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Article

### Rural tourism in Southern Germany

Martin Oppermann  

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#### Abstract

A literature review reveals a multitude of different ideas as to what constitutes rural tourism. A model is suggested that places farm, rural, and non-urban tourism into context. Based on a survey of rural operators and tourists in Southern Germany, several aspects of rural tourism are discussed. The main market segments are families with children and older couples, and their main activities are excursions to attractions outside the region. Inexpensive accommodation appears to be a major incentive to choose the region as an excursion base. Although tourism is frequently suggested to farmers as a panacea, this study indicates that farm tourism provides only a small side-income, partly because of legal limitations.

Résumé

Tourisme rural en Allemagne du sud. Un examen de la littérature produit une multiplicité d'idées concernant la définition du tourisme rural. On propose un modèle pour étudier le tourisme rural, agricole et non-urbain. On discute le tourisme

trouva le pour A©tudier le tourisme rural, agricole et non-urbain. On discute le tourisme rurale en Allemagne du sud, basA© sur une enquA©te des tour operators et des touristes. Les marchA©s les plus importants sont les familles avec enfants et des gens du troisiA©me A©ge. Leurs activitA©s principales sont des excursions aux attractions en dehors de la rA©gion. Le logement A© prix abordable est un motif important dans le choix de la rA©gion comme base d'excursion. Quoique le tourisme rural est souvent suggA©rA© comme une panacA©e, le tourisme rural ne reprA©sente qu'un revenu secondaire pour les exploitants agricoles.



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## Keywords

rural tourism; farm tourism; Germany; income

## Mots-clA©

tourisme rural; tourisme agricole; Allemagne; tourisme

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At the time of this study he was Research Associate in the Department of Geography, UniversitA©t TÅ¼bingen, Germany. His current research interest is on Conference Site Choice and Perceptions.

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