

Promoting organic farming practices to enhance the sustainability of agricultural systems, supporting biodiversity and the health of ecosystems, to reinforce the authenticity and appeal of the region's tourism offerings

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Integrating Organic Farming for sustainable Agriculture and Tourism

- **New trends in consumer preferences in tourism**
 - Sustainable and regenerative travel – travelers are increasingly prioritizing eco-friendly options
 - Prioritising health-focused travel
 - Growing interest in „slow travel“
 - Shift towards authentic, local experiences
 - Culinary and bakery tourism





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- **Promoting organic farming for tourism offerings – to combine sustainable agriculture with meaningful visitor experiences**
 - Popular trends that blends sustainable agriculture with immersive travel experiences
 - To create immersive farm experiences
 - Highlight sustainability and health- to promote the health benefits of organic produce
 - Tell the story of the farms, collaborate with local authorities/institutions
 - Use visual and social media marketing
 - Integrate cultural elements of traditional farming techniques of local cuisine





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- **Biodiversity and healthy ecosystems are becoming powerful tools for tourism offerings**
- The chance to observe unique species, hike through pristine habitats, to support conservation initiatives
- Healthy ecosystem also ensure the sustainability of tourism activities by providing clean water, stable landscapes and climate resilience etc
- Choosing eco-friendly destinations you are not just seeing the world, you are helping protect it for generations to come





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- **Positive examples in Bosnia and Herzegovina**
 - Local farms have started to produce organic fruits, vegetables, honey and wine
 - Some of these farms offer eco-tourism experiences where visitors can tour organic farms, taste fresh organic products (like figs, pomegranades, olive oil, cheese), participate in traditional farming activities, stay overnight in eco-lodges or rural guesthouses.
 - This made the region more attractive to tourists looking for authentic, healthy and sustainable experiences- not just sightseeing
 - Positive impact- diversification of tourism, extended stays, promotion of local culture, sustainability
 - Some wineries in BiH are producing organic wines and offering wine tasting tours combined with visits to vineyards (diversification of tourism offerings, higher spending tourists, season extension, promotion of rural areas)





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- **Conclusion**

- Organics production offers authentic, healthy , and environmentally friendly experiences that perfectly fit modern tourism trends- and BiH with its rich natural landscapes and agricultural traditions, is well-positioned to benefit.
- New tourism trends/ experiential travel/avoid crowds/contributing travel experiences
- Enhances agriculture and tourism
- Builds sustainability and resilience
- Benefits people, planet and local economies

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Thank you