

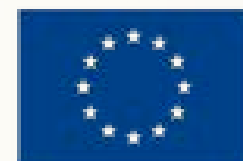


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AgriVETourism

Enhancing Sustainable Agritourism through
Vocational Education and Training for Rural
Development

Project Reference: 2024-2-BG01-KA210-VET-000267044



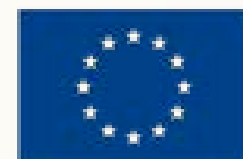
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Welcome to Module 5

The 'Tourism' in Agritourism
Visitor Experience, Hospitality and Community
Partnerships



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Learning Objectives

After completing this module, learners will be able to:



- Design a structured visitor experience using the 4-step blueprint



- Tell your farm story naturally and apply basic hospitality principles



- Build a local partner network and write one cooperation proposal



Core Content Units

This module is divided into three practical units:



Unit 1: Design Your Visitor Experience



Unit 2: Storytelling, Hospitality and Visitor Engagement



Unit 3: Community Partnerships and Cooperative Marketing

Each unit addresses a specific skills gap commonly found among agritourism operators and includes real examples, practical exercises, and concrete outputs.





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Unit 1

Building a Basic Digital Presence



- A farm activity structured for a visitor — with a name, a price, and 4 steps — is a bookable experience.
- Covers: the 4-step structure, visitor formats, the Experience Blueprint.
- Output: a completed Visitor Experience Blueprint

[Notes / Example]

- Design Your Visitor Experience
- The experience already exists on your farm. What is missing is structure, a name, and a price. All three can be added in one afternoon.





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The Problem (Reality Check)



- Farm activities happen but have no name, no price, no defined duration
- Operators undercharge — or charge nothing — for structured experiences
- Visitors arrive, look around briefly, and leave quickly
- No take-home item, no clear close, no review generated

[Notes / Example]

A beekeeper in Pieria gave informal tours for years — walking visitors around hives, selling honey. After structuring a 60-minute experience, he charged 22 euros per person. Same activity. New product.





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Key Concepts / Tools Purpose: The 4-Step Experience Structure



- Step 1 — Welcome and Set the Scene: greet by name, explain what will happen
- Step 2 — The Activity: hands-on — pick, press, stir, taste, plant, make
- Step 3 — The Explanation: tell the story behind the product as you work
- Step 4 — The Close: tasting, take-home item, deliberate thank-you, review invite

[Notes / Example]

Ideal formats: make-and-take, guided harvest, production demo with participation, farm table. Ideal duration: 60-90 minutes. Design for 60, expect 75.





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How to Apply This in Practice



The Visitor Experience Blueprint

What to Fill In

- Experience name: specific from the visitor's perspective — not 'farm visit'
- Duration: total minutes, realistic and specific
- Group size: 6-10 optimal, maximum 15
- Price per person: cost-based minimum plus value premium
- Booking method: WhatsApp, email, Google Form, or booking platform

[Notes / Example]

A cheese farm near Florina: 75-minute visit, welcome with fresh cheese, guests press and salt a small cheese, tasting board, take-home the cheese they made. Price: 25 euros per person.





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How to Apply This in Practice



- Identify one activity already happening on your farm.
- Give it a specific name from the visitor's perspective.
- Set duration (60-90 min), group size (max 8-10), and a price.
- Write the 4 steps: Welcome, Activity, Explanation, Close.

[Notes / Example]

For pricing: calculate cost plus your time, then price for the value delivered — not just cost. Your time, knowledge, and hospitality have real value. Most operators discover they have been undercharging significantly.





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Do's and Don'ts

Designing Visitor Experiences

- DO: Start with what you already have — it is already there on your farm
- DO: Give your experience a specific name — specificity attracts the right visitor
- DO: Always include a take-home item — the physical souvenir of the experience
- DON'T: Wait for new facilities — the experience already exists, it just needs structure

[Notes / Example]

Make-and-take experiences receive review scores 0.4-0.8 points higher than observation-only activities. Visitors who make something are significantly more likely to also buy products before leaving.





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Examples from Greece and Italy



- Greece — Saffron farm near Kozani:
- Saffron Morning — 60 min harvest + stigma separation + labelled sample, 28 euros, sold out each morning
- Italy — Cheese farm in Calabria:
- Cheese from Scratch — guests make and press their own cheese to take home, 75 min, 25 euros

[Notes / Example]

A saffron, herb, and cheese farm all had the same starting point: an activity already happening, fascinating to visitors, but with no name, no price, no structure. Adding those three things created a product.





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Best Practice



- Herb Workshop and Guesthouse, Kentriki Makedonia, Greece
- Challenge: visitors arrived, looked around briefly, and left — nothing to engage them
- Solution: 75-min Herb Workshop with 4-step structure, 20 euros, max 8 guests

[Notes / Example]

- Result: 34 workshop bookings | 680 euros revenue + 18 euros avg product sales/visitor
- Guesthouse referrals: 12 of 34 bookings | Google score: 4.9/5
- Key: structure converts curiosity into revenue





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Practical Exercise

- Design one structured, bookable experience using what you already have
- Output: Visitor Experience Blueprint — name, duration, size, price, 4 steps, take-home, booking
- 25 minutes (20 min work + 5 min sharing)
- Operators: use a real activity you already offer informally.

[Notes / Example]

- Debrief: two or three learners describe their experience in 60 seconds — name, what visitors do, what they take home, price. Room feedback: 'What would make you book this?'
- Common struggle: pricing. Ask: 'How long? How many? What do they take home? What is your hourly rate?'





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Practical Exercise

- Audit your current digital presence — identify the key gaps
 - Output: Digital Profile Checklist — what is done and what is missing
 - 20 minutes (15 min work + 5 min sharing)
 - Operators: use your real business.
-
- Debrief: each person shares their biggest gap and one first action this week.
 - Common finding: no Google listing, no photos, no reviews — almost every time.
 - Some will find an unclaimed listing — help them claim it live during the session.





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Unit 2:

Introduction

Unit 2: Tell Your Story and Welcome Your Guests

- The gap in agritourism is rarely quality — it is communication and hospitality.
- Covers: the farm story framework, hospitality basics, how to guide a farm tour.

•Output: a completed Farm Story and Tour Guide Card

[Notes / Example]

- Tell Your Story and Welcome Your Guests
- The first 5 minutes and the last 5 minutes of any visit have a disproportionate influence on what guests remember and what they write in reviews.





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The Problem (Reality Check)

- Operators know their farm deeply but struggle to explain it simply and warmly
- No written farm story = different version every visit = no strong impression
- Tour guided by instinct = inconsistent quality depending on the day
- No deliberate close = no review, no product sale, no return booking

[Notes / Example]

A vineyard operator was asked to describe his farm in one minute. He talked for ten minutes and still could not explain why visitors should choose him. After writing a 3-sentence story — visitors started quoting it in reviews.





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Key Concepts / The Farm Story Framework

- A farm story answers: why does this farm exist, what does it produce, why does it matter?
- Origin: where does the farm come from? Who started it? How long has it been here?
- Product and method: what do you produce? What is special or different about it?
- The reason it matters: why does this work matter to you?

[Notes / Example]

Example: 'My grandfather planted these olive trees in 1958. I came back from the city because I missed the smell of the first pressing in November. We make 400 litres a year from the same trees.' A person, a place, a reason. Completely memorable.





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How to Apply This in Practice

Hospitality Basics and How to Guide a Farm Tour

- Be outside to greet visitors when they arrive — a farmer who steps out creates a guest
- Offer something immediately — a taste or a drink starts the sensory experience
- Use their name at least once during the visit
- Tell them what will happen and for how long — visitors who know what to expect relax
- End with a deliberate thank-you and a review invitation

[Notes / Example]

Tour structure: 3-5 stops, each with one thing to see or touch, one thing to taste or smell, one sentence to remember. Ask questions between stops rather than talking continuously.





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How to Apply This in Practice

- Write your farm story in 3 sentences: origin, product, reason it matters.
- Say it aloud to a family member — rewrite anything that feels awkward.
- Plan your tour: 3-5 stops, one sensory moment and one sentence per stop.
- Check the hospitality list: outside greeting, immediate offer, name, review invite.

[Notes / Example]

A farm story is not memorised. It is practised until it feels completely natural. That usually takes 5-7 tellings. By the fifth time, it feels like your own — and visitors start quoting it back to you.





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Do's and Don'ts



- DO: Write your farm story and practise it aloud until natural
- DO: Greet visitors outside and by name — the first 30 seconds set the tone
- DO: End every visit with a clear invitation — review, buy, return, or bring a friend
- DON'T: Improvise your farm story every time — inconsistency confuses visitors

[Notes / Example]

Research across European agritourism platforms: the top driver of negative reviews is confusion about what was included — not quality, not price. Clear communication before and during the visit costs nothing to improve.





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Examples from Greece and Bulgaria



- Greece — Olive oil producer, Chalkidiki:
- Farm story reduced to 3 sentences — visitors consistently quote it in reviews
- Bulgaria — Rose farm, Kazanlak:
- Four-stop tour with story at distillation room — average review score 4.9/5

[Notes / Example]

Visitors who receive a personal, name-based welcome give reviews that are on average 15-20% longer and 12% more positive than those who do not. The cost of that welcome: zero.





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Best Practice



- Herb Farm and Guesthouse, Kentriki Makedonia, Greece
 - Challenge: visitors walked around informally and left — no story, no structure, no deliberate hospitality
 - Solution: 3-sentence farm story + 4-stop tour + hospitality checklist
- [Notes / Example]**
- Result: visit length 20 min to 75 min | product sales per visit more than doubled | 0 to 14 Google reviews in one season
 - Key: a written farm story gives consistency — visitors hear the same version every time





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Practical Exercise

- Write your farm story and plan a guided tour that makes visitors feel welcome
- Output: Farm Story and Tour Guide Card — 3-sentence story, 3-5 tour stops, hospitality checklist
- 20 minutes (15 min work + 5 min sharing)
- Operators: make the story written and consistent.

[Notes / Example]

Debrief: two learners read their farm story aloud. Room: 'What one word describes how that made you feel?' Words are almost always: warm, curious, hungry, real, connected. That is what a farm story does.





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Unit 3: Build Local Partnerships and Market Together



- A visitor who comes for 90 minutes also needs somewhere to sleep, eat, and do more.
- Covers: mapping partners, creating joint offers, simple cooperation agreements.
- Output: a completed Partner Map and Cooperation Plan

[Notes / Example]

- Build Local Partnerships and Market Together
- Visitors who engage with three or more local businesses spend 40% more per day. Every referral you make to a partner extends their stay.



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The Problem (Reality Check)

- Most operators know local competitors but have never mapped who could send them visitors
- No referral system — visitors leave after 90 minutes and spend the rest of the day elsewhere
- Each operator too small alone to attract visitors from outside the area
- No cooperation — no joint offer, no shared presence, no combined story

[Notes / Example]

Three operators near Naoussa — winery, fruit farm, local restaurant — started cross-recommending with a printed card. Within one season, 30% of winery visitors had come from the fruit farm. No marketing budget. Just a piece of paper.





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Key Concepts / Partnerships and Joint Offers



- Who to partner with: accommodation, food, craft, guides, visitor entry points
- Joint offer: 'Show this card at the restaurant for 10% off' — already a partnership
- Cooperation agreement: 4 questions — what, how to refer, split, and disputes
- Trail card: one printed card with all partner locations — the minimum viable tool

[Notes / Example]

A written agreement — even informal — prevents misunderstandings and makes the partnership more durable than a verbal arrangement.



How to Apply This in Practice



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- **5 Steps to Starting a Local Partnership**

- Step 1: Map — list 5-10 local businesses that serve the same visitors as your farm
- Step 2: Prioritise — choose 2-3 partners whose visitors overlap most with yours
- Step 3: Propose — one specific, simple message: 'I think our visitors overlap'
- Step 4: Agree — write down what each partner will do, exchange materials
- Step 5: Activate — put their card at your welcome desk, post about them this month

[Notes / Example]

A herb farm and a local taverna created a 'Herb Morning and Lunch' offer: 60-min workshop then a three-course lunch using herbs picked that morning. 35 euros per person split between two operators. Now the most-reviewed experience in the area.



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How to Apply This in Practice



- List 5 local businesses that could send you visitors or build a richer offer together.
- Choose your highest-priority partner — whose visitors are most likely to enjoy your farm?
- Write one sentence to send them this week: 'I will put your card at my welcome table if you put mine at yours.'
- Write down the agreement — even one page — and set a 30-day check-in.

[Notes / Example]

A herb farm and local taverna: 60-min herb workshop then lunch with herbs picked that morning. 35 euros per person, split between two operators. Neither could have offered this alone. Together: the most-reviewed local experience on Google.



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Do's and Don'ts



- DO: Start with the simplest cooperation — exchange printed cards and recommend verbally
- DO: Choose partners whose visitors overlap with yours
- DO: Write down even informal agreements — one page prevents misunderstandings
- DON'T: Wait for a formal agreement or joint website — the best partnerships start with a call

[Notes / Example]

A network of six operators in Halkidiki: each keeps the others' cards at the welcome desk, posts about each other once per month, and alerts each other when fully booked. One page. Zero legal cost. Still active five years later.



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Examples from Greece and Bulgaria



- Greece — Farm Trail near Naoussa:
- Winery, apple orchard, honey producer, cheese maker — printed trail card, all four visitor counts increased
- Bulgaria — Guesthouse near Bansko:
- Hiking guide plus craft workshop plus guesthouse — all three saw booking increases within one season

[Notes / Example]

Visitors who engage with three or more local businesses during a trip spend 40% more per day than those who visit only one. Every referral you make to a partner extends the visitor's day.





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Practical Exercise



- Map your local partner network and write one specific cooperation proposal
- Output: Partner Map — 5 local partners by category — plus one written cooperation proposal
- 20 minutes (15 min mapping + 5 min sharing)
- Fill in the Partner Map, then write one sentence you could send this week.

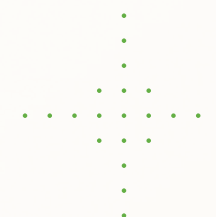
[Notes / Example]

- Debrief: each person names their priority partner and reads their one-sentence proposal. 'Could you send that this week? What is stopping you?'
- Trainer note: if learners are from the same area, point this out. The training room is already a potential partnership network.





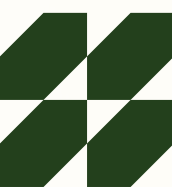
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Key Takeaways

3 templates to take home today:

1. Visitor Experience Blueprint
 - one bookable experience ready to run
2. Farm Story and Tour Guide Card
 - your story + 3-5 stops + hospitality list
3. Partner Map and Cooperation Plan
 - 5 partners mapped + proposal ready to send





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Self-Assessment

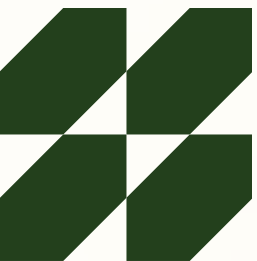
- Could you run your Visitor Experience Blueprint this month — what needs to happen first?
- How is the farm story you wrote today different from the version you told before?
- Think of the last visitor who left — did you greet them outside? Did you ask for a review?
- Who is the one local business owner you should call this week — and what would you propose?
- If a visitor spent a full day in your area, is your farm part of that route?



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Thank You



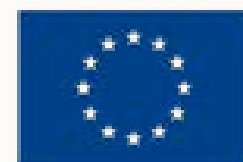


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