

Urlaub am Bauernhof in Tyrol – Holiday on Farm /Austria

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Aims of the Initiative

- The main objective of Urlaub am Bauernhof is to create a high quality and professional tourist offer for and together with the member farm enterprises

Main Activities

- Coordination of marketing for member farms
- Development of a joint marketing strategy
- Market intelligence (together with the provincial tourism marketing board)
- Lobbying for financial support programs
- Quality categorisation
- Organising courses for professionalisation (e.g. computer literacy, business issues, language courses, etc.)
- Catalogue on the provincial level
- Marketing via an own incoming travel agency for niche markets



Starting year: 1984

Formed by the provincial Chamber of Agriculture

Actors Involved

430 farms are member-farms of the association "Urlaub am Bauernhof".

- Most offer less than ten beds.
- Farm size, and production orientation varies, but all members raise livestock, (consumer expectation).
- 50% of the beds are rented as bed & breakfast, 50% as apartments.

The head office is at the provincial Chamber of Agriculture, district advisors are strongly integrated

The provincial tourism marketing board provides marketing intelligence and professional support

The organization „Urlaub am Bauernhof“ acts on federal and provincial level, in close cooperation with the chambers of agriculture and agricultural ministry

Special features of Urlaub am Bauernhof (UaB)

- **UaB** is one of the most important expressions of multifunctional agriculture in Austria.
- **UaB** shows a high degree of professionalism among member farmers in a non-agricultural field.
- **UaB** illustrates the remarkable learning curve of farmers in the use of new media (internet) for marketing.
- **UaB** is seen as ambassador for general agriculture by the agricultural institutions
- **UaB** has great impacts on gender relations and intergenerational aspects.
- **UaB** has been the first major activity of economising female labour on the farm.
- **UaB** is institutionally highly embedded into the organisational setup of the Chamber of Agriculture



Impacts:

- High profile of the product provides good economic returns
- The contact to people from around the world enriches the personal development of farmers
- Their direct feedback enhances work satisfaction
- UaB sells actively the features of an agriculturally preserved cultural landscape
- UaB provides positive aspects for the family situation and farm succession
- UaB provides challenges for continuous learning and creates an innovative milieu

