



45 min to complete

# Growing Agritourism and Elevating Canadian Experiences

Six-Module Learning Series

# Webinar

## Growing Agritourism: Agenda

08:00 to complete

### **Module One: An Introduction to Culinary Tourism**

- a. Bridging the Gap Between Food & Drink and Tourism Industries
- b. Culinary Tourism Value Chain
- c. Who are Culinary Tourists?
- d. The Future of Culinary Tourism

## Growing Agritourism: Agenda

06:30 to complete

### **Module Two: Agritourism is Culinary Tourism**

- a. Benefits of Agritourism
- b. Agritourism Vs. Culinary Tourism
- c. 1st World Congress on Agritourism /  
Agritourism in Peterborough & the Kawarthas

# 02

## Growing Agritourism: Agenda

07:30 to complete

### **Module Three: Elements & Activities of Agritourism**

- a. People, Places, and Processes
- b. Examples of Agritourism Activities
- c. Common Agritourism Practices

03

## Growing Agritourism: Agenda

03:20 to complete

### **Module Four: The Agritourist**

- a. Who Are Agritourists?
- b. Where Do Agritourists Come From?
- c. What Are Agritourists Looking For?

# 04

## Growing Agritourism: Agenda

14:30 to complete

### **Module Five: Agritourism Development**

- a. South Tyrol, Italy Case Study
- b. Needs for Development
- c. Challenges Facing Agritourism
- d. Opportunities in Agritourism

# 05

## Growing Agritourism: Agenda

02:30 to complete

### **Module Six: Conclusion**

- a. The Future of Agritourism
- b. Webinar Learning Outcomes



## Elevating Canadian Experiences

***The Elevating Canadian Experiences Program provides businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.***



## Growing Agritourism: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers



## Growing Agritourism: Webinar Learning Outcomes

- Connect agritourism to culinary tourism
- Characterize the agritourist and activities associated with agritourism
- Defend agritourism as an economic strategy for rural agricultural communities
- Understand the challenges and opportunities to the development of agritourism experiences



01

**Module One:**

**An Introduction  
to Culinary Tourism**

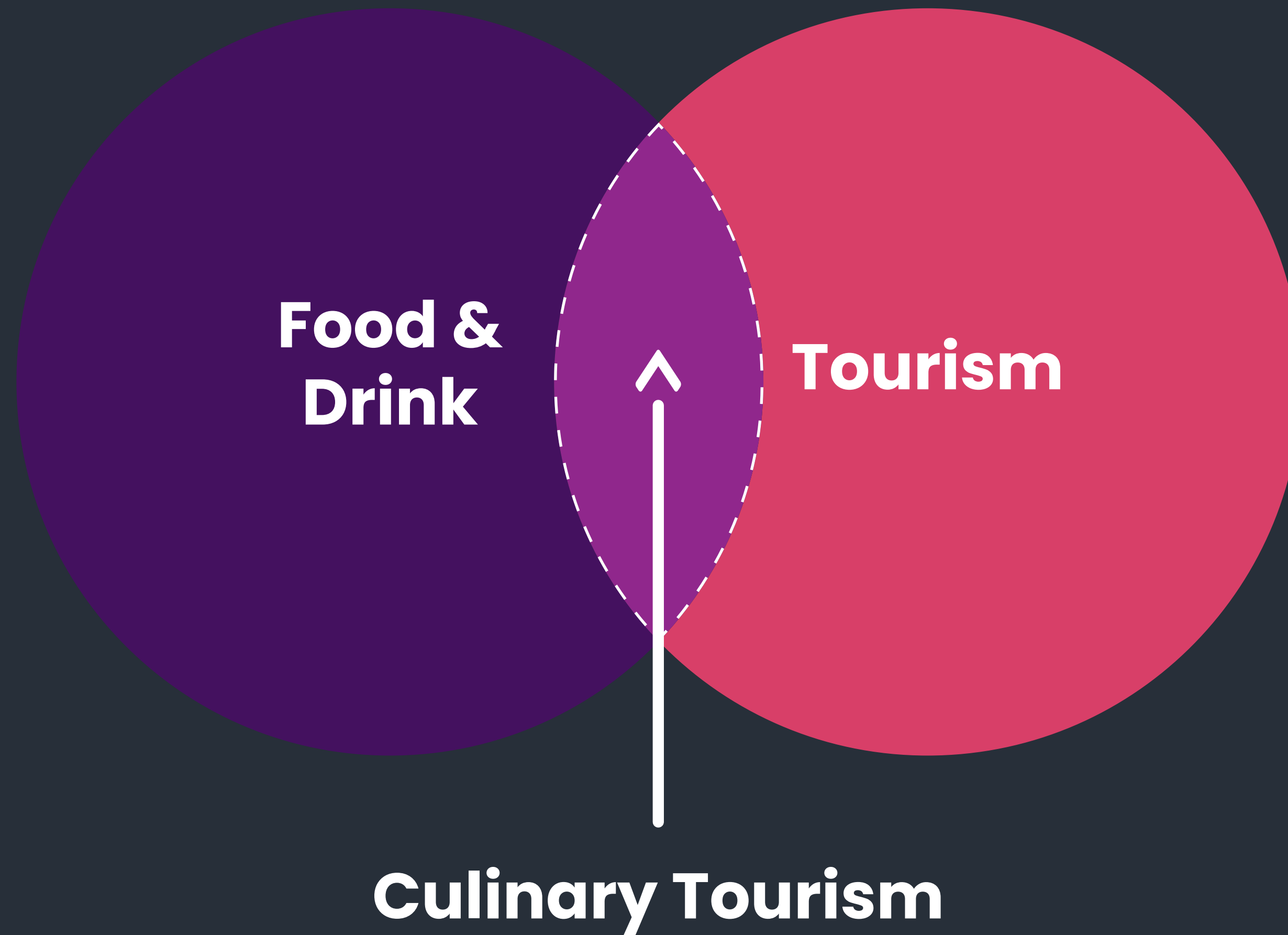
# Intro to Culinary Tourism

***Bridging the gap between the  
food & drink and tourism industries***

# **Intro to Culinary Tourism:** Bridging the Gap Between Food & Drink and Tourism



# Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



## **Intro to Culinary Tourism:** Bridging the Gap Between Food & Drink and Tourism

### **What is Culinary Tourism?**

***Any tourism experience where a person interacts with food and drink that reflects the local history, heritage, and culture of a place.***

# Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

There are countless activities and experiences associated with culinary tourism





# **Intro to Culinary Tourism:** Bridging the Gap Between Food & Drink and Tourism

A photograph of two people fly fishing in a river. The person on the left is wearing a red cap and a plaid shirt. The person on the right is wearing a dark jacket. The sun is shining brightly behind them, creating a lens flare. The river is surrounded by trees with some autumn foliage. A large purple circle is overlaid on the center of the image, containing the text.

**Tourism experiences  
often overlap with  
food & drink**

# Intro to Culinary Tourism: Culinary Tourism Value Chain



## **Intro to Culinary Tourism: Who are Culinary Tourists?**

***Culinary tourists are visitors who plan their trips partially or totally in order to taste the cuisine of a place.***

## Intro to Culinary Tourism: Who are Culinary Tourists?

In the end,  
everybody has to eat.

## Intro to Culinary Tourism: The Future of Culinary Tourism

- Visitors seeking human connection
- Rethinking our food systems
- Connecting visitors to place
- Rise of experiential tourism
- Culinary tourism is multisensory



## Intro to Culinary Tourism: The Future of Culinary Tourism

- Driving trips will be prioritized over flying
- Local, regional, provincial, domestic, international
- Responding (and communicating responses to safety concerns
- Rural and remote destinations seen as safer
- Outdoor experiences, incl. agritourism in demand



02

**Module Two:**

**Agritourism is  
Culinary Tourism**

## Agritourism is Culinary Tourism: The Benefits of Agritourism

- Adds breadth and diversity to the pool of tourism stakeholders
- Tool for rural economic development
- Diversifies revenue streams
- Connects locals, visitors, and producers





## **Agritourism is Culinary Tourism: The Benefits of Agritourism**

***Farmers are the original place makers.***

A woman with long brown hair, wearing a wide-brimmed straw hat, a white t-shirt, and a dark blue and white striped apron, is smiling and holding a wooden crate filled with fresh vegetables like lettuce, carrots, and radishes. She is wearing green gardening gloves. The background is a blurred field of green plants, possibly a farm or market stall.

## Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism

- Culinary tourism is a collection of taste experiences that are combined for enjoyment by locals and visitors alike
- Agritourism experiences and tourism products don't always incorporate the taste element



## Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism

- Many experiences can be categorized as **either** culinary tourism **or** agritourism
- Successful agritourism experiences showcase foodways
- Agritourism is an integral part of culinary tourism



## **Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism**

***Agritourism experiences are meant to bridge the gap between the tourism and production sectors.***

## Agritourism is Culinary Tourism: 1st World Congress on Agritourism

- Tourism offer characterized by an **authentic** farm holiday experience
- Beneficial for family farms in rural and suburban areas
- Creates numerous benefits for sustainable local development
- An effective instrument to strengthen the viability of rural areas



# Agritourism in Peterborough & the Kawarthas



**EXPERIENCES...**

**ECONOMY**

**PEOPLE...**

WILKINS '19

003

**Module Three:**

**Elements & Activities  
of Agritourism**

## Elements & Activities of Agritourism: Why Choose Canada?

**Watch videos now through links in sidebar**



**Video 1:  
Cheesemaking  
in Gruyères**



**Video 2:  
"Taste of the Country"  
Bridal Tasting**



**Video 3:  
Colombian Coffee  
from Farm to Table**



## Elements & Activities of Agritourism: People, Places, and Processes

***Engaging and memorable agritourism experiences bring the “3-Ps” together to showcase the histories, cultures, and knowledge behind the food that we eat.***



People



Places



Processes

## Elements & Activities of Agritourism: People, Places, and Processes

- Types of agritourism are highly dependent on the regional context
- Different businesses will take different approaches to agritourism



People



Places



Processes



## Elements & Activities of Agritourism: People, Places, and Processes

***It is important to be genuine and to feature the people, places, and process that make experiences unique.***



People



Places



Processes

## Elements & Activities of Agritourism: Examples of Agritourism Activities

### Participating in a Cheese-Making Workshop

"Affinage 101"

At Gunn's Hill Artisan Cheese  
Oxford County, Ontario



## Digging for Clams

“Clam Digging –  
Get your Hands in the Sand”  
Belliveau Cove, Nova Scotia



## Elements & Activities of Agritourism: Examples of Agritourism Activities

### Dining at an On-Farm Restaurant

Farm-to-table restaurant  
Glenrosa Farm  
Victoria, British Columbia



## Going Berry Picking on a Farm

Raspberry picking  
Les Jardins du Centre  
Charlevoix, Québec



## Elements & Activities of Agritourism: Examples of Agritourism Activities

### Visiting an Agricultural Museum or Heritage Site

Melfort & District Museum  
Melfort, Saskatchewan





# Elements & Activities of Agritourism: Examples of Agritourism Activities

## Foraging for Edible Plants

Edible Plant Walks  
Full Circle Tours  
Turner Valley, Alberta



## Elements & Activities of Agritourism: Common Agritourism Practices

### Some Practices That Tie People, Places, Processes Together

- Learning
- Tasting
- Interacting
- Making
- Observing



004

**Module Four:**

# **The Agritourist**

## **The Agritourist:** Who are Agritourists?

***Travellers who seek experiential and life-enriching holidays that involve culture, nature, the outdoors, and learning.***

## The Agritourist: Who are Agritourists?

- Environmentally conscious
- In their early 40s
- Small family (average family of 3)
- Earning average national income
- Predominantly domestic travellers
- Travelling independently



## The Agritourist: Where do Agritourists Come From?

- Mostly urban residents, living close to the agritourism experience or destination visited



## The Agritourist: What are Agritourists Looking for?

- Authentic experiences and connections
- Opportunities to explore and learn
- Engaging with local traditions and culture
- Life-enriching experiences with culture, nature and the outdoors
- Sharing time with family and friends



005

**Module Five:**  
**Agritourism**  
**Development**



## Case Study: South Tyrol, Italy

**A farm holiday offers its own brand of luxury, especially in South Tyrol, where 1600 farms are waiting to be discovered by you.**



**Case Study:** South Tyrol, Italy

## **Red Rooster Program**

Standard-setting program to  
upkeep quality and tradition



**Case Study:** South Tyrol, Italy

## **Farm Holiday Criteria**

- Hospitality
- Farm-fresh produce
- A taste of life on a real working farm
- A genuine back-to-nature experience



## Farm Holidays

Holidays in South Tyrol ▾

Farm Holidays ▾

Farm life ▾

A kid's paradise ▾

Farm  
bars ▾

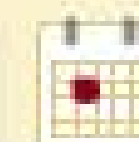
Quality  
products ▾

Farm  
Handcrafts ▾

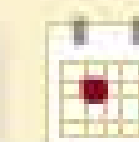
“ We put people in touch  
with the rural world of  
South Tyrol. ”

### ACCOMMODATION SEARCH

Arrival



Departure



holiday region



holiday flat



Sort of farm



Classification



SEARCH



## Red Rooster

Farm Holidays in South Tyrol



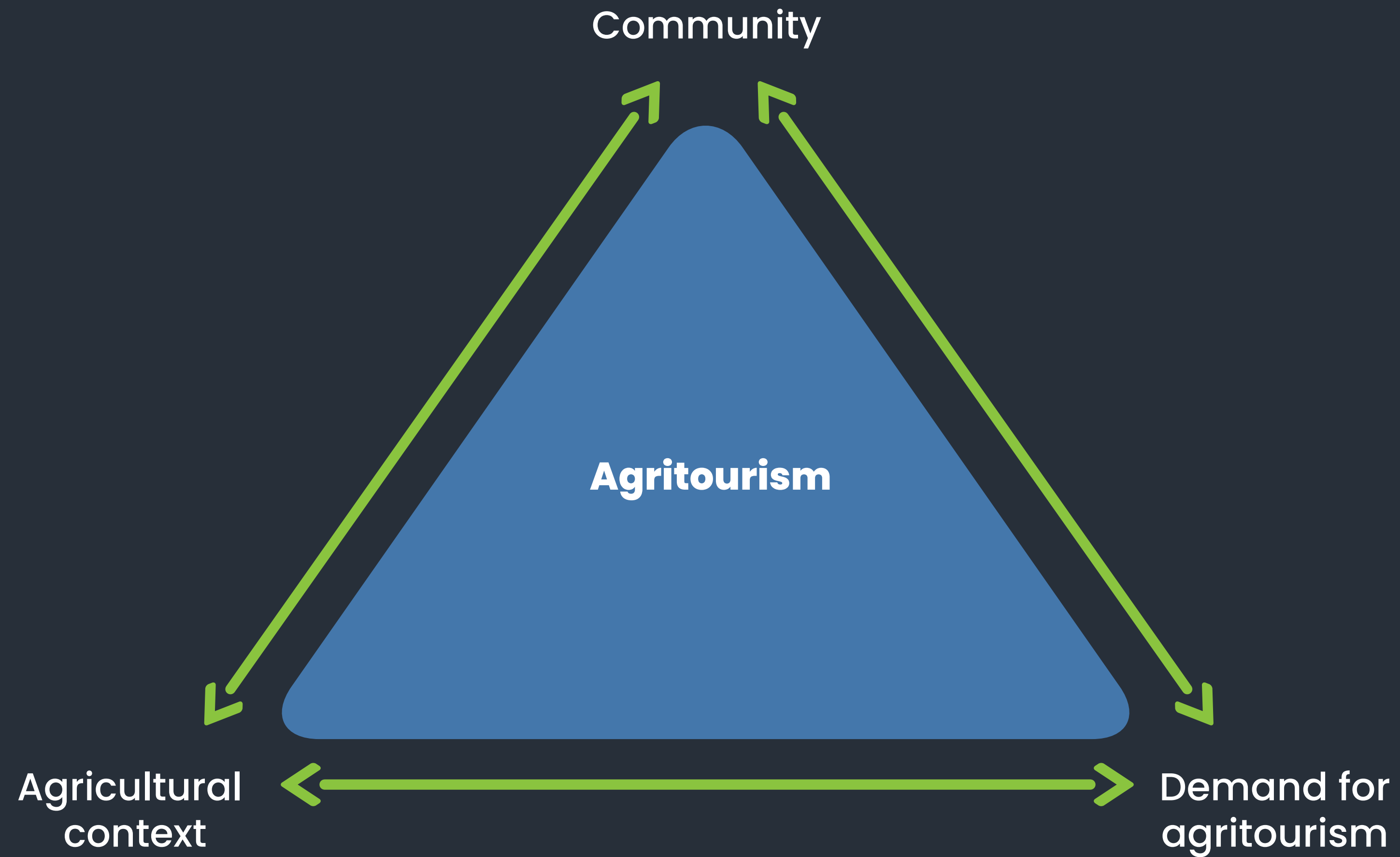
## Case Study: South Tyrol, Italy

**Over 1,600, Farm Holiday selected farmhouses extending over an area of 7,400 km<sup>2</sup> are just waiting for you to discover them.**

- Farm holidays
- Farm bars
- Quality products
- Farm handcrafts



# Agritourism Development: Needs for Development



# **Agritourism Development:** Challenges Facing Agritourism



**Population  
decline**



**Small  
labour force**



**Aging  
demographic**

## **Agritourism Development:** Challenges Facing Agritourism

***Successfully building agritourism requires participation, coordination and engagement across the agricultural & tourism industries, food & drink providers and government.***



# Agritourism Development: Challenges Facing Agritourism

1

**Building understanding**  
among all stakeholders  
involved

2

Necessary knowledge  
about **rules, policies**  
and **regulations**

## Agritourism Development: Challenges Facing Agritourism

3

Ensuring **quality** and **authenticity** of agritourism experiences across a destination

4

**Risks** associated with pursuing new business ventures through agritourism

**5**

Presenting a **genuine image**  
of farm life while meeting  
visitor expectations



## **Agritourism Development:** Opportunities in Agritourism

***Wherever there are challenges there are also opportunities.***

## Agritourism Development: Opportunities in Agritourism

1

Generating **additional income** for farms and contributing to **farm resilience**

2

Promoting understanding of agricultural practices and **supporting education** on environment and local food systems

## Agritourism Development: Opportunities in Agritourism

3

Protecting and promoting  
**heritage** and **cultural**  
**traditions**

4

Enhancing intercultural  
interactions and **bridging**  
**rural-urban divides**

**5**

Supporting business  
continuity and **family  
ownership for generations  
to come**



## Building Agritourism Together

- Farmers
- Tour operators
- Economic development officers
- Policy makers
- Guides
- Food councils





### Important Considerations

- Land use and planning policy
- Seasonal constraints
- Availability of products
- Mobility in and around the area
- Critical mass of businesses
- Additional tourism offers



065

**Module Six:**  
**Conclusion**

## **Conclusion:** The Future of Agritourism

***The future of agritourism is bright in Canada, showing opportunity for rural destinations and tourism operators to connect visitors with unique agricultural experiences and the peoples, places, and processes behind the scenes.***

## Conclusion: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
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## Conclusion: Webinar Learning Outcomes

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# Thank you



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