

AgriVETourism Project

Enhancing Sustainable Agritourism through Vocational Education and Training

MODULE 6

The “Future” in Agritourism

Innovation, Climate Adaptation, and What Comes Next

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

Module Overview

This module helps agritourism operators and aspiring professionals look ahead — at the climate risks their farm faces, at affordable green improvements they can adopt now, and at the visitors who will be coming in the next five years. It is the final module of the programme.

The module also explores emerging visitor segments, including younger digitally native travellers such as Gen Z, whose expectations around authenticity, digital communication, and experience design are reshaping what agritourism needs to offer.

This module includes:

- **3 units**, each addressing one skill gap with one practical solution and one tangible output
- **3 core exercises** producing outputs that learners complete and keep, plus 1 optional extension exercise
- **4 trend-based case studies** — exploring future tourism trends relevant to any European rural context
- **3 take-home outputs** (Climate Risk and Response Plan, Green Improvement Plan, Offer Description + Ready Replies)
- **Self-assessment questions** for personal reflection
- **Facilitation guidelines and trainer resources** for each unit

Each unit follows the same formula:

ONE skill gap → ONE practical solution → ONE tangible output

Unit	Skill Gap	Solution	Output
Unit 1: Prepare for Climate Changes	Operators react but do not plan ahead	Climate Risk and Response Plan	1-page plan with top 3 risks and actions
Unit 2: Green Improvements That Save Money	Operators think green means expensive	Green Improvement Plan	3 improvements prioritised, 1 with action plan
Unit 3: Tomorrow's Visitors and Simple AI Tools	No knowledge of future visitors; fear of AI	Draft Offer + Ready Reply Collection	1 offer + 10 AI-generated replies

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

Estimated learning time: 2.5 hours

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

Horizontal EU priority: EU Green Deal, climate adaptation, sustainable rural development, digital transition

Why this module matters — the facts (trainer opener, 2–3 minutes)

- Climate pressure is now a demand driver: heatwaves, drought, and extreme weather are changing when and where visitors travel across Europe.
- Visitor behaviour is shifting: more interest in off-season travel, cooler destinations, wellness, authenticity, and value.
- AI is reshaping tourism: how travellers plan, book, and communicate is changing fast. Small operators risk falling behind without simple, free tools.
- EU policy direction is clear: tourism is expected to deliver the green and digital transition. Funding increasingly favours operators who demonstrate environmental responsibility.
- The opportunity is real: rural agritourism is exactly what a growing segment of European visitors is looking for — if operators know how to reach them.

Learning Objectives

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

1. Identify the top 3 climate risks for their farm and write one adaptation action for each
2. Choose at least one low-cost green improvement with clear savings and start it within 12 months
3. Describe 5 visitor profiles for the next five years and explain which ones fit their location
4. Identify how emerging segments such as Gen Z differ from traditional agritourism visitors and adapt an offer accordingly
5. Use a simple AI tool on their phone to create an offer description and 10 ready guest replies

Suggested Delivery Flow (approx. 2.5 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.

Block	Duration	Notes
Opener: Why this matters — the facts	10 min	Evidence snapshot, set the forward-looking tone
Unit 1: Prepare for Climate Changes + Exercise 1	30 min	Content 15 min + exercise 15 min
Unit 2: Green Improvements + Exercise 2	30 min	Content 15 min + exercise 15 min
Short break	10 min	
Unit 3: Future Visitors + AI Tools + Exercise 3	35 min	Profiles 10 min + AI demo/tasks 10 min + exercise 15 min
Optional: Gen Z Micro-Experience exercise	20 min	Use instead of case study discussion if group is engaged
OR: Trend case study discussion	15 min	Choose 2 of 4 case studies to discuss
Self-assessment + closing	10 min	Reflection, homework, feedback forms
Total	~2.5 hours	Including break

If time is short: shorten the case study discussion or drop the optional exercise.

A Note on Trainer Research Support

This module is based on EU-level evidence, project research, and established agritourism practice. At the end of each unit, trainers will find a guided AI research support section. These are not a replacement for the module content — they are a practical tool to help trainers adapt the material to their own country, region, season, and participant group.

Each section includes a ready-to-use prompt that trainers can copy into a free AI tool (ChatGPT, Gemini, or similar) to gather local examples, recent data, and up-to-date references. This is particularly useful for updating climate conditions, visitor trends, funding programmes, and practical local illustrations before each delivery.

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, and check that it fits your audience
- Verify facts, dates, prices, and programme names before presenting them as current information
- These prompts are a starting point for preparation, not a substitute for trainer expertise

Unit 1 — Prepare for Climate Changes

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

Skill gap	Operators experience drought, heatwaves, late frost, and shifting seasons but do not turn these into business decisions — timing, capacity, safety, guest communication. They react to problems instead of preparing for them.
Practical solution	A one-page Climate Risk and Response Plan — identifying the top 3 risks for a specific location, what triggers them, what they affect, one practical action for each, and a clear message for guests.
Tangible output	Completed Climate Risk and Response Plan.

Key Concepts Explained

What is a climate risk for an agritourism business?

A climate risk is any weather or environmental change that can hurt your farm, your visitors, or your income. It can be sudden (a hailstorm, a wildfire alert, a flood) or gradual (less rain every year, hotter summers, shorter winters). Both types need planning.

Example: A vineyard in Southern Europe faces drought every summer. The grapes survive, but visitors stop coming in August because it is too hot to walk through the vineyard. The climate risk is not just about the crops — it is about the visitor experience too.

What is climate adaptation?

Adaptation means making practical changes so your business can handle climate risks without losing visitors or income. It is not about stopping climate change — it is about being ready for what is already happening.

Example: Moving vineyard tours to early morning (before 10:00) instead of afternoon. Adding shade over the tasting area. Offering indoor alternatives on extreme heat days. These are adaptations — small, affordable, effective.

What is a weather plan B?

A backup plan for when weather disrupts your normal offer. Visitors who arrive and find everything cancelled are visitors who do not come back. A plan B keeps them happy even when conditions are difficult.

Example: A farm in central Europe has a plan B for rain: instead of the outdoor farm tour, guests do an indoor olive oil tasting and a cooking session in the kitchen. Same duration, same price, different format. Guests leave satisfied.

Why does guest communication matter during weather events?

Visitors need to know what to expect before they arrive. A simple message sent the day before — “Tomorrow will be very warm. We start the tour at 8:30 instead of 10:00. Bring water and a hat.” — turns a potential complaint into a sign of professionalism.

Content Focus

Common climate risks in Southern and Southeast Europe

Drought and water shortage, heatwaves (affecting both crops and visitor comfort), late frost (damaging early crops and blossoms), wildfire risk (especially in dry Mediterranean areas), flooding from intense rainfall, shifting seasons (shorter winters, longer dry periods, unpredictable spring weather). These affect the farm side (what grows, when, how much water is available) and the tourism side (when visitors come, what they can do, how comfortable they are).

The 10-decision resilience check

Trainers should walk through these 10 practical decisions that any small operator can make:

1. Opening hours — should I shift activities to cooler parts of the day?
2. Shade and water points — do visitors have somewhere cool to sit and drink?
3. Cancellation rules — what happens when extreme weather hits? Do I have a clear policy?
4. Event timing — should my peak events move to spring/autumn instead of summer?
5. Fire safety — do I know the local fire risk rules? Do my visitors know what to do?
6. Indoor backup — can I offer something inside when the weather is impossible outside?
7. Insurance review — does my insurance cover weather damage and visitor safety?
8. Partner network — do I have contacts I can call when something goes wrong?
9. Weather plan B — do I have an alternative programme ready for bad weather days?
10. Guest message template — do I have a ready message to send when conditions change?

How to adapt this to your area

Trainers should anchor this content to their local context. Every region has its own climate risks and seasonal patterns. Use local examples: which months are too hot for outdoor activities? Is water shortage a real problem? Are seasons shifting? Ask learners to name the risks they have experienced in the last 3–5 years — this grounds the content in their reality. The repositioning message is universal: cooler months often mean better visitor experiences.

Practical Exercise — My Climate Risk and Response Plan

Objective	Identify the top 3 climate risks for your specific location and prepare a response
What learners do	For each of the 3 risks: what triggers it, what it affects (farm + visitors), one practical adaptation action, one message you would send to guests before or during the event.
For experienced operators	Base this on real events you have experienced in the last 3–5 years.
For students	Use a scenario: a small farm with rooms and outdoor tastings in a hot, dry summer region with mild spring and autumn.
Time	15 minutes (10 work + 5 sharing)
Debrief	Each person names their number one risk and their plan B. Ask: who had a risk they had never thought about before?

Do's and Don'ts

Do	Don't
Plan for the weather you will get, not the weather you want — look at the last 5 years, not the last 50	Do not ignore the trend — the last 5 summers in Southern Europe were not normal, and the next ones will not be either
Move outdoor activities to cooler parts of the day when needed — early morning and late afternoon work well	Do not assume visitors will tolerate extreme heat just because you are used to it
Always have an indoor alternative ready — even a simple tasting in the kitchen is better than cancelling	Do not cancel events without offering an alternative — that is how you lose guests permanently
Send a message to guests the day before if conditions are changing — this builds trust	Do not wait for an emergency to think about what to do — the plan takes 15 minutes to write now
Talk to your neighbours and local services about a shared response plan for extreme events	Do not assume your insurance covers everything — check it once a year

Adaptation Guidance

Trainers should adapt the risk list to their local climate. Mediterranean and Southern European regions face stronger summer heat and wildfire risk — push spring/autumn alternatives. Northern and continental regions may face more frost and flooding risks. Every region has a shoulder-season advantage — the key is identifying it and building offers around it.

Facilitation Guidelines — Unit 1

Before the session

- Print one Climate Risk and Response Plan template per participant
- Prepare a simple list of common climate risks for your region on a flipchart or projected
- If possible, bring a local weather example: “Last July we had 42°C for a week — what would you have done?”

How to start the unit

Open with the evidence: “In the last five years, how many of you had a season affected by extreme weather? Hands up.” Most hands will go up. Then: “How many of you have a written plan for what to do when that happens?” Almost no hands. “That is what we fix in the next 30 minutes.”

During the exercise

- The most common struggle is picking only 3 risks — people want to list everything. Say: “Which 3 would hurt your business most? Start there.”
- The guest message is often forgotten. Push: “What would you text a visitor the night before a heatwave? Write it now.”

How to close the unit

Quick round: each person names their top risk and their plan B. If someone has a good guest message, ask them to read it aloud — others will learn from the wording.

Materials checklist

- Printed Climate Risk and Response Plan templates (1 per person)
- List of common climate risks (flipchart or projected)
- Pens

Unit 1 — AI Research Support for Trainers

What to research

The most relevant recent climate risks for your region or country: heat, drought, flooding, wildfire risk, late frost, season shifts. How these have affected farming and tourism in the last 3–5 years. Practical examples of adaptation from small rural businesses.

Why this matters for delivery

Climate risks vary greatly across Europe. A trainer in southern Spain faces different realities from one in northern Germany. Localised data and recent examples make the risk mapping exercise credible and immediately useful for participants.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

"I am preparing a training session on climate risks for small agritourism operators in [country/region]. List the 5 most relevant climate risks for this area based on the last 3–5 years. For each risk, give: (1) what triggers it, (2) how it affects farming, (3) how it affects visitor experience, (4) one practical adaptation example from a small rural business. Use credible European sources where possible. Keep the language simple and practical, suitable for operators with no scientific background."

Ask the AI to return

- A table or list of 5 risks with triggers, farming impact, tourism impact, and one adaptation action each
- Any recent seasonal shifts relevant to the area (e.g., earlier spring, longer dry periods, shorter winters)
- One or two local discussion starters: “What happened last summer in [region]?”

Trainer check before use

- Cross-check climate claims against national meteorological data or European Environment Agency reports
- Remove any examples that feel too extreme or unlikely for your specific area
- Simplify the language — if the AI produces scientific terms, rewrite them in plain words
- Make sure the adaptation examples are realistic for a small operator, not for a large farm or hotel

Unit 2 — Green Improvements That Save Money

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

Skill gap	Operators think “green” means expensive. They do not know which improvements pay for themselves quickly. In the project’s own research across three partner countries, renewable energy adoption was found to be minimal — a pattern consistent with wider European rural tourism data.
Practical solution	A Green Improvement Plan — a one-page template where learners review 10 practical options, prioritise 3, and commit to starting one this month.
Tangible output	Completed Green Improvement Plan + “do first this month” action.

Key Concepts Explained

What is a green improvement?

Any change to your farm or business that reduces your environmental impact — less water wasted, less energy used, less food thrown away, less waste produced. The key word is “improvement” — it does not need to be a revolution. Small steps count.

Example: Replacing five old light bulbs with LED bulbs costs €15 and saves €50–80 per year in electricity. That is a green improvement with a return in under three months.

What does “pay for itself” mean?

It means the money you save (or the extra income you earn) covers the cost of the improvement within a reasonable time — usually 6 months to 3 years. If an improvement costs €200 and saves you €100 per year, it pays for itself in two years. After that, the saving is pure gain.

What is the EU direction on this?

The EU expects tourism businesses to become more environmentally responsible. This is not optional — it is increasingly a condition for funding, for platform visibility (some booking platforms now show sustainability labels), and for attracting the growing number of visitors who care about environmental impact. The good news: most of what is needed is low-cost and practical.

Content Focus

10 practical green improvements for agritourism

Trainers should walk through this list with approximate cost, expected saving, and difficulty level:

Improvement	Approximate Cost	Expected Saving	Difficulty
LED lighting + timers	€15–50	€50–80/year	Very easy
Water-saving taps and shower heads	€20–60	€40–70/year	Easy
Mulching (garden and crop areas)	€0–30 (use own materials)	Reduces watering by 30–50%	Easy
Composting (food and garden waste)	€0–50 (simple bin)	Reduces waste disposal costs	Easy
Drip irrigation	€100–400 (small system)	Saves 30–60% water vs sprinkler	Medium
Shade nets / pergola over outdoor areas	€100–500	Extends usable season by weeks	Medium
Solar water heater	€500–1,500	Saves €200–400/year on hot water	Medium
Rainwater collection	€100–300 (basic tank)	Free water for garden and cleaning	Medium
Food waste control (plan meals, store better)	€0	Reduces food costs by 10–20%	Easy
Refill stations for guests (water, soap)	€20–50	Reduces plastic waste, guests appreciate it	Very easy

The EU direction: environmental responsibility is becoming a condition for competitiveness and funding — not a nice extra. Operators who can say “we reduce water use, we compost, we use solar” have an advantage in applications, on booking platforms, and with a growing segment of visitors who choose based on sustainability.

Practical Exercise — My Green Improvement Plan

Objective	Review practical options and commit to starting one improvement this month
What learners do	Review the printed list of 10 improvements. Mark: already using / realistic in the next 12 months / not relevant for me. Choose 3 to prioritise. For the top choice: write estimated cost, expected saving, first step, and a date.
For experienced operators	Base this on your real farm and current situation.
For students	Choose the 3 most relevant for a small farm scenario and explain why.
Time	15 minutes (10 work + 5 sharing)

Debrief

Each person names their number one improvement and when they will start. Ask: who chose something that costs nothing?

Do's and Don'ts

Do	Don't
Start with what costs nothing or almost nothing — composting, food waste control, mulching	Do not wait for a large budget — the most effective improvements often cost under €100
Think about improvements that help both the environment and your guests — shade, water, comfort	Do not install technology you cannot maintain — if it breaks and stays broken, it was a waste
Check whether your chosen improvement is eligible for LEADER or rural development funding (see Module 1)	Do not do it only for the label — do it because it saves money and makes your business more resilient
Keep it simple — one improvement done well is better than five started and abandoned	Do not try to change everything at once — pick one, do it, then pick the next
Tell your guests what you are doing — “we use rainwater for our garden” is a selling point, not just a cost saving	Do not assume guests do not notice — they do, and increasingly they choose businesses that care

Adaptation Guidance

Regions with high water stress should prioritise water efficiency and heat comfort first (drip irrigation, shade, water-saving taps). Regions with milder summers have more flexibility on timing — autumn and spring are good windows for improvements between seasons. Trainers should adapt the priority list to local conditions.

Facilitation Guidelines — Unit 2

Before the session

- Print one Green Improvement Plan template per participant
- Print or project the 10-improvement table with costs and savings
- If possible, bring a physical example: an LED bulb, a water-saving tap head, a photo of a shade net

How to start the unit

Hold up the LED bulb (or show a photo): “This costs €3 and saves €15 per year. That is a 500% return. No bank account gives you that. Now imagine 10 of these small changes across your farm.”

During the exercise

- Push participants to choose at least one option that costs nothing (composting, food waste control, mulching with own materials).
- For the top choice, insist on a date: “When exactly will you start this? Write it down.”

How to close the unit

Quick round: each person names their improvement and date. Ask: “Who chose something that costs under €50?” Celebrate these — the point is that green does not mean expensive.

Materials checklist

- Printed Green Improvement Plan templates (1 per person)
- 10-improvement table (printed or projected)
- Physical example or photos of improvements
- Pens

Unit 2 — AI Research Support for Trainers

What to research

Realistic low-cost green improvements for small agritourism operations in your region. Local priorities: water efficiency, energy saving, food waste, shade, irrigation, guest comfort. Approximate costs, savings, and any available local or EU funding support.

Why this matters for delivery

The 10-improvement table in the manual uses European averages. Local costs, materials, and priorities may differ. A trainer who arrives with localised cost estimates and one or two real examples from the area is far more convincing than one quoting generic numbers.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

“I am training small agritourism operators in [country/region] on low-cost green improvements. List 8–10 practical improvements they could make with a small budget (under €500 each). For each, give: (1) what it is, (2) approximate cost range in [country], (3) expected annual saving or benefit, (4) difficulty level (easy / medium), (5) whether it is likely eligible for rural development or LEADER funding in [country]. Focus on water, energy, waste, shade, and guest comfort. Avoid abstract sustainability language — keep it practical and specific to a small farm or guesthouse.”

Ask the AI to return

- A localised version of the improvement table with costs in local currency or EUR
- One or two examples of farms or guesthouses in the region that have made similar improvements
- Names of relevant local or national funding programmes (LEADER, RDP, energy efficiency schemes)

Trainer check before use

- Verify cost estimates — AI often uses averages that may not reflect local prices
- Check funding programme names and whether calls are currently open
- Remove anything that requires professional installation or permits unless you can explain the process
- Prioritise improvements that an operator could genuinely start this month with no external help

Unit 3 — Tomorrow’s Visitors and Simple AI Tools

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

Skill gap	Operators do not know who the visitor of 2027–2030 will be. They offer the same thing every year. They think AI is complicated, expensive, or not meant for small businesses.
Practical solution	Five visitor profiles with concrete product ideas for each. Plus five simple AI tasks you can do on your phone in 30 minutes.
Tangible output	A Draft Offer for one visitor profile + a Ready Reply Collection (10 AI-generated replies for common guest questions).

Key Concepts Explained

Why are visitor profiles changing?

Three big shifts are happening at the same time: climate is changing travel patterns (people avoid extreme heat), post-pandemic habits are sticking (wellness, nature, slow travel), and technology is changing how people search and book (AI-powered recommendations, social media influence). Small rural operators who understand these shifts can position themselves ahead of the crowd.

What is a visitor profile?

A description of a type of visitor — who they are, what they want, how they behave, and what would make them choose your place. Not a real person, but a realistic picture based on trends and data. It helps you design offers that match what people are actually looking for.

What can AI actually do for a small agritourism operator?

AI tools like ChatGPT, Gemini, or similar (free versions, on your phone) can help you write offer descriptions in clear English, translate text into other languages, generate replies for common guest questions, create seasonal event ideas, and improve your online listing — all in minutes. You do not need to be technical. You just need to type a question and review the answer.

One important rule: if you use AI to write something that guests will see, be honest about it when asked. Keep a human eye on what goes out. Check the facts. That is all that is expected.

5 Visitor Profiles for the Next Five Years

Profile 1: The summer-escape visitor

Who they are: Travels in spring or autumn to avoid peak summer heat and crowds. Wants nature, fresh air, comfort, and local food. Often a couple or small group, 35–65 years old, from urban areas.

What they look for: Cool mornings, shaded outdoor areas, authentic meals, quiet walks, no rush.

What you could offer them:

- “October herb walk and tasting” — a guided walk through the farm with herb picking, ending in a tasting
- “Early morning farm breakfast” — before the heat, with own products, under the trees
- “Local wellness bundle” — combine a farm visit with a nearby attraction (thermal bath, nature trail, heritage site)

Profile 2: The value-led alternative seeker

Who they are: Cost-conscious travellers of any age who actively choose quieter, less expensive destinations instead of crowded hotspots. They research carefully, compare options, and look for good value — not the cheapest option, but the best experience for the money. Often couples or small groups, 30–55.

What they look for: Affordable authenticity. A sense of discovery — finding a place that feels real, not commercialised. Good food and comfort at a fair price. A destination that feels like a smart choice, not a compromise.

What you could offer them:

- “Quiet countryside escape” packages — position your area as a calm, affordable alternative to crowded coastal resorts
- One-night micro-breaks with one experience included (tasting, walk, cooking) at a clear price
- “Best-kept secret” positioning — honest marketing that your area is not a tourist hotspot, and that is exactly the point

Profile 3: The wellness and calm seeker

Who they are: Stressed from work and city life. Wants calm, good sleep, clean food, simple movement, nature contact. Growing fast since 2020. Often 30–60, willing to pay more for quality and peace.

What they look for: Digital detox, silence, early evenings, herbal and nature experiences, no screens.

What you could offer them:

- “Digital-detox evening” — dinner without phones, conversation, stargazing, early bedtime
- “Quiet hobby session” — pottery, weaving, bread-making, cheese-making in a calm setting
- “Farm dinner with early bedtime” — dinner at 18:00 with own products, quiet evening, sleep by 21:00
- Herbal workshop — picking, drying, making tea or soap from farm herbs

Profile 4: The remote worker

Who they are: Works from a laptop, extends trips by adding working days. Needs reliable internet, a quiet workspace, and simple routines. Travels on weekdays — fills your empty midweek. Often 25–45, solo or with a partner.

What they look for: Good internet, a desk or table with a chair, coffee, quiet mornings, nature in the afternoon.

What you could offer them:

- “Two-day work-and-nature package” — workspace, meals, afternoon farm walk, evening calm
- Weekday rates — lower than weekend, but they fill rooms that would otherwise be empty
- A “quiet hours” policy — mornings for work, afternoons for nature, evenings for food

Profile 5: The social-first rural explorer (Gen Z)

Who they are: Younger travellers (roughly 18–28), digitally native, discovering destinations through short videos and peer recommendations. Growing travel segment across Europe.

What they look for: Short, participatory, food-first experiences. Visually genuine settings (not staged). Transparent pricing, fast communication, easy mobile booking. Good stories and a sense of meaning.

What you could offer them:

- Farm breakfast or brunch — short, local, naturally shareable
- Harvest or seasonal micro-experience (1–2 hours, hands-on)
- Local craft or food workshop with a take-home result
- One-night micro-escape — affordable, easy to book, story-rich

A more detailed analysis of Gen Z as an agritourism customer segment follows below — including what weakens their interest and how AI tools help you reach them.

Gen Z as an Emerging Agritourism Customer Segment

This subsection is for trainers. It provides the interpretive context behind Profile 5. Use it to prepare your delivery and to answer questions from participants — especially older operators who may ask “why should I care about younger visitors?”

Gen Z is not a niche. In many European rural destinations, younger visitors are already arriving — often as part of family trips, friend groups, or solo explorations. Understanding what they respond to helps operators improve their offer for everyone, not just for this one segment.

Why this matters for trainers

- Gen Z values what agritourism already offers — authenticity, local food, nature, participation — but they expect it to be clearly communicated and easy to book
- They are price-aware but will pay for experiences they consider meaningful — do not assume they are only looking for cheap options
- They discover destinations through peer content and short video, not brochures — operators who are invisible on social platforms are invisible to this segment

What weakens the appeal for Gen Z

- Vague or unclear offers — “visit our farm” without saying what happens, how long, or what it costs
- Passive experiences — a walk-through tour with no participation or interaction
- Outdated presentation — poor photos, no social media presence, a website that does not work on a phone
- Slow responses — if you reply after 2 days, they have already booked somewhere else
- Too much text, too little clarity — they scan, they do not read long descriptions
- Unclear prices or inclusions — they want to know exactly what they get before they commit

How AI and digital tools help you reach Gen Z

The AI tools from this unit are particularly useful for Gen Z-facing communication. Faster replies (ready reply collection), clearer English (AI-polished descriptions), better short offer texts (one paragraph, not one page), social-ready captions (for Instagram, TikTok), and easier multilingual communication — all of these directly improve how you reach younger visitors. The tools are the same ones covered in the 5 AI tasks below.

Important for trainers: avoid stereotypes about Gen Z (“they only want Instagram”). Focus on behaviour, not age labels. Many of the things that appeal to Gen Z — clear communication, short offers, fast booking, authentic experiences — also improve the offer for every other visitor segment.

5 Simple AI Tasks You Can Do on Your Phone

These tasks use free AI tools (ChatGPT, Gemini, or similar). The trainer should demonstrate the first one live, then let learners try the rest.

1. **Write a short offer description** for one visitor profile. Open the AI tool, type: “Write a short description for a farm visit offer for [visitor type] in [your area]. Keep it under 100 words, friendly tone.” Review and edit the result.
2. **Create 10 ready replies** for common WhatsApp questions: booking, directions, food allergies, weather change, cancellation, thank-you message, review request, seasonal update, group enquiry, returning visitor offer.
3. **Translate your offer** into English and one other language relevant to your visitors. Ask the AI to use simple, clear wording that a non-native speaker can understand.
4. **Generate 3 seasonal event ideas** (spring, autumn, winter) with a short timetable and what is included. Ask: “Suggest 3 small seasonal events for a farm that grows [your crop] in [your region].”
5. **Produce a Google listing improvement list** — ask the AI: “What should a small agritourism farm include in its Google Business Profile? Give me a checklist.” Then check which items you already have and which are missing.

One line on AI and transparency: if you use AI to write replies or descriptions for guests, be honest about it when asked. Keep a human eye on everything that goes out. Check facts and prices before publishing. That is all that is expected of small operators.

Practical Exercise — Write an Offer and 10 Guest Replies

Objective	Create a concrete offer for one future visitor profile and generate ready replies using AI
What learners do	Part A (10 min): Choose one visitor profile (summer-escape, budget-smart, wellness, remote worker, or social-first younger traveller). Design one offer for them. Pick one channel to sell it through. Write a plan B for bad weather. Part B (10 min): Open an AI tool on your phone and generate 10 ready replies for common guest questions about that offer. Trainer demonstrates first.
For experienced operators	Choose the visitor profile that best fits your real location and resources.
For students	Choose any profile and design an offer for the scenario farm.
Time	20 minutes total (Part A 10 min + Part B 10 min)
Debrief	Each person reads their best AI-generated reply. Ask: was the AI output usable as-is, or did you need to edit? What surprised you?

Do's and Don'ts

Do	Don't
Start with the visitor profile that fits your location and what you already have — do not invent a new business	Do not try to attract all five visitor profiles at once — pick one or two that match your reality
Use AI as a helper, not a replacement — always read, edit, and check before using the output	Do not publish AI-generated text without reading it carefully — it can include mistakes, wrong prices, or odd wording
Keep your offer simple — one experience, one price, one clear description	Do not overcomplicate — a wellness offer does not need a spa, a workation does not need an office
Try the AI task even if you think it is not for you — the first time is always the hardest	Do not ignore the off-season — that is where the future growth is for most rural agritourism
Think about which visitors fill your EMPTY days (weekdays, off-season) — that is where the real growth is	Do not be afraid of AI — it is a free tool on your phone, not a complicated system

Adaptation Guidance

The five visitor profiles work in any European rural context. Trainers should swap in local product examples: whatever grows in the region (wine, olives, herbs, dairy, fruit) becomes the basis for the offer. The AI tasks are identical everywhere — only the language and seasonal calendar change.

Optional Exercise — Build a Gen Z Micro-Experience

Use this exercise when time allows (20 minutes) or as a substitute for part of Exercise 3. It works well with mixed groups of operators, students, and young professionals. It is creative and energising, but structured enough to produce a usable result.

Objective	Design a completely new short agritourism product aimed at younger, digitally fluent visitors — using only what you already have on your farm or in your area.
Time	20 minutes (12 minutes group work + 8 minutes presentations and feedback)
Group format	Groups of 2–4 people. Mix operators with students where possible — the different perspectives produce better ideas. Works in face-to-face, online (breakout rooms), or hybrid delivery.
Materials	One printed Concept Card per group (or blank A4 paper with the 7 fields written on the board). Pens. Optionally: a phone with an AI tool to help with the description.
Output	A completed Micro-Experience Concept Card — one card per group.

Why this exercise is useful

It forces participants to think in short, clear, bookable products rather than vague ideas. The constraint — design for a younger visitor in 12 minutes — prevents overthinking and encourages creativity. The result is often something that appeals not only to Gen Z but to many other visitor types as well.

Instructions for learners

Work in your group. You have 12 minutes to design one short agritourism experience aimed at younger visitors (roughly 18–30). Use what you already have — your farm, your products, your setting, your knowledge. Do not invent a new business. Fill in the Concept Card:

Micro-Experience Concept Card

Field	What to Write
1. Name	A short, clear, attractive name for the experience. Not a slogan — a name a visitor would see online and instantly understand. Example: “Farm Breakfast Under the Walnut Tree” or “Sunset Harvest Hour.”
2. Duration	How long does it last? Aim for 1–3 hours. Shorter is better for this audience. A 90-minute experience is easier to sell than a full-day programme.
3. What happens	Describe exactly what the visitor does, step by step. Not “a tour of the farm” but “Pick herbs from the garden, make your own herb salt, taste 3 local cheeses, take home a jar.” Be specific.

4. What makes it shareable	What moment would a visitor photograph or film without being asked? A beautiful table, a hands-on activity, a surprising product, a view, a taste? Design that moment into the experience.
5. What makes it authentic	What is real and local about this? What cannot be copied by a hotel or a restaurant in the city? Your land, your tradition, your recipe, your story, your animals, your setting.
6. Price indication	What would you charge? Give a range. Think about what the experience is worth — not just what it costs you. A 90-minute hands-on experience with a take-home product at a farm is worth more than a restaurant meal.
7. One promotion channel	Where would you announce this? Instagram? A local Facebook group? WhatsApp? Google listing? Choose one and say what you would post (one sentence or one photo idea).

Debrief questions

After presentations (1–2 minutes per group), ask the room:

- Which experience would you book yourself?
- Which one is easiest to set up — could you start it next month?
- Which one has the strongest “shareable moment”?
- Would this experience work only for young visitors, or for other groups too?

The last question is key: most Gen Z-friendly designs also improve the offer for other visitors. Short, clear, authentic, easy to book — everyone benefits from that.

Trainer facilitation tips

- **Prevent overcomplicated ideas:** If a group tries to design a full weekend programme, stop them: “One experience. 90 minutes maximum. What happens in those 90 minutes?”
- **Keep it realistic:** The experience must use what they already have. If someone says “we need to build a yoga platform,” redirect: “What can you do next Saturday with zero investment?”
- **Focus on one target and one experience:** Not “young people who like food and nature and adventure and culture.” One type of visitor, one clear activity, one price.
- **Use the AI connection:** If time allows, ask one group to type their experience name and description into an AI tool and generate a social media caption. Show the result — it makes the exercise feel real.
- **Do not stereotype Gen Z:** If participants say “young people only want selfies,” challenge: “They also want meaning, taste, and calm. What do you have that offers that?”

Adaptation note for different rural contexts

This exercise works in any European rural setting. The concept card structure stays the same — only the content changes depending on local crops, crafts, traditions, landscapes, and food culture. A vineyard in one region becomes an olive grove in another, a herb garden in a third, a

cheese dairy in a fourth. The trainer should encourage participants to use whatever is genuinely local and seasonal. The key instruction remains: “Use what you already have. Do not invent what you do not.”

Facilitation Guidelines — Unit 3

Before the session

- Print one Draft Offer template per participant
- Prepare a summary of the 5 visitor profiles on a flipchart or projected
- Test the AI demonstration on your own phone before the session — make sure you know how to open ChatGPT/Gemini and type a prompt
- Have a backup plan in case internet is not available: print 3–4 example AI outputs (offer descriptions, ready replies) that learners can adapt manually

How to start the unit

Ask: “Who were your visitors last summer? Now: who do you think will come in 5 years? Same people? Or different?” Let 2–3 people answer. Then: “The visitors are changing. Today we learn who they are and what they want — and we use AI to reach them.”

For the AI part, demonstrate live: open the tool on your phone, type a prompt, show the result on the projector or read it aloud. Say: “This took 30 seconds. Now you try.”

During the exercise

- Part A: help learners pick a profile. Most will default to the one closest to their current guests. Push gently: “Who fills your empty weekdays? Who comes in October? That is your growth opportunity.”
- Part B: walk around. Some learners will struggle with typing the prompt. Help them phrase it. Others will be surprised by the quality of the output — let them share.

How to close the unit

Ask each person to read their best AI-generated reply aloud. Then ask: “Would you use this as-is? What would you change?” This teaches critical evaluation of AI output, which is more important than the tool itself.

Materials checklist

- Printed Draft Offer templates (1 per person)
- 5 visitor profiles summary (flipchart or projected)
- Phones with internet access (for AI tasks)
- Backup: 3–4 printed example AI outputs in case internet fails
- If using the optional Gen Z exercise: printed Micro-Experience Concept Cards (1 per group) or the 7 fields written on the board
- Pens

Unit 3 — AI Research Support for Trainers

What to research

Current and near-future rural tourism trends in Europe. Emerging visitor segments and how they behave. Gen Z expectations from rural and agritourism experiences. Simple, realistic AI uses for small operators. Local products, seasons, and traditions that can illustrate the visitor profiles.

Why this matters for delivery

This is the most forward-looking unit and the one most likely to need updating. Visitor trends shift fast. What was emerging in 2025 may be mainstream by 2027. A trainer who arrives with fresh trend data and local examples for each visitor profile delivers a far more engaging session.

AI prompt for the trainer

Copy into ChatGPT, Gemini, or similar:

"I am training small agritourism operators in [country/region] about future tourism trends and visitor profiles. Help me prepare by providing: (1) the 3–5 most significant rural tourism trends in Europe right now, with evidence or examples, (2) a short profile of Gen Z as agritourism visitors — what they want, how they discover destinations, what puts them off, (3) 3 examples of agritourism experiences in [country/region] that would appeal to younger visitors — based on local crops, traditions, or landscapes, (4) 5 simple AI tasks a small farm operator could do on their phone in 30 minutes to improve their marketing and communication. Keep everything practical and specific to small rural businesses, not hotels or resorts."

Ask the AI to return

- A trend summary suitable for a 3-minute trainer opener
- Local examples that illustrate each of the 5 visitor profiles (summer-escape, value-led, wellness, remote worker, social-first/Gen Z)
- 3–5 seasonal product ideas based on what grows or happens in the region (harvest events, local food, nature calendar)
- Sample AI prompts that participants could try during the exercise, using their local context

Trainer check before use

- Check trend claims against recent publications from European Travel Commission, Booking.com, or UNWTO
- Make sure Gen Z descriptions avoid stereotypes — focus on behaviour and expectations, not generational clichés
- Verify that the local examples are realistic and current — not outdated or aspirational
- Test the suggested AI prompts yourself before the session to make sure they produce usable results

Trend-Based Case Studies

These case studies are different from earlier modules. Instead of describing an existing business, they explore a future tourism trend and show what it means for any agritourism operator in Europe.

Trend 1 — When Summer Becomes the Off-Season

The shoulder-season shift

The trend

Heatwaves across Southern Europe are pushing visitors to travel earlier (April–May) and later (September–November). Destinations that used to be quiet in October are seeing new demand. Coastal hotspots are losing August visitors to cooler inland alternatives. The old calendar — “july-August is peak” — is breaking.

The scenario

A small farm with vineyard, 3 rooms, and outdoor tastings. Summer used to be their best season. But the last 3 summers, August visitors complained about heat, outdoor activities were uncomfortable after 11:00, and some bookings were cancelled. The operator decides to reposition.

What they changed

- Shifted the main season to April–June and September–November
- Created an “autumn harvest weekend” package (grape picking + cooking + tasting)
- Moved all outdoor activities to early morning (before 10:00) in summer
- Marketed the farm as “escape the heat” for urban visitors looking for a cool alternative

The result

October became the second-busiest month after May. Average visitor satisfaction increased because temperatures were comfortable. The summer months did not disappear — they just became “early morning only” with lower capacity and higher prices.

What you can copy

- Look at your booking data: are shoulder months growing? Build on that.
- Create one specific offer for spring and one for autumn — not just “we are open year-round” but something bookable.
- Change your online description to mention the season: “Perfect in October” is a more powerful message than “Open all year.”

Discussion prompt

“Which month could become your new peak — if you built the right offer for it?”

Trend 2 — The Farm That Speaks 5 Languages (With One Phone)

AI-powered communication for small operators

The trend

Visitors from different countries expect to communicate in their own language. Small operators cannot afford translators or multilingual staff. Free AI tools now allow anyone to write professional-quality text in multiple languages in minutes. Operators who use these tools respond faster, reach wider, and convert more enquiries into bookings.

The scenario

A farm with rooms and a small shop, run by one family. They speak their own language and basic English. They receive enquiries in German, French, and Dutch but cannot reply properly. Their online listing is only in one language. They lose bookings because responses take too long or sound unprofessional.

What they changed

- Used a free AI tool to translate their offer description into English, German, French, and one neighbouring language
- Created a ready reply collection: 10 pre-written WhatsApp answers for common questions in 3 languages
- Generated seasonal social media posts in English using AI, then reviewed and posted them
- Improved their Google listing using an AI-generated checklist of what to include

The result

Response time dropped from 2 days to 2 hours. Enquiries from foreign visitors doubled within one season. Direct bookings increased because the farm could now communicate confidently in 4 languages. The total cost: zero — all tools used were free.

What you can copy

- Open ChatGPT or Gemini on your phone today. Type your farm description and ask it to translate into English.
- Create 10 ready replies for the most common guest questions. Save them in your phone notes.
- Update your Google Business Profile this week — use the AI checklist to see what is missing.

Discussion prompt

“What is the one guest question you get most often? Could AI help you answer it faster and better?”

Trend 3 — No Pool, No Wi-Fi, Fully Booked

Wellness and slow tourism replacing traditional holidays

The trend

A growing number of European visitors are choosing holidays specifically for calm, silence, nature contact, and disconnection from screens. They do not want luxury or entertainment — they want peace. Farms that offer “nothing” (no TV, no pool, no noise) are finding that “nothing” is exactly what these visitors are willing to pay premium prices for.

The scenario

A simple agritourism operation: a restored farmhouse, a garden, a small kitchen, a forest nearby. No pool, no entertainment facilities, no children’s area. The operator thought they could not compete with bigger places that have pools and activities. Then they tried a different approach.

What they changed

- Created a “silence evening” offer: dinner at 18:00, no phones, conversation only, stargazing, bedtime by 21:00
- Added a “forest walk and breathing” morning session — a gentle 45-minute walk with stops for silence and observation
- Offered a herbal workshop: picking herbs from the garden, making tea and simple soap, taking a small package home
- Marketed the farm as “a place where nothing happens — and that is the point”

The result

The wellness and calm positioning attracted higher-paying guests who stayed longer and complained less. Weekday occupancy improved because wellness travellers do not only travel on weekends. Reviews mentioned “peace,” “sleep quality,” and “exactly what we needed.” Investment cost: almost zero — they used what they already had.

What you can copy

- You do not need a spa. You need silence, nature, good food, and a clear message.
- Try one “calm” offer this season: early dinner, no phones, quiet evening. See how guests respond.
- Write your description honestly: “We have no pool. We have no TV. We have a forest, a garden, and homemade food.” That honesty attracts exactly the right visitor.

Discussion prompt

“What do you already have that a stressed city visitor would pay for — if they knew about it?”

Trend 4 — Farm Brunch, One Photo, Fully Booked

How shareable, local, short-format experiences attract younger travellers

The trend

Younger travellers across Europe are increasingly choosing rural destinations — not for long stays, but for short, vivid, food-first experiences they can share with their peers. They discover these places through short videos and friend recommendations, not through brochures or tourism websites. A single well-timed photo of a farmhouse breakfast or a hands-on workshop can bring more bookings than a year of advertising.

The scenario

A small farm with a kitchen garden, some fruit trees, and a beautiful old table under a walnut tree. No rooms, no website, no booking platform. The operator’s daughter posted a photo of a Sunday morning breakfast — fresh bread, eggs, honey, fruit, herbs from the garden, morning light. The post reached 4,000 people. Within a week, 15 people asked: “Can we come?”

What they changed

- Created a “farm brunch” offer: Saturday morning, 10:00–12:00, maximum 12 guests, €18 per person
- Kept it simple: seasonal food from the garden, bread baked that morning, local cheese, honey, herb tea
- No website — booking by direct message only (WhatsApp and Instagram)
- Encouraged guests to photograph and share — the setting was naturally attractive, nothing was staged
- Used an AI tool to write the offer description in English and two other languages

The result

Fully booked within 3 weeks, every Saturday from May to October. Most guests were 20–35 years old, came in small groups, and discovered the farm through social media. Many returned or brought friends. The offer cost almost nothing to set up — the food came from the farm, the table was already there, the beauty was real.

What you can copy

- You do not need rooms or a website. You need one clear, short, bookable offer.
- Take one good photo of your best moment (morning light, fresh food, real setting) and share it.
- Keep the offer short, clear, and easy to book: what, when, how much, how to reserve.
- Let guests share their experience — do not ask them to, just make the setting worth sharing.

Discussion prompt

“What is the most visually attractive moment on your farm — the one a guest would photograph without being asked?”

Practical Exercises — Summary

#	Title	Linked to	Time	Output
1	My Climate Risk and Response Plan	Unit 1	15 min	Top 3 risks with actions and guest messages
2	My Green Improvement Plan	Unit 2	15 min	3 improvements prioritised, 1 with action plan
3	Write an Offer and 10 Guest Replies	Unit 3	20 min	1 offer + 10 AI-generated guest replies

3 Take-Home Outputs

#	Output	What It Captures
1	Climate Risk and Response Plan	Top 3 risks, triggers, adaptation actions, guest messages
2	Green Improvement Plan	10 options reviewed, 3 prioritised, 1 with action plan and start date
3	Draft Offer + Ready Reply Collection	1 visitor profile, 1 offer, 1 channel, weather plan B, 10 AI-generated replies

Self-Assessment

Five reflection questions. Personal and practical, not scored.

1. What are your top 3 climate risks — and do you have a response for each?
2. Which green improvement could you realistically start in the next 12 months? What does it cost?
3. Which of the 5 visitor profiles fits your location best? What would you offer them?
4. Did you try an AI tool today? What did it produce? Would you use it again?
5. What would make your current offer more attractive to a younger visitor who discovers destinations through social media? Which part of your offer would they find most interesting — and which least?

Trainer Notes

On the final module

This is Module 6 — the last session. Learners may be tired or feel they have already learned enough. The energy comes from looking forward, not backward. Keep the tone forward-looking and practical: “What will you do differently next season?”

On the AI exercise

This will be the most unpredictable part of the session. Some learners will be excited, others resistant. Demonstrate first on your own phone. Keep it simple: one task, one tool, one result. If internet fails, use the printed backup examples.

On the mixed audience

Students often engage more with Unit 3 (future trends, AI) than experienced operators. Use this energy. Pair students with operators during exercises — the fresh perspective helps.

On Gen Z content

Avoid stereotypes: “Gen Z only wants Instagram” is not helpful. Focus on behaviour, not age labels. The key insight is that what works for younger visitors — clear communication, short offers, fast responses, authentic settings, easy booking — also improves the offer for every other visitor segment. Encourage older operators to see Gen Z-friendly changes as general quality improvements, not a special concession to a different generation. If a learner says “I do not get young people,” redirect: “What would happen if your offer description was shorter, your photos were better, and your reply time was 2 hours instead of 2 days? Every visitor benefits from that.”

On timing

Unit 3 tends to run long because of the AI exercise. If behind schedule, shorten the case study discussion.

Optional homework

Complete one of the 5 AI tasks at home this week. Send the result to the trainer or a fellow participant for feedback.

Homework for Attendees

These tasks help learners apply what they learned to their real situation. Complete at least one within two weeks.

Task 1 — Complete Your Climate Response Plan at Home

Revisit the Climate Risk and Response Plan you started in class. Add more detail: specific dates when risks are highest, names of people to contact in an emergency, exact wording for guest messages. Share it with a family member or neighbour.

Task 2 — Start Your Number One Green Improvement

You chose one improvement and set a date. Now do it. If it was mulching, buy the material this weekend. If it was LED bulbs, replace them this week. Take a photo of before and after.

Task 3 — Try All 5 AI Tasks

In class you tried one or two. Now try all five at home: offer description, ready replies, translation, seasonal events, Google listing checklist. Save the results in your phone notes. Send the best one to a fellow participant.

Annexes

Annex 1 — Presentation Plan (Slides)

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

See separate file: Module 6 — Presentation Plan and Slide Content

Annex 2 — AI Localisation and Update Prompts for Trainers

This annex complements the module's evidence base by providing structured AI research prompts that help trainers adapt the content to their own country, region, season, and participant group. The prompts are designed to be copied into a free AI tool (ChatGPT, Gemini, or similar) with minimal editing.

What this annex provides

- One guided AI research prompt per unit, tailored to the unit's specific content
- Placeholders for local details ([country], [region], [crop], [season]) that trainers replace before use
- Clear instructions on what to ask the AI to return and how to validate the output
- Safeguards reminding trainers to verify facts, simplify language, and check that results fit local reality

How to use

Before each delivery, spend 15–20 minutes running the relevant prompts for your context. Review the output, select the most useful examples and data, simplify where needed, and bring the localised material to the session. This ensures that the module content — while based on European-level evidence — always feels grounded in the participants' own reality.

Prompt locations in this manual

Unit	Prompt Focus	Page Reference
Unit 1	Local climate risks, seasonal shifts, adaptation examples	See Unit 1 — AI Research Support
Unit 2	Low-cost green improvements, local costs and funding	See Unit 2 — AI Research Support
Unit 3	Visitor trends, Gen Z, local product/season examples, AI task demos	See Unit 3 — AI Research Support

These prompts are a preparation tool for trainers. They do not replace the module content, the trainer's own expertise, or verified primary sources. All AI output should be reviewed, simplified, and validated before use in a training session.