



Providers:



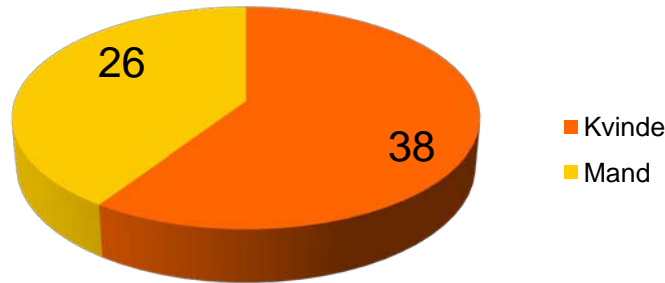
Thank you so much



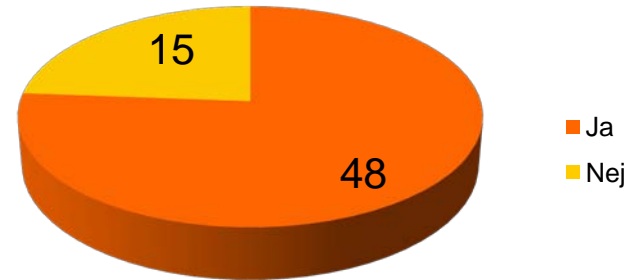


A few results:

Gender distributions of respondents



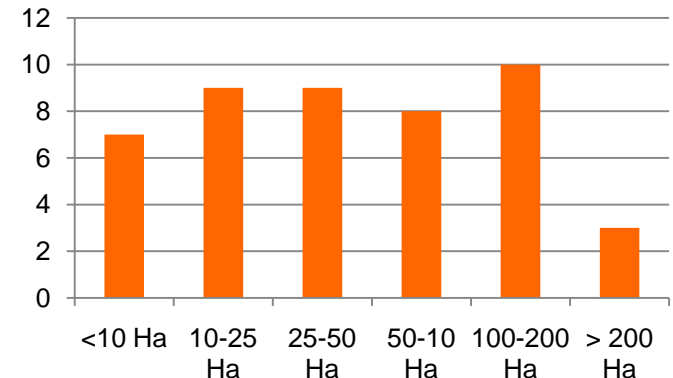
Active farming activities



Agritourism contribution to income:

| | |
|--|----|
| Tourism main source of income | 6 |
| Tourism contributing significantly to income | 13 |
| Tourism some contribution to income | 11 |
| Tourism only little contribution to income | 13 |
| Total | 43 |

Farm size distribution (with active farming):





Preliminary SWAT

| | | |
|-----------------|---|---|
| INTERNAL | <p><u>Strengths:</u></p> <ul style="list-style-type: none"> - Agricultural, economic advisory system in place and functioning; - Large building mass, recently also empty farmhouses; - Willingness to pursue innovations and new business fields - “Fireballs”, “movers and shakers”, locomotives (key persons, businesses) driving innovation in all parts of Denmark. | <p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> - Advisory system focusing mainly on food (bulk) production; - Properties being bought up by farmers with focus on production, not refurbishing; - Low or no involvement in tourism/experience economy from the majority of farmers; - Only few “real new jobs” to be expected, but can the necessary competences be found with current staff/family assistance? |
| EXTERNAL | <p><u>Opportunities:</u></p> <ul style="list-style-type: none"> - Trend towards holidays for relaxation, “quality time” with children; - Trend towards need for involvement, learning, authenticity during holidays; - Awareness of local (quality) food products; - Awareness of (need for) multifunctionality and economic diversification in rural/peripheral areas; - Various development projects by municipalities, regions, “growth forum”, support from EU CAP; - National- and nature parks being established in recent years. | <p><u>Threats:</u></p> <ul style="list-style-type: none"> - Declining number of visitors in Danish tourism in general, providers holding on to safe, well known products; - Agrotourism not seen or recognized as part of the tourism sector; - Lack of coordination of development projects; - Rigid regulations (in particular about serving meals) without regard for special circumstances of agrotourism, 12 person limit; - No direct subventions, tax deduction etc. - None or insignificant research & development in field. General guidelines for entrepreneurs and innovation tools not always relevant. |



Conclusions

- It is important that the products, which are developed and marketed, do meet the expectations of the visitors.
- Only a fraction of the current providers of farm-based tourism are ready and/or qualified for expanding/developing operations
- Only a minor fraction of Danish farm have potential for development of tourism activities, and even fewer as (sustainable) business
- Institutional framework is not optimal, must be improved or streamlined before more funding is allocated
- Niche innovations most relevant, along with disrupting existing and creating new linkages + conserve, build on existing competences
 - Need for (more) reserach based knowledge?
- Demand for agritourism products exist and probably growing, nationally and internationally, but market surveys, consumer studies are lacking.
- Agritourism is a concept with built-in tensions as tourism and agriculture still have little in common.



Thanks for your attention !



Nørrelide, Jelling, Jutland

<http://www.norrelide.dk/>