

# The 'agri' in agritourism:

Agriculture as a driver and feature of agritourism from the perspective of providers in Scotland

*Macaulay Institute Student Seminar Day 2010*

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# Presentation outline

- **Introduction to project and topic**
  - Rationale for project and project aim
  - Agritourism typology
  - Fieldwork overview
- **Provider perspectives on the...**
  - Influence of agriculture in agritourism development
  - Role of agriculture in the agritourism product
  - Impact of agritourism on agriculture
- **Summary and conclusions**
  - Project outcomes (theory, practice, policy)

# Introduction to project and topic

## • *Rationale for project*

- *Changing function of rural areas (farm diversification, consumer countryside)*
- *Agritourism in Scottish context (limited critical focus – presence, practices, understanding)*
- *What is 'agritourism'? (terminology, characteristics)*

## • *Project aim...*

*'To improve conceptual understanding of agritourism through examination of provider and tourist perspectives in Scotland'*

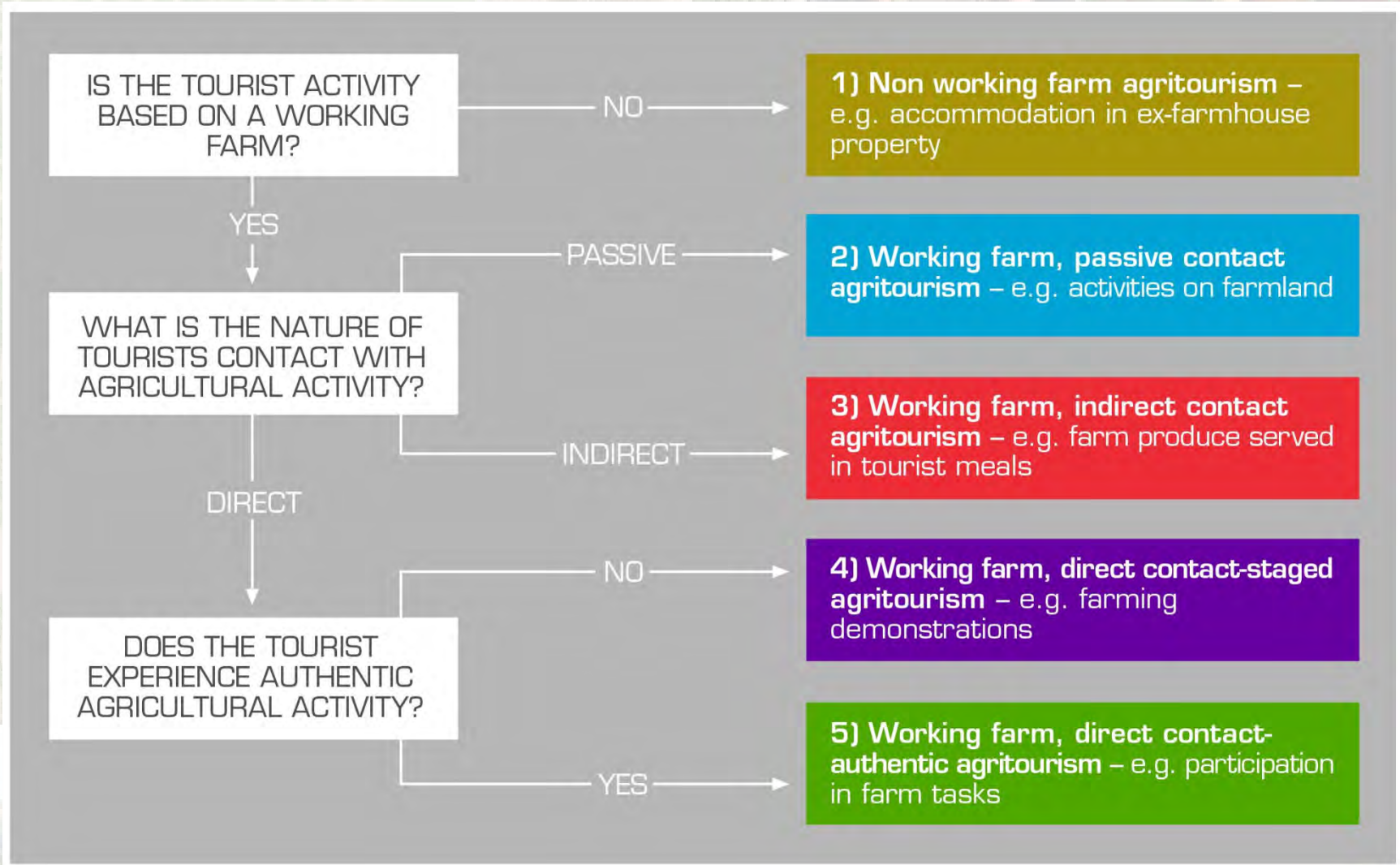


*Develop typology*

*à Provider perspective*

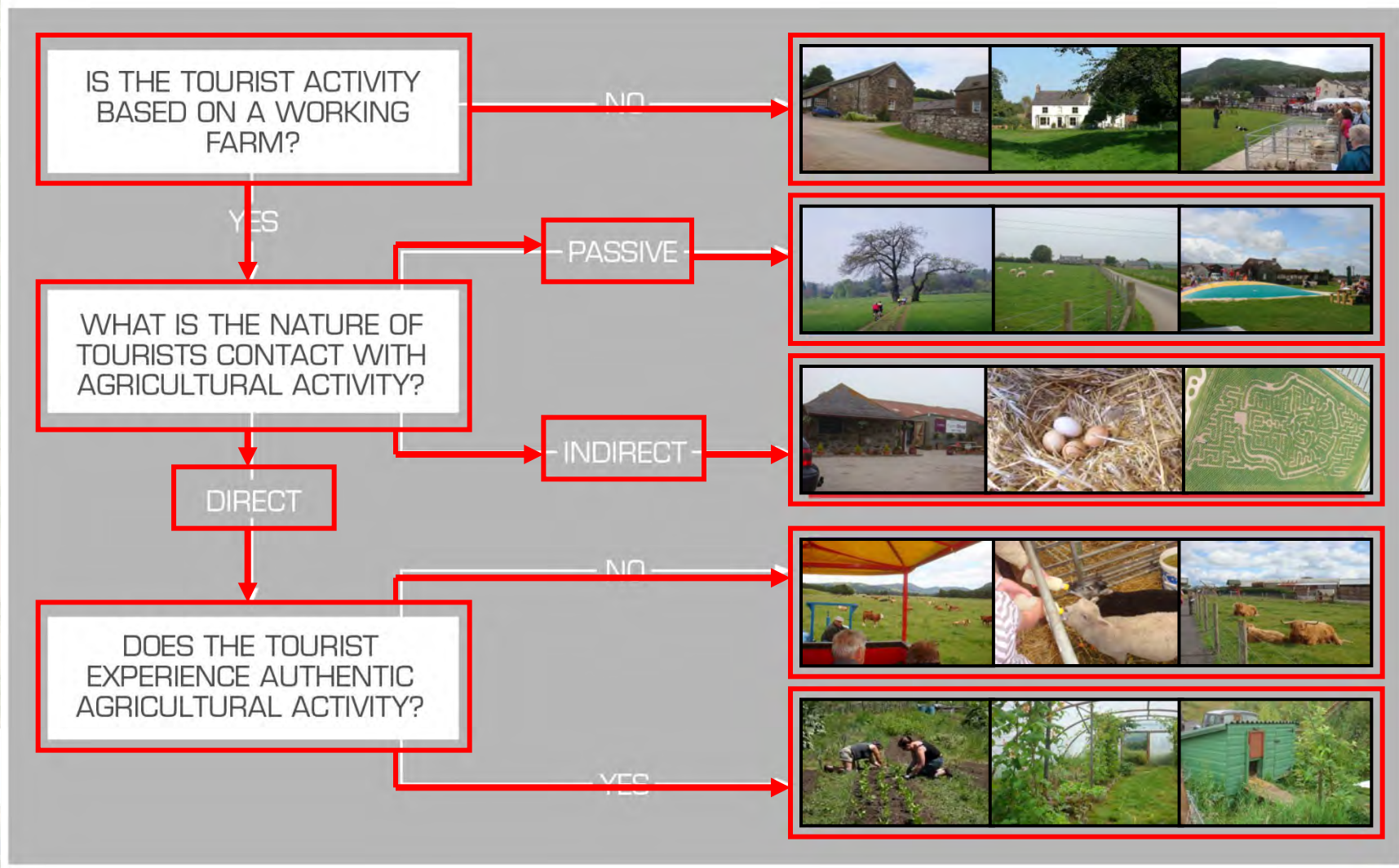
*à Tourist perspective*

# Agritourism typology



Phillip, S., Hunter, C. and Blackstock, K. (2010) A typology for defining agritourism. *Tourism Management* (In Press)

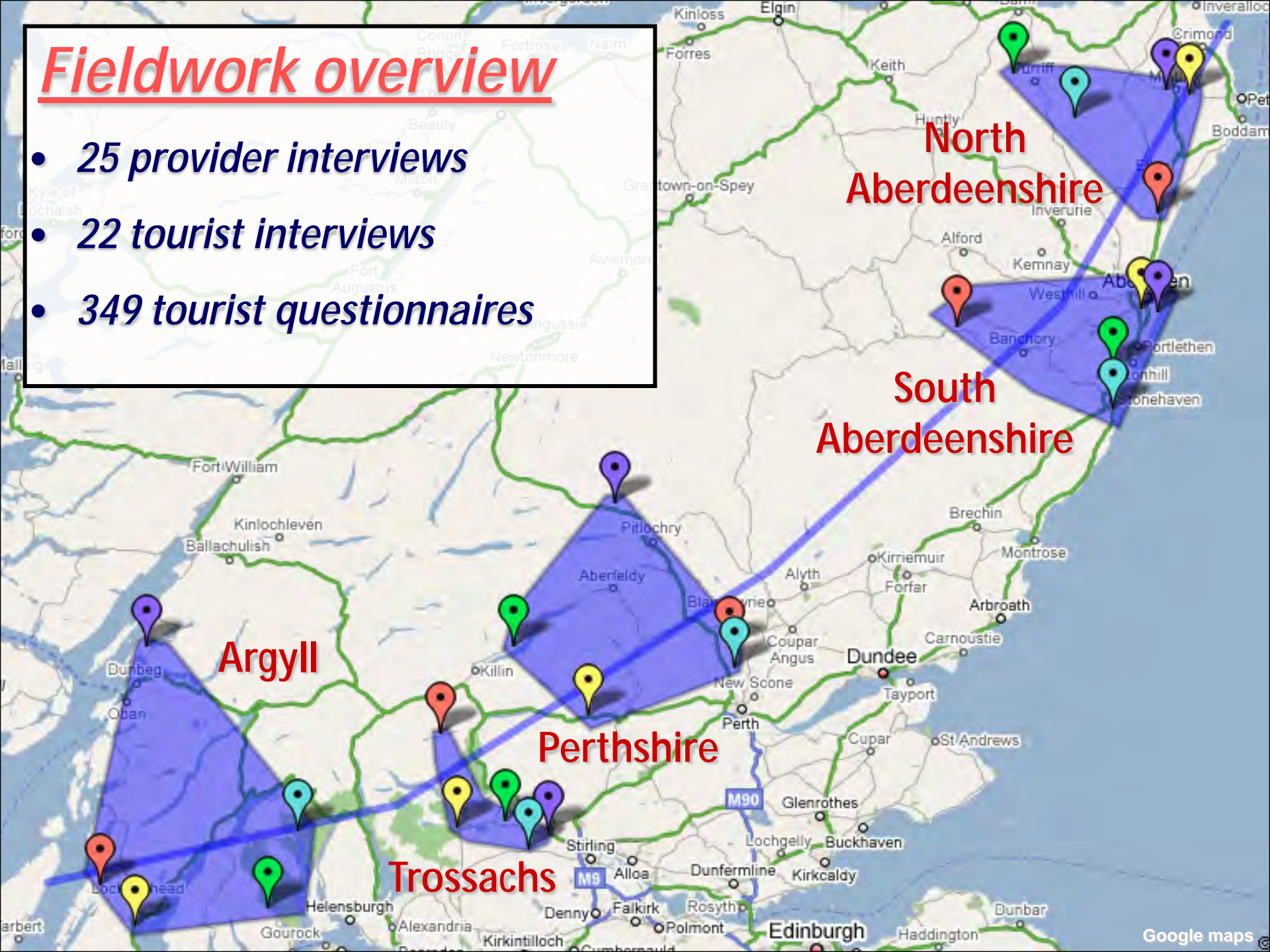
# Agritourism typology



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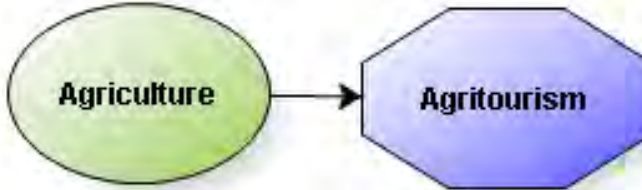
# Fieldwork overview

- 25 provider interviews
- 22 tourist interviews
- 349 tourist questionnaires

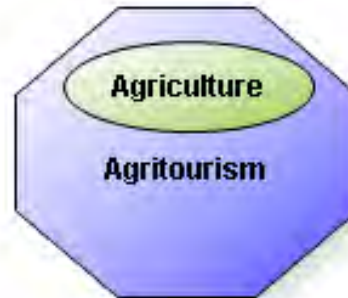


# Providers perspective on the...

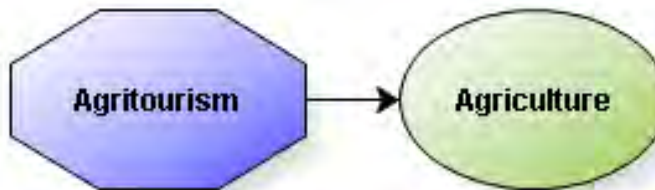
- Influence



- Role

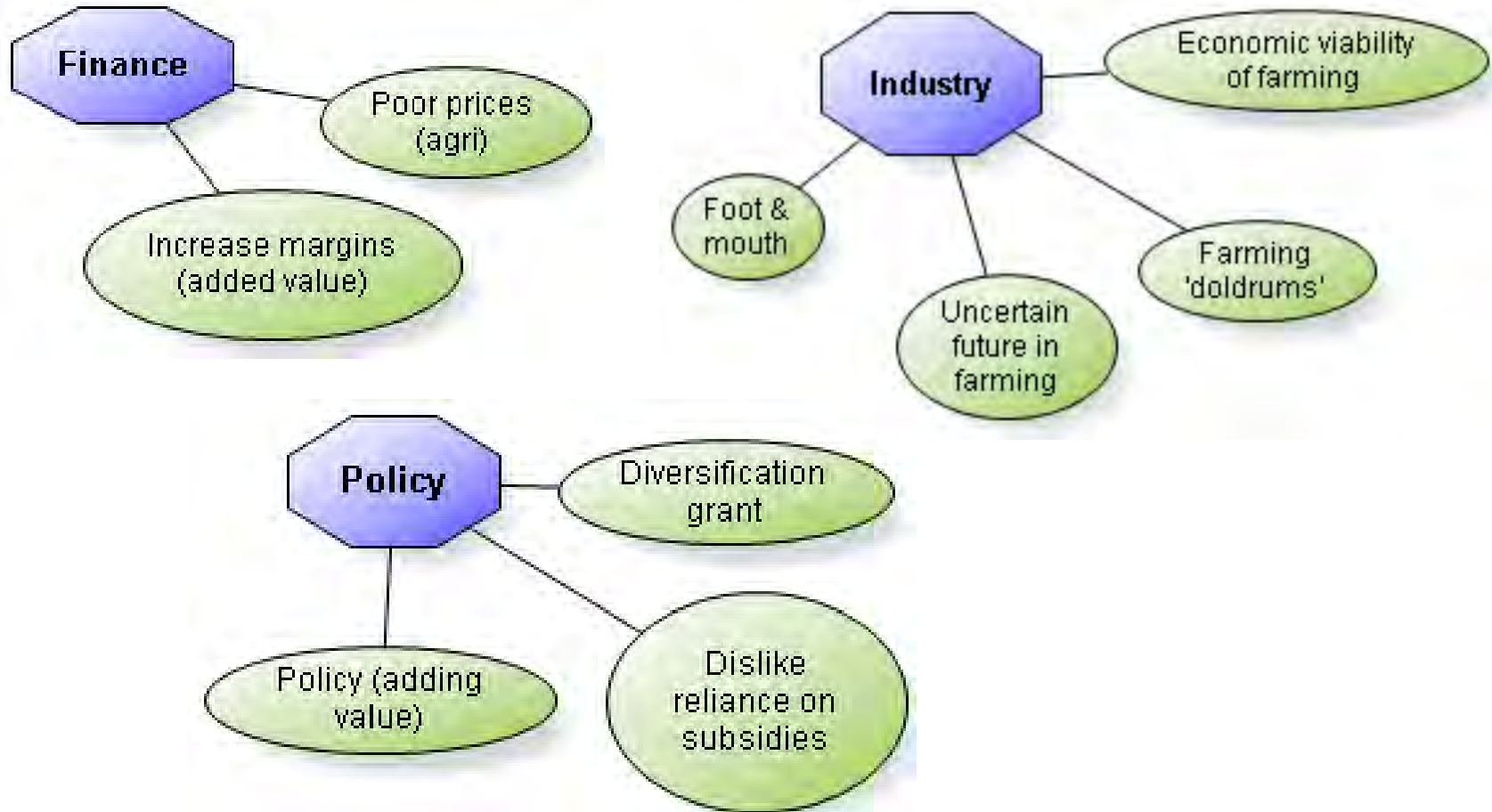


- Impact



# Providers perspective on the...

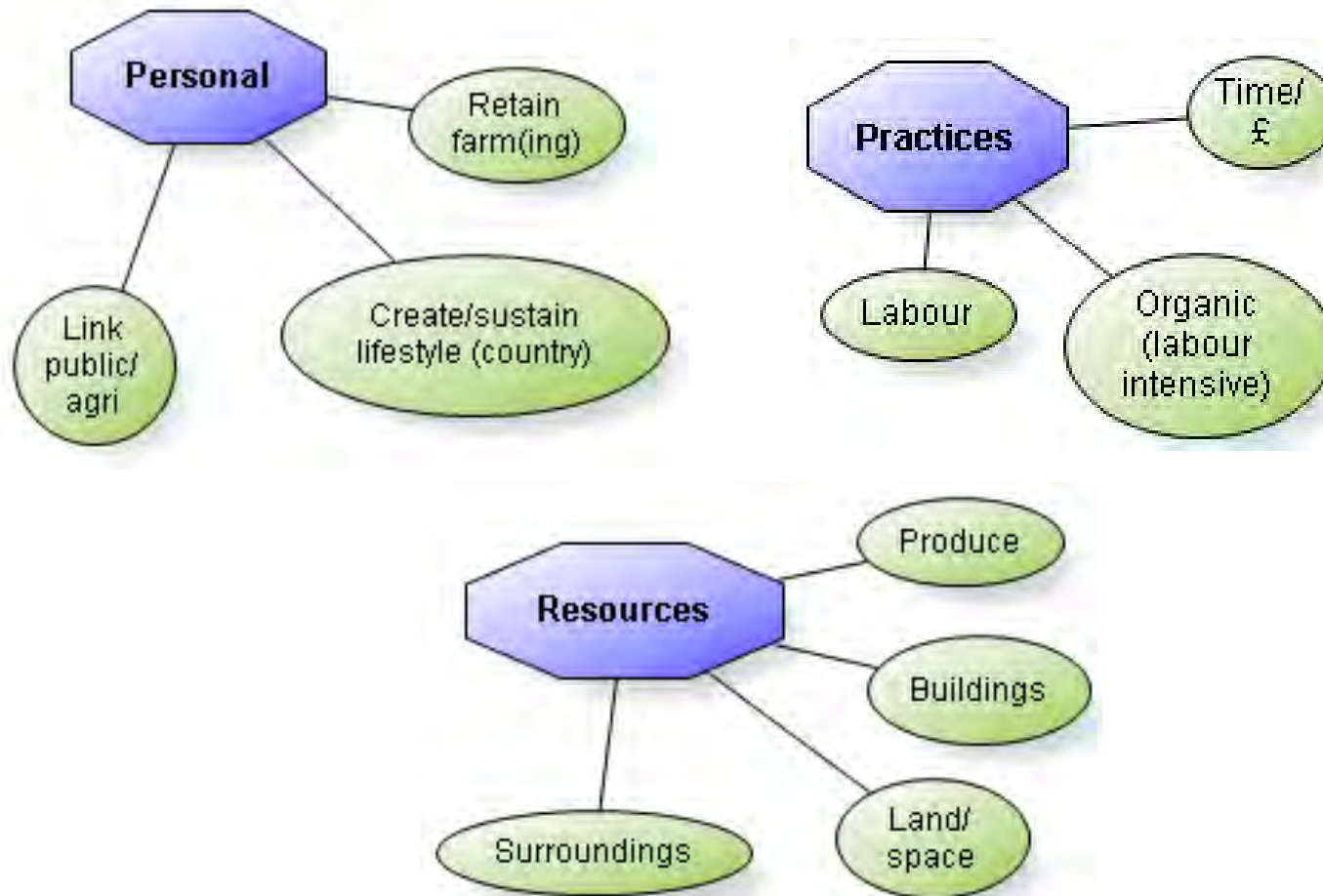
- Influence of agriculture in agritourism development





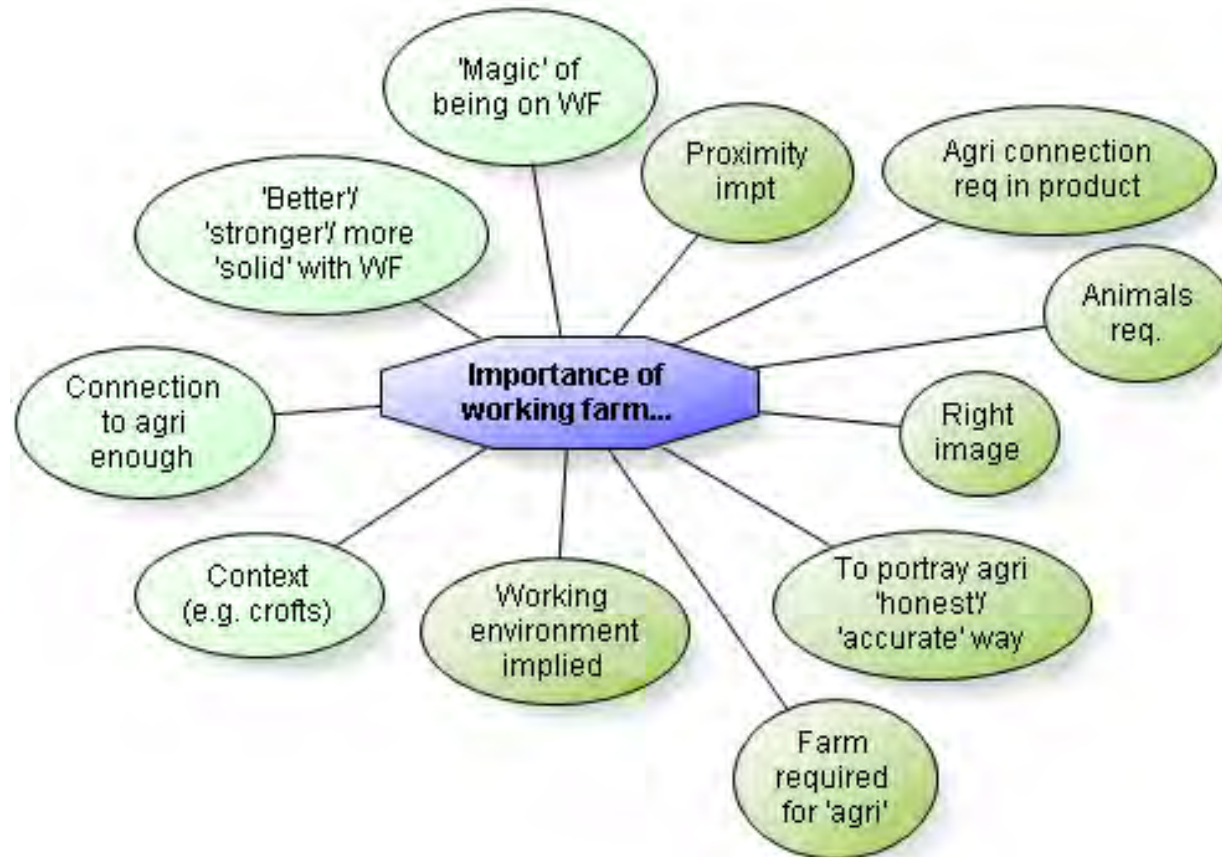
# Providers perspective on the...

- Influence of agriculture in agritourism development



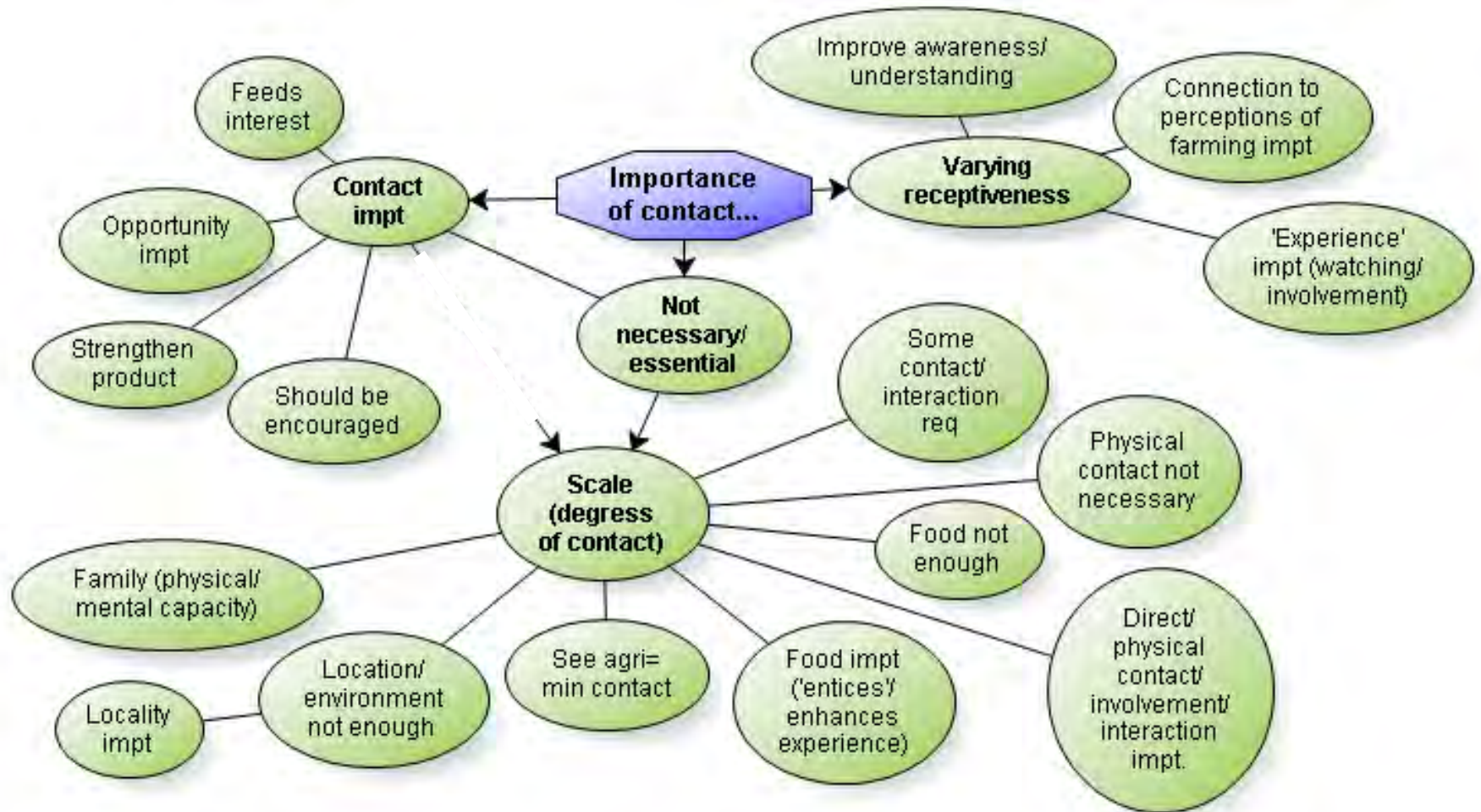
# Providers perspective on the...

- Role of agriculture in the agritourism product



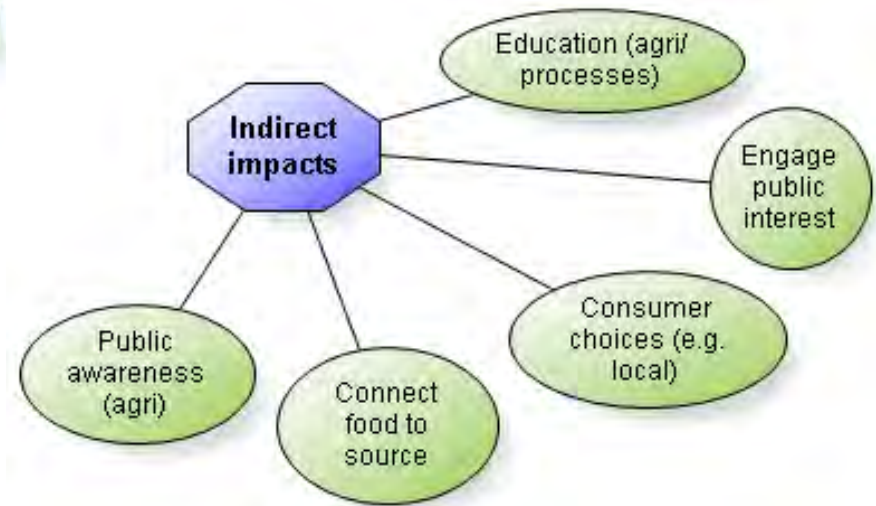
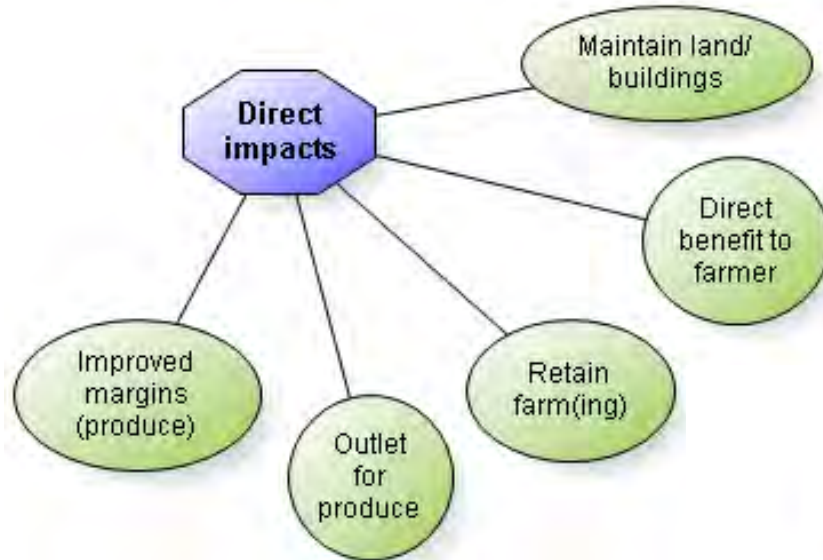
# Providers perspective on the...

- Role of agriculture in the agritourism product



# Providers perspective on the...

- Impact of agritourism on agriculture



# Summary and conclusions

- *Developed typology*

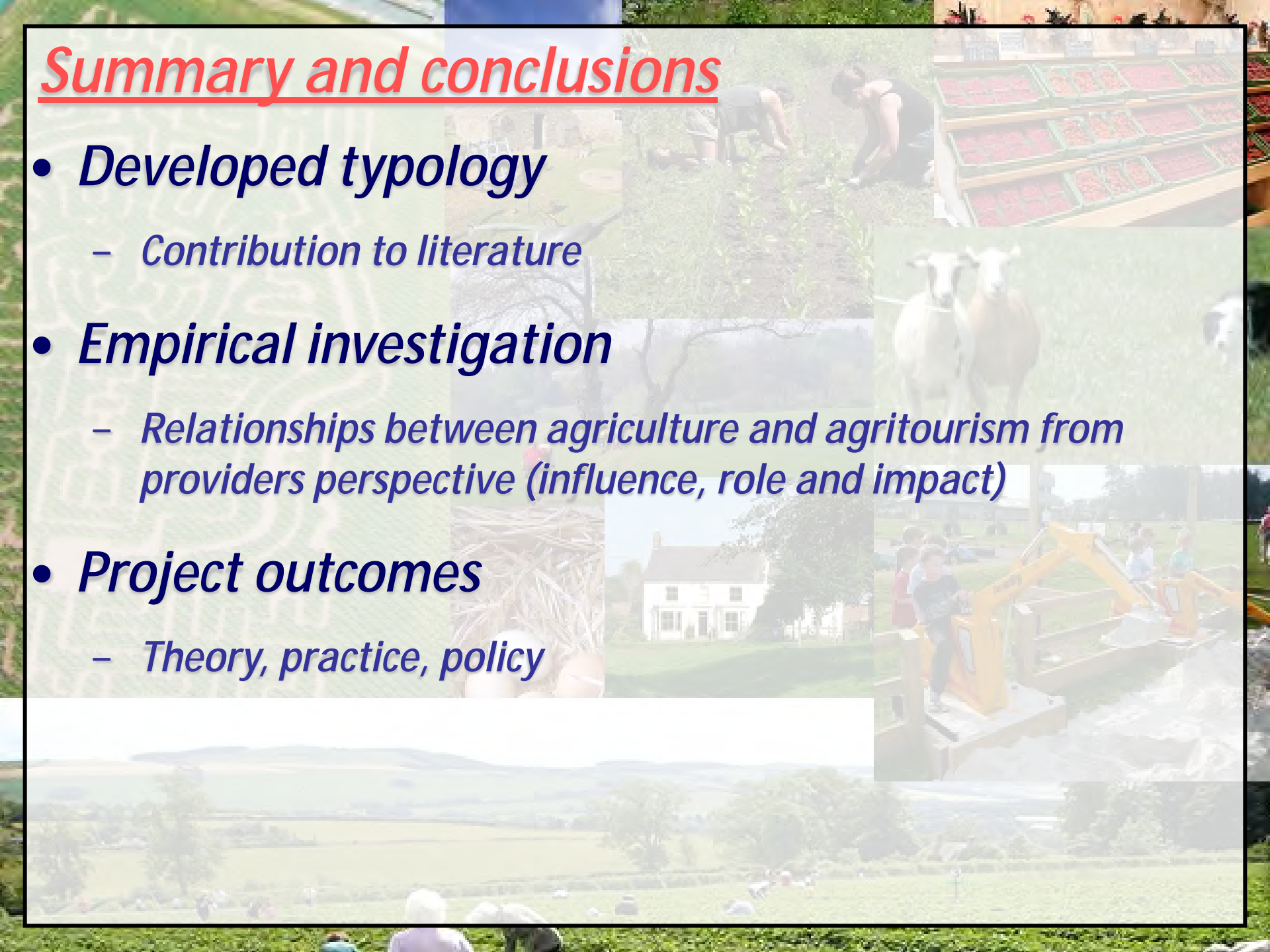
- *Contribution to literature*

- *Empirical investigation*

- *Relationships between agriculture and agritourism from providers perspective (influence, role and impact)*

- *Project outcomes*

- *Theory, practice, policy*





**Thank you**  
**Questions?**

