

THE NATIONAL OBSERVATORY OF AGRITOURISM

On December 2009 the National Observatory of Agritourism has been set up. It is made up of representatives from the Ministry of Agricultural, Food and Forestry Policies, the Ministry of Tourism, ISTAT (the Italian National Institute of Statistics), all the Autonomous Provinces and Regions and from trade associations (Terranistra, Agriturist and Turismo Verde).

PURPOSES

The National Observatory of Agritourism (as referred to Law no. 96 "National Law on Agritourism") has been set up to:

- Analyze the evolution of the sector also in order to draft an annual report
- Submit proposals for the establishment of homogeneous criteria for the classification of farms for the whole national territory, also considering the specific peculiarities of the Regions
- Define a program for the development and the promotion of the sector on both the national and the international markets

ACTIVITIES

Study and analysis activities aimed at monitoring the developments in this sector as to the structural features of farms, the supply and demand, the National Law on this sector

Training and Animation activities aimed at strengthening the expertise of stakeholders carrying out sector development actions and stakeholders suggesting actions aimed at improving the supply of Agritouristic services in Italy

Marketing and communication activities aimed at setting up a development program and fostering this sector on national and international markets

THE OBSERVATORY PUBLICATIONS

- June 2010. Proposal for a unitary methodology for the classification of the Italian Agritourism
- April 2010. Analysis of the supply, offer and services provided in Agritourism
- March 2010. Survey on the types of offer and on farms reasons
- March 2010. Agritourism demand: quality and quantity-based survey carried out on current and potential consumers and on tour operators

Publications available at the website:
www.reterurale.it/agriturismo



MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



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