

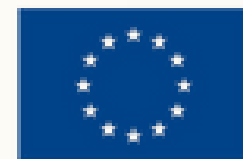


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# AgriVETourism

Enhancing Sustainable Agritourism through  
Vocational Education and Training for Rural  
Development

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



Co-funded by  
the European Union

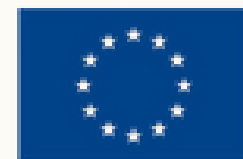


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# Welcome to Module 6

The “Future” in Agritourism

Innovation, Climate Adaptation, and  
What Comes Next



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# Learning Objectives

## 6 Outcomes



1. Identify the top 3 climate risks to your agritourism operation and write a response plan.



2. Select at least one green improvement and set an implementation date.



3. Describe at least one future visitor profile and design a matching offer.



4. Use a free AI tool to create 10 ready guest replies on your phone.



5. Review and update your Business Canvas with all modules completed.



6. Update your final canvas and present it to the group.





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# Core Content Units

3 units, 3 exercises, 3 outputs. This is the final module — we look forward, not backward.

## 3 Units



Unit 1: Prepare for Climate Changes.



Unit 2: Green Improvements That Save Money.



Unit 3: Tomorrow's Visitors and Simple AI Tools.

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# Unit 1: Prepare for Climate Changes



Climate risks are real and they change your business. Extreme heat, drought, storms, and flooding are no longer rare — they are the new normal. Most agritourism service providers react but do not plan ahead.

This unit helps you identify your top risks and write a response plan with concrete actions and guest messages.

Output: a completed Climate Risk and Response Plan.





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# The Problem (Reality Check)

Agritourism businesses react but do not plan ahead

- No written plan for extreme weather — no indoor alternatives prepared
- No guest messages ready — no insurance review done

Last July, 42°C for a week. Outdoor activities cancelled. Guests asked for refunds. Nobody had a plan B.

The ones who did — early morning tours, shaded tastings, indoor workshops — kept their bookings.





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# Key Concepts / Tools Purpose: Learning

- Climate risk, adaptation, weather plan B
- The 10-decision resilience check
- Hours, shade, cancellation, timing, fire, indoor, insurance, partners, plan B, guest message

Each of these 10 decisions can be made in advance. The ones you have not made are the ones that will cost you money when the weather turns.





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# How to Apply This in Practice

1. List your top 3 climate risks (heat, drought, storm, flood, fire)
2. For each risk: what triggers it, what is the impact?
3. One concrete action for each risk





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# Case Study / Best Practice

- Trend: When Summer Becomes the Off-Season
- Farm shifted main season to spring/autumn, created harvest weekends, moved activities to early morning
- October became second-busiest month. Heat was no longer a threat.

The question is not “how do I survive the heatwave?” but “which month could become YOUR new peak if you built the right offer?”





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# Practical Exercise

- Complete your Climate Risk and Response Plan
- Output: top 3 risks, triggers, actions, and guest messages
- 15 minutes (10 minutes work + 5 minutes sharing)





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# Unit 2: Green Improvements That Save Money

Only 1 out of 15 facilities in the research had solar panels. The opportunity is wide open. Most agritourism service providers think green means expensive. It does not.

This unit introduces 10 practical green improvements with cost, savings, and difficulty level. You pick 3, plan 1 in detail.

Output: a completed Green Improvement Plan.





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# The Problem (Reality Check)

Businesses think green is too expensive

- They wait for grants and ignore what costs nothing
- They do not know which improvements pay back fast

An LED bulb: €3, saves €15/year. That is a 500% return. Now imagine 10 of these. A water-saving showerhead: €8, saves €40/year. Green starts at the hardware store, not the funding office.





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# Key Concepts / Tools Purpose: Learning

- Green improvement, payback period, zero-cost first
- 10 practical options with cost, savings, and difficulty level
- Start with what costs nothing, then what pays back in under 1 year

The 10 options range from free (composting, natural cleaning) to medium investment (solar panels, insulation). Sort by payback speed, not by cost. The cheapest improvements often have the highest return.





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# How to Apply This in Practice

1. Review the table of 10 green improvement options
2. Mark each: already using / feasible / not relevant
3. Prioritise 3, then plan your #1 choice in detail with a date





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# Case Study / Best Practice

- Trend: AI-Powered Communication
- A farm used free AI to translate into 4 languages, create 10 ready replies, improve Google listing
- Response time: 2 days → 2 hours. Foreign enquiries doubled.  
Cost: zero.

This is what we do next in Unit 3 — for your own farm, on your own phone. If a farmer with no IT background can do it, so can you.





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# Practical Exercise

- Complete your Green Improvement Plan
- Output: 10 options reviewed, 3 prioritised, 1 planned with date
- 15 minutes (10 minutes work + 5 minutes sharing)

Quick round: who chose something under €50? Celebrate these.  
Green does not mean expensive — it means smart.





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# Unit 3: Tomorrow's Visitors and Simple AI Tools



The visitors of 2027–2030 want different things. Wellness, calm, off-season travel, authenticity, and value. AI helps you reach them — for free, on your phone.

This unit introduces 5 visitor profiles and 5 AI tasks you can do in 30 minutes.

Output: one offer description + 10 ready guest replies.





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# The Problem (Reality Check)

Agritourism businesses do not know who is coming next

- Visitor expectations shifting: wellness, calm, off-season, value, authenticity
- AI is reshaping how people search and book — but business owners think it is not for them

The good news: rural agritourism is exactly what a growing number of visitors want — if you know how to describe it. The tools to reach them are free and already on your phone.





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# Key Concepts / Tools Purpose: Learning

- 5 visitor profiles: summer-escape, value-led explorer, wellness seeker, remote worker, social-first younger traveller
- Each profile = a product idea from what you already have
- 5 AI tasks in 30 minutes on your phone

What works for younger visitors also improves the offer for everyone.

A better Google listing, faster replies, translated descriptions — these help with every guest, not just one profile.





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# How to Apply This in Practice

1. Choose 1 visitor profile that fits your location
2. Design 1 offer for that profile using what you already have
3. Pick 1 channel to promote it (WhatsApp, Google, social media)

## Optional:

4. Write a weather plan B for that offer.
5. Use AI on your phone: create 10 ready guest replies in your language + English.





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# Case Study / Best Practice

- Trend: No Pool, No Wi-Fi, Fully Booked
- Silence evenings, forest walks, herbal workshops. Marketed as “a place where nothing happens.”
- Higher-paying guests, longer stays, weekday bookings. Cost: almost zero.

What do you already have that a stressed city visitor would pay for — if they knew about it? Silence, clean air, darkness at night, real food. These are luxury goods now.





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# Practical Exercise

- Part A: Choose 1 of 5 profiles, design 1 offer, 1 channel, 1 plan B (10 min)
- Part B: AI on your phone — create 10 ready guest replies (10 min)
- 20 minutes total (10 + 10) | Optional: Gen Z Micro-Experience (20 min extra)

Debrief: read the best AI reply aloud. Was it usable? What would you change? If someone picks the social-first younger traveller profile, help them think about short offers and mobile-first booking.



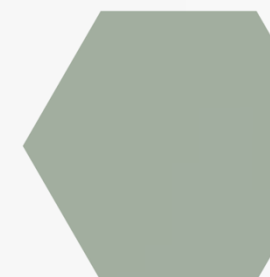
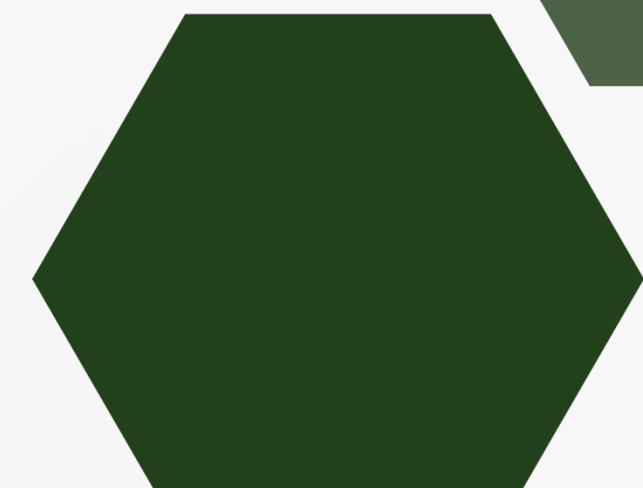
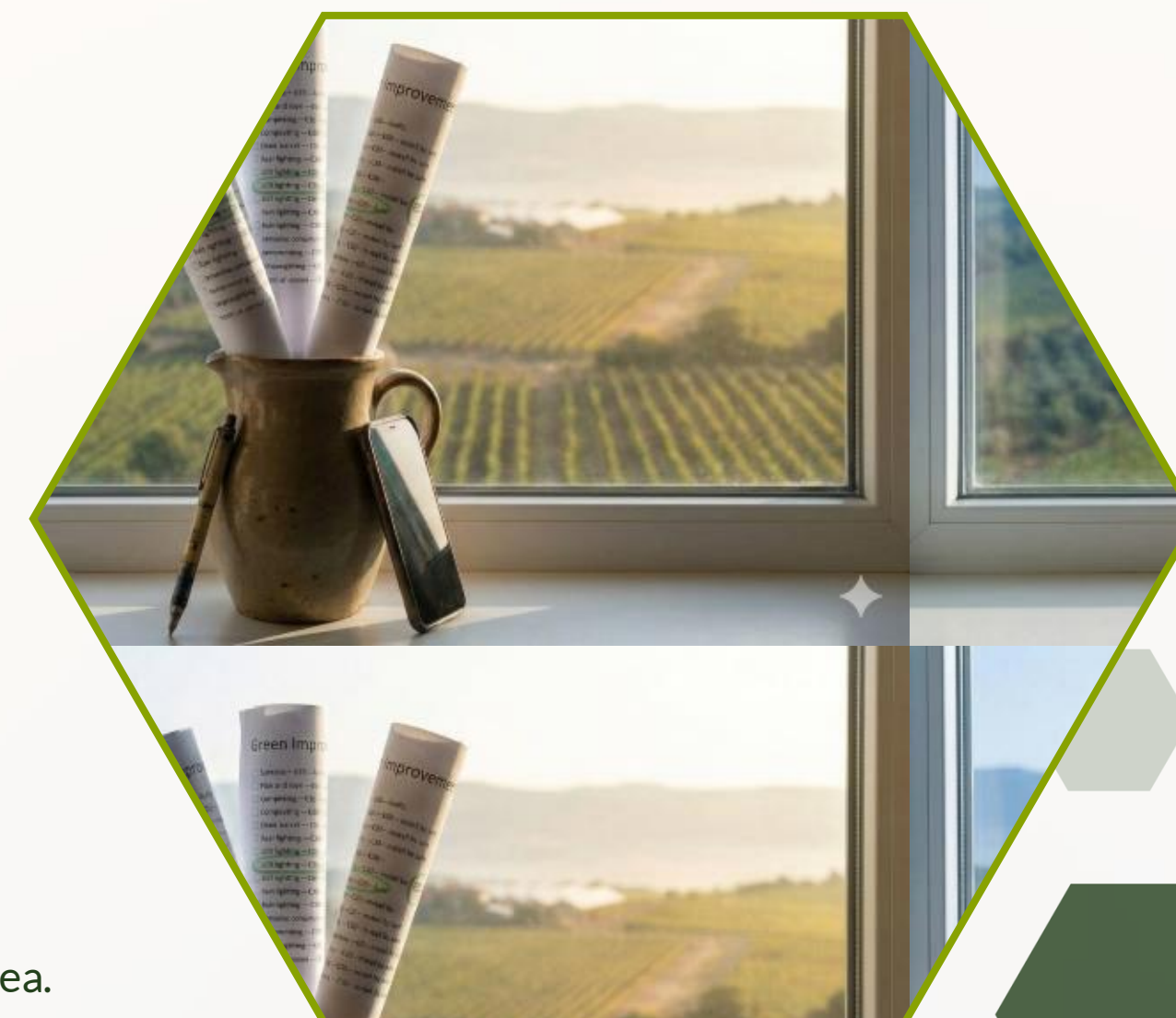


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# Key Takeaways

- 3 outputs today:
  - 1. Climate Risk and Response Plan
  - 2. Green Improvement Plan — with at least one zero-cost action.
  - 3. Offer Description + 10 Ready Guest Replies. You started with an idea. You are leaving with a plan.





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# Self-Assessment

- 1. Top 3 climate risks — do you have a plan for each?
- 2. Green improvement — which one, and when?
- 3. Visitor profile — which fits your location best?
- 4. AI tool — have you tried it?
- 5. What would make your offer more attractive to a younger, social-media-influenced visitor?



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# Thank You



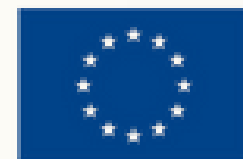


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