



**HAL**  
open science

# L'agritourisme au cœur de la transition socio-écologique européenne

Charline Dubois, Serge Schmitz

► **To cite this version:**

Charline Dubois, Serge Schmitz. L'agritourisme au cœur de la transition socio-écologique européenne. International Conference "Sustainable economics within the new culture of development". ENTI. September 12th - 14th 2011, Sep 2011, Liège, Belgium. halshs-00665775v2

**HAL Id: halshs-00665775**

**<https://shs.hal.science/halshs-00665775v2>**

Submitted on 20 Mar 2013

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

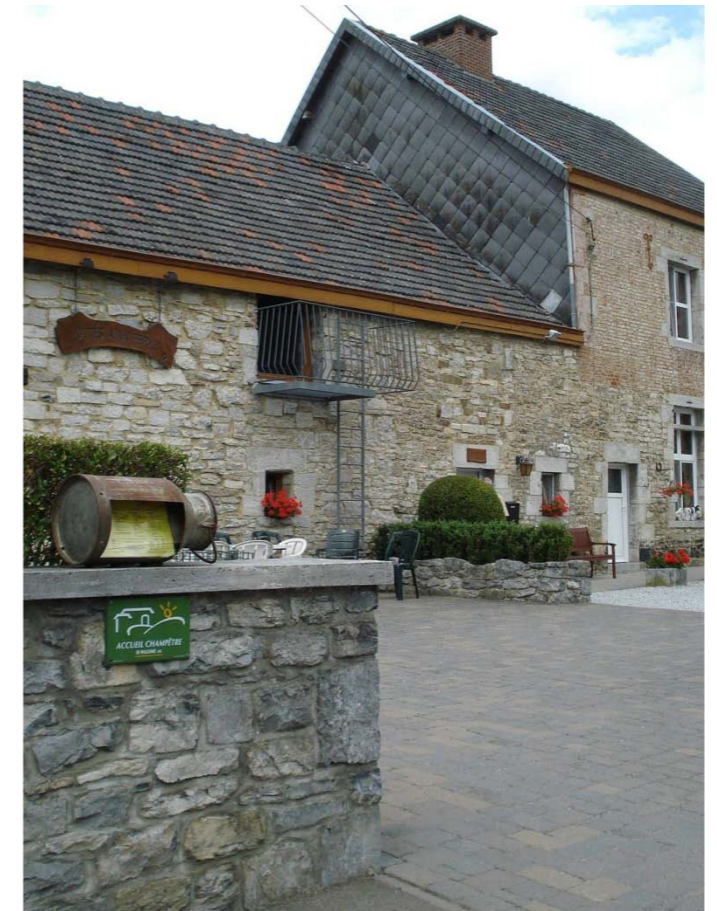
# Agritourism at the Crossroads of the Socio-Ecological European Transition



Charline DUBOIS  
Serge SCHMITZ



Liège - ENTI 2011



FNR Luxembourg  
Laplec - ULg  
Belgium



# Context

- Increasing pressures & difficulties in some European rural countryside
- Decreasing of agricultural activities & lost of importance of farmers
- Diverse sociological economical cultural and environmental consequences
- Diagnosis in accordance with the challenges of the socio-ecological transition



# Solution

- Multiplication of the territorial development strategies
- Vector of diversification : transition
  - Agritourism as a solution

A photograph of a farm scene. In the foreground, there is a wooden fence. Behind it, a white car is parked. To the right, a large tractor with a front loader is visible. The tractor has "VALTRA VALMET" written on its side. The background shows a building and some trees. The overall scene is in a warm, golden light, suggesting late afternoon or early morning.

# Agritourism

- Hybrid activities : agriculture + tourism
- New expectations of the tourists in EU
- Integration of other values : sustainability

# Framework

Which countryside for  
which agritourism ?

- Prospective and international analysis



Integration in the socio-  
ecological transition ?

- Tourist activity in the farm & local economy
- Social and environmental outputs
- Knowledge & wellbeing



# Framework

- International comparisons & on-site investigations
  - Local tenants/farmers – tourists – organizations – institutions
  - Walloon Region – Grand Duchy of Luxembourg – Slovenia



# And so what ?

## Countryside ↔ Transition ↔ Agritourism

- Comfortable solution : well according to the directions of the socio-ecological transition
  - Network of the tourist actors easy ↔ Local producers ?
  - Inheritance preservation ↔ Landscapes ? ↔ Energy ?
  - Importance of the social role and wellbeing
- Global knowledge & learning → Better adaptation





# And so what ?

- Different types of agritourism : heterogeneity
  - Diversity of resources and various factors (geographically)
  - Importance of images & marketing
  - Influences of characteristics of the farm
- Adaptation in the local system and in sustainability ?



# And so what ?

- Different motivations linked
  - Tourists : return to authentic values
  - Farmers : economic and social aspects
  - But problem of image
- To be innovating and concerned by quality and tourist wellbeing
  - New frame : business tourism on farm



If any questions ...  
[charline.dubois@ulg.ac.be](mailto:charline.dubois@ulg.ac.be)

