

# The social dimension of agritourism

Webinar, 10.09.2024



Mart Veliste & Erik Gløersen  
Thematic Experts for a more Social Europe  
Interreg Europe Policy Learning Platform

**Interreg  
Europe**



Co-funded by  
the European Union

Follow us on social media:



# The social dimension of agritourism

Welcome!

# Welcome!



**Mart Veliste**

Thematic Expert - Social Europe  
Policy Learning Platform



**Erik Gløersen**

Thematic Expert – Social Europe  
Policy Learning Platform



**Vladimir Sestovic**

Communication and  
Partnerships Expert  
Policy Learning Platform

# Agenda

## Welcome & Introduction

Mart Veliste, Interreg Europe Policy Learning Platform

---

## Keynote presentation

Eline de Smet, Economic council of East-Flanders (Belgium), on 'Agritourism support instruments in East-Flanders' (BRANDtour)

---

## Interreg Europe policy changes & good practices

Simina Manea, Sibiu County Tourism Association (Romania) on 'Local Breakfast - Mic dejun sibian' (EUREGA)

Susanne Urschler, Styrian Business Promotion Agency (Austria) on 'Festival of the Pöllauer Pear' (SMEOrigin)

---

## Panel discussion

## Wrap up & Conclusions

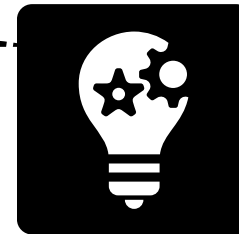
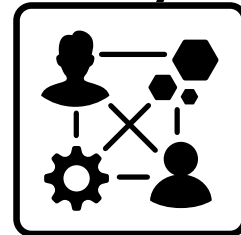
---



# The platform in a **NUTSHELL**

Policy-learning opportunities through access to:

People  
Meet our community



Knowledge  
Find policy solutions



Expertise  
Get policy advice

[www.interregeurope.eu/policylearning](http://www.interregeurope.eu/policylearning)

# Peer learning **IN PRACTICE**

📍 **82 peer reviews** implemented since 2019  
17 peer reviews in the pipeline

📍 **51 matchmaking** sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-policy-advice>



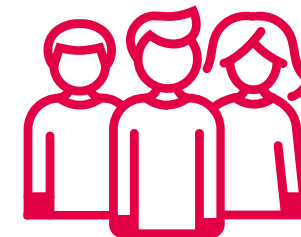
# Peer review: Developing Smart Island Tourism Strategies

## ▶ Korčula Town – Croatia

Peers from: Estonia, Norway, Finland

Recommendations to attract digital nomads and remote workers:

- Affordable accommodation – integrated approach for off-season stays
- Co-working space co-created with the local community
- Community Manager to build ties with the community
- Use EU project to pilot the co-working space and entrepreneur exchanges between the spaces



More information [here](#)

# Matchmaking - Coworking in rural areas in Latvia

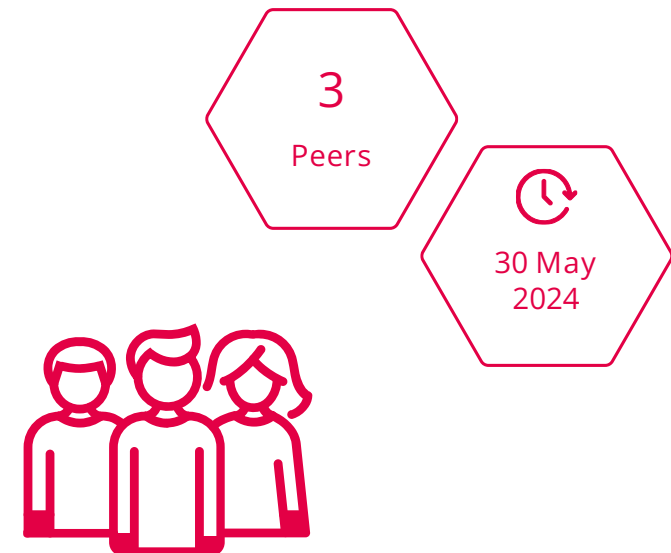
## ▶ University of Latvia

Peers from: Estonia, Sweden, Finland

### Recommendations

- Carry out a needs assessment among the primary target group to be certain that the coworking space caters to their needs.
- Define the business model of the co-working space according to the needs.
- Good community managers are key to the success of coworking spaces.

More information available [here](#)





# The platform **TEAM**



Marc Pattinson



Arnault Morisson



Luc  
Schmerber



Erik  
Gløersen



Katharina  
Krell



Simon Hunkin



Rene  
Tønnesen



Laura Varisco



Mart  
Veliste



Astrid Severin



Magda Michalíková



Thorsten  
Kohlisch



Elena Ferrario



Karine Gevorgyan



Mario Vade pied



Valentine  
Dufaye



Lotte van Meijel



Vladimir Sestovic



Antoine  
Duquennoy



SMART



GREEN



CONNECTED



SOCIAL



CITIZENS



GOVERNANCE



# How we understand Agritourism?

- Combines elements of both agriculture and tourism, offering visitors the opportunity to engage with farming practices, enjoy rural landscapes, and learn about the origins of their food.
  - an opportunity for urban and rural populations to interact, bridging cultural and geographical gaps.
- locally, it encourages community members to work together, building stronger social networks and fostering a sense of pride and collective identity.
- diversifies the local tourism offer and can lead to an overall improvement of the services available in rural communities.
- provides an additional revenue stream for rural stakeholders.

# Why a webinar on Agritourism?

- Tourism is a key topic within IR-E with 13 on-going projects: **CHERRY, JEWELS TOUR, TIB, REIiHE, TOURISM4SDG, SLOWDOWN, OpenRegioCulture, DEPART, SYSTOUR, DETOCS, DIGITALIZE, TAAS, TOURBO.**
- To explore the the social and collaborative dimension of agritourism.
- To discuss how it contributes to social cohesion, education, cultural preservation, and the well-being of both visitors and rural communities.

**Interreg  
Europe**



Co-funded by  
the European Union

# Thank you!

Follow us on social media:     



Title of Event  
Location