



Plans to Celebrate the 17th World Agri Tourism Day and World Agri Tourism Awards at the Local Level

16th May will mark a significant milestone in the global Agri-tourism community as delegates from around the world will convene in Bolzano, Italy, to celebrate the 17th World Agri Tourism Day as part of the Second World Agri Tourism Congress.

With the majestic backdrop of Bolzano's scenic landscapes and the rich agricultural heritage of the region, the congress serves as a platform for dialogue, collaboration, and innovation in the field of Agri-tourism. Experts, practitioners, policymakers, and enthusiasts alike gather to exchange ideas, share best practices, and explore opportunities for sustainable rural development.

The theme of this year's 17th World Agri Tourism Day, "Agri-Tourism is More," underscores the vital role of Agri-tourism in fostering economic resilience, environmental stewardship, and cultural preservation. Through a series of keynote speeches, panel discussions, workshops, and networking sessions, participants delve into topics ranging from climate-smart agriculture and community-based tourism initiatives to digital innovation and market diversification.

How to Plan and Celebrate the 17th World Agri Tourism Day and World Agri Tourism Awards at the Local Level? Some Guidelines here

1. Awareness Campaign:

Launch an awareness campaign in local communities, highlighting the significance of Agri-tourism in promoting sustainable rural development and cultural exchange.

Utilize social media, local newspapers, and community events to disseminate information about the World Agri Tourism Day and Awards.

2. Educational Workshops and Seminars:

Organize educational workshops and seminars in collaboration with local agricultural organizations, universities, and community centres.

Topics could include sustainable farming practices, agritourism business development, and culinary experiences.

3. Farm Tours and Experiential Learning:

Arrange farm tours and experiential learning activities at local farms, vineyards, and orchards to showcase Agri-tourism opportunities.

Provide hands-on experiences such as fruit picking, cheese making, and wine tasting to engage participants.

4. Community Events:

Host community events such as farmers' markets, agricultural fairs, and food festivals to celebrate local produce and traditions.

Invite local artisans, farmers, and Agri-tourism operators to showcase their products and share their experiences.

5. Awards Ceremony:

Host a local awards ceremony to recognize individuals, businesses, and organizations that have made outstanding contributions to Agri-tourism in the community.

Categories could include Sustainable Farming Practices, Cultural Heritage Preservation, and Innovative Agri-Tourism Initiatives.

6. Culinary Experiences:

Organize culinary experiences featuring local cuisine prepared with fresh, seasonal ingredients sourced from nearby farms.

Collaborate with local chefs and restaurants to create farm-to-table dining experiences that highlight the connection between agriculture and gastronomy.

7. Environmental Activities:

Coordinate environmental activities such as tree planting, clean-up campaigns, and eco-friendly farm practices workshops to promote environmental stewardship. Emphasize the importance of sustainability and conservation in agri-tourism operations.

8. Cultural Exchange Programs:

Facilitate cultural exchange programs between local communities and international visitors through homestays, language exchanges, and cultural performances. Encourage dialogue and mutual understanding between people from different backgrounds and cultures.

9. Networking Opportunities:

Create networking opportunities for local stakeholders in the agri-tourism sector to connect, collaborate, and share resources. Establish platforms for knowledge exchange and collaboration to support the growth of agri-tourism initiatives in the community.

10. Legacy Building:

Develop a legacy plan to ensure the sustainability of Agri-tourism initiatives beyond the World Agri Tourism Day celebrations. Identify long-term goals and strategies for fostering continued growth and development in the local Agri-tourism sector.

By implementing these activities and initiatives at the local level, communities around the world can actively participate in and contribute to the celebration of the 17th World Agri Tourism Day and World Agri Tourism Awards, while promoting sustainable development, cultural exchange, and economic prosperity through agri-tourism.

For more information about the Second World Agri Tourism Congress and the 17th World Agri Tourism Day, please visit Website: www.worldagritourismday.com

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