

AgriVETourism Project

Enhancing Sustainable Agritourism through Vocational Education and Training

MODULE 2

The “Market” in Agritourism

Reaching Guests with Digital Tools

Trainer’s Manual

For face-to-face, online, or hybrid delivery

Module Overview

This module helps agritourism operators and aspiring professionals understand how to find and attract visitors using digital tools. It is designed for people who may have little or no digital experience, and it focuses on three practical steps: building a basic online presence, using social media to tell the story of the farm, and using simple digital and AI tools to communicate offers and handle bookings.

Every unit produces a template that learners fill in and keep. The content draws on real examples from Greece, Bulgaria, and Italy, but the methods apply to any European rural context.

This module includes:

- 3 units, each addressing one specific skill gap with one practical solution and one tangible output
- 3 practical exercises producing templates that learners complete and keep
- 2 case studies — one from Greece, one from Bulgaria — following a common structure for easy comparison
- 3 take-home templates (Digital Profile Checklist, 1-Month Content Calendar, Online Offer Card + Ready Replies)
- Self-assessment questions for personal reflection (not scored)
- Facilitation guidelines and trainer resources for each unit
- Homework tasks for learners to complete after the session
- Annexes including a ready-made slide presentation reference and a resources collection

Presentation Package

A ready-made slide presentation accompanies this manual. It is designed for face-to-face, online, or hybrid delivery and follows the unit structure described here. The presentation includes introduction slides, content slides for each unit, exercise instructions, case studies, and closing activities.

The full Presentation Plan with slide content, trainer scripts, and facilitation notes is provided in Annex 1. The table below shows which slides correspond to each section of the module. Slide numbers are indicative. Trainers may adjust the order or add/remove slides based on their group and delivery format. See Annex 1 for the detailed Presentation Plan.

Module Section	Slides	Content
Introduction	Slides 1–3	Module title, overview of 3 units, ice-breaker: “Can someone find your farm online right now?”
Unit 1: Building a Basic Digital Presence	Slides 4–7	What digital presence means, Google Business Profile, website vs social media, profile checklist, Exercise 1
Unit 2: Using Social Media to Attract Visitors	Slides 8–11	What to post, how often, visual storytelling, content calendar, Exercise 2

Unit 3: Selling and Communicating Online (with Simple AI Tools)	Slides 12–17	WhatsApp Business, booking tools, AI for writing offers and replies, Exercise 3
Closing	Slides 18–22	Case Study 1, Case Study 2, self-assessment, homework, key takeaways

Each unit follows the same formula:

ONE skill gap → ONE practical solution → ONE tangible output

Target group: Existing agritourism operators, farmers diversifying into tourism, cooperative members; VET students and young professionals in agriculture and tourism

Estimated learning time: 3 hours

Delivery format: Suitable for face-to-face, online, or hybrid delivery. Requires printed or digital templates for exercises.

Horizontal EU priority: Digitalisation, rural development

Unit	Skill Gap	Solution	Output
Unit 1: Building a Basic Digital Presence	Weak or nonexistent online presence	Digital Profile Checklist	Completed Digital Profile Checklist
Unit 2: Using Social Media to Attract Visitors	No structured social media strategy	1-Month Content Calendar	Completed Content Calendar
Unit 3: Selling and Communicating Online (with Simple AI Tools)	No online sales tools, low digital confidence	Online Offer Card + Ready Replies	One AI-written offer + 5 guest replies

Learning Objectives

By the end of this module, learners will be able to:

- Set up or improve a Google Business Profile for their farm or agritourism operation
- Identify what makes an effective online presence and what visitors look for before booking
- Create a simple 1-month social media content plan using practical post ideas
- Use visual storytelling to present their farm authentically and attractively online
- Apply at least one free AI tool to write an offer description and a set of ready guest replies
- Choose one online selling or booking channel that fits their business size and audience

Suggested Delivery Flow (approx. 3 hours)

This is a realistic timing guide for face-to-face delivery. Trainers should adjust based on group size, energy, and whether the optional exercise is included.

If time is short: shorten the case study discussion. Do not cut the exercises — the 3 completed templates are the deliverable.

Block	Duration	Notes
Introduction and ice-breaker	10 min	Welcome, check templates are distributed

Unit 1: Building a Basic Digital Presence + Exercise	40 min	Key concepts 20 min + checklist exercise 20 min
Unit 2: Using Social Media to Attract Visitors + Exercise	35 min	Key concepts 15 min + content calendar exercise 20 min
Short break	10 min	
Unit 3: Selling and Communicating Online + Exercise	35 min	Key concepts 15 min + offer + reply exercise 20 min
Case studies + discussion	15 min	Choose 1 or 2 case studies to discuss
Self-assessment + closing	10 min	Reflection, homework, feedback forms
Total	~3 hours	Including break

A Note on Trainer Research Support

This module is based on EU-level evidence, project research, and current agritourism digital marketing practice. At the end of each unit, trainers will find an AI research support section. These are ready-to-use prompts that trainers can copy into a free AI tool (ChatGPT, Gemini, or similar) to gather local examples, recent data, and up-to-date references for their specific country, region, and participant group.

How to use the AI research prompts

- Copy the prompt into a free AI tool and replace the placeholders with your local details
- Always prefer recent and credible sources — official statistics, government publications, EU databases
- Simplify the AI output before using it in class — remove jargon, shorten, check it fits your audience
- Verify facts, platform names, costs, and programme details before presenting them as current information
- These prompts are a starting point for preparation, not a substitute for trainer expertise

Unit 1 — Build Your Digital Presence

Slides: 4–7 (see Annex 1 — Presentation Plan)

Key Concepts Explained

What is a digital presence?

Your digital presence is everything that exists about your farm online — what comes up when someone searches for your name or your area. It includes your Google listing, any social media pages, a website if you have one, and reviews left by guests. If none of these exist, you are invisible to anyone who searches online before visiting.

Example: A small herb farm in Kentriki Makedonia had no website and no social media. A visitor who had heard about them by word of mouth tried to find them on Google and found nothing.

They booked somewhere else instead. Three months later, the farm added a Google Business Profile and a Facebook page. Within two weeks, they received their first online enquiry.

What is Google Business Profile?

Google Business Profile (formerly Google My Business) is a free tool that lets businesses appear in Google Search and Google Maps. When someone types “agritourism near me” or your farm name, your listing can appear with your address, photos, opening hours, and reviews. It is the single most important digital step for a local business.

Example: A lavender farm near Veria set up a Google Business Profile in one afternoon at no cost. Within a month, they appeared in local searches for “farm visits Imathia.” Visitors started calling directly from the listing.

Website vs social media — what is the difference?

A website is a permanent home for your business information — it is always there, always yours, and you control everything on it. Social media (Facebook, Instagram) is where you talk to people in real time — it is more active and interactive, but you depend on the platform’s rules and algorithms. Both are useful. You do not need both on day one — start with whichever feels more manageable.

Example: An agritourism guesthouse in Northern Greece uses Facebook as their main online channel because most of their guests are older visitors from Greece who use Facebook. A younger operator nearby uses Instagram and reaches guests from Germany and the Netherlands. The right platform is the one your guests already use.

What should an online profile include?

At minimum, your online profile — whether on Google, Facebook, or a website — should answer five questions a visitor will ask: Who are you? Where are you? What can I do there? How much does it cost? How do I book or contact you? If any of these are missing, you lose potential guests.

Example: A farm website with only a phone number and a vague description (“welcome to our beautiful farm”) gets very few enquiries. A profile with clear photos, a specific offer (“2-hour olive harvest experience, €18/person, Saturdays 10:00–18:00”), and a WhatsApp contact link gets three times as many. The information is what converts interest into bookings.

Why do reviews matter?

Online reviews are the digital version of word of mouth. They influence decisions more than any description you write yourself. A farm with 12 positive reviews is trusted more than one with zero reviews, even if it is newer. You do not need hundreds of reviews — even 5 or 10 genuine reviews make a significant difference.

Example: An agritourism family in the Pelion peninsula started asking guests to leave a Google review before they left. Within one season they had 18 reviews. Their visibility in local searches doubled. One review mentioned the herb garden specifically — which led three new guests to book specifically for that experience.

Content Focus

The Digital Presence Gap in Agritourism

Most small agritourism operators in rural Greece and across Southern Europe have either no online presence or a very incomplete one: a Facebook page created years ago and never updated, a Google listing with no photos, or a website that does not work on a mobile phone. This gap is not a technical problem — it is a knowledge problem. Once operators understand what to do and why, most can complete the basic steps themselves.

The Five-Step Digital Profile

Trainers should walk learners through these five steps in order. Each step is free and takes less than one hour:

Step 1: Claim or create your Google Business Profile. Search your farm name on Google. If a listing exists, claim it. If not, create one at business.google.com. Fill in name, address, category (agritourism / farm stay / farm shop), phone, and opening hours.

Step 2: Add at least 5 photos. Exterior of the farm, one activity or experience, your main product, a welcoming detail (table set for breakfast, garden, animals), and a portrait or human element. Photos are the first thing visitors look at.

Step 3: Write a clear, honest description (under 300 words). What do you offer? What is special? Who is it for? Use simple language. Avoid “beautiful” and “exquisite” — use specific, true details instead.

Step 4: Add your contact information and a booking method. A phone number is minimum. A WhatsApp link (wa.me/your_number) is better. An email works too. If you have a booking page, link it.

Step 5: Ask your first 5 guests for a Google review. Send them a direct link to your review page. Do not offer incentives — just ask politely and thank them.

Website vs Social Media — Which First?

For most small agritourism operators just starting their digital presence, a Facebook or Instagram page is faster to set up than a website, easier to update, and where many of their guests already are. A website becomes important when you want to control your full booking process or when you need to present detailed information. A simple free website (Google Sites, Wix, WordPress.com) is better than no website — but the Google Business Profile and one social media page come first.

What “Complete” Looks Like

A complete basic digital presence means: a verified Google Business Profile with photos and contact info, at least one active social media page with an updated profile and recent posts, and a way to contact or book (phone, WhatsApp, or link). A learner who achieves these three things has already surpassed most local competitors.

Practical Exercise — My Digital Profile Checklist

Skill gap	Weak or nonexistent online presence. Most operators do not know what a complete profile looks like or how to build one step by step.
Practical solution	A Digital Profile Checklist — a one-page template that maps what a complete online

	presence looks like and tracks what is already done, what is missing, and what the next step is.
Tangible output	A completed Digital Profile Checklist with a clear next-step action for each gap identified.
Objective	Audit your current digital presence and identify the most important gaps to fill
What learners do	Go through the checklist line by line. For each item, mark: Done / Partially done / Not done. For every item marked Not done, write one next step (e.g., “create Google listing this weekend”).
For experienced operators	Use your real business. You may discover gaps you did not know existed.
For students / aspiring operators	Map a scenario business. Decide which steps you would do first and in what order.
Time	20 minutes (15 minutes work + 5 minutes sharing)
Debrief	Each learner shares their biggest gap and their first action. Write gaps on a flipchart. Look for patterns — they are almost always the same: no Google listing, no photos, no reviews.

Do's and Don'ts

Do	Don't
Start with Google Business Profile — it is free, it is where most visitors search, and it is the single most important step	Don't try to do everything at once — one complete profile is better than three incomplete ones
Use real photos of your actual farm, products, and activities — authenticity matters more than professional photography	Don't use stock photos or images that do not reflect your real place — guests feel misled when they arrive
Keep your contact information up to date — nothing loses a booking faster than an unreachable phone number or a closed email	Don't leave your profile without a clear way to contact or book
Ask real guests to leave real reviews — even a few genuine reviews are more powerful than any paid advertising	Don't write fake reviews or ask family members to write them — platforms detect them and they damage trust
Check and update your profile at least once per season — opening hours, photos, and offers change	Don't create a profile and then forget it — outdated information is worse than no information

Examples to Use

Greece: A family herb farm in Kentriki Makedonia with no digital presence. After one afternoon setting up a Google Business Profile and a Facebook page, they received three

enquiries in the first two weeks — two from domestic visitors and one from a German family who had searched specifically for herb farms in Northern Greece.

Italy: A small agriturismo in Calabria whose owner used her phone to take 10 photos on a Sunday morning — light through the olive trees, breakfast table, the view from the terrace — and uploaded them to Google. Her profile views tripled within a month. No professional photographer. No cost.

Cross-country insight: Operators who list on Google Maps receive on average 3–5 times more enquiries than those who do not. The difference is not size or quality — it is visibility.

Adaptation Guidance

The digital profile steps are the same across all three countries. Trainers should use local search examples: ask learners to search for their own business or a local competitor on Google during the session. What comes up — or does not come up — is the most convincing demonstration. In regions with lower internet connectivity, the offline checklist still applies: photos can be prepared, descriptions can be written, and profiles set up when connectivity is available.

Facilitation Guidelines — Unit 1

Before the session

Print one Digital Profile Checklist template per participant

Prepare a projected or printed example of a “complete” Google Business Profile for a local or representative agritourism farm (use a real one if possible, with permission)

Test a Google Business Profile search on your own phone before the session: search for a local agritourism farm and be ready to show the result

Prepare 2–3 photo examples: one excellent (clear, real, inviting) and one poor (blurry, dark, no food or people visible)

If possible, have a phone or laptop available so learners can check their own listing live during the exercise

How to start the unit

Open with a search, not a lecture. Pull out your phone and say: “Let me search for agritourism in [local area].” Show the results on a projector or pass the phone around. Ask: “How many of you appear in this search?” Usually very few hands go up. Then say: “That is not a quality problem. That is a visibility problem. And we fix it today.”

During the exercise

Walk around the room. Some learners will discover their Google listing exists but is unclaimed or incomplete — this is a common and easy fix.

For participants without smartphones or internet access: work through the checklist on paper and ask them to set a specific day within the next week to complete each item.

If someone has a fully complete profile: ask them to help a neighbour at their table. Peer learning is faster than trainer explanation.

The most common gap is photos. Say: “You do not need a professional photographer. You need good light, a clean frame, and your real farm. Let me show you what that looks like.”

How to close the unit

Quick round: each person names their biggest gap and the first thing they will do this week. Write the actions on a flipchart. The pattern is almost always the same — Google listing, photos, reviews. Say: “These three things take one afternoon. After that, you exist online. That is the goal of this unit.”

Materials checklist

- Printed Digital Profile Checklist templates (1 per person)
- Projected or printed example of a complete Google Business Profile
- Phone or laptop for live search demonstration
- 2–3 photo comparison examples (good vs poor)
- Pens

Unit 1 — AI Research Support for Trainers

What to research

Current digital presence levels among small agritourism operators in your region. What local visitors search for when looking for agritourism experiences. Which digital platforms are most used by visitors to your area. Examples of agritourism farms in your region with strong or weak digital profiles.

Why this matters for delivery

The digital presence exercise works best when the trainer can point to real local examples — a farm that appeared in search because of their Google listing, or a local farm that nobody can find online. Concrete local examples are far more motivating than generic European statistics.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

“I am training small agritourism operators in [country/region] on building a digital presence. Give me: (1) the 3 most important digital platforms for reaching agritourism visitors in [country] and why, (2) what visitors from [country/neighbouring countries] typically search for when looking for rural farm experiences, (3) 2 examples of agritourism farms in [country/region] with a strong digital profile — what makes them visible and attractive online, (4) the most common digital mistakes small agritourism operators make in [country]. Keep the language simple and practical.”

Trainer check before use

- Check that platform recommendations match current usage in your specific country — Facebook dominates in some regions, Instagram in others
- Verify that any named farms or businesses actually exist and have the profile described
- Simplify the language — if the AI produces marketing jargon, rewrite in plain words
- Make sure the advice is realistic for an operator with basic digital skills and a smartphone

Unit 2 — Tell Your Story on Social Media

Slides: 8–11 (see Annex 1 — Presentation Plan)

Key Concepts Explained

Why does social media matter for a small farm?

Social media is where agritourism visitors spend time before they travel. They look at photos, read captions, watch short videos, and form opinions about where to go — sometimes months before booking. A small farm with a consistent, authentic social media presence reaches people it would never reach through brochures or tourist offices. And it costs nothing.

Example: A small chestnut farm in Northern Greece had never advertised. The owner started posting one photo per week on Facebook — the harvested chestnuts, the trees in autumn colour, a family meal with chestnut soup. Within one season she had 340 followers. The following autumn, four groups booked visits specifically because they had seen the photos months earlier.

What does “visual storytelling” mean?

Visual storytelling means showing your farm’s life through photos and short videos in a way that makes people feel something — curiosity, appetite, calm, a sense of belonging. It is not advertising. It is showing what is real and what is beautiful about your place. The farm cat sleeping in the sun. Steam rising from a pot of homemade jam. A child’s hands picking strawberries. These are stories without words.

Example: Two agritourism farms with identical products. One posts “Fresh eggs available — call to order.” The other posts a photo of a basket of warm eggs on a wooden table with the caption: “This morning’s collection, still warm. Come and pick yours up.” The second post gets ten times more reactions. The eggs are the same. The story is different.

What should I post?

The simplest question a farm operator can ask before posting is: “What am I doing on the farm today that a visitor might find interesting, beautiful, or delicious?” That is the post. You do not need professional content. You need honest content that is regular and consistent. Post what is seasonal, what is handmade, what is local, what shows the life of the farm.

Example: In May, an olive farm posts about the new growth on the trees. In September, about the harvest preparations. In November, the first cold press of the season. In December, olive oil gift packs ready for the holidays. The product is the same year-round. The story changes every month.

How often should I post?

One to two posts per week on one platform is enough to maintain a visible, active presence. Consistency matters more than frequency. A farm that posts every Tuesday and Friday is more trusted than one that posts ten times one week and then goes silent for a month. Less is more — as long as it is regular.

Example: An agritourism guesthouse in Halkidiki posts every Tuesday (a farm update or seasonal photo) and every Friday (“weekend visit” reminder with a booking link). Two posts per week, planned on Sunday for the whole week. Total time: 30 minutes per week.

What is a content calendar?

A content calendar is a simple plan — one page, one month — that shows what you will post and when. It removes the daily decision of “what do I post today?” and ensures you never go more than a week without posting. It takes 20–30 minutes to plan a whole month.

Example: A herb farm in Western Macedonia plans their April calendar in March: Week 1 — first spring herbs appearing; Week 2 — what visitors can pick and taste; Week 3 — workshop date announcement; Week 4 — “next weekend still available” reminder. Four posts. Four weeks covered. No daily stress.

Content Focus

The Content Formula for Agritourism

The most effective social media content for agritourism farms follows one of three simple formulas:

The Farm Moment: a photo or short video of something real and seasonal happening on the farm right now. Early morning light on the vineyard. The first flowers on the lemon trees. A tractor returning from the field. These require no planning — just observation.

The Offer Reminder: a clear, specific post telling people what they can do, when, and how to book. Not vague (“visit us any time”) but specific (“Saturday harvest morning, 9:00–12:00, €15/person, 4 spots left — message to book”).

The Behind-the-Scenes: a short glimpse into how something is made, grown, or prepared. How honey is extracted. How cheese is aged. How saffron is harvested by hand. These educate and fascinate — and they convert followers into visitors.

The Power of Simple Photos

Professional photography is not necessary. What matters is light, composition, and authenticity. Natural light (outdoors or near a window) is the biggest factor. A clean, uncluttered frame. Real farm elements — not staged or artificial. Most smartphones today produce photos that are good enough if the light is right and the subject is real. Trainers should demonstrate this during the session: take a phone photo of something in the room and show it immediately.

What Not to Post

Blurry or dark photos — they signal low quality even when the product is excellent. Political or unrelated content — keep the page focused on the farm and the experience. Long text blocks — most people scroll without reading. Generic greetings without a farm connection (“Happy Monday!” means nothing on a farm page). Stock photos or images downloaded from the internet — visitors notice and feel misled.

Practical Exercise — My 1-Month Content Calendar

Skill gap	No structured social media strategy. Most operators post randomly when they remember, or not at all. They have no plan for what to show or when.
Practical solution	A 1-Month Content Calendar — a simple one-page template that plans four weeks of social media posts by theme and posting day,

	so the farm is consistently visible without daily decision-making.
Tangible output	A completed 1-Month Content Calendar with at least 8 post ideas planned by week and theme.
Objective	Plan one month of social media content for your farm
What learners do	Fill in the content calendar template: choose a platform (Facebook or Instagram), set two posting days per week, and write 8 post ideas — one sentence each — using the three content formulas (Farm Moment, Offer Reminder, Behind-the-Scenes). Add a photo idea for each post.
For experienced operators	Use real upcoming activities on your farm — harvest dates, workshops, seasonal products.
For students / aspiring operators	Plan for a scenario farm using a scenario sheet provided by the trainer.
Time	20 minutes (15 minutes planning + 5 minutes sharing)
Debrief	Each person shares their favourite post idea from their calendar. Ask: “Which of your eight ideas do you think would get the most reactions — and why?”

Do's and Don'ts

Do	Don't
Post consistently — once or twice a week, every week, is worth more than ten posts in one day and then silence	Don't post only when you need something (bookings, sales) — build presence before you need it
Use your own photos of your real farm, your real products, and your real guests (with permission)	Don't use downloaded photos or images that do not represent your actual place
Write captions that say something specific and true: what, where, when, what it tastes or smells like	Don't write vague captions like “beautiful day at the farm” without any concrete detail
Plan your posts in advance — even a rough monthly plan removes the daily decision and the blank-page panic	Don't try to improvise every post — it leads to inconsistency and burnout
Always include a way for people to take action: message us, click the link, call this number	Don't post without a clear next step — every post is an opportunity to convert interest into contact

Examples to Use

Greece: A peach orchard in Imathia started posting short videos of fruit being picked from the trees each morning. Their Facebook page grew from 40 to 600 followers in one season. They received 23 messages from visitors asking to come during the harvest. All from organic (unpaid) posts taken on a phone.

Bulgaria: A winery near Melnik posts every Friday: a photo from the vineyard, a sentence about the season, and a booking reminder for weekend visits. Simple and consistent. Their Instagram following doubled in six months with no paid advertising.

Cross-country insight: Posts with a specific food product, a seasonal element, and a human hand or face receive significantly more engagement than product-only posts. Authenticity consistently outperforms perfection.

Adaptation Guidance

The content calendar structure and the three post formulas work in any agricultural context. Trainers should help learners identify their own seasonal calendar: what happens on the farm each month? That is their content calendar in outline. In regions with strong seasonal variation, the farming rhythm provides a natural content plan — the trainer simply helps operators see it.

Facilitation Guidelines — Unit 2

Before the session

- Print one 1-Month Content Calendar template per participant

- Prepare 2–3 scenario sheets for learners without a real farm business to plan for

- Prepare one completed example content calendar (for a fictional or representative farm) to show before the exercise

- Find 3–4 social media post examples to show on a projector: two good (real, seasonal, specific) and two poor (blurry, vague, or irrelevant)

How to start the unit

Show the good and poor post examples on the projector without labelling them. Ask: “If you saw these two posts, which farm would you be more likely to visit?” Let the room answer. They will choose the real, specific, seasonal one every time. Then say: “That is visual storytelling. You already know how to recognise it. Now we learn how to do it.”

During the exercise

The most common blocker is “I don’t know what to write.” Ask: “What are you doing on your farm next Tuesday? Take a photo of that. That is your post.”

Encourage learners to think seasonally — what is happening on their farm in the next 30 days? That is the content.

If a learner finishes early, ask: “Which of your 8 posts could include a booking invitation? Rewrite those ones to include a next step.”

For learners who say they are not on social media: ask them to plan for a family member or cooperative member who is. Or frame it as “what would you post if you started today?”

How to close the unit

Quick round: each person reads their favourite post idea from their calendar in one sentence. Then ask: “How many of you could post at least one of these this week?” Almost all hands will go up. Say: “That’s your homework. One post this week. Real photo, real caption, real farm.”

Materials checklist

- Printed 1-Month Content Calendar templates (1 per person)
- Scenario sheets for learners without a real farm (2–3 copies)
- One completed example calendar (projected or printed)
- 4 social media post examples (good and poor) for comparison
- Pens

Unit 2 — AI Research Support for Trainers

What to research

Effective social media content examples from agritourism farms in your region. What types of posts get the most engagement for rural or food-related accounts. Seasonal content ideas for your area (what happens on farms month by month). Common social media mistakes made by small food and farm businesses.

Why this matters for delivery

Social media advice is most convincing when it is local and specific. A post example from a farm in Kentriki Makedonia or Halkidiki is more credible for a Greek audience than a generic European example. Local context also helps trainers give realistic advice about which platforms are most used in the area.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

“I am training small agritourism operators in [country/region] on social media content planning. Give me: (1) 8 specific social media post ideas for a farm that grows [main crop/product in your region] — one for each week of a two-month period, including what photo to take and what caption to write, (2) the 3 most common social media mistakes made by small farm and food businesses in [country], (3) 3 examples of successful social media content from agritourism or rural food businesses in [country/region] — what they posted and why it worked, (4) which social media platform is currently most used by agritourism visitors in [country] and why. Keep everything simple and practical.”

Trainer check before use

- Check that the suggested platforms match actual usage in your region — AI may suggest platforms that are not dominant locally
- Verify any specific farm examples actually exist and have the profile described
- Make sure the post ideas are realistic for someone with a basic smartphone and no editing software
- Simplify caption suggestions — if the AI writes marketing copy, rewrite it in plain, honest language

Unit 3 — Sell and Communicate Online (with Simple AI Tools)

Slides: 12–17 (see Annex 1 — Presentation Plan)

Key Concepts Explained

What is WhatsApp Business?

WhatsApp Business is a free version of WhatsApp designed for small businesses. It allows you to create a business profile with your farm name, description, opening hours, and a catalogue of offers. You can set up automatic replies (for when you are busy), save quick replies for common questions, and see which messages you have and have not responded to. It is free and most agritourism visitors in Southern and Southeast Europe already use WhatsApp.

Example: A farm in Thessaly switched from a personal WhatsApp to WhatsApp Business. They set up three quick replies: one for booking enquiries, one for directions, one for pricing. Response time dropped from hours to minutes. Bookings that previously fell through because of slow replies were no longer lost.

What is the difference between platforms for selling?

There are several ways to sell or take bookings online — each with advantages and trade-offs:

Direct contact (WhatsApp, phone, email): Free, personal, builds relationships, no commission. Requires you to manage enquiries manually. Best for small operations and personal service.

Booking.com / Airbnb: Large reach, handles payment and reviews. Commission of 15–20%. Does not share guest contact data. Good for accommodation, less suited for day experiences.

Facebook Shop / Instagram Shop: Free, integrated with social media. Good for selling products directly from posts. Requires some setup.

Google Forms / Calendly: Free tools to take booking requests with specific dates and numbers. Not a payment system, but organises enquiries clearly.

Example: A farm with 4 rooms uses Booking.com for room reservations (because of the reach) and WhatsApp for experience bookings (because it is free and personal). The combination works well — Booking.com fills rooms, WhatsApp sells the olive oil tasting and the cooking class at zero commission.

What is basic e-commerce?

E-commerce means selling your products online. For a small agritourism operation, this does not need to be a complex web shop. Basic e-commerce can be as simple as: posting a product on Facebook with a price and a “message to order” call-to-action, a Google Forms order sheet linked from your Facebook page, or a WhatsApp catalogue with product names, descriptions, and prices.

Example: A beekeeper in Northern Greece started offering honey orders through a simple Facebook post each autumn: “This year’s harvest is ready. 1kg jars of thyme honey, €12. Message us to order, we ship across Greece.” Within one week, 47 messages. Total investment: zero.

How can AI help a small agritourism operator?

Free AI tools (ChatGPT, Gemini, or similar, available on your phone) can help you with tasks that used to require a copywriter or marketing professional: writing an offer description in clear English, translating your offer into other languages, creating ready guest replies for common questions, generating post captions for social media, and improving your Google listing description. None of these require technical skills — you type a question and review the answer. Example: A farmstay operator in Makedonia used ChatGPT to write her first offer description in English. She typed: “Write a short description of my farm in Northern Greece. We offer olive harvest experiences, tastings, and two guest rooms. We have a garden, fresh food, and quiet. It is family-run.” The AI wrote a clear, attractive 80-word description. She made three small edits and published it on her Google profile. That week, two foreign guests booked.

One important rule about AI

AI tools write text based on patterns, not facts. They can produce confident-sounding statements that are wrong. Always review AI output before publishing. Check that facts (prices, dates, locations, activities) are correct. If AI writes something you would not say yourself, rewrite it. The AI is a writing assistant, not a decision-maker.

Content Focus

5 Simple Online Tasks That Bring More Bookings

Trainers should walk through these five tasks and demonstrate at least one live during the session:

Task 1: Set up WhatsApp Business. Download the free app, convert your farm phone number to a business account, fill in your profile (name, description, hours, location). Set one automatic greeting for new enquiries.

Task 2: Write your Online Offer Card. One short description of your main experience or product: what it is, what is included, how long it takes, what it costs, and how to book. Under 100 words. Clear and specific. This is the text you use everywhere — Google, Facebook, WhatsApp, email.

Task 3: Create your Ready Replies collection. Write 5–10 short replies to your most common WhatsApp questions: booking enquiry, directions, pricing, food allergies, weather concerns, cancellation policy, thank-you message. Save them in your phone notes so you can paste and send in seconds.

Task 4: Try one AI task on your phone. Open ChatGPT or Gemini. Type: “Write a short offer description for a [your experience] at a [your type of farm] in [your region]. Under 80 words, friendly tone.” Review the result. Edit what does not sound like you. Use it.

Task 5: Update your Google listing description using your new offer text. If you used AI to write the offer card, use the same text (reviewed and edited) for your Google Business Profile description.

Choosing the Right Platform for Your Business

Not every operator needs every platform. The choice depends on: who your visitors are, what you are selling (rooms, experiences, products), and how much time you have to manage enquiries. Trainers should help each learner identify ONE primary channel to focus on and get right, before adding more.

Practical Exercise — Write Your Offer and Ready Replies

Skill gap	No online sales tools and low confidence in digital communication. Most operators rely on word of mouth and phone calls. They lose bookings because they cannot describe their offer clearly in writing or respond quickly to enquiries.
Practical solution	The Online Offer Card + Ready Replies — a practical template that produces one clear offer description and a set of pre-written replies for the most common guest questions. Both can be used immediately on WhatsApp, Google, and Facebook.
Tangible output	A completed Online Offer Card with one offer description (under 100 words) and at least 5 ready guest replies.
Objective	Write one offer and five ready replies that you can use immediately
What learners do	Part A: Write or improve their main offer description using the Offer Card template. If they use an AI tool, they type a prompt and edit the result. Part B: Write 5 ready replies for their most common guest questions, using their own words (or AI-improved versions).
For experienced operators	Use their real offer and real guest questions — the ones they receive most often.
For students / aspiring operators	Write for a scenario farm or for an offer they would like to create.
Time	20 minutes (15 minutes writing + 5 minutes sharing one offer aloud)
Debrief	Two or three learners read their offer aloud. The room gives feedback: “Would you book this?” and “What is one thing you would add or change?”

Do’s and Don’ts

Do	Don’t
Set up WhatsApp Business — it is free, your guests already use it, and it is the most natural communication channel for small agritourism operators in Southern Europe	Don’t use your personal WhatsApp for business — it mixes personal and professional, and you lose business-specific features
Write your offer clearly: what is included, how long, what it costs, how to book — one specific sentence for each	Don’t write vague offers (“visit our beautiful farm”) without telling people what actually happens and what they get

Create a small collection of ready replies for your most common questions — response time is one of the biggest factors in converting enquiries to bookings	Don't take more than 24 hours to reply to an enquiry — most visitors will have booked elsewhere by then
Use AI to write a first draft and then edit it to sound like you — the editing is the important step	Don't publish AI output without reviewing it — always check that the information is accurate and the tone matches your farm
Start with one platform and do it well before adding more — WhatsApp + Google is enough to start	Don't try to be on every platform at once — it leads to half-maintained profiles that hurt more than help

Examples to Use

Greece: A saffron farm near Kozani received most enquiries through Facebook messages. Every reply took 20–30 minutes because the owner wrote each one from scratch. After setting up WhatsApp Business with five ready replies, response time dropped to under 5 minutes. Booking conversion improved because enquirers received a professional, warm reply immediately.

Bulgaria: A farmstay near Melnik listed on Booking.com but lost all experience bookings (tastings, tours) to competitors. They switched experience bookings to WhatsApp and used a short, AI-assisted offer description on Facebook. Experience bookings tripled in one season — at zero commission.

Cross-country insight: In Greece, Bulgaria, and Italy, the most common reason an interested visitor does not book is a slow or unclear response. Not price. Not quality. Speed and clarity. Ready replies and a clear offer card solve both problems directly.

Adaptation Guidance

The offer card and ready replies are universal — only the content changes. In regions where visitors come mainly from the same country, the offer can be in the local language only. In regions with significant international visitors (coastal areas, borders, tourist routes), offering an English version is important and AI makes this easy. Trainers should ask: “Where do your visitors come from?” to help learners prioritise language.

Facilitation Guidelines — Unit 3

Before the session

- Print one Online Offer Card + Ready Replies template per participant
- Test the AI demonstration on your own phone before the session — make sure you know how to open ChatGPT or Gemini and type a prompt
- Prepare a backup plan in case internet is not available: print 2–3 example AI outputs (offer descriptions, ready replies) that learners can adapt manually
- Prepare a short one-page comparison of booking platform options (Booking.com, Airbnb, WhatsApp, Google Forms) as a reference

How to start the unit

Ask: “How many of you have received an enquiry from someone who was interested but never booked?” Most hands will go up. “What happened?” Usually: slow reply, unclear offer, no easy

way to confirm the booking. Say: “Today we fix that. By the end of this unit you will have a clear offer description and a set of ready replies. That gap between interest and booking will be much smaller.” Then demonstrate the AI tool live: open it on your phone, type a prompt, show the result. Say: “This took 30 seconds. Now you try.”

During the exercise

Part A (offer): Some learners will try to include everything. Say: “Pick ONE experience or product. Just one. 80 words. If it is good, you can write the second one at home.”

Part B (replies): Help learners identify their most common real questions. Ask: “What do people ask you most often?” The answers are usually: pricing, directions, what to bring, what is included, and how to cancel. Those are the five replies to write.

Walk around and help people who struggle with the AI tool. The most common issue is not knowing what to type. Help them phrase the prompt in simple words.

If internet fails: use the printed example AI outputs. Ask learners to adapt them to their own farm by changing the product, location, and price.

How to close the unit

Ask 2–3 learners to read their offer aloud. After each one, ask the room: “Would you book this? What would make you even more likely to book?” This teaches critical evaluation — both of their own work and of AI output. Close with: “You now have a profile checklist, a content calendar, and an offer with ready replies. That is more digital marketing preparation than most agritourism operators in Europe have done. Use it this week.”

Materials checklist

- Printed Online Offer Card + Ready Replies templates (1 per person)
- Phones with internet access (for AI tasks)
- Backup: 2–3 printed example AI outputs in case internet fails
- Booking platform comparison reference (1 page, printed or projected)
- Pens

Unit 3 — AI Research Support for Trainers

What to research

Which booking and communication tools are most commonly used by small agritourism operators in your country. What commission structures exist for the main platforms. Real examples of agritourism operators who improved bookings through WhatsApp or direct contact. Any local or national digital support programmes for rural businesses.

Why this matters for delivery

Platform choices differ across Europe. What works in Greece may not be the same as what works in Bulgaria or Italy. Trainers who arrive knowing which platforms are genuinely popular with local agritourism visitors give much more useful advice.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

“I am training small agritourism operators in [country/region] on online selling and communication tools. Give me: (1) the 3–4 most commonly used online booking or communication channels for small agritourism and farm stay operations in [country], with commission rates and pros/cons, (2) the 5 most common questions that agritourism visitors ask before booking in [country] — these will become the ready replies, (3) an example AI prompt that a farm operator could use to write a short offer description for [local product or experience type], (4) any national or EU digital support programmes available to small rural businesses in [country] for setting up online sales. Keep everything simple and actionable.”

Trainer check before use

- Verify platform commission rates — these change frequently and AI may cite outdated figures
- Check any national support programmes are still active and accepting applications
- Test the example AI prompt yourself and review the output before the session
- Make sure the five common guest questions match your specific audience — international visitors ask different questions than domestic ones

Case Studies

Each module includes exactly two case studies. Each follows the same structure for easy comparison and cross-country transfer.

Case Study 1 — Greece: From Invisible to Booked

A herb farm and small guesthouse in Imathia, Kentriki Makedonia

Context	A family-run herb farm with 2 guest rooms near Veria. The farm grows lavender, oregano, thyme, and sage. They produce herb teas, dried herbs, and small soap products. The rooms were mostly used by family friends. The owner, a woman in her 50s, had no smartphone until two years ago and had never posted on social media.
Challenge	The farm had no Google listing, no social media page, and no way for visitors to find or contact them online. The owner relied entirely on local word of mouth. Outside her immediate area, she was completely invisible. A regional tourism initiative highlighted that 73% of visitors to her prefecture searched online before visiting any rural destination. She was not appearing in any of those searches.
Solution	With help from a local digital support workshop: (1) created a verified Google Business Profile with 8 photos taken on her

	phone on a sunny morning — the herb garden, the drying room, the breakfast table, the view, the soap products; (2) opened a Facebook page and posted twice per week following a simple content calendar; (3) set up WhatsApp Business with three quick replies for booking, directions, and pricing; (4) wrote a short offer description in Greek and, with AI help, in English.
Outcome	Within three months: 14 Google reviews (all positive), 280 Facebook followers, and 9 room bookings from people who found her online — 6 domestic, 3 from Germany. Total investment: zero. Time spent: approximately 3 hours for setup and 30 minutes per week for social media.

3 Lessons Learned

Setup time is short but impact is lasting. The Google Business Profile took one afternoon. Three months later it was generating bookings. Phone photos are enough. All 8 photos were taken on a basic smartphone in natural light. The farm was the subject — authenticity did the rest. Foreign visitors exist even in small inland areas. Three of the nine bookings came from Germany — visitors who specifically searched for herb farms in Northern Greece.

What to Copy Tomorrow

Create your Google Business Profile today. Take 5 photos on your phone this week. Set up one ready reply in WhatsApp for your most common question.

Discussion Prompt

“If someone searched for your farm on Google right now, what would they find — and what would you want them to find instead?”

Case Study 2 — Bulgaria: The Weekly Post That Filled the Season

A vineyard with agritourism guesthouse near Sandanski, Southwest Bulgaria

Context	A vineyard and guesthouse with 4 rooms and a small wine-tasting room. The operator had a Facebook page with 80 followers and posted irregularly. He used Booking.com for room reservations but received no bookings for wine tastings or farm experiences, despite running them for guests who asked. He did not know how to promote the experiences online.
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Challenge	The experiences — vineyard walks, wine tastings, harvest participation — were invisible online because they were never described, priced, or promoted anywhere. Booking.com listed only rooms. Facebook posts were occasional and did not mention the experiences. Visitors who discovered the tastings by accident were enthusiastic, but no one could find them in advance.
Solution	Using a content calendar and a simple offer card: (1) wrote a clear offer for the “Vineyard Afternoon” experience — 2.5 hours, vineyard walk, tasting of 4 wines, light snack, €20/person, maximum 8 guests, Fridays and Saturdays; (2) posted every Friday with a photo from the vineyard and the offer details; (3) set up WhatsApp Business for experience bookings (Booking.com remained for rooms only).
Outcome	By end of season: 34 Vineyard Afternoon bookings (all through WhatsApp, zero commission), 420 Facebook followers (up from 80), and a waiting list for the October harvest weekend. Room bookings also increased because visitors saw the experiences on Facebook and booked rooms to stay for the full weekend. Total cost: zero. Time: 30 minutes per week.

3 Lessons Learned

An invisible offer generates zero bookings. The tastings existed — they just had no online description. Making them visible was the only change needed.

Booking.com is not the right tool for experiences. WhatsApp is free, personal, and generates no commission. Separating room and experience booking channels improved both.

One consistent post per week compounds over a season. Forty-two posts over one season — all simple and real — built an audience from 80 to 420 followers. No paid advertising.

What to Copy Tomorrow

Write your first offer card for your most popular experience or product. Post it on Facebook this Friday with one good photo. Add a WhatsApp link for bookings.

Discussion Prompt

“Which of your activities or products could be turned into a bookable offer this week — without any investment beyond writing it down?”

Practical Exercises — Summary

All exercises include a variant for learners without an existing business.

#	Title	Linked to	Time	Output
1	My Digital Profile Checklist	Unit 1	20 min	Completed checklist showing what is done, what is missing, and the next step for each gap
2	My 1-Month Content Calendar	Unit 2	20 min	Content calendar with 8 post ideas planned by week and theme
3	My Online Offer Card + Ready Replies	Unit 3	20 min	One offer description (under 100 words) + 5 ready guest replies

3 Take-Home Templates

#	Template	What It Captures
1	Digital Profile Checklist	All elements of a complete online presence: Google listing, photos, contact info, reviews, social media, website. Status (done / partial / not done) and next action for each.
2	1-Month Content Calendar	Four weeks of planned social media posts: platform, posting days, post theme, photo idea, and caption outline for each post.
3	Online Offer Card + Ready Replies	A clear, bookable offer description (under 100 words) and 5–10 pre-written replies for the most common guest questions.

The Business Canvas — Module 2 Update

After completing this module, learners should update their Agritourism Business Canvas from Module 1. Module 2 directly strengthens two canvas fields:

Field 3: Channels — now learners know which digital channels they will use and how

Field 4: Customer Relationships — now learners have tools for communicating with guests before and after visits

Take out your canvas. Spend 5 minutes updating these two fields with what you learned today. Use a different colour pen if you are tracking canvas updates across all 6 modules.

Trainer note: Remind learners to bring their canvas to every session. If this is the first module they are attending, distribute a blank canvas and ask them to fill in fields 3 and 4 as part of today’s session.

Self-Assessment

Five reflection questions. Personal and practical, not scored.

What is the biggest gap in your current digital presence — and what is the first thing you will do about it this week?

Looking at your content calendar: which of the 8 posts would be the easiest to start with?

What is stopping you from posting it today?

Which online communication tool best fits the way you already work — and what would you need to set it up?

Did you try the AI tool during the session? What did it produce? Would you use it again — and for what?

If you had 30 minutes this weekend to improve your farm’s online presence, what exactly would you do?

Trainer Notes

On the mixed digital skill level

Expect a very wide range — from participants who have never posted on social media to those who manage their own Instagram account daily. Seat them mixed where possible. More experienced digital users can support neighbours during exercises. Do not let the session become a tech support session for the least confident — move forward and flag individual help for the break.

On resistance to digital tools

Some experienced operators will say “I manage without all this.” Acknowledge it: “Yes, and you clearly run a good business. This is not about replacing what works. It is about reaching the people who cannot find you because they search online first.” The case studies are your most powerful tool here — show a real example of an operator similar to them who added one digital step and gained real bookings.

On the AI exercise

The AI demonstration is the most unpredictable part. Some learners will be excited, others uncomfortable. Keep it simple: one task, one tool, one result. If the internet fails: use the printed backup examples and ask learners to adapt them to their own farm by changing the product, price, and location. The editing exercise is actually more valuable than the generation — it teaches critical reading and personalisation.

On templates as deliverables

The three templates are the real output of this module. If a learner leaves with all three filled in — Digital Profile Checklist, Content Calendar, and Offer Card + Ready Replies — the module worked, regardless of how much theory they absorbed. Protect the exercise time. It is not optional.

On timing

Unit 3 (online selling + AI) tends to run over time because of the AI demonstration and the interest it generates. If behind schedule, shorten the case study discussion, not the exercises.

On adaptation

The examples are anchored in Greece (Kentriki Makedonia) and Bulgaria. Trainers in other contexts should replace examples with local equivalents. The methods, templates, and exercises transfer to any European rural agritourism setting.

Homework for Attendees

These tasks are designed to be completed after the training session. They help learners apply what they learned to their real situation. Trainers should present these at the end of the module and encourage learners to complete at least one before the next session or within 2 weeks.

Task 1 — Claim Your Space on Google (linked to Unit 1)

Within 3 days of this session, complete the following:

Search your farm name on Google. Does a listing come up?

If yes: claim it (if unclaimed), add or update your photos (minimum 5), and check your contact information and opening hours are correct.

If no: go to business.google.com and create a new listing. Fill in all fields. Add photos.

Send one message to a recent guest asking them to leave a Google review. Paste the direct link to your review page.

Bring the result to the next session: show the listing on your phone. If there is no follow-up session, send a screenshot to your trainer or a fellow participant within 2 weeks.

Task 2 — Post Your First Calendar Post (linked to Unit 2)

You planned a 1-Month Content Calendar in the session. Now post the first item from it.

Take a real photo on your farm — something seasonal, something honest, something that shows the life of your place.

Write a short caption (2–3 sentences): what it shows, what makes it special, and one way to take action (visit, book, message).

Post it on your Facebook or Instagram page.

Note: how many reactions and comments did it get? Did anyone send a message?

This task costs nothing and takes 20 minutes. The goal is to break the inertia — the first post is always the hardest.

Task 3 — Send Your First Ready Reply (linked to Unit 3)

The next time you receive an enquiry on WhatsApp, Facebook, or email:

Use one of the ready replies you wrote during the session.

If you need to, edit it slightly to fit the specific enquiry.

Note: how did it feel? Was the reply faster than usual? Did the guest respond positively?

If you have not received an enquiry yet, send your Offer Card description to one person you think might be interested — a past guest, a local contact, or a community group. Observe the response.

Task 4 — The Competitor Search (linked to Unit 1)

Search for agritourism or farm stays in your area on Google and on Facebook. Look at what comes up:

How complete is the profile of the top result? Photos, contact, description?

How many reviews do they have? What do the reviews say?

What do they post on social media? How often?

What is their offer? Is it clear and specific or vague?

Write three observations: one thing they do well, one gap you see, one thing you could do better. This is not about copying — it is about learning from what is already working.

Task 5 (optional) — Try All 5 AI Tasks (linked to Unit 3)

In the session you tried one AI task. Now try the other four at home:

Write a second offer description for a different product or experience

Translate your main offer into English (if it is not already)

Generate 5 more ready replies for questions you receive often

Generate 3 post captions for your social media calendar using an AI tool

Save the results in your phone notes. Edit anything that does not sound like you. Share the best result with a fellow participant from the training.

Annexes

Annex 1 — Presentation Plan (Slides)

The slide presentation accompanying this module is provided as a separate file. It is designed for use in face-to-face, online, or hybrid delivery and follows the unit structure of this manual.

The presentation includes:

Introduction slides (module title, overview of 3 units, ice-breaker: “Can someone find your farm online right now?”)

Content slides for each of the 3 units

Exercise instruction slides with visual previews of each template

Case study slides (Greece and Bulgaria)

Self-assessment and closing slides

See separate file: Module 2 — Presentation Plan and Slide Content

Annex 2 — Resources and References

How to use this resources section

This module follows the project approach: instead of a list of links for learners to browse, the focus is on AI-assisted trainer preparation. The AI prompts at the end of each unit are the primary research tool. Use them before each delivery to gather local, up-to-date examples and data. The references below are supporting resources for trainers who want verified sources for specific claims.

Unit 1 Resources (Digital Presence)

Google Business Profile Help — support.google.com/business
Official guide for setup, verification, and management. Use the setup checklist directly in class.
Digital Economy and Society Index (DESI) — European Commission — digital-strategy.ec.europa.eu
Country-level data on digital skills and SME digitisation. Use to anchor the “why this matters” opener for your region.
Digital Transformation of Rural Areas — EU CAP Network — eu-cap-network.ec.europa.eu
Good practice examples of rural businesses adopting digital tools.

Unit 2 Resources (Social Media and Visual Storytelling)

Instagram and Facebook Business Help — [business.instagram.com /](https://business.instagram.com/)
business.facebook.com
Official guides for setting up business accounts and creating content.
Agritourism inspiration — Visit Greece — visitgreece.gr/inspirations/agritourism
Quick reference for what agritourism experiences in Greece look like to an outside visitor.
Creating Successful Agritourism Experiences: A Practical Guide — EBRD + FAO / Agtivate — agtivate.org
Practical content on experience design, packaging, and communication.

Unit 3 Resources (Online Selling and AI Tools)

WhatsApp Business Help — business.whatsapp.com
Official setup guide for WhatsApp Business. Walk learners through the profile setup using this guide.
AI Tools for Small Businesses — ChatGPT: chat.openai.com / Gemini: gemini.google.com
Both are free on a smartphone. Gemini is available in Greek and Bulgarian, which may be useful for non-English-speaking participants.
Guide on EU Funding for Tourism — European Commission — transport.ec.europa.eu
For trainers connecting digital investment to funding possibilities. Relevant when discussing platforms that can be part of a LEADER application.

Country Anchors

Greece: Kentriki Makedonia Regional Tourism — visitcentralmacedonia.gr
Local agritourism and rural destination examples for Northern Greece.
Bulgaria: EU CAP Network Good Practice database — eu-cap-network.ec.europa.eu
Real examples of digital adoption and rural tourism development in Bulgaria.

Italy: Agriturismo — agriturismo.it

The main Italian agritourism association platform. Use to show how Italian operators present their offers online — a useful benchmark for offer card design.

Annex 3 — Canvas Journey Reminder

This is Module 2 of 6. The Agritourism Business Canvas from Module 1 should be updated after each module. After Module 2, learners update:

Canvas Field	What to Update After Module 2
Field 3: Channels	Add the digital channels you will use: Google Business Profile, Facebook/Instagram, WhatsApp, Booking.com, other
Field 4: Customer Relationships	Add how you will keep in touch with guests: ready replies, content calendar posts, review requests, seasonal updates

Ask learners: “Take out your canvas. Spend 5 minutes updating these two fields. Use a different colour pen if you are tracking your canvas updates across the programme.”

Module 1: first draft → Module 2: channels and relationships → Module 6: finished business plan

Annex 4 — Quick Reference: Digital Tools Comparison

Tool	Cost	Best for	Commission	Skill level needed
Google Business Profile	Free	Being found in local searches; showing reviews and photos	None	Basic
Facebook Page	Free	Local audience; updates; event promotion; direct messages	None	Basic
Instagram	Free	Photo-driven storytelling; younger visitors; hashtag discovery	None	Basic to medium
WhatsApp Business	Free	Direct booking enquiries; ready replies; personal communication	None	Basic
Booking.com	Free to list	Accommodation bookings with international reach	15–20%	Basic
Airbnb	Free to list	Room and experience bookings;	3% host fee	Basic to medium



		international visitors		
Google Forms / Calendly	Free	Structured booking requests (dates, numbers, preferences)	None	Basic
ChatGPT / Gemini	Free (basic)	Writing offers, ready replies, translations, captions	None	Basic

Note: Platform features and commission rates may change. Always verify current terms before recommending a specific platform to learners.