



**RURAL
FEMMES**
ERASMUS+ PROGRAM

Rural Tourism: An Introduction

‘With a feasible idea, effective planning and strong determination on your behalf, you can and will succeed’ (Rural Tourism, Teagasc, p.5)

Who Am I? – Dr Ana Cruz García

- ▶ My background (BA in Languages and Cultures and BBus in Management)
- ▶ My involvement in entrepreneurship (female enterprises and motherhood)
- ▶ My involvement with Tourism (European project on sustainable tourism)
- ▶ Photos of family farm (pigs and cows) and sister
- ▶ Photos of the festival involving diversification (La fiesta del jamón)

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Structure of the module

- ▶ 4th October - Introduction and accommodation options

Case study: Top of the Rock Pod Park and Walking Centre

- ▶ 11th October - Activities options and marketing

Case study: Leahy's Open Farm

Case study: So Earth project (Eco-wellness retreat/Art therapy)

- ▶ 18th October - Sustainability/sustainable mindset

Case study: Sustainability Travel Ireland

- ▶ 25th October - Networking and funding (LEADER)

Case study: Q&A with participants of previous case studies

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Agritourism vs Rural Tourism

- ▶ **Agritourism:** based on farm accommodation and activity provision often sponsored by agriculture ministries.
- ▶ **Rural Tourism:** includes agritourism, but also includes non-farm enterprises, villages and small towns. Often sponsored by rural regeneration and rural development agencies.



Women and rural tourism

- ▶ Rural women were (and are?) often under-employed.
- ▶ Women are strong in hospitality and people skills.
- ▶ Women are good at working in partnerships
- ▶ In some cases, rural women have married into farm families, bringing new skills and contacts.
- ▶ Women thrive on the challenge of rural tourism.



Benefits of Developing a Rural Tourism Enterprise

Farm Family

- ▶ Support economic viability on the farm
- ▶ Preserve farms, farmlands and also rural heritage and traditions
- ▶ Job opportunities for farm household members

Society

- ▶ Support local rural economy and educate visitors
- ▶ Promote a positive image of agriculture, rural heritage and lifestyles
- ▶ Support conservation of landscape, biodiversity, organic farming and architectural heritage

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Research Your Idea: Market Research (more on marketing presentation)

When considering rural tourism as an enterprise on one's farm, be guided by information like:

- ▶ How does the tourist spend their Euro?
- ▶ What type of accommodation do they choose?
- ▶ What does the visitor do while in Ireland?

All this information is updated annually on www.Failteireland.ie/Research-Insight

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Market Research: Some Answers

How the tourist spends their Euro?

- ▶ 7 cents goes on an activities
- ▶ 31 cents on accommodation
- ▶ 34 cents on food

How does the tourist spend their Euro?

31 cent:	Accommodation
34 cent:	Food & Snacks
7 cent:	Activities
14 cent:	Shopping
11 cent:	Travel
3 cent:	Other

What type of accommodation do tourists choose to stay in while in Ireland?

18%	Stay in Hotels
6%	B&B
28%	Self-Catering
1%	Caravan & Camping
3%	Hostels
26%	With Friends / Relations
18%	Other

Can you provide all three?

Source: Rural Tourism booklet in Teagasc

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