



FAO European Commission on Agriculture

Working Party on Women and the Family in Rural Development

18th Expert Meeting

Sustainable Rural Tourism: Gender and Community Perspective

Summary Report and Draft Policy Notes and Recommendations

5-9 September 2005, Krakow, Poland

Sustainable Rural Tourism: Gender and Community Perspective
Report of the 18th Expert Meeting on Gender and Rural Development
FAO/ECA Working Party on Women and Family in Rural Development

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I. INTRODUCTION

The FAO European Commission's on Agriculture *Working Party on Women and Family in Rural Development* (WPW) held the 18th Expert Meeting on Gender and Rural Development on the theme *Sustainable Rural Tourism: Gender and Community Perspective* in Krakow, Poland from 5 to 9 September 2005. The Meeting was organized at the invitation of the Ministry of Agriculture and Rural Development of Poland (MARD) with the technical support of the FAO Gender and Development Service, Gender and Population Division and the Sub-regional Office for Central and Eastern Europe in Budapest (SEUR). The meeting facilities were provided and study tour organized by the MARD Agricultural Extension Centre (CDR) in Krakow.

The Meeting was attended by 46 participants from 14 European countries with three introductory technical papers prepared by resource persons and nine national papers and PowerPoint presentations; for Meeting agenda, lists of participants, technical papers and presentations see annexes to the report.

The Expert Meeting was opened by Mr Andrzej Kowalski, Under Secretary in MARD, who underlined the importance of agro tourism as a policy and support instrument to rural development to increase non-farming related incomes and diversify job opportunities and productive activities in rural areas. MARD sees agro tourism as part of its multifunctional approach to agriculture and rural areas development, co-financed by EC CAP resources and programmes. Rural areas will obtain state budget and EC CAP support to reduce unemployment, graduate to a higher level of economic activities, improved infrastructure and job opportunities. Pluri-activity is seen as a policy instrument to reduce hidden unemployment and better utilize on-farm resources and, no less important, reduce exclusion of rural women from labour markets.

Ms Jadwiga Nowakowska, Deputy Governor of the Krakow region welcomed participants on behalf of the Krakow region authorities and emphasized the growing importance of rural tourism as supplement to the regional tourist offer. Representatives of regional tourism development government agencies and NGOs presented the support and regulation programmes and projects, mainly based on EC CAP financing, through structural funds. The importance of agro tourism in extension activities was well evidenced by the forthcoming (November 2005) major fair and training event organized by the Krakow CDR Extension Centre where business catalogues, manuals, guides do EC CAP assistance, successful projects experience would be presented to approximately 500 participants. The overall activities of the

Centre were presented to participants as experience useful for countries where private farms are only emerging.

II. MAIN ISSUES AND EXPERIENCE OF SUSTAINABLE RURAL TOURISM OPPORTUNITIES AND CONSTRAINTS

The Meeting afforded a much appreciated opportunity to exchange practical experience between gender and rural development specialists, representing government agencies, farmers and entrepreneurs organizations as well as NGOs from Central and Eastern Europe and CIS countries, seen against a background of Western Europe extensive many decade experience in rural and agro tourism.

The J. Tvrdonova introductory paper focused on the positive experience of support programmes for rural development, based on the Slovakia experience. The limited availability of gender-specific data and policies was noted. The translation of national-level plans into local-level activities that require cooperation between authorities and farmers calls for development of targeted extension and advisory services. Most tourist services are run as a family business. Women entrepreneurs have been highly successful in rural and agro tourism but rapidly the work load and responsibility allocation become a problem.

The D. Kovacs introductory papers focused on links between changes in agrarian structure and employment patters, availability of gender disaggregated data and capacity building and training requirements in rural Hungary. The various levels of government have been very much involved not only in support programmes but also infrastructure development and regulations. National rural tourism surveys written up during the Meeting will allow a comparative analysis of experience of the particular countries experience. A polarization of farms in terms of size and resources will push more farms into non-farming activities but the attraction of regions and proximity to markets will be key for tourist services.

Extensive presentations of the experience of Austria, Finland, Norway, Sweden, and Switzerland on the organization, legal regulations, taxation and standards for farm tourism were made and allowed for an in-depth exchange of practical experience by participants. Specific issues discussed included actual demand for organic and ecological products by agro tourism visitors, opportunities and constraints to combining farming operations with tourist services as well as training and dissemination activities in quality control, standards and marketing organization. Selection of customer target groups for marketing and services was indicated as key for success in promotion.

The discussion of particular countries' experience focused on constraints to rural women entrepreneurs' access to land, credit, marketing infrastructure as well as appropriate equipment and technologies to provide services of required/expected standard. Many entrepreneurs experience problems with utilization of idle post-farming resources as considerable investment is required to turn these into tourist facilities and return on such investment is slow. While in a number of countries, specific and targeted advisory services are available, in some extension is lacking or not accessible in particular regions.

Some issues of policy controversy included conflict between environmental considerations and protection of rare species and natural areas and the needs of mass tourism. There is a clear conflict between large-scale tourist activities, development of commercial infrastructure and nature sites, protection. Specific

issues and areas discussed during the Meeting and recommended for further activities and research included:

1. The need for further and targeted capacity building and training in professional management of rural and agro tourism enterprises, including economic analyses and return on investment;
2. Innovative approaches to utilizing idle resources, from labour to buildings and land, e.g. energy crops, rare herbs etc;
3. Involving local communities and NGOs in expansion of tourist activities;
4. Combining tourism with environmental considerations, ecological farming and products supply;
5. Specific programmes and projects focused on gender issues in rural areas, including balancing men versus women work loads, primarily as a specific component of extension and advisory services and
6. Developing specific targeted marketing research and techniques and promotion for rural tourism.

The training activities related to the above have to focus on the level of farmers' education and be adjusted to the perception capacity and actual business experience. The experience of the Turkey South-eastern Anatolia Project (GAP) and integration of women in the GAP was recognized as a highly instructive and interesting example of a comprehensive approach to rural development and education programme. The focus on UNDP programmes in Belarus in turn was combining rural tourism with environmental and nature observation programmes and infrastructure development including marketing services.

Available experience shows that rural and agro tourism has eventually to compete with other tourist services in the lower price brackets; extending the tourist season beyond summer is a major task and important additional income opportunity. It was recognized that a large number of operations and services are not registered; while taxation systems were in general not seen as a problem, the eventual benefits from registration of services and bureaucracy involved were seen as a constraint.

III. FIELD TRIP

During the one-day study tour, organized by the Krakow CDR Extension Centre, rural and agro tourism farms and enterprises were visited by the Meeting participants in Zagornik and Zalesie. The practical experience and problems encountered in provision of tourism services as well as ensuring return on investment and proper marketing were discussed and presented by the entrepreneurs. The Zagornik enterprise was a typical agro tourism farm, combining services with farming and sale of own products, while the Zalesie activity was more rural tourism taking advantage of natural environment and resources with no on-farming operations (e.g. processing).

IV. OTHER WPW ACTIVITIES

The Board of the WPW held two informal meetings to review the status and plans of WPW activities. Based on information received from the Regional Office for Europe, WPW inputs and participation in the forthcoming 34th Session of the ECA and 25th FAO Regional Conference for Europe, respectively 7 June 8 and 9 June 2006 were planned.

During a special presentation the on-going and planned activities of the WPW Network were reviewed as well as the recent and planned SDW-issued WPW Newsletter. Meeting participants expressed strong support for these dissemination and promotion activities by FAO SDW.

V. MEETING CONCLUSIONS

The Meeting participants expressed appreciation to the Polish Ministry of Agriculture and Rural Development for the hospitality and support provided to the Meeting. Appreciation and gratitude were also expressed to the Krakow CDR for the excellent organization of the Meeting and facilities provided. The Meeting participants and WPW Board acknowledge and expressed special appreciation to the Central European Initiative (CEI) for the financial support to participants from CEI countries.

The Meeting participants expressed appreciation for the WPW as a forum to exchange rural development experience and network and asked for further FAO ECA support to WPW activities.

The following main points and policy issues were singled out as being of key importance for policies and support programmes to develop sustainable rural and agro tourism, with focus on gender-related aspects:

1. An integrated approach and so based policies and programmes to support sustainable rural tourism was recognized and recommended, recognizing dangers and constraints to single objective programmes and projects that rapidly run into barriers;
2. Sustainable rural and agro tourism was recognized as a valuable and promising instrument to support multi-functionality and pluri-activity in rural areas with a view to
 - a. Diversify economic activities
 - b. Generate local jobs and increase incomes
 - c. Improve access to jobs for women excluded from labour markets in the course of market transition;
 - d. A measure to prevent depopulation of rural areas and out migrations and thus sustain rural settlements.
3. Rural and agro tourism are viewed as a useful instrument to utilize idle farm and rural resources and revive less-favoured areas, making use of the comparative advantage of specific regions, e.g. proximity to tourist markets or inter-regional cooperation opportunities; the comparative advantage of tourist services over other sectors calls for further research and analyses;
4. Rural and farm tourism start as an on-farm operation but immediately are affected by local and regional economic and social environment such as access to non-farm jobs, availability of working and investment capital, access to infrastructure; in some cases policy support declared was accompanied by local and regional government investment in broadly understood infrastructure;
5. Regional considerations as travel time from major urban centres, attractive landscape, environmental restrictions often limit opportunities for growth;
6. A basis for sustainable development of tourism services is government support and NGO activities in
 - a. Communication and marketing to promote tourist services, including development and investment in target audience specific campaigns and products;
 - b. Development, implementation and monitoring of standards, regulations and quality control;

7. Linking and combining rural and agro tourism with organic farming and ecological activities require careful assessment and products and services mix as the price levels differ and different customers are involved;
8. Multi-functionality and incomes and jobs diversification are seen as a major policy approach and instrument to improvement of agrarian structure and reducing official and hidden unemployment in rural areas; they can also contribute to improved land conservation and management but policy targets and earmarking of various funding should be clearly demarcated;
9. Extension and advisory services need to develop and enhance specific assistance to farmers and to rural women entrepreneurs in support of sustainable rural and agro tourism; agro tourism profiles and models corresponding to local and regional specificity are a key to success within the national rural development programmes;
10. There appears to be broad recognition of the leading role of women entrepreneurs in rural and agro tourism development but the policy issue of designing and implementing specific gender-focused projects and instruments remains controversial, among other due to lack of appropriate data and statistics;
11. Few examples of documented gender-based discrimination were found but no policy preference for rural women who constitute a major part of the rural unemployed and excluded from labour markets was noted.

VI. RECOMMENDATIONS FOR FURTHER ACTIVITIES

Further WPW activities

The WPW was requested to develop an exchange program for gender issues and training in gender-related approaches and skills, including training programs for the gender integration to the rural development, i. a. based on the available SEAGA methodology.

Polish Agricultural Universities and research institutes have implemented a series of farm surveys and investigations of economics and return on investment in agro and rural tourism that have demonstrated the opportunities and constraints to such activities and that may be made available to researchers in other countries.

The WPW was asked to continue to promote and disseminate SEAGA for future Expert Meetings.

FAO was requested to assist the WPW and Board in more efficient and targeted dissemination of information on WPW activities, meetings and publications as information sent to Permanent Representatives to FAO is often delayed in reaching interested institutions and organizations.

Policy recommendations and related activities

It is clear that, from the policy planning and implementation perspective, detailed data disaggregated by sex should be collected, analyzed and made available to rural policy planners and implementation institutions in order to obtain deeper insights into social life and have better analysis of the situation concerning rural life from a gender perspective. In this context, the forthcoming Workshop on Gender Disaggregated Data in Agriculture, 6-9 June 2006 in Norway was much welcomed.

Besides statistics, further research is necessary to better understand the transformation process in the society from a gender perspective. Small-scale holdings still remain largely invisible to agricultural policy

makers, and the role of smallholder agriculture is not evaluated in an appropriate way. This is especially true for the gender dimension. This area certainly merits further investigative work and exchange of policy experience and advice.

Annexes - 18th Expert Meeting documents

1. Agenda
2. List of participants
3. List of papers and presentations



**EIGHTEENTH FAO/ECA WPW EXPERT MEETING
 ON GENDER AND RURAL DEVELOPMENT
 Krakow, Poland, 5-9 September 2005**

Sustainable Rural Tourism – Gender and Community Perspective

PROVISIONAL PROGRAMME

Sunday, 4 September 2005	
	Arrivals
Monday, 5 September 2005	
8.30 am	Registration
9.00 am	Opening session - Ministry of Agriculture and Rural Development of Poland (MARD) - Representative of Krakow city and regional authorities - Secretary of Polish National FAO Committee, MARD - Chairperson of FAO/ECA WPW Board
9.30 am	Expert Meeting programme, organization, tasks and expected outputs - FAO SEUR Introduction of participants and resource persons; workshop expectations
10.00 am	First technical session: The experience of agro tourism in Western Europe rural areas: success stories and lessons learned
10.45 am	Coffee break
11.00 am	Second technical session: The experience of rural tourism in Central and Eastern Europe rural areas: success stories and lessons learned
11.45 am	Presentation of Polish experience in rural tourism: lessons learned: <ul style="list-style-type: none"> • Economics and access to capital for investment, • Institutional support and gender aspects • Diversification of farm activities and incomes - Discussion
12.30 pm	Lunch
1.30 pm	Central and Eastern Europe (CEE) countries' experience in sustainable rural tourism - National presentations and case studies
3.30 pm	Coffee break
3.45 pm	CEE experience in sustainable rural tourism – continued - Discussion in work groups
5.30 pm	Presentation of work groups discussions to plenary Summary of CEE experience; wrap up of day sessions by resource person; preliminary policy conclusions and recommendations
7.00 pm	Welcome dinner hosted by MARD

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PROVISIONAL PROGRAMME – continued

Tuesday, 6 September 2005	
9.00 am	South-eastern Europe (SEE) countries' experience in sustainable rural tourism - National presentations and case studies
10.45 am	Coffee break
11.15 am	SEE countries' experience in sustainable rural tourism - continued - National presentations and case studies - Discussion in work groups
12.45 pm	Presentation of work groups discussions to plenary Summary of SEE experience; wrap up of SEE sessions by resource person; preliminary policy conclusions and recommendations
1.00 pm	Lunch
2.00 pm	South Dakota, US: Agri-cultural alliance project
2.30 pm	Third technical session: Rural development and changes in agrarian structure; impact on employment, incomes and pluri-activity and gender aspects
4.00 pm	Coffee break
4.15 pm	Third technical session: Rural development and changes in agrarian structure; impact on employment, incomes and pluri-activity and gender aspects – continued
5.00 pm	Introduction to Gender Disaggregated Data Workshop, Norway, June 2006
Wednesday, 7 September 2005	
Morning and afternoon	Study tour in Krakow region; visits to rural development and agro tourism projects and farms
6.00 pm	Resource persons, friends of the rapporteur and WPW Board meet to discuss and start drafting meeting report

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Eighteenth WPW Expert Meeting; Krakow, Poland, 5-9 September 2005

PROVISIONAL PROGRAMME – continued

Thursday, 8 September 2005	
9.00 am	Group I: Sustainable rural tourism development and diversification of farms' activities and rural incomes with focus on gender issues Group II: Experience of programmes and projects to support to sustainable rural tourism development and diversification of farms' activities and rural incomes Theme working groups sessions chaired by resource persons
10.30 am	Coffee break
10.45 am	Theme working groups sessions chaired by resource persons - continued
12.30 pm	Lunch
1.30 pm	Theme working groups sessions chaired by resource persons – continued
3.00 pm	Coffee break
3.30 pm	Theme working groups sessions chaired by resource persons – final session
4.30 pm 5.00 pm	Theme working groups sessions report to plenary Summary of programmes' and projects' experience; wrap up of day sessions by resource person; preliminary policy conclusions and recommendations
5.30 pm	Resource persons, friends of the rapporteur and WPW Board meet to continue drafting meeting report
Friday, 9 September 2005	
9.00 am	Meeting conclusions; policy and programme recommendations; discussion of meeting report; evaluation of meeting and recommendations - Resource persons - Meeting participants - WPW Board - FAO
10.00 am	Prospective WPW activities and forthcoming events - SDWW proposal for creation of a Gender and Rural Development European Network
10.45 am	Coffee break
11.00 am	FAO Socio-Economic and Gender Analysis Programme (SEAGA) – introduction and demonstration training session
1.00 pm	Lunch break
1.45 pm	FAO Socio-Economic and Gender Analysis Programme (SEAGA) – demonstration session continued
4.00 pm	Conclusion of meeting

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List of participants

	Name	Title	Institution – Country	E-mail	Telephone/fax
1.	Aarnes Guri Drottning	Consultant	Maximite - Norway	guri@maximite.no	47-91 690638
2.	Adamowicz Mieczyslaw	Head of Department	Warsaw Agricultural University – Poland	adamowicz@alpha.sggw.waw.pl	48-22 5934060/ 48-22 5934077
3.	Bruem Siri Ingeborg	Adviser	County Governor of Northern Trondelag – Norway	sib@fmnt.no	47-74 168205
4.	Bukowska Dagmara		Department of Rural Infrastructure and Social Communication, Ministry of Agriculture and Rural Development - Poland		
5.	Cakir Nese	Coordinator of Culture, Environment, Tourism	Prime Ministry of Turkey, Southeastern Anatolia Project Regional Development Administration – Turkey	ncakir@gap.gov.tr	90-3124 092216/ 90-3124 401384
6.	Cumber Carol	Professor, Department of Economics	South Dakota State University – USA	carol.cumber@sdstate.edu	1-605 6884 89/ 1-605 6886386
7.	Dlugokecka Marzena	Professor, Agrarian Policy and Marketing Department	Warsaw Agricultural University – Poland	dlugm@wp.pl	48-22 5934071/ 48-22 5934077
8.	Embacher Hans	Director	Austrian Farm Holidays Assoc. – Austria	h.embacher@farmholidays.com	43-662 880202/ 43-662 880202
9.	Fazlioglu Aygul	General Coordinator, Human and Social Development Department	Prime Ministry of Turkey, Southeastern Anatolia Project Regional Development Administration – Turkey	aygul-f@gap.gov.tr	90-3124 092236/ 90-3124 401384
10.	Frischin, Dmitry	Project Manager	UNDP Belarus	dima_bf@yahoo.com	375-17 203 5975
11.	Hancvencl	Agrarian Attache	Austrian Embassy in Bratislava –	hanc1@volny.cz	421-2 59301500/

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	Peter		Austria		421-2 54432486
12.	Hornsten Carin	Agricultural Economist	Swedish Board of Agriculture – Sweden	carin.hornsten@siv.se	46-36 155135
13.	Kovacs Dezso	Associate Professor	Szent Istvan University – Hungary	kovacs.dezso@gtk.szie.hu	36-72 515103/ 36-72 515104
14.	Kowalski Andrzej		Ministry of Agriculture and Rural Development – Poland		
15.	Krupinska Wieslawa		Agricultural University, Department of Rural Development and Food Economy – Poland	wkrup@poczta.fm	48-501 197865/ 48-91 4261789
16.	Kruzmetra Maiga	Assistant Professor	Latvia University of Agriculture – Latvia	maiga.kruzmetra@llu.lv	371-30 05627/ 371-30 21821
17.	Ksivickiene Daiva	Researcher	Lithuanian Institute of Agrarian Economics, Division of Rural Development - Lithuania	daivam@laei.lt	370-5 261617
18.	Leia Grazyna		Malopolska Voivod Office – Poland		
19.	Leczmarowicz Elzbieta		Malopolska Voivod Office – Poland		
20.	Lonc Tomasz	Policy Officer, Gender Focal Point for Europe	FAO Subregional Office for Central and Eastern Europe – FAO SEUP	tomasz.lonc@fao.org	36-1 4612023/ 36-1 3517029
21.	Magdic Visnja	Adviser	Croatian Agricultural Extension Institute – Croatia	visnja.magdic@hzpss.hr	385-47 811057/ 385-47 777324
22.	Matusz Bronislaw		The Agricultural Advisory Centre in Brwinow – Poland		
23.	Misiewicz Zofia		The Agricultural Advisory Centre in Brwinow Branch Office in Krakow – Poland		
24.	Niilola Liisa	Executive Director	Rural Women’s Advisory Organisation – Finland	liisa.niilola@proagria.fi	358-20 7472429/ 358-20 7472401
25.	Nowakowska Jadwiga		Malopolska Voivod Office – Poland		
26.	Oedl-Wieser Theresia	Senior Researcher	Federal Institute for Less Favoured and Mountainous Areas – Austria	theresia.oedl- wieser@berggebiete.at	43-1 504886918/ 43-1 504886939
27.	Ogly		Agricultural University in Wroclaw –	anna_ogly@o2.pl	48-71 3398185/

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	Anna		Poland		48-71 3397912
28.	Palubinskiene Rasita	Deputy Head of Division	Ministry of Agriculture – Lithuania	rasita@zum.lt	370-5 239 8477
29.	Parlinska Maria	Plenipotentiary of Dean for European projects	Warsaw Agricultural University – Poland	parlinska@alpha.sggw.waw.pl	48-22 5934129/ 48-22 5934121
30.	Peter-Hodel Wendy	External Adviser	Ministry of Agriculture / Bio Suisse – Switzerland	w.peter@abix.ch	41-41 9703505/ 41-41 9703505
31.	Piotrowska Malgorzata	Deputy Director	Ministry of Agriculture and Rural Development, European Union and International Cooperation Department – Poland	m.piotrowska@minrol.gov.pl	
32.	Safarikova Judita	Head of Educational Centre	Agroinstitut Nitra – Slovakia	safarikova@agroinstitut.sk	421-37 7910231/ 421-37 7910159
33.	Sasinska-Klas Teresa	Professor	Jagiellonian University in Krakow – Poland	uhsasins@cyf-kr.edu.pl	48-12 4228438/ 48-12 4291714
34.	Sawicka Janina	Professor	Warsaw Agricultural University – Poland	sawicka@alpha.sggw.waw.pl	48-22 5934070/ 48-22 5934070 mob.: 48-608 419479
35.	Smigrowska Marta		Green Agriculture - Poland		
36.	Sornes Ingunn	Senior Adviser	Innovation Norway – Norway	ingunn.sornes@invanor.no	47-22 002818
37.	Stubsioen Jorunn	Adviser	Fylkesmannen Hedmark (County Government Agriculture, Hedmark) – Norway	ist@fmhe.no	47-9 2822707/ 47-6 2471441
38.	Szwed Krystyna		The Agricultural Advisory Centre in Brwinow Branch Office in Krakow – Poland		
39.	Tvrdonova Jela	Consultant in Rural Development	Rural Parliament – Slovak Republic	jelatvrdonova@yahoo.co.uk	421-9 15709531
40.	Varianova Marianna		Ministry of Agriculture, Bulgaria		
41.	Wogerbauer Hedwig	Director, Head of FAO Division	Federal Ministry of Agriculture and Forestry, Environment and Water Management – Austria	hedwig.woegerbauer@lebensministerium.at	43-1 711002812/ 43-1 711002959

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42.	Zielinska Renata	Head of Unit	Ministry of Agriculture and Rural Development - Poland	renatazielinska@minrol.gov.pl	48-22 6231657/ 48-22 6232051
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List of papers and presentations

1. Theresia Oedl-Wieser: Eco-regions in Austria – an approach for sustainable and gender-oriented rural development (ppt also)
2. Aygul Fazlioglu: Profile of South-eastern Anatolia Project (GAP)
3. Aygul Fazlioglu: Integration of Women in Development Process in South-eastern Anatolia Project - An Innovative Model: CATOM
4. Daiva Kšivickienė, Lina Pareigienė: The Role of Lithuanian Women in Rural Tourism Development
5. Daiva Kšivickienė, Lina Pareigienė: The role of Lithuanian rural women in rural tourism development
6. Anna Ogły: Possibilities of agro tourism development on the great value environment areas (ppt also)
7. Visnja Magdic: Protection of Indigenous Local Cheese, Case Study
8. Hans Embacher: Agro-tourism in Western Europe – The Austrian Example
9. Wiesława Krupinska: Women and their Participation in Diversification of Family Incomes by Agro Tourism in West Pomeranian District (Case Study)
10. Carol J. Cumber: Agri-cultural Alliance – A South Dakota, USA Case Study (ppt also)
11. Siri Ingeborg Bruem, Guri Drottning Aarnes: Gender Sensitive Statistics in Agriculture for Analysing Change and Development
12. Ingunn Sornes: Forollhogua – Rich on Nature Resources
13. Innovation Norway: Rural Tourism in Norway
14. SDW Support to the European Region in Gender-disaggregated Data for Agricultural and Rural Development
15. Dezső Kovács: Women and Men in the Hungarian Agriculture by the Agricultural Census 2000
16. Dezső Kovács: Rural Development and Changes in Agrarian Structure; Impact on Employment, Incomes and Pluriactivity and Gender Aspects (ppt also)
17. Jela Tvrdonova: Rural development during transition in Slovak Republic; performance of support policies and programmes, including gender perspective

Measures Stimulating Rural Women to Participate in Rural Development Processes, Lithuanian Institute of Agrarian Economics, 2005

The experience of Lithuania in policy measures and programmes to support rural women in participating and benefiting from rural development programmes were recognized by the participants of the 18th Expert Meeting on Gender and Rural Development as a useful and illustrative example of gender and community development focused actions¹.

The main findings of the broad and comprehensive study implemented by the Lithuanian Institute of Agrarian Economics in 2004 and 2005 were as follows:

1. Relative overproduction of foodstuffs and insufficient income from primary agricultural activity are the main factors that force rural women to seek new employment possibilities;
2. Rural tourism is viewed as one of prospective economic activities for rural women in Lithuania; this economic undertaking is seen as a family business, where men and women share work;
3. The rapidly annually growing number of rural tourism sites indicates greater demand than supply of rural tourism services and, among other, an increasing interest of EU visitors to Lithuania;
4. On-going rural development programmes in the CEE new EU members create favourable conditions for rural women to start on-farm tourism business.
5. Other beneficiaries include rural communities, with important NGOs' support, assisting rural women, who want to be engaged in activities alternative to farming; an adequate legal regulations foundation is necessary;
6. Obstacles include insufficient rural women's skills to service guests, lack of business management knowledge and English, shortage of finance and poor access to credit to start and develop business
7. Access to credit and frequent changes of laws regulating business as well as poor communication and roads and other infrastructure, lack of internet connection in many rural tourism homesteads are serious constraints;
8. It is important for rural women, who start rural tourism business to apply for and use EU-financed support programmes and
9. Partnership of NGOs, local government, advisory, training institutions is essential to ensure spread of information about support possibilities.

In Lithuania, the following specific training and capacity building tasks are planned to be implemented:

1. Organize trainings for elderly rural women, help them to retrain and help to find workplace or start private business.
2. Continue research on the role of rural men and women in alternative agricultural activities.
3. Stimulate creating credits unions and support them efficiently. Rural residents, especially women, have difficulties to start private business. Credit institutions could help to get credit in easier way.

¹ Measures Stimulating Rural Women to Participate in Rural Development Processes, Lithuanian Institute of Agrarian Economics, 2005

4. Development of child-care institutions in rural areas in order to help rural women to be more mobile in labour market.
5. Improvement of communication infrastructure.
6. Increase rural residents' skills, to start private business (alternative activity, non-traditional agricultural activity).
7. Ascertain rural tourism as a community business and joint venture and clarify allocation of benefits: community members versus community as whole.