



STAY

Newsletter 2

This is the SECOND newsletter of the STAY project, where you will be able to



Get some insights into the National and Summary Reports developed by the project partners



Learn what was discussed during the Transnational Meetings



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Summary and National Reports

The first main outcome of the project is the National and Summary Reports. These project results aim to **shed light on the social and legal landscape of agrotourism as an economic activity across Europe**. While the **National Reports** explain the **current status of agrotourism and provide projections for the future of the sector in five countries (the Czech Republic, Italy, Portugal, Slovenia and Spain)**, the **Summary Report** expands on the information contained in the National Reports by **providing an overview of the situation of agrotourism in several other countries at a European scale** (Austria, France, Germany, the Netherlands and Sweden).

SUMMARY REPORT

Overview of the situation of agrotourism in several other countries at a European scale

NATIONAL REPORTS

Current status of agrotourism and projections for the future of the sector in five countries



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Summary and National Reports

Partners encountered a significant challenge even before starting their research: there is **no statistical consistency or comparable data on agrotourism**. This lack of data comparability stems from the **absence of a common definition of agrotourism**. Indeed, what is considered agrotourism differs from country to country.

Definition

In **Austria and Germany**, the focus is on the **complementarity of economic income**: how agrotourism can be a source of additional resources for farmers. In the **Czech Republic and Italy**, it is emphasised that **the activity must be carried out by an agricultural entrepreneur**. In **Portugal and Spain**, on the other hand, the **indissoluble link between agrotourism and the agrarian way of life** is highlighted.

However, **all national definitions clearly link tourist services (accommodation) to farming activity**.



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Summary and National Reports

Requirements

The National Reports indicate that **while there is no specific statutory legislation governing agrotourism, certain countries may require farms engaged in agrotourism to adhere to particular obligations set by competent authorities. These requirements often pertain to quality standards, which are monitored and controlled through various means. To signify the standard of agrotourism establishments, some countries employ symbols such as apples, ears and flowers. These symbols serve as indicators of the quality and standards of the accommodation offered.**



There are no legal requirements for agrotourism establishments in Germany. However, a five-star classification system is set up by the German Tourism Association, the DTV classification, which is voluntary for all tourism accommodations. The quality of those establishments is verified by checking a range of criteria (infrastructure, premises, services, leisure, and special features) every three years. Another seven quality marks apply to rural tourism establishments, one of which applies specifically to agrotourism accommodations: the quality-tested holiday farm.



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Summary and National Reports

Legislation

In several countries, including Italy and Portugal, national legislation defines agrotourism and outlines its characteristics and requirements. Slovenia, for its part, also has national legislation related to agrotourism, but the establishments that engage in this activity are referred to as tourist farms. In Spain, however, competence for tourism is devolved to the regions, whose quality standards for tourist establishments vary significantly. Moreover, not all regions have legislation on agrotourism. Similarly, Italy also has some regional laws specific to agrotourism accommodations within its territories. In contrast, agrotourism in the Czech Republic lacks formal legal codification.



No specific legislation.



Regulation on complementary activities



National Law 96/2006.
21 regional laws.



Decree Law n. 39/2008



No specific national legislation.
10 regional laws.



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Summary and National Reports

Number of structures per country

The number of structures per country varies greatly: whereas in Italy there are 25,390 agrotourism establishments, in the Czech Republic, there are slightly more than 300. **In France, there are no reliable recent data**, precisely because of the absence of a common definition and statistical consistency.

Demand and trend of the sector

The typical tourist profile is similar in all countries: **families, couples, or groups of friends, with a predominance of domestic tourists.** The key findings of the Summary Report are that **agrotourism offers a unique opportunity to explore and learn about the rich agricultural heritage and diverse natural landscapes in the countryside.** This can make the sector a strategic asset for promoting rural development while preserving the culture and heritage of the community.



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Transnational Meetings

The Transnational Meetings are an essential part of the project development, as partners have the opportunity to meet, discuss what has been achieved up to that point and the next steps to be taken, and visit agritourism establishments to learn first-hand about their experiences.

Kick-off meeting in Slovenia - December 2022

Partners met face-to-face for the first time in Naklo, Slovenia, from the 14th to the 16th of December 2022. It was time to address how the different project tasks were going to be structured and set a common working basis for the development of the Summary and National Reports, as well as the case studies. Other topics, like management and dissemination, were also covered.



Naklo, Slovenia



14th-16th December
2022

Organised by:



**BIOTEHNIŠKI
CENTER NAKLO**



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Transnational Meetings

Kick-off meeting in Slovenia - December 2022

On the second day, the partners embarked on a field visit to a farm engaged in agrotourism, the Šenk farmhouse. Andrej Karničar, the Mayor of the Municipality of Jezersko, where the farm is located, presented an insightful overview of the development of tourism within the municipality.



© Micaela Cosgrove

Following this, Polona Virnik Karničar, the owner of the Šenk farmhouse, shared the captivating story of the farmhouse's evolution. She detailed its transformation from a traditional farmhouse into a thriving tourist farm. The visit culminated in an engaging tour of the tourist farm, allowing the partners to witness firsthand the blend of history, culture, and modern tourism.



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Transnational Meetings

Second meeting in Portugal - May 2023

Partners met once again from the 10th to the 12th of May 2023. For this occasion, the meeting place was located in the vicinity of the Peneda - Gerês National Park, in the stunning village of Ponte da Barca, Portugal.

The first day was devoted to discussing the achievements and the development of the project. The partners outlined the challenges they were facing in drafting the National Reports, which were subsequently included in the documents: lack of reliable data, statistical consistency and common terminology.

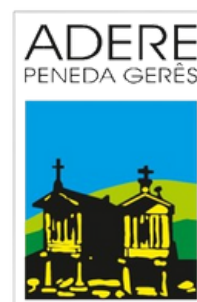


Ponte da Barca,
Portugal



10th-12th May 2023

Organised by:



Associação de Desenvolvimento
das Regiões do Parque Nacional da Peneda-Gerês



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Transnational Meetings

Second meeting in Portugal - May 2023

The journey began in Lindoso, where they visited the 18th and 19th-century 'canastros', wooden or stone structures used to store maize. Each family owned a canastro, designed to keep out mice. Next, they toured the Lindoso Castle, a national monument since 1932, now a venue for cultural activities like exhibitions and theatre.

In Aldeia de Pontes, Manuel Rodrigues and Sara Domingues are revitalising their once-abandoned village. They have refurbished seven houses, now serving as accommodations for tourists, and are reviving traditional agricultural practices, including raising cachena cows and beekeeping.



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Second meeting in Portugal - May 2023

The partners then visited the Soalheiro winery, known for its Alvarinho wine. Established in 1974 by João António Cerdeira and his parents, the winery now operates under the third generation. It supports regional agriculture by working with 150 local winegrowing families, promoting sustainability and economic prosperity.



© Sergio Pedregosa Peris

The next day, the partners toured Quinta da Mata in Ponte da Barca, a wine farm with tourist facilities, and concluded their visit at Quinta do Olival in Arcos de Valdevez, a farm turned rural tourism complex ideal for families seeking a countryside experience.



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Transnational Meetings

Third meeting in Italy - January 2024

For the third meeting, held from January 9 to 11th 2024, the location chosen was a farmhouse dedicated to agrotourism located near the town of San Gimignano, among the Tuscan hills full of olive groves.



San Gimignano,
Italy



9th-11th January
2024

As usual, the initial day was dedicated to presenting the work done and the next steps. Partners showcased the case studies collected by each of them. The case studies highlight good examples of farms that are active in the agrotourism sector. They are already available on the project's website.

Organised by:



AGRICOLTORI ITALIANI
TOSCANA



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Transnational Meetings

Third meeting in Italy - January 2024

On the second day, the project partners visited Fattoria Poggio Alloro, an agrotourism establishment in San Gimignano. Later, they travelled to Simignano to tour Azienda Agricola Simignano.



On day three, the group ventured to the province of Pisa, where they explored Fattoria di Lischeto. This farm provided breathtaking views of Volterra, an ancient Etruscan city. The partners toured the dairy factory and explored the agrotourism facilities.



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Transnational Meetings

Third meeting in Italy - January 2024

To conclude their meeting, the partners enjoyed a wine-tasting session at Azienda Agricola Castelvechio in Terricciola, sampling the farm's wines and delving into the local wine culture.

Keep an eye out for our next Transnational Meeting in Prague (Czech Republic), which is scheduled to take place from September 17 to 19th. We can't wait!



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If you want to stay tuned for the latest news and developments from STAY, don't forget to subscribe to our newsletter and to follow us on social media.



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