



Brief introduction to the AASA NPO 175-957

What is Agritourism?

Agritourism is a commercial business at a working farm or agricultural operation conducted for the enjoyment of visitors that generates supplemental income for the owner. It is a form of niche tourism that is considered a growth industry in many parts of the world, including South Africa.

The main objective of Agritourism South Africa

The Association of Agritourism South Africa was established to promote sustainable Agritourism development in South Africa, by creating an environment in which farmers and farming communities can implement Agritourism initiatives with the assistance of the Association.

This includes:

1. Promoting authentic farm tourism experiences.
2. Encouraging farmers and rural communities to collaborate to promote Agritourism and Agritourism routes.
3. Promoting Agritourism to national and international tourists with the aim of benefiting the farmers and rural communities.
4. Cultivating a sustainable Agritourism environment through liaison and co-operation with key stakeholders within the business and tourism environment.

Why is there a need for an AASA in South Africa?

Small scale and family farming has increasingly become uneconomical, due to the economies of scale and drought conditions. Farmers have to diversify their income streams and Agritourism provides an opportunity to do so.

There have been requests from several farmers countrywide for a registered Agritourism Association to represent their interests. In addition, farm management specialists confirm that, in general, each farm by its nature has free resources that are not being used in agricultural production. Making these resources accessible provide farmers and farm communities with additional opportunities to generate income.

“Widespread unemployment and poverty, crime and a high prevalence of HIV/AIDS are everyday realities in South Africa. Many of these issues play out at Farm Level. Addressing them and meeting the needs of people is essential in securing a sustainable farming future” (WWF SA).

What are the guiding principles that Agritourism farmers need to subscribe to?

1. The development of **biodiversity initiatives** on their farms.
2. The promotion of **entrepreneurship** amongst farm workers so they can benefit from Agritourism.
3. The development of **environmental awareness** amongst farming communities.
4. The promotion of **gender equality** amongst farm workers.
5. The promotion of buying and **supporting locally made products**.
6. The development of **sustainable farming practises**.

Sponsorship categories:

1. Contribution towards Agritourism marketing campaigns and listing on website by becoming members of AASA
2. Donations by corporate funders towards specific projects.
3. Financial support by tourists/individual supporters for AASA who want to make a contribution to rural development in South Africa