



Agricultural Tourism Research in Support of its Practice

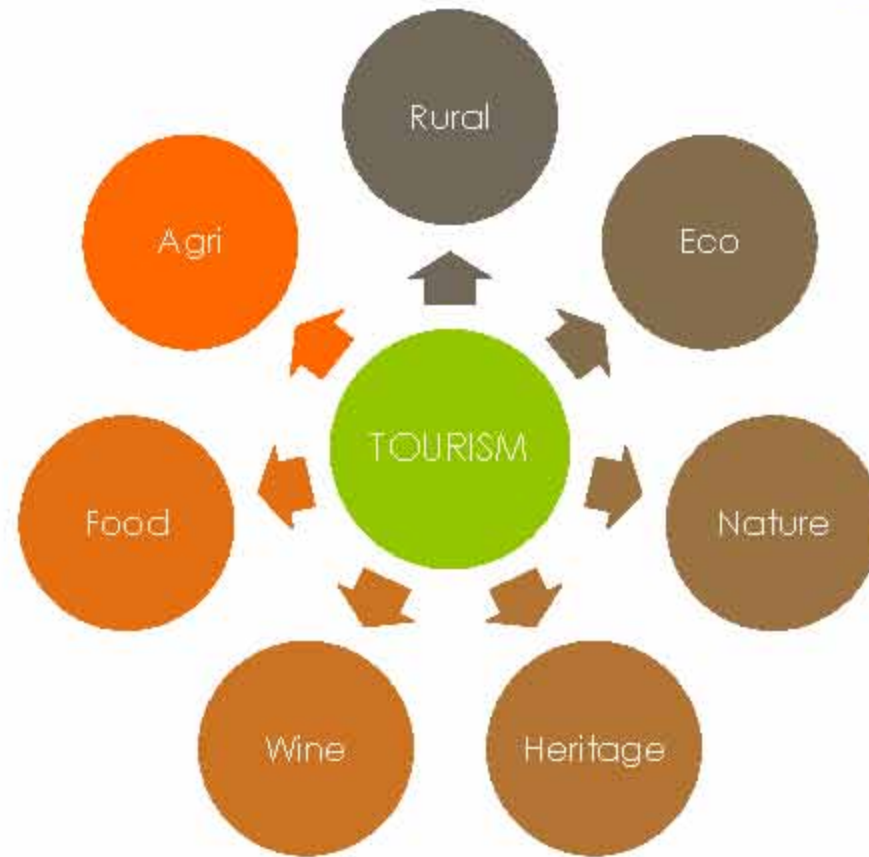
Michelle Thompson,
PhD Candidate,
James Cook University,
Cairns, Australia

Thinking about tourism...

- Changing perspectives...
 - Agri-tourism
- ↓
- Tourism in agricultural regions
-
- Experience economy
 - Total tourist experience



Current understanding



The reality



Tourism system



My research...



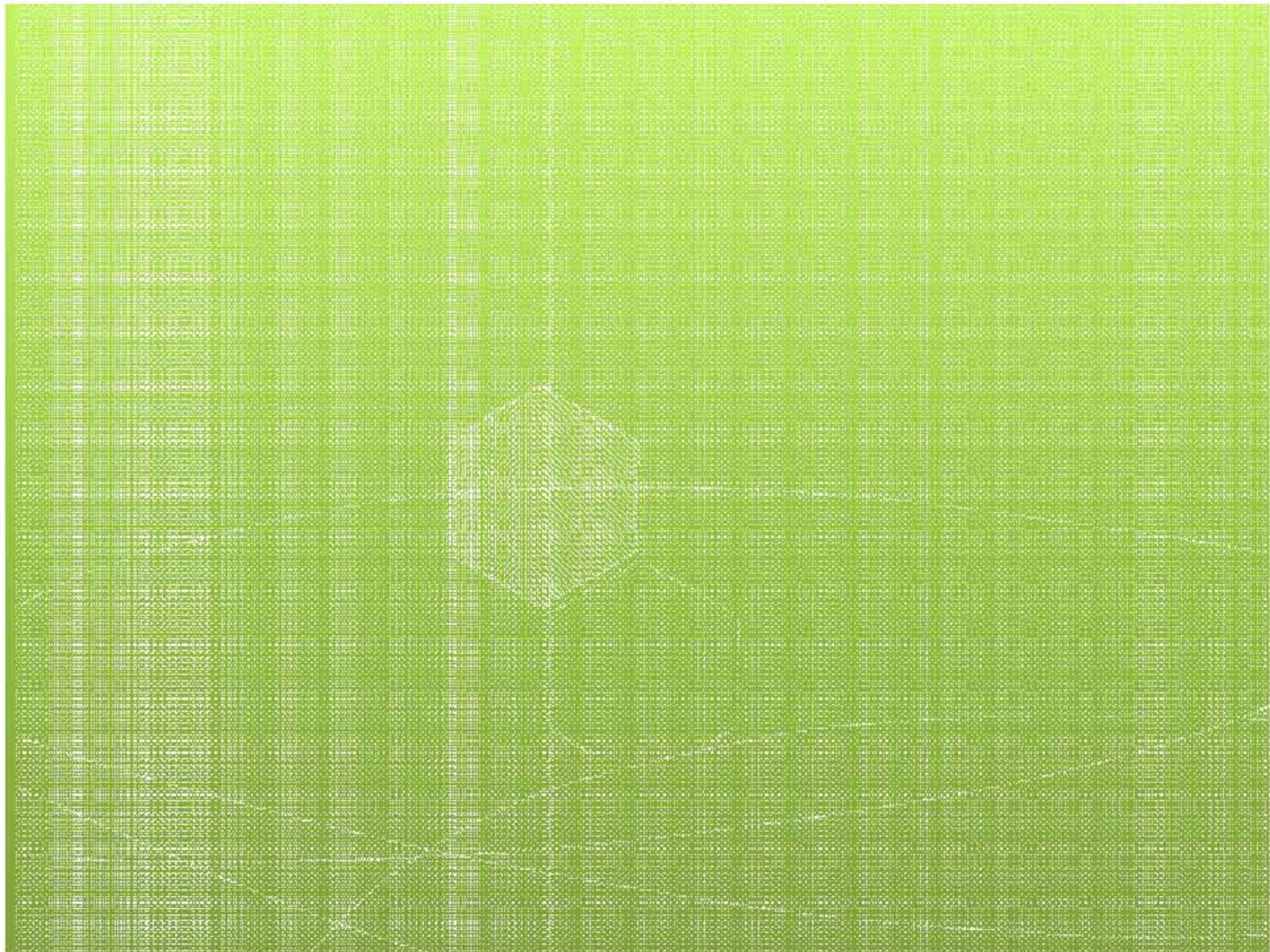












How is it achieved?



Key Driver 1: Geography

- Viticulture or other agriculture
- Natural landscape - adds to experience
- Building resilience - scale & distance



Key Driver 2: Innovation

- Products & experiences, processes & practices
- Matched to a gap in the market
- People, business or regional level



Key Driver 3: Networks



- Informal & formal
 - Within & across:
 - Food
 - Wine
 - Tourism
- ↓
- Communication
 - Collaboration
 - Cooperation
 - Coordination

Key Driver 4: Branding

- Strong, well established brand
- Create emotional connection
- Communicate & deliver brand message



Key Driver 5: Heritage

- Region & community
 - Share your 'way of life'
- Tourist market
 - Changing tastes



Conclusion

- Grow our understanding
 - Researchers
 - Practitioners
- Research needs to:
 - Use of terminology
 - Holistic & systematic approach

