

## Is There a Need for More Effective Quality Awards for Agritourisms?

<sup>1,2</sup>Giorgia Peri, <sup>1</sup>Gianfranco Rizzo and <sup>2</sup>Marzia Traverso

<sup>1</sup>Dipartimento di Ricerche Energetiche ed Ambientali,  
Università degli Studi di Palermo, Viale delle Scienze, 90128 Palermo, Italy

<sup>2</sup>Sustainable Engineering, Technische Universität Berlin,  
Office Z 1, Str. des 17. Juni 135, 10623 Berlin, Germany

---

**Abstract:** Farm holidays are becoming more and more frequent in the choices of people. First of all, this is due to the less costs related to such kind of accommodation. But, apart this mere reason, it's evident that farm holidays, thanks to the possibility of assessing closer relationships with people living in the surrounding areas, induce a sort of relational tourism, in this way facilitating the cultural exchanges between hosting and visiting people. This last motivation seems to be an additional attractive reason for people in selecting such farms for their holiday's trips. The present paper speculates about the possible features of a new quality award for holidays farms, able to take into account not only the service and its environmental performances, but also the quality of the food offered to people that, generally, is produced inside the same farm, that is the so called "farm holidays with working farm". The proposed approach, for the accommodation services will refer to the existing European Ecolabel scheme for hotels and camp-sites. Moreover, for the quality of the food, the suggested scheme will refer to the well known food labels, concerning the quality of the product itself and the whole chain of production. Finally, the impact exerted on the environment by these facilities and by the agricultural activities related with them is here supposed to be assessed by means of a Life Cycle Analysis approach.

**Key words:** Agritourism · Quality award · Farm holidays · Accommodation services · Foodstuff · Life cycle analysis

---

### INTRODUCTION

Since 1997, the potentiality of tourism to generate employment and economic growth has been recognized at EU level several times. Tourism, in fact, is a cross-cutting sector, involving a large diversity of services and professions, linked to many other economic activities. The European tourism industry, for example, creates more than 4% of the Community's GDP, involving about 2 million enterprises, employing as far as 4% of the total labour force (accounting for approximately 8 million jobs). When involvements of other sectors are taken into account, the contribution of tourism to GDP is estimated to be around 11%, which provides employment to more than 12% of the labour force, that is 24 million jobs [1].

Recently in Europe it has experienced a growing interest towards a special type of tourism, that is the rural tourism, recognizing in it an important way of differentiation of the rural economy which is well integrated with farming activities [1]. It is remarkable to

note that the development of complementary and alternative activities to the traditional offer of agricultural services plays an important role in the policy aimed at the rural development of the European Union [2]; in fact, the diversification of the rural economy, as it can be inferred from the Council Decision of 20 February 2006 on Community strategic guidelines for rural development for the period 2007-2013 [3], is considered one of the strategic priorities, particularly in sight of the improvement of the competitiveness among agricultural firms.

The present paper speculates about the possible features of a new quality award for holidays farms, able to take into account not only the service and its environmental performances, but also the quality of the food offered to people that, generally, is produced inside the same farm, that is the so called "farm holidays with working farm".

The proposed approach, for the accommodation services will refer to the existing European Ecolabel scheme for hotels and camp-sites. Moreover, for the

quality of the food, the suggested scheme will refer to the well known food labels, concerning the quality of the product itself and the whole chain of production. Finally, the impact exerted on the environment by these facilities and by the agricultural activities related with them is here supposed to be assessed by means of a Life Cycle Analysis approach.

Since the available evaluation tools don't consider the substantial difference between the tourist facilities, like hotels and the agritourisms, the present paper proposes a simple tentative approach which aims to consider in an integrated way both the main components of which agritourism is composed (that is tourist facility and working farm) and the foodstuff with which guests are provided.

In the following, according to the present approach, that considers the farm holidays in the double characteristic of offering accommodation services and providing guests with food produced in the same site, we will shortly review the existing labels in Europe concerning both features, although the problem of singling out proper farm products criteria is not confined to this region [4, 5].

In fact, at the moment, there are two different categories of quality labels for agriturisms: a first one referring to the quality of receptivity service and another one concerning the quality of foodstuffs. Such double characteristic seems not to be properly taken into account in current quality brands. In other words, there is a gap to be covered in order to agriturisms be perceived by users for its whole quality services.

In the following will be speculated about the proposal of an integrated approach for such an evaluation of agriturisms.

**TOURISM, RURAL TOURISM AND AGRITOURISM Differences Requiring New Quality Labels:** Agritourism should not be considered as a mere synonymous of the rural tourism, since it refers to a more specific concept [6-8].

Figure 1 provides a functional graphic representation of the interactions existing among "tourism", "rural tourism" and "agritourism": it shows that rural tourism is a part of the tourism considered in its wholeness, while on turn the agritourism should be considered as a part of the rural tourism.

Unfortunately, there is a lack of a shared understanding of the role of agritourism. Indeed, a recent comprehensive examination of the literature carried out by Philip [8], reveals the existence of several labels and definitions regarding agritourism which are based on a

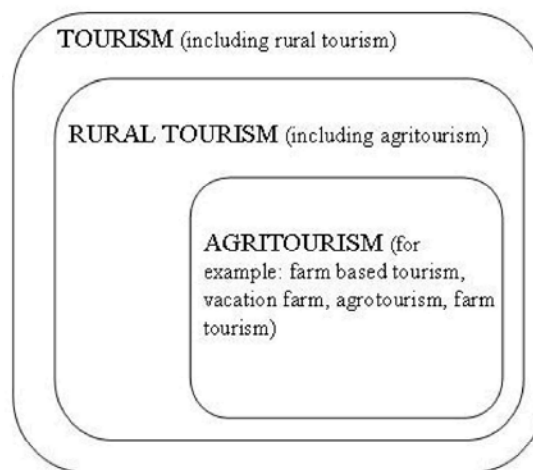


Fig. 1: Functional representation of the dependence of agritourism on rural tourism and tourism as a whole

variety of features. It is also possible to find various definitions according to different authors for each of such terms. In fact, denominations like:

- Agrotourism,
- Farm tourism,
- Farm-based tourism,
- Rural tourism,

are often used interchangeably with "agritourism" and each other [8-11], but they have also been used explicitly to denote similar but distinct concepts [12-14, 8]. The result is a complex and confusing scenario, especially when authors do not properly clarify why they have used one particular term rather than another [8].

Such considerations could warrant why, at least at the European level, terms as "farm tourism" or "farm based tourism" are often used interchangeably with the term "agritourism", in this way capturing the double meaning that the word "farm" can take on, that is:

- Estate
- Agricultural firm.

In this paper, actually, will be taken into account only the typologies of farms corresponding to facilities embodied in "a working farm", which is the key characteristic that in several countries distinguishes an agritourism by other tourist facilities.



Fig. 2: Representative logo of the European Eco-label brand

### QUALITY LABELS FOR AGRITOURISMS

**Existing Quality Brands Concerning Agritourism:** A concise review concerning quality brands available for agritourism both at the regional European and at single countries levels is proposed below. Firstly, two important brands will be described, recognized at European level, that is the European Ecolabel and the Eceat. The first one can be applied both to tourist facilities placed in rural areas and to those which are not placed in rural areas. Instead, the Eceat brand can be applied only to tourist facilities located in rural areas.

The EU Ecolabel brand is a brand that certifies the environmental excellence of a product or a service compared with others of the same kind and represents a guarantee for the consumer which wants to get reliable information that steer him in his choices. In the context of three different typologies of environmental labels, indicated in the European Green Book concerning the Integrated Policy Product (IPP) [15], the EU Eco-label is identified as a “Type I” ecological label [16].

The European ecologically-sensitive label, whose logo is reported in Figure 2, was introduced in Europe in 1992 via the adoption of the European Regulation 880/92 [17] it was then updated with the Regulation 1980 of 17 July 2000, [18].

Actually, since 2003 the tourist facilities can request and obtain this label. In detail, the European Committee officially extended the applicability of the European ecological label to hotels and related facilities by Decision 287 of 2003 [19] which approved the related ecological criteria. Two years later, by means of the 2005/338/EC Decision of 14 April 2005 [20], camping sites were also designated as tourist facilities which could obtain the EU Eco-label.

The Technical Manual proposed by EU [21], following the Decision 287/2003, includes criteria used for attributing the European Eco-label award to tourist

accommodation. A specific criterion corresponds to each report card included in the Manual. The related criteria [19] essentially aim to:






- Reduce the consumptions of fossil sources by promoting the use of renewable energy, limiting the waste and encouraging the use of energy efficient systems;
- Reduce the consumptions of water through the adoption of flux reducers, the use of the rain water and of the waste water;
- Reduce the polluting substances in waste water;
- Reduce the chemical substances by promoting the use of environmental compatible products;
- Reduce the waste amount, through a correct management and a differentiation of waste types;
- Promote the consciousness of the tourists to the environmental issues;
- Improve the environmental quality of the service also through a suitable training of the staff;
- Promote the local/regional food production.

The Eceat brand (<http://www.eceat.org/fx/en/29/index.htm>) has been released on 2008. Eceat (European Centre for Ecological and Agricultural Tourism) is a primary European organisation in the field of the small-scale sustainable tourism paying a special attention to rural areas. Its brand is acknowledged all over the world by both travellers and responsible providers of tourist services thanks to its recognized quality. Presently, Eceat encounters members in several European countries.

This brand can be assigned to farms like country estates, camping and apartments, guesthouses and B&B, where farming is conducted in an environmental friendly way. In order to be awarded with this brand the accommodation should:

- Provide relevant "eco" information to guests;
- Be supported by environmental friendly agriculture activities;
- Use water and energy in an efficient and conscious/responsible way;
- Follow the green building policy;
- Contribute to reduce the production of waste;
- Support soft mobility;
- Contribute to nature protection;
- Contribute to sustain the cultural heritage;
- Contribute to support the local economy;
- Act for improving the environmental performance.

Table 1: Review of main quality brands for agritourism in Europe

Name	Logo	Promoted by	Involved tourist facilities	Main characteristics	Limits for an integrated evaluation
EU Ecolabel for the tourist facilities and camping [Commission of the European Communities [19]; Commission of the European Communities [20]		European Union	Hotels Camping Bed and breakfast Agritourism Guest houses [21]	It only evaluates the accommodation service component of the firm, neglecting all environmental aspects linked to activities which take place in the agricultural firm to which the tourist facility belongs. In this way, environmental impacts due to the primary production of the materials and the energy are not considered: such limit could cause an important undervaluation of environmental impacts due to the farm holiday.	It does not consider the environmental impact of foodstuff.
ECEAT [http://www.eceat.org/fx/en/29/index.htm]		European Centre for Ecological and Agricultural Tourism	Agritourism; Country estates; Campings; Apartments; Guesthouses; Bed and breakfast	It applies to small-scale sustainable tourism, with a special attention to rural areas and organic farming. It is recognised all over the world.	It fails in considering the foodstuff quality.
Urlaub auf dem Bauernhof [www.landtourismus.de]		Deutsche Landwirtschafts-	Agritourism	These are quality brands expressly designed for agritourisms. In order to be awarded with the brand, the guest accommodations must be physically connected to the agricultural enterprise. The fulfilment of building standards and hygiene regulations is the basic condition for acquiring and maintaining the DLG quality label.	Both labels fail to properly consider environmental impacts.
Urlaub auf dem Winzernhof [www.landtourismus.de]					
AIAB brand for the bio-ecological farm holidays [www.bioagriturismi.it]		Italian Association for Biological Agriculture	Agritourism	It is able to overcome partially the separate evaluation of accommodation services and foodstuff quality. It pays attention to the biological food production inside the agricultural firm to which the tourist facility is added.	It considers foodstuff but fails in taking into account the agricultural activities

Concerning the quality labels for agritourism recognized at a national country levels, it must be noted that a homogenous situation doesn't exist so far, making it very difficult a comparison among them. As that, in this analysis it was decided to refer only to brands available for agritourism in two European Union countries which could be considered significant from this point of view, that is: Germany and Italy. Table 1 synthetically reports a review of such labels.

**Lack of a Quality Brand for the Evaluation of the Integrated Environmental Quality of Agritourism:**

Despite the wide availability of brands and quality labels concerning them, agritourisms are perceived by guests (Figure 3) as the summation of two main components, that is:

- The tourist facility;
- The working farm.

The tourist facility provides services, in particular the accommodation one, while the agricultural farm provides products, in particular foodstuffs, whose quality, as it has been already outlined, plays an important role for encouraging people to select agritourisms.

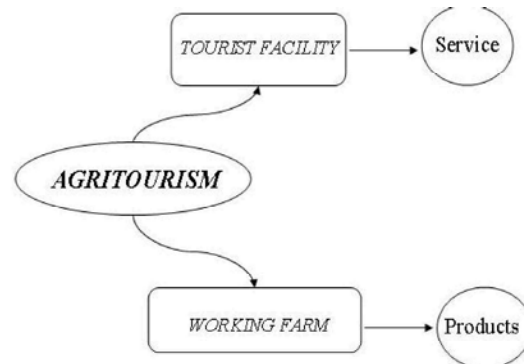





Fig. 3: Schematic representation of an agritourism

The analysis of some of the brands yet in force or still in progress for the tourist sector, along with the analysis of some of those expressly devoted to agritourism, makes it clear that at the moment there is a lack of a brand which is able to take into account simultaneously the quality of the accommodation services and the whole features referring to the agricultural firm. Each single brand, in fact, as synthesized in the last column of Table 1, is characterised by relevant limits in this sense. In other words, we don't have a brand able to evaluate the integrated environmental quality of agritourisms so far.

Table 2: Characteristics of some relevant quality brands for food sector

Denomination	Logo	Promoted by:	Agricultural products and foodstuffs concerned	Main characteristics
PDO Protected Designation of Origin [Council Regulations [24]]		<i>European Communities</i>	Beers; beverages made from plant extracts; bread, pastry, cakes, confectionery and other baker's wares; natural gums and resins; mustard paste; pasta; hay; essential oils; cork; cochineal (raw product of animal origin); flowers and ornamental plants; wool; wicker; flax. [24 Annex 1] They are currently assigned also to: cheese; fish; meat and foodstuffs made of meat; fruits and vegetables; olive oil.	There must be an exclusive link between the features of the product and its geographical origin. Furthermore, all stages of the production process must take place in a defined geographical area.
PGI Protected Geographical Indication [Council Regulations [24]]		<i>European Communities</i>	The link with the geographical area does not need to be "essential or exclusive". It is sufficient that specific quality or reputation or other characteristic of the product are 'attributable' to that area.	In order to make a product eligible for the PGI quality food brand, at least one phase of the productive process must take place in a particular area.
TSG Traditional Speciality Guaranteed [Council Regulations [25]]		<i>European Communities</i>	Beer; Chocolate and other food preparations containing cocoa; Confectionery, bread, pastry, cakes, biscuits and other baker's wares; Pasta, whether or not cooked or stuffed; Pre-cooked meals; Prepared condiment sauces; Soups or broths; Beverages made from plant extracts; Ice-creams and sorbets. [25 Annex 1]	This certification, unlike others brands as Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI), is addressed to agricultural products and foodstuffs that are characterized or by a particular manufacturing technique or by a particular composition which is typical of a given area, even if they are not produced in this area.
DOC Controlled Designation of Origin [http://www.politicheagricole.it/ProdottiQualita/default].	Products are designated by the acronym: D.O.C.	<i>Italian Ministry of Agricultural, Food and Forest Policies</i>	Wines; Cheese; Cold meats; Salami; Olive; oil; Fruits and vegetables	It is an Italian brand that is attributed with decree to those area, in which they are produced by local materials in accordance to traditional uses. Besides the production regulation, the decree defines the physical, chemical and organoleptic characteristics.

More in details, the EU Ecolabel for hotels [19], assesses only the quality of the services related to the accommodation features (although it considers the energy and environmental performances of these facilities), neglecting the features referring to the working farm (like the quality of food products and the environmental performance of the food chain). Such limit could cause an important underestimation of the environmental impacts due to the activities of the agritourism as a whole.

This means that new criteria have to be introduced in order to properly take into account the foodstuffs coming from the agritourism like the above cited "bio-ecological agritourism" brand (proposed by AIAB) partially does, paying attention to the production of biological products inside the agricultural firm to which the tourist facility belongs.

**Existing Quality Labels Concerning Foodstuffs:** An agritourism, as it is has been previously pointed out, is a facility which provides guests not only with

accommodation services but also with foodstuffs produced within the same working farm. As that, the evaluation of the whole quality of an agritourism should take into account also the quality of the food produced by itself and provided to guests; in other words, an agritourism could be eligible for a quality award if the working farm is acknowledged to produce foodstuffs characterized by high food quality with a low environmental impact.

Due to high importance of the food quality [22], there exist several types of certifications in the foodstuffs sector; many of them have been specifically designed by the European Union in order to promote and protect such products. The Regulation EEC 2081/92 [23], in this field, has been released aiming to increase the value of those products whose typical quality is exclusively or essentially due to the geographical origin.

Table 2 summarizes the main features of the above described brands.

**A Tentative Proposal for an Integrated Quality Label for Agriturisms:** in the following it will be speculated about the tentative proposal of an integrated approach for such an evaluation of agriturisms.

The theme of the assessment of the quality of the tourist sector [26] and of the tourist farm services in particular is not a new one [27-29]. Anyway, the current analyses consider farm holidays from a service supplying point of view, so missing the close interrelationship between accommodation services and agricultural activities that within an agritourism take contemporary place.

In fact, as previously pointed out, there exist two different categories of quality labels for agriturisms: a first one referring to the quality of receptivity service and another one concerning the quality of foodstuffs. Such double characteristic seems not to be contemporary taken into account in current quality brands. In other words, there is a gap to be covered in order agriturisms be perceived by users for their whole quality services.

Therefore, it seems that there is room for designing an advanced brand for agritourism. For such a new environmental excellence label, one needs to change the current approach to the evaluation of the tourism offer, shifting toward an integrated vision that encounters:

1. An integrated approach related to the whole offer of agritourism, that is services + foodstuffs;
2. An integrated approach also related to what agritourism is composed by, that is tourist facility + working farm.

In other words, point 1 refers to the services that guests are provided with, while point 2 refers to the components of the agritourism system that generate such services. More specifically, point 1 signals that the new quality scheme should assess not only the performances of the accommodation service but also the foodstuff quality of products coming from the agritourism itself and provided to guests. This means taking contemporary into account the foodstuff quality of products, the environmental quality of the services and the environmental quality of the food chain. Point 2 singles out that the new (environmental) quality scheme should assess the whole quality of such complex system as a summation of its two main components, by also considering the possible interactions between them.

As a consequence, the new brand could be tentatively composed by the merging of brands already in

force for agritourism and brands referring to the food products of the working farm. Moreover, the environmental impact of the agricultural activity should be also taken into account in this new brand.

On the basis of the previous considerations, our tentative proposal in order to define a procedure for agriturisms, will refer to:

- The existing European labels and brands which certify the performances and the environmental quality of tourist services, in order to suitably take into account the accommodation service;
- The existing brands of the food quality sector, particularly the more advanced regulations of this segment (which provide the traceability of the food chain and the firm's traceability), in order to suitably take into account the foodstuffs produced within the agritourism itself.

Figure 4 graphically describes this proposal of a new integrated excellence brand addressing agritourism.

In Details, We Propose Here to Adopt Criteria Yet Proposed Within:

- The EU Ecolabel for tourist services, in order to evaluate the environmental performance of the accommodation service of the agritourism;
- The PDO, PGI, TSG and DOC brands, besides the more advanced regulations of this sector regarding the assessment of the foodstuffs quality (including the food chain and the firm's traceability);
- The Life Cycle Assessment [30,31] approach, in order to evaluate the environmental pressure exerted by the agricultural activities (and the food chain, among them).

It is also important to note that such approach assumes that an agritourism is characterized by a strong interaction with the agricultural firm.

As that, Figure 4 will assume the more complete configuration of Figure 5.

This close relation also suggests a more effective environmental (and, sometimes, a better economic) management of mass and energy fluxes between these two systems. In other words, an agritourism which wants to pursue an integrated approach of its environmental performance, should firstly hold an Environmental Management System, whose normative reference is the UNI EN ISO 14001 standard of the ISO 14000 series [32].

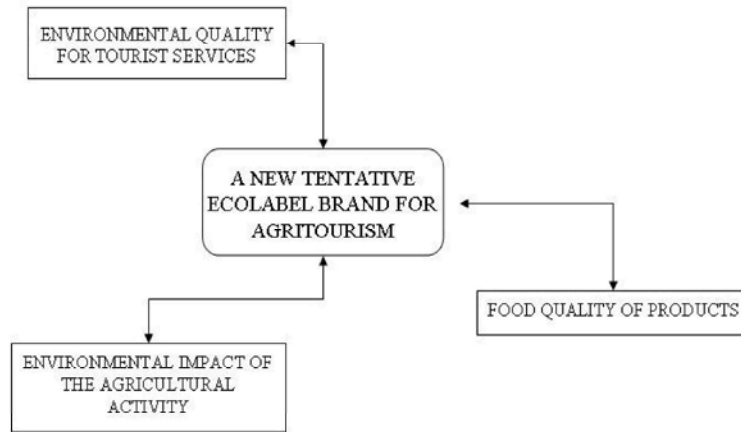


Fig. 4: Logical scheme of the proposed brand

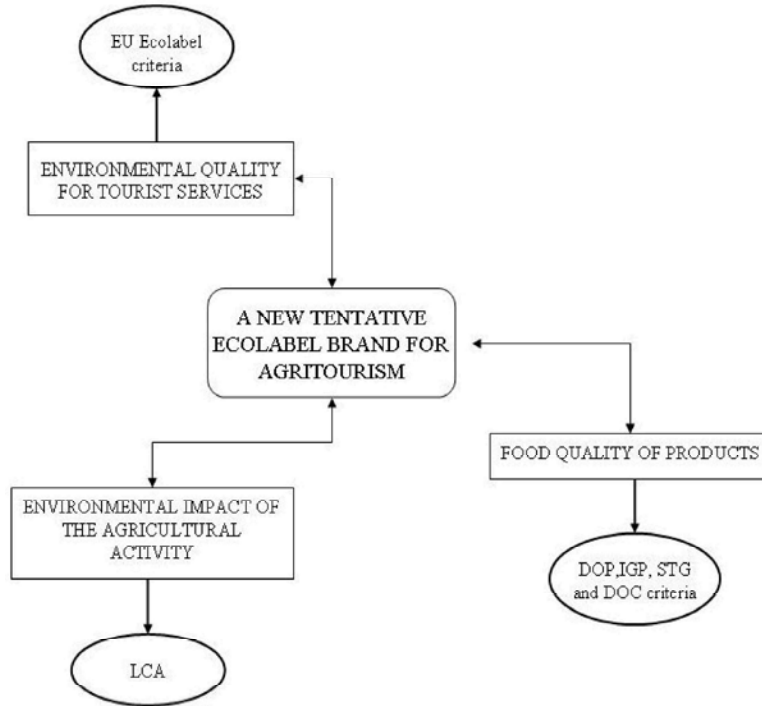


Fig. 5: Operative scheme of a new environmental excellence brand addressing agritourism

This also represents the operative link between the new proposal and the existing standards and rules referring to the environmental quality of the tourism sector.

**DISCUSSION AND CONCLUSIONS**

The present paper proposes a simple tentative approach which aims to consider in an integrated way both the main components of which agritourism is composed (that is accommodation facility and working farm) and the foodstuff with which guests are provided.

The analysis starts from the simple consideration that an agritourism encompasses three different issues needing a quality assessment, that is:

- Accommodation services;
- Foodstuff;
- Agricultural activity;

On turn, a comprehensive integrated evaluation of agritourism should require the availability of labels and brands concerning all these aspects.

Table 3: Issues and criteria for the integrated evaluation of agriturism

Issues	Required quality awards	Reference labels for singling out useful criteria
Accommodation services	Quality awards for tourist services	EU Ecolabel for tourist accommodation
	Awarding the relation with the territory and the local tradition	AIAB brand for bio-ecological farm holidays
Foodstuff	Quality awards for foodstuff	PDO, PGI, TSG, DOC, Traceability regulations
	Environmental impact of foodstuff	EPD (LCA approach)
Agricultural activities	Environmental impact of agricultural activities	LCA approach

As a tentative approach, it is here proposed the adoption of some existing European labels and brands concerning each single issue, in order of utilizing the most useful criteria in them contained yet.

For the accommodation services the EU Ecolabel scheme for tourist facilities can provide a useful framework for singling out the needed criteria. In addition, some criteria should be introduced concerning the relationships of the agriturism with the surrounding territory and its local traditions, like the Italia quality label AIAB does.

For the foodstuff quality, the existing labels for the food products and the in force regulations for the food chain and firms traceability offer an enough comprehensive scheme for the related criteria. Moreover, concerning the environmental impact of foodstuff, it is here proposed referring to the Environmental Product Declaration [33] that is coherent with the Integrated Product Policy (IPP) belonging to the European community strategy for the sustainable development. Anyway, the leading reason for adopting the EPD method consists in the possibility of indirectly utilizing a Life Cycle Approach even for food products, so making this analysis homogeneous with that concerning the environmental impacts of agriturisms.

Finally, for evaluating the environmental performances of the agricultural activities, a classical LCA approach is suggested, with its well established procedures and methods.

On the basis of these considerations and referring to Figure 5, the integrated quality of agriturisms could be usefully accomplished by utilizing the scheme of table 3.

Further research efforts, both of theory and on the field, must be done in order of selecting, for each existing certification procedure, the criteria to be included in the integrated brand here proposed. During the ongoing period, as far the complete scheme will be defined, one can imagine that the integrated brand could be assigned to agriturisms that accomplish an existing label for each issue (accommodation services, foodstuff, agricultural activities).

Such integrated quality award would represent a strong enhancement in the current frame of the certification of the tourist offer, since it would be assigned only to high quality sites that, in the same time, are able to accomplish the top level of the three main subjects characterizing an agriturism. It also would represent an effective communication tool for people, since in a simple and comprehensive way it transmits the message of the excellence of the tourist facility.

Clearly, this is an improvement compared to each certification schemes now available that, although very effective, apply to only a single specific issue. Moreover, this is in total accordance with the policy presently pursued by some international institutions (and the European Union among them), that consider the quality of the tourist offer as a key factor in the path toward the sustainability.

Another advantage of this certification procedure is that it could be utilized even in the case that new forms of farm related tourism were promoted: clearly, in this case some further considerations about the involved brand and the criteria should take place.

On the other hand, this kind of approach could easily embody some criteria not included in the current release of the brand that should become relevant in the future: this lack could be simply avoided during the revision stage of the brand, as imposed by the current normative requirements.

It remains to treat the problem related to the voluntary feature of such brand. Obviously this would represent a constraint for the application and the wide diffusion of the label; anyway, it could likely follow the same trend of the Ecolabel award that, although voluntary, is now required by an increasing number of tourist sites, provided that it embodies a very positive message for people. In other words, as far the quality is in context, we must consider that an excellence certification meets the interests both of people and owners of the tourist facilities.

Clearly, further analyses and researches are needed in order of establishing the feasibility of this tentative



proposal. Anyway, as a conclusive remark, it is noticeable to underline that the proposed scheme for the assessment of the whole quality of agritourism is characterized by a simplified approach that can be easily adopted by owners and by institution, until an official scheme will be made available. This obviously represents the main useful simplification of the present proposal.

## REFERENCES

1. EC 2006. Commission of the European Communities, Communication from the commission - A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism, Brussels, 17.3.2006, COM134final.
2. EC, 1999. Council Regulation No. 1257/1999 on support for rural development from the European Agricultural Guidance and Guarantee Fund (EAGGF) and amending and repealing certain Regulations. Gazzetta ufficiale delle Comunità europee L 160/80, 26.6.1999.
3. EC 2006. Council of the European Union (2006), 2006/144/EC: Council Decision of 20 February 2006 on Community strategic guidelines for rural development (programming period 2007 to 2013) Official Journal of the European Union L 55/20, 25.2.2006.
4. Fami, H.S., A. Samiee and S.A. Sadati, 2009. An Examination of Challenges Facing Peasant Farming System in Iran. *World Applied Sciences Journal*, 6(9): 1281-1286, 2009 ISSN 1818-4952 © IDOSI Publications.
5. Ghorbani M. and H. Mansouri, 2008. Applying Minimum Regret Criteria for Evaluation Farm Product Selling Time in Iran. *World Applied Sciences J.*, 2008 ISSN 1818-4952 © IDOSI Publications. 4(4): 541-544.
6. Nilsson, P.A., 2002. Staying on farms: an ideological background. *Annals of Tourism Research*, 29: 7-24.
7. Clarke, J., 1999. Marketing structures for farm tourism: beyond the individual provider of rural tourism. *J. Sustainable Tourism*, 7: 26-47.
8. Philip, S., C. Hunter and K. Blackstock 2009. A typology for defining agritourism, *Tourism Management* (2009), doi: 10.1016/j.tourman.2009.08.001.
9. Barbieri, C. and P.M. Mshenga, 2008. The role of the firm and owner characteristics on the performance of agritourism farms. *Sociologia Ruralis*, 48: 166-183.
10. Roberts, L. and D. Hall, 2001. *Rural tourism and recreation: Principles to practice*. Cambridge: CABI Publishing.
11. Wall, G., 2000. Agrotourism. In J. Jafari (Ed.), *Encyclopaedia of tourism* London: Routledge, pp: 14-15.
12. Iakovidou, O., 1997. Agro-tourism in Greece: the case of women agro-tourism co-operatives of Ambelakia. *Medit*, 1: 44-47.
13. Sharpley, R. and J. Sharpley, 1997. *Rural tourism: An introduction*. Thomson Business Press.
14. McGehee, N.G. and K. Kim, 2004. Motivation for agri-tourism entrepreneurship. *Journal of Travel Research*, 43: 161-170.
15. EC 2001. Commission of the European Communities, Green Paper on Integrated Product Policy COM (2001) 68 final, Brussels
16. CEN, 2000. European Committee for Standardization EN ISO 14024:2000, Environmental labels and declarations - Type I environmental labelling - Principles and procedures (ISO 14024:1999). Brussels: European Committee for Standardization (CEN).
17. EC 1992. Council of the European Communities Council Regulation (EEC) 880/92 of 23 March 1992 on a Community eco-label award scheme. *Official Journal of European Communities* No L 99/1, Brussels 11.04.
18. EC 2000. Council of the European Communities, Regulation (EC) No 1980/2000 of the European Parliament and of the Council of 17 July 2000 on a revised Community Eco-label Award Scheme. *Official Journal of the European Communities* L 237/1, Brussels.
19. CEC 2003, European Parliament and Council 2003, Decision no. 287/2003/EC of the European Parliament and of the Council of 14 April 2003 establishing the ecological criteria for the award of the Community eco-label to tourist accommodation service. *Official Journal of the European Union* L 102/82.
20. EC 2005. Commission of the European Communities, Decision no. 338/2005/EC of the European Parliament and of the Council of 14 April 2005 establishing the ecological criteria for the award of the Community eco-label to campsite service. *Official Journal of the European Union* L 108/67.
21. APAT 2005. Agenzia per la Protezione dell'Ambiente e per i Servizi Tecnici, *Manuale tecnico per l'Ecolabel europeo per il servizio di attività turistica*. APAT, Luglio 2005, Roma. (in Italian). Available from: [www.apat.gov.it](http://www.apat.gov.it) (visited on May 2009).
22. Muhammad Khalid Bashir, Muhammad Khalid Naem and Sajjad Akbar Khan Niazi, 2010. Rural and Peri-urban Food Security: a Case of District Faisalabad of Pakistan *World Applied Sciences Journal* 9 (4): 403-411, 2010, ISSN 1818-4952 © IDOSI Publications, 2010.

23. EC 1992. Council of the European Communities, Regolamento CE n. 2082/92 del Consiglio del 14 luglio 1992 attestazioni di specificità dei prodotti agricoli e alimentari. Gazzetta ufficiale n. L 208 del 24/07/1992 pag. 0009 (in Italian).
24. EC 2006. Council Regulation No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Official Journal of the European Union L 93/12 of 31.3.2006.
25. Fleischer, A. and A. Tchetchik, 2005. Does rural tourism benefit from agriculture? *Tourism Management*, 26: 493-501.
26. Beccali, M., La Gennusa, M., Lo Coco and L. Rizzo, 2009. An empirical approach for ranking environmental and energy saving measures in the hotel sector. *Renewable Energy* 34 (2009) 82-90.
27. Rozman, C., M. Potocnik, K. Pazek, A. Borec, D. Majkovic and M. Bohanec, 2009. A multi criteria assessment of tourist farm service quality, *Tourism Management* (2009), pp: 629-637.
28. Fennell, D. and D. Weaver, 1997. Tourist farms and ecotourism in Saskatchewan, Canada. *Journal of Rural Studies*, 13: 467-475.
29. Fleischer, A. and A. Tchetchik, 2005. Does rural tourism benefit from agriculture? *Tourism Management*, 26: 493-501.
30. ISO 2006. International Organization for Standardization, 2006, ISO 14040: Environmental management - Life Cycle Assessment - Principles and framework, ISO, Switzerland, Geneva
31. ISO 2006. International Organisation for Standardization, ISO 14044, 2006, Environmental management -- life cycle assessment -- Requirements and Guidelines. Geneva.: International Organisation for Standardization
32. International Organization for Standardization, 2004, ISO 14001: Environmental management systems- Requirements with guidance for use, ISO, Switzerland, Geneva
33. IEC, International EPD Cooperation, General Programme Instructions for Environmental Product Declaration EPD. 2008.