



# NEWSLETTER

## AgriVETourism

Enhancing Sustainable Agritourism through Vocational Education and Training for

Rural Development

Project No: 2024-2-BG01-KA210-VET-000267044



### *Kick off Meeting*

*July 10, 2025*



**Location: Petrich, Bulgaria**

We' are excited to announce the official launch of the **AgriVETourism** project – Enhancing Sustainable Agritourism through Vocational Education and Training for Rural Development

On July 10, 2025, partners from across Europe came together in Petrich, Bulgaria, to set the wheels in motion for a more sustainable agritourism.

The kick-off meeting marked the beginning of a transformative journey. Participants from Bulgaria, Italy and Greece united to define strategies, share visions, and set priorities to promote sustainable rural development.



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## KICK OFF MEETING



10 JULY  
2025

Through innovation, collaboration, and sustainability, AgriVETtourism aims to:

- Develop a VET program on sustainable agritourism that equips rural communities with knowledge and skills in both eco-friendly agriculture and tourism management.
- Promote sustainable rural development by combining environmental preservation with economic resilience.
- Bridge the skills gap in agritourism through innovative, modular, and accessible training approaches

As noted during the meeting, AgriVETourism it's about creating sustainable opportunities for rural communities by bridging agriculture and tourism through innovative VET solutions.

Together, we are building the foundations for a sustainable and resilient rural future. Stay tuned as we revolutionize rural development through agritourism across Europe.

