

2010 Student Seminar Day – Abstracts

1. The 'agri' in agritourism: agriculture as a driver and feature of agritourism from the perspective of providers in Scotland

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A combination of agriculture and tourism underpins and sustains many rural areas across Europe and around the world and increasingly 'agritourism' is being seen as an opportunity to respond to the challenges faced by marginal agricultural enterprises. However there has been a relative silence on the implications of running productive agricultural and tourism enterprises together – particularly from the perspective of providers and tourists themselves. Utilising an agritourism typology that we developed based on the existing literature we have explored agritourism in Scotland from the perspectives of agritourism providers and tourists to investigate their motivations, experiences, and understandings of agritourism. In this presentation we explore the influence of agriculture in agritourism from the provider's perspective, firstly as a driver for the development of agritourism, and secondly as a feature of the agritourism product. Our analysis reflects on the different ways that providers frame agritourism including, different representations and experiences of agriculture, and the potential for agritourism to inform and encourage better understanding of agriculture by the general public. Finally, we set these findings in the wider context of rural development policy.