

# **Agritourism – In Search of Quality**

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## **Abstract**

The crisis of mass tourism has led to the necessity for seeking out alternative forms of tourism. At the same time, the crisis in intensive agriculture has led to the necessity for seeking out alternative forms of agriculture. At the point of intersection of the two dominant sectors of mass tourism and intensive agriculture, a marginal sector emerges, agritourism, whose terms of fulfillment are easier to locate in the problem areas and indeed mountain areas, primarily of the European region. The emergence of this marginal sector meets with the new orientations of the CAP (Common Agricultural Policy), expressed summarily in the term “new functions of farmers”. In the present work we shall examine why agritourism emerges in problematic areas and how the cooperative may contribute to the promotion of this alternative form of tourism. Starting with a study of agritourism at the European level, we shall provide some concrete data on the prerequisites for agritourist development on a co-operative basis in the Elikon villages of the Municipality of Thisbe (Boiotia, Greece).