

AUSTRIAN AGRITOURISM: PROMOTING BOTH DIVERSITY AND COMMON UNDERSTANDING WITHIN GLOBAL VALUES

The status quo, trends and challenges

Erika Quendler

Federal Institute of Agricultural Economics, Vienna, Austria

Hans Embacher

Holidays on the Farm in Austria, 5020 Salzburg, Austria

Vincent Magnini

Department of Management and Marketing, Longwood University, Virginia, USA

Alexander Plaikner

Department of Management and Marketing, University of Innsbruck, Division for Management in Health and Sports Tourism, UMIT Tirol, Austria

Rike Stotten

Department of Sociology, University of Innsbruck, Austria



The questions

Can Austria's diverse agritourism practices contribute to global understanding and address potential gaps?

Conversely, how can enhancing transparency globally also improve agritourism at the national level?

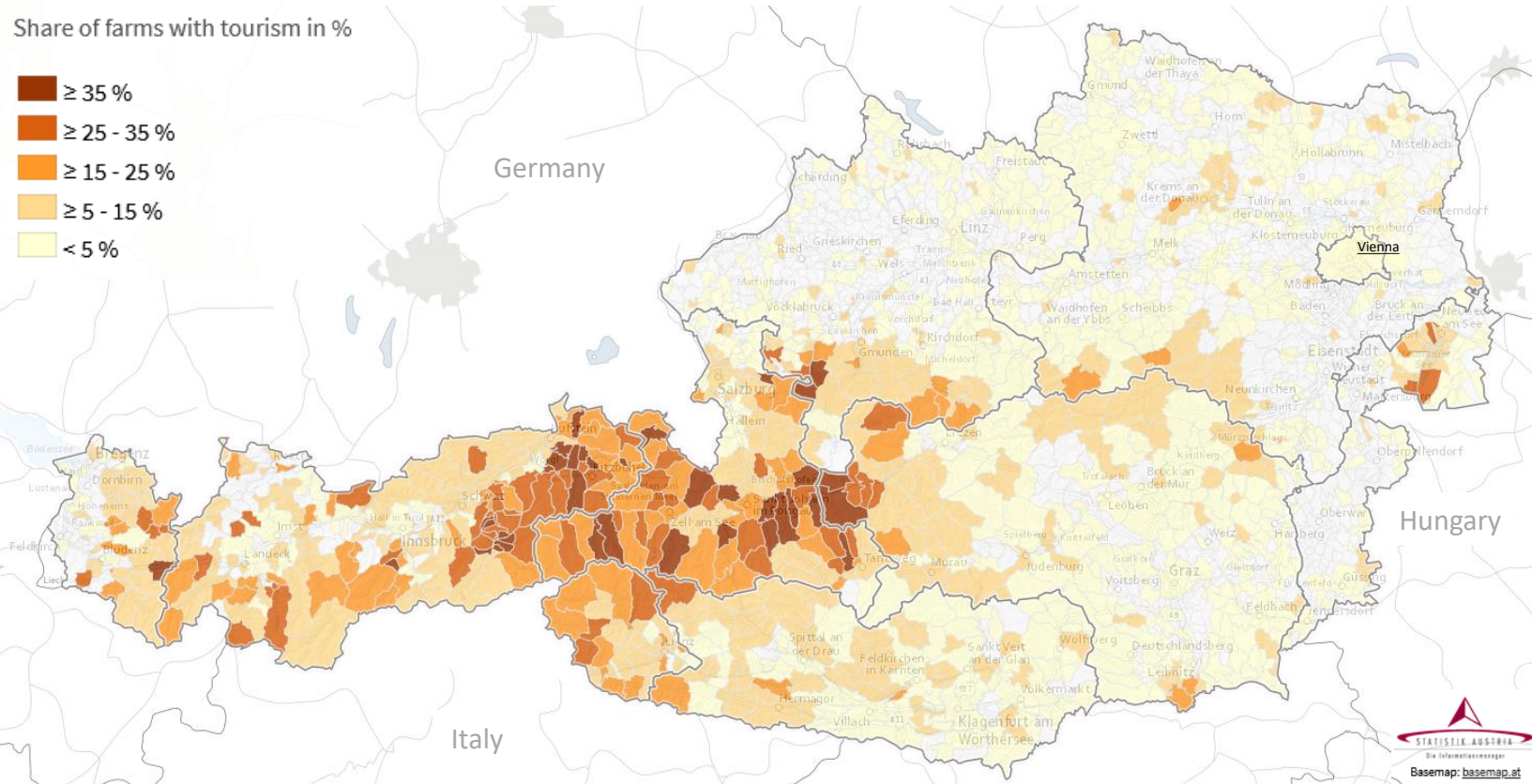


Source: Embacher (UaB), @ Zachhofalm, <https://www.zachhofalm.at/>, @ Tritscherhof, <https://www.tritscherhof.at/>

Characteristics – regional statistics of farms with tourism 2020

A visual pic

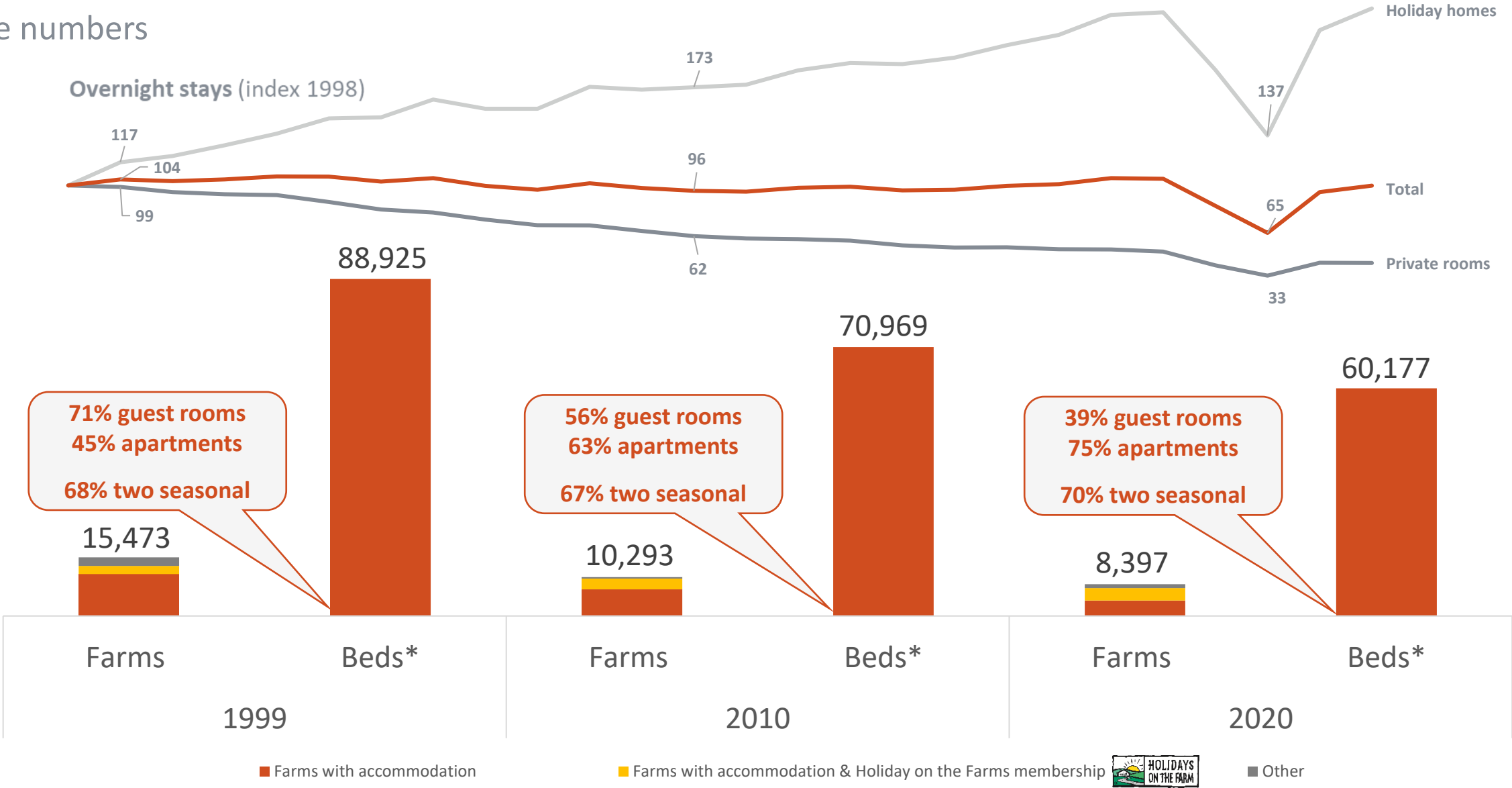
- Most of them in tourist regions
- Highest density in alpine regions



Source: Statistics Austria (2022), cf. Quendler (2019)

Characteristics

Some numbers

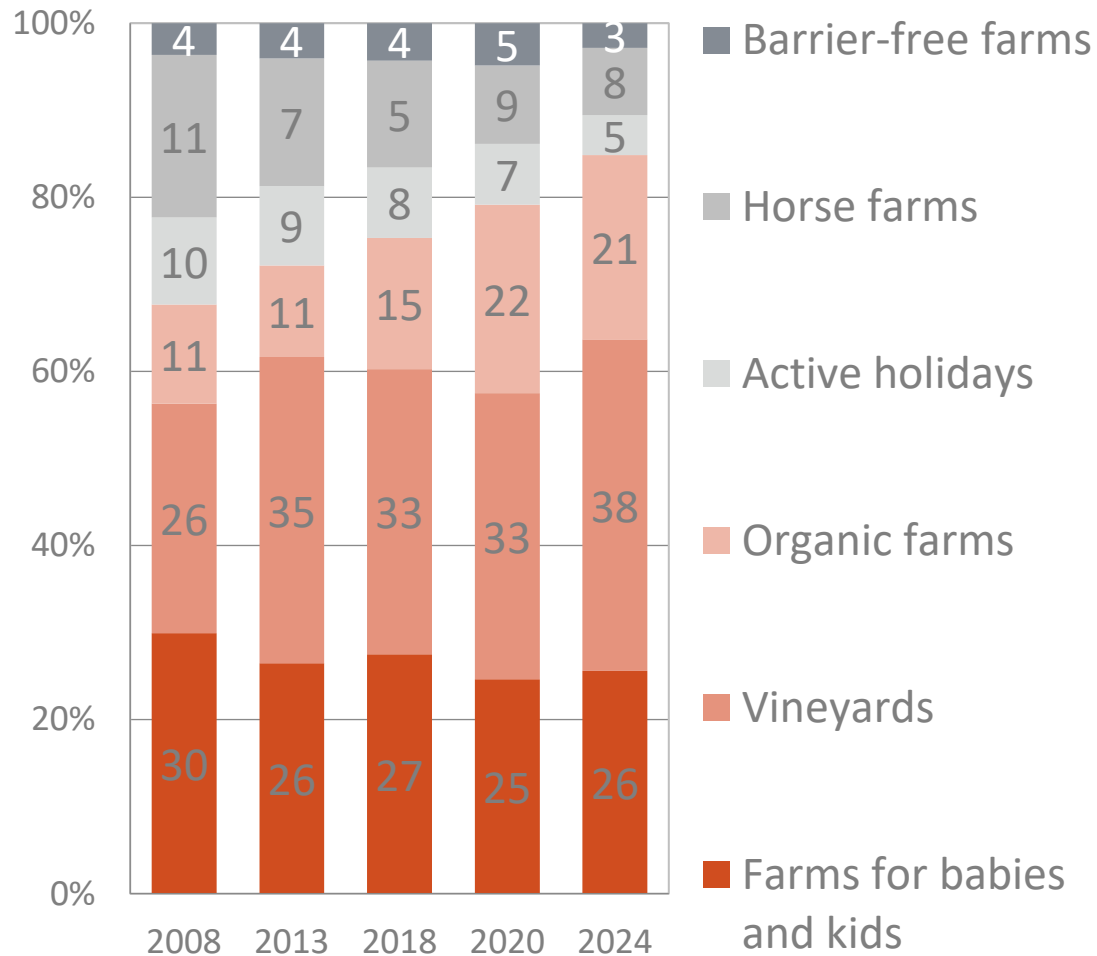


Note: * private rooms and holiday homes

Source: Federal Ministry of Agriculture and Forestry, Environment and Water Management (2022), Statistics Austria (different years)

Characteristics – diversity of offer

Some examples



- Favorites: vineyards, baby and children
- Special needs
- Getting in touch with uniqueness of farming and nature
- "Natural Experience & Authenticity"

Source: Embacher (2024), [2008 717 farms, 2013 790 farms, 2018 739 farms, 2020 800 farms, 2024 633 farms]

Global values

The big picture

- Agritourism results from the synergistic intersection of tourism and agriculture. (May 3, 2023)
- Agritourism is an agricultural diversification activity. (Aug. 17, 2023)
- Agricultural production (e.g., crops, trees, livestock, fish) is the basic function of the agritourism setting. Direct derivatives (e.g., products, services) are supporting functions of agritourism. (Sept. 21, 2023)
- Agritourism showcases the agricultural, natural, social, and cultural resources of the region or locality, both tangible and intangible. (Oct. 26, 2023)
- Agritourism provides authentic experiences by: (Feb. 15, 2024)
 - Reflecting local/regional culture, traditions, innovations, and ways of life,
 - Delivering meaningful activities, products, and services, and
 - Sharing unique stories and practices

The "global variability acknowledgment": "We ACKNOWLEDGE that agritourism values, definitions, and activities may vary across the world given geographic, socio-cultural, and policy contexts, concerning:

- Legal or customary boundaries related to the land, the operator, or the agritourism activities.
- Land tenure status (e.g., rented, owned, community-managed).
- Agricultural operation size, type, and location."

Source: Definitions & Standards – Committee (2024)

Minimum criteria – holidays on the farm

Holidays on the farm (2016)

Types of accommodations: Farmhouse (HoF-farm), Country estate (Landhof), Winemaker's estate (Winzerhof), Alpine huts (Almhütten), Rarities and specialties

1. Agricultural operation number

2. Close local connection

Guest accommodation must be in close local proximity (max. 500m distance) to the agricultural operation (preservation clause for existing members), and the hosts must live on the farm. Typically, rural objects with tourist use such as Alpine huts and rarities are excluded from this distance rule.

3. Well-maintained, clean appearance

4. Maximum of 50 sleeping places available (excluding additional beds)

5. Quality inspection, categories: from 2 up to 5 

6. Safety checks (Maximum inspections intervals 8 years)

7. Use the brand



8. Ambassadors of the rural world (fulfilling at least two out of five)

- Farming type: Animal husbandry, arable farming, fruit growing, viticulture, grassland, forestry, etc.
- Guests can be offered verifiably three products from own production or there is the possibility to purchase products from the region.
- Regionally typical rural architecture.
- Experiencing rural everyday life (stable, rural-regional cuisine, rural traditions and crafts, animal care, harvest, etc.) can be proven.
- Farm owner or operator has a rural function (Local farmer, seminar farmer, other functionary...)

Private accommodations by farmers (non-commercial)

Statistic Austria (2021)

All accommodations rented by a farmer privately and without concession to guests,

which fulfill specific requirements such as a rural environment, a farming milieu, livestock husbandry, etc.,

maximum 10 beds

thereby enabling guests to engage with the farm family and to learn more about their professional and societal activities.

Similarities, differences and challenges

Lesson learned

Similarities – both share common principles regarding the nature and purpose of agritourism

- Both emphasise the agricultural aspect of agritourism.
- Highlight the importance of providing authentic visitor experiences.
- Stress the showcasing of agricultural, natural, social, and cultural resources.

Differences

- Austrian „Holidays on the farm“ has specific criteria, e.g. sleeping places, quality inspection, brand.








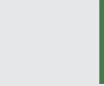
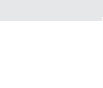
Challenges

- Lack of standardised criteria may lead to differences in quality.
- Differentiation through quality standards and brand association.
- Clear standards ensure quality and authenticity, enhancing visitor trust.
- Changing consumer preferences may require ongoing adaptation.

Source: own elaboration

Farm holiday and Sustainable development goals (SDGs)

The SDG check

SDGs	Farm holiday
	Create income in rural regions
	Contribute to health and wellbeing for the landlords and for the guests
	Contribute to live-education of many children from urban families
	Is a women-domain and therefore contributes to gender equality in rural areas
	Create economic impulses in economically weak regions and create attractive jobs there which enables many farming families to earn their income on the farm
	Offer their own products to the guests on the farm
	Concentrate on near, land-bound markets without long haul travel and ensure a low carbon footprint with the family produce
	Strengthens the rural regions by attracting urban dwellers to spend their holidays and their money in rural regions
	-strategy is based on many forms of cooperation to achieve their goals

Source: Embacher (2023)

Austrian agritourism



Tyrol: Der Ballhaushof



-  1 NO POVERTY
-  3 GOOD HEALTH AND WELL-BEING
-  4 QUALITY EDUCATION
-  5 GENDER EQUALITY
-  8 DECENT WORK AND ECONOMIC GROWTH
-  10 REDUCED INEQUALITIES
-  13 CLIMATE ACTION
-  15 LIFE ON LAND
-  17 PARTNERSHIPS FOR THE GOALS

Source: @ Ballhaushof, <https://www.derballhaushof.at/>, <https://www.urlaubambauernhof.at/de/hoefe/der-ballhaushof>

Upper Austria:

Roiderhof am Irrsee



-  1 NO POVERTY
-  3 GOOD HEALTH AND WELL-BEING
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-  5 GENDER EQUALITY
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Source: @ Roiderhof, <https://roiderhof-irsee.at/>, <https://www.urlaubambauernhof.at/de/hoefe/roiderhof-irsee>

Carinthia: Unterkrug - Familie Ferlan



- 

1 NO POVERTY
- 

3 GOOD HEALTH AND WELL-BEING
- 

4 QUALITY EDUCATION
- 

5 GENDER EQUALITY
- 

8 DECENT WORK AND ECONOMIC GROWTH
- 

10 REDUCED INEQUALITIES
- 

13 CLIMATE ACTION
- 

15 LIFE ON LAND
- 

17 PARTNERSHIPS FOR THE GOALS

Source: @ Unterkrug - family Ferlan, <https://www.unterkrug-ferlan.com/>, <https://www.urlaubbauernhof.at/de/hoefe/ferlan>

Burgenland: Weingut Franz Schindler

Franz Weingut Schindler



- 1 NO POVERTY
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Source: @ Schindler, <https://www.weingut-schindler.at/>, <https://www.urlaubambauernhof.at/de/hoefe/weingut-franz-schindler>

Marketing secrets












Creative agritourism

- **Know your audience:** Understand your target audience.
- **Storytelling:** Share the story of your farm.
- **High-quality visuals:** Invest in professional photography.
- **Social media engagement:** Be active on social media platforms.
- **Collaborate with influencers:** Partner with local influencers or bloggers.
- **Seasonal promotions:** Create special offers for different seasons.
- **Email/group marketing:** Build an email/group list of interested guests.
- **Online booking platforms:** List your farm on popular booking websites.
- **Collaborate with local businesses:** Partner with nearby restaurants, wineries, or adventure tour operators.
- **Guest reviews and testimonials:** Positive reviews build trust and credibility (platforms like TripAdvisor or Google).

**Authenticity, passion,
and excellent
customer service are
the keys to
successful marketing
of agritourism values.**

Source: own elaboration adapted from amara ingeneria de marketing (2023), cf., Magnini, Quendler (2021), Magnini, Quendler, Uysal (2023)

How applied?

Marketing secret	Ballhaushof (Tyrol)	Roiderhof (Upper Austria)	Unterkrug (Carinthia)	Weingut Schindler (Burgenland)
Know your audience	x	x	x	x
Storytelling	x	x	x	x
High-quality visuals	x (own website) 	x (own website)	x (own website) 	x (own website) 
Social media engagement	 	 	  	
Collaborate with influencers	not mentioned on the website			
Seasonal promotions	Summer, winter	Summer, winter	Summer, winter	Summer, winter
Email/group marketing	x	x	x	x
Online booking platforms	Holidays on the farm, Booking.com, online-reservations.com,	Holidays on the farm, Booking.com, HRS Holidays.de, online-reservations.com, Salzkammergut. at	Holidays on the farm, Bauernhofurlaub Österreich Booking.com, HRS Holidays.de, www.länderresisen.de, www.holidaycheck.de	Holidays on the farm, HolidayCheck, TripAdvisor, Burgenland Tourismus
Collaborate with local businesses	not specific mentioned	bike rental, cooperation with a nearby art gallery	not specific mentioned	
Guest reviews and testimonials	x	x	x	x

Source: own elaboration, website content analysis

SDM: Austrian Agritourism offers on digital platforms



Advancing Sustainable Development through Collaboration and Digital Innovation in Austrian Agritourism

- Collaboration between agriculture and tourism is vital for sustainable development, backed by successful cooperation models.
- Digital platforms and smart data management improve communication and access to regional products.
- Targeted digital tools enable efficient collaboration, optimizing offerings and reaching new groups, fostering regional sustainability..

Buchbarkeit von Unterkünften „Urlaub am Bauernhof“ besteht bereits

Angebotskarte rund um UaB Betrieb

Durch die geografische Lage können umliegende Erlebnisse, regionale Angebote, etc. mit regionalen Anbietern und Portalen wie etwa myZillertal in die Pre-Stay-Benachrichtigung eingebettet und hinterlegt werden.

So erfährt der Gast, welche Infrastruktur er vor Ort vorfindet bzw. welche Dienstleistungen, Produkte, etc. er vorab oder spontan je nach Lust und Laune vor Ort zubuchen bzw. konsumieren kann.

Diese Verbindung der Daten schafft einen bidirektionalen Austausch und eine Verbindung zwischen touristischer Infrastruktur und Angebot.

- Position des UaB-Betriebs** auf der Karte mittels Pin und Geo-Koordinaten. Bietet der Betrieb selbst Produkte oder Erlebnisse an, werden diese sichtbar für den Gast hervorgehoben.
- Buchbare Erlebnisse**
- Einkaufsmöglichkeiten**
- Erweiterungsmöglichkeiten:**
 - AB-HOF & BAUERNLADEN
 - GENUSSECKE
 - BAUERNMARKT

Source: Plaikner et al. (2024); cf. Embacher & Rollinger (Holiday on the farm Tyrol), <https://www.mayrhofen.at/en/>; cf. Lackner (DMO Mayrhofen-Hippach), <https://www.mayrhofen.at/en/>

Conclusions I

Global

- "Global Agritourism Values" offer a conceptual framework for understanding agritourism's purpose and significance.

National

- "Minimum criteria – holidays on the farm" provide practical guidelines for implementing and regulating agritourism operations within a specific geographic context.



Together, they reflect the multifaceted nature of agritourism, encompassing both its theoretical underpinnings and its operational realities.

Conclusions II

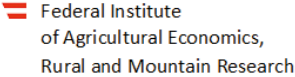
- Austria's diverse agritourism practices can contribute to global understanding by
 - showcasing best practices,
 - promoting cultural exchange, and
 - addressing sustainability challenges.
- Conversely, enhancing transparency globally can improve agritourism at the national level by
 - facilitating benchmarking,
 - building trust, and
 - fostering collaboration among stakeholders.

➔ Next step:

- Case studies that gives life to the values at the national/regional level around the globe.
- Marketing concept considering the local in the global, vice versa.

2nd World Congress on Agritourism

Erika Quendler
Federal Institute of Agricultural Economics, Vienna
Austria
erika.quendler@awi.gv.at



Hans Embacher
Holidays on the Farm in Austria, Salzburg
Austria
h.embacher@farmholidays.com



Vincent Magnini
Department of Management and Marketing, Longwood University, Virginia
USA
vince@isrteam.com



Alexander Plaikner
Department of Management and Marketing; SME and Tourism, University of Innsbruck
Division for Management in Health and Sports Tourism, UMIT Tirol – University for Health Sciences,
Medical Informatics and Technology, Austria
Austria
alexander.plaikner@uibk.ac.at



Rike Stotten
Department of Sociology, University of Innsbruck
Austria
Rike.Stotten@uibk.ac.at



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