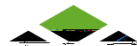


Skills for Rural Industries

DIVERSIFICATION FOR LAND BASED TOURISM BUSINESSES



What is farm diversification?

Diversification is a process of a farm rural Business or land based business expanding its business activities beyond the traditional farming or agricultural enterprise in order to add value to its produce build resilience increase business profitability reduce market and price volatility and highlight supply chain provenance

Agritourism

A tourism or leisure activity on a working farm croft or estate which produces food

Rural-based tourism

Tourism activities in a rural area

Examples of diversified rural business

Farm Experiences:
PYO
Farm shops

Food & Drink experiences:
Farm cafés
Restaurants

Accommodation
B&Bs
Glamping
Camping

Spaces:
Event Venues
Outdoor games

Outdoor experiences:
Adventure tourism
Outdoor games

Why start a business in land-based industries?

Diversifying strategies can support resilience to face the effect of external perturbations

Motives for diversifying into land based businesses include several considerations for

Economic benefits

- New sources of revenue through new products and services
- Stable income which gives high expected returns in the presence of changes
- Adaptation for seasonality



