

AgriVETourism — Module 6

The “Future” in Agritourism: Innovation, Climate Adaptation, and What Comes Next

Slide Content + Facilitator Notes — Presentation Guide

Slide	Slide Content	Facilitator Notes
1	<i>[Title Slide]</i> No changes — keep as is.	Display while participants arrive.
2	<i>[Module Welcome]</i> Welcome to Module 6 The “Future” in Agritourism Innovation, Climate Adaptation, and What Comes Next	Welcome. This is the final module. We look forward, not backward. Say: “Today we prepare for what is coming — climate changes, new visitors, and tools that can help you reach them.”
3	<i>[Learning Objectives]</i> 6 objectives: climate risks, green improvements, visitor profiles, AI tools, canvas review, final canvas presentation	Read briefly. Say: “By the end of today, you will have 4 new documents plus your finished Business Canvas.”
4	<i>[Core Content Units]</i> 3 units, 3 exercises, 3 outputs. Unit 1: Climate changes Unit 2: Green improvements Unit 3: Future visitors + AI	Explain this is the final module. Three forward-looking topics plus practical exercises.
5	<i>[Unit 1: Title]</i> Unit 1: Prepare for Climate Changes Climate risks are real and they change your business. This unit helps you plan.	Open with: “How many of you had a season affected by extreme weather in the last 5 years?” Most hands up. “How many have a plan?” Almost none.
6	<i>[Unit 1: Problem]</i> Operators react but do not plan ahead No written plan, no guest messages, no indoor alternatives, no insurance review	Use a real local weather event as the example. “Last July, 42°C for a week. What would you have done?”
7	<i>[Unit 1: Key Concepts]</i> Climate risk, adaptation, weather plan B The 10-decision resilience check: hours, shade, cancellation, timing, fire, indoor, insurance, partners, plan B, guest message	Walk through the 10 decisions quickly. Ask: which ones have you already made? Which not?
8	<i>[Unit 1: How to Apply]</i> 1. List top 3 risks 2. Triggers and impacts 3. One action each 4. Guest message 5. Share with neighbour	Walk through steps, then let them work. Push the guest message: “What would you text the night before a heatwave?”
9	<i>[Unit 1: Case Study]</i> Trend: When Summer Becomes the Off-Season Farm shifted main season to spring/autumn, created harvest weekend, moved activities to early morning October became second-busiest month	Quick case — 3 minutes. Ask: “Which month could become YOUR new peak if you built the right offer?”
10	<i>[Unit 1: Exercise]</i> Exercise 1: Climate Risk and Response Plan Top 3 risks, triggers, actions, guest messages 15 minutes	Walk around. Most struggle picking only 3. Say: “Which 3 would hurt most?” Push: write the guest message NOW, not later.
11	<i>[Unit 2: Title]</i> Unit 2: Green Improvements That Save Money Only 1 out of 15 facilities in the research had solar panels. The opportunity is open.	Transition: “Now we talk about what you can do — starting with things that cost almost nothing.”



12	[Unit 2: Problem] Operators think green is too expensive They wait for grants, ignore what costs nothing, do not know which improvements pay back fast	Hold up an LED bulb (or photo): “€3, saves €15/year. 500% return. Now imagine 10 of these.”
13	[Unit 2: Key Concepts] Green improvement, payback, start with zero-cost options 10 practical options with cost, savings, and difficulty level	Show the table of 10 improvements. Point to the “costs nothing” column.
14	[Unit 2: How to Apply] 1. Review 10 options 2. Mark: using / feasible / not relevant 3. Prioritise 3 4. Plan #1 in detail with date	Push for at least one zero-cost option. Insist on a date for the top choice.
15	[Unit 2: Case Study] 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 bridges to Unit 3. Say: “This is what we do next — for your own farm.”
16	[Unit 2: Exercise] Exercise 2: Green Improvement Plan Review 10 options, prioritise 3, plan 1 with date 15 minutes	Quick round: who chose something under €50? Celebrate these. Green ≠ expensive.
17	[Unit 3: Title] Unit 3: Tomorrow’s Visitors and Simple AI Tools The visitors of 2027–2030 want different things. AI helps you reach them — for free.	Ask: “Who were your visitors last summer? Now: who do you think comes in 5 years?”
18	[Unit 3: Problem] Operators do not know who is coming next, and think AI is not for them Visitor expectations shifting: wellness, calm, off-season, value, authenticity AI is reshaping how people search and book	“The good news: rural agritourism is exactly what a growing number of visitors want — if you know how to describe it.”
19	[Unit 3: Key Concepts] 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	Briefly introduce each profile. Gen Z is the 5th — keep it practical, avoid stereotypes. Key message: what works for younger visitors also improves the offer for everyone.
20	[Unit 3: How to Apply] 1. Choose 1 profile 2. Design 1 offer 3. Pick 1 channel 4. Weather plan B 5. AI: 10 ready replies	Demonstrate the AI task on your phone first. Type, show result, let them try.
21	[Unit 3: Case Study] 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.	Ask: “What do you already have that a stressed city visitor would pay for — if they knew about it?”
22	[Unit 3: Exercise] Exercise 3: Draft Offer + Ready Replies Part A: Choose 1 of 5 profiles (incl. social-first younger traveller), design 1 offer, 1 channel, 1 plan B (10 min) Part B: AI on your phone — 10 ready replies (10 min) Optional: Build a Gen Z Micro-Experience (20 min — groups design a concept card)	Walk around during Part B. Help with prompts. If internet fails, use printed examples. If someone picks the Gen Z profile, help them think about short offers and mobile-first booking. OPTIONAL EXERCISE: If time allows, replace Part A with the Gen Z Micro-Experience group exercise (see manual). Groups of 2–4, 12 min to fill a concept card with 7 fields: name, duration, what happens, shareable moment, authenticity, price, promotion channel. Then 8 min presentations. Very energising. Debrief: read best AI reply aloud. Was it usable? What would you change?

23-28	[NOT USED] Slides 23–28 are not used in Module 6. Delete these slides from the Canva template or leave them blank.	Module 6 has 3 content units, not 4. The template's fourth unit block (slides 23–28) is not needed.
29	[Key Takeaways] 3 outputs today: 1. Climate Risk and Response Plan 2. Green Improvement Plan 3. Offer Description + 10 Ready Guest Replies You started with an idea. You are leaving with a plan.	Hold up each output. Ask: "Does everyone have all three?" The closing line: say it with conviction.
30	[Self-Assessment] 5 questions: 1. Top 3 climate risks — planned? 2. Green improvement — which one, when? 3. Visitor profile — which fits? 4. AI tool — tried it? 5. What would make your offer more attractive to a younger, social-media-influenced visitor?	2–3 minutes reflection, then ask volunteers to share. Focus on question 5 — it connects future thinking to their real offer.
31	[Closing] Thank You — keep as is	Thank participants. Remind: homework, canvas, 60-day action from Module 1. Collect feedback forms if applicable.
32	[Back Cover] Keep as is	Project information. No action.