Today farmers throughout Europe are increasingly offering tourist attractions. For example, spending a holiday on a farm has become highly popular for people living in urban areas.

Families with children typically spend their holidays at a farm. Today there are several types of agricultural tourism, these include:

- **Family holidays.** Vacation on a farm with day care, playground, petting zoos, pony rides, etc.
- **Active holidays.** Guests participate in harvest, e.g. vintage.
- **Adventure holidays.** Hiking, horseback riding, mountain biking, golf, hunting, Nordic Walking, canoeing etc.
- **Pleasure holidays.** This is a combination of different gastronomy choices, e.g. cooking classes, cooking with herbs, seminars on local specialities such as wine, cheese or spirits.
- **Culture holidays.** Seminars on various customs and traditions.
- **Creativity holidays.** Painting, pottery or photography classes.
- **Wellness holidays.** Choice of sauna, massages, swimming pond, kneippism.

**First steps toward agricultural tourism.**

#1. Decide which type of agricultural tourism is best suited for your business and products.
#2. Next, try to find as many good examples of this type of tourism in your region and country as possible.

#3. Choose 3 to 5 examples which seem sensible for your farm. Study these in great detail.

#4. Visit all examples as a customer. Closely observe details from the guest’s perspective. How do you experience the people, farm, choices, etc.? Prepare a list of positive and negative aspects for each farm you visit. Take as many photographs as possible. This will be very helpful later.

#5. On the basis of the farms you have visited you can now design a plan for the type of tourist attraction you wish to offer at your farm. Note that your goal needs to be clearly defined. Consider, for example, the following: how do I want guests to experience my farm in 10 years? At the same time, you need to identify the steps to achieve your goal. Where do you need to begin? This is the most difficult question of all. However, you should decide what your core competence is going to be. For example: If you have horses, it is sensible to design your tourist attraction around the expertise you have in these animals.