

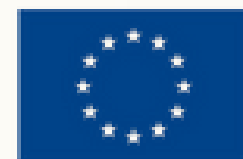


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AgriVETourism

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

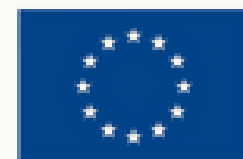


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Welcome to Module 1

The “Business” in Agritourism

From Idea to Income: Planning, Finance, and Funding



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Learning Objectives

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

7 Outcomes



1. Map their agritourism business idea on a one-page canvas



2. Identify the fixed, variable, and hidden costs of their operation.



5. Explain why selling an experience earns more than selling a raw product.



3. Complete a 12-month financial plan for their business.



6. Name at least two funding sources available in their country.



4. Build a price using floor price + value premium + add-ons.



7. Commit to one practical action they can start within 60 days.





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Core Content Units



This module has 4 units, 4 exercises, and 4 templates you take home.



4 Units



Unit 1: Shape Your Business Idea.



Unit 3: Set the Right Price.



Unit 2: Know Your Numbers.



Unit 4: Find the Money, Start Small.





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Unit 1: Shape Your Business Idea

What you offer, who comes, how you earn — on one page. The Agritourism Business Canvas has 9 fields that map your entire business model. If it does not fit on one page, it is too complicated.

This unit helps you put your business idea on paper — whether you already run a business or are just starting. Output: a completed one-page Business Canvas.





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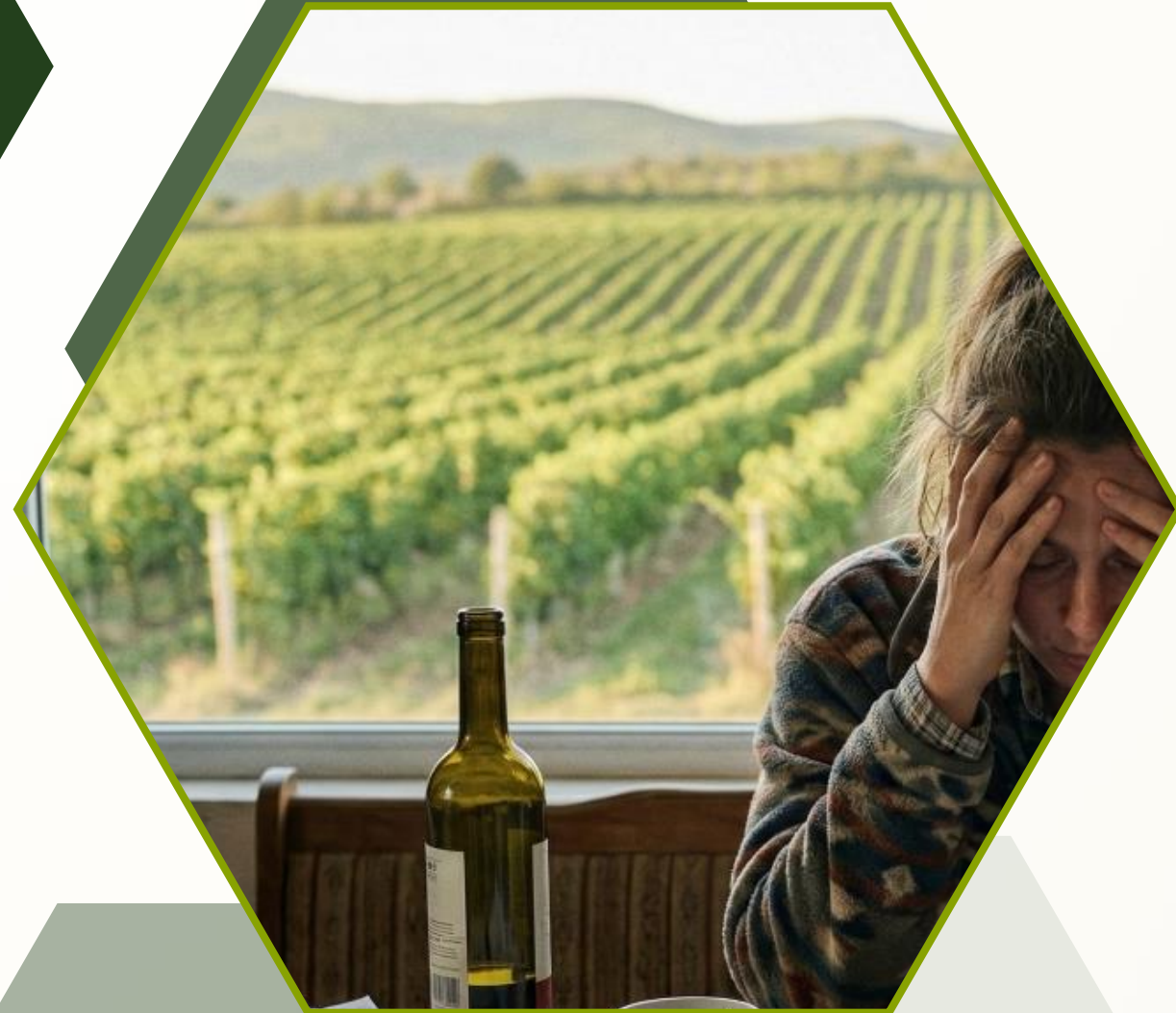


The Problem (Reality Check)

No structured business concept

- Experienced operators run on instinct — they have never written their model down
- Students have ideas but no framework to test them

A vineyard owner was asked to describe his business in three sentences. He talked for ten minutes and still could not explain why visitors should come to him instead of the neighbour.





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Key Concepts / Tools Purpose: Learning

One Page Model Canvas

Key Partnerships	Key Activities	Value Propositions
	Key Resources	
	Market research Content creation <i>[Handwritten signature]</i>	• Sustainable craft kits • Personalized gifts • Community workshops

- Value Proposition: why would someone come to YOUR farm?
- Customer Segments: who are your visitors? What do they want?
- 9 fields: resources, activities, partnerships, channels, costs, revenue

The Business Canvas is one page with 9 fields. Each field answers one question about your business. If a field is empty or weak, that tells you exactly where you need to work.





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How to Apply This in Practice

- 1. Print the canvas template (A3 format if possible)
- 2. Start with Value Proposition — what makes your place special?
- 3. Fill all 9 fields with short, concrete answers — 2 to 5 bullet points each

If a field is weak or empty, mark it — that is useful information, not a failure. Students: use the pre-filled scenario sheet as your starting point.





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Case Study / Best Practice

- A Saffron Farm in a rural region
- Built a full business model around saffron: cultivation + cosmetics + educational farm visits
- Three revenue streams from a single unique product. A clear value proposition nobody nearby can copy.

Strong canvas fields: Key Resources (the only saffron in the region) and Value Proposition (only saffron farm open to visitors). Weak field: Channels — still dependent on word of mouth.





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Practical Exercise

- Fill in all 9 fields of your Agritourism Business Canvas
- Output: completed one-page canvas (you take it home)
- 25 minutes (20 minutes work + 5 minutes sharing)

Operators: map your real business as it is now — be honest.

Students: use the scenario sheet.

Debrief: name your strongest field and your weakest field.





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Unit 2: Know Your Numbers

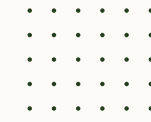
Most agritourism operators cannot say whether they made a profit or a loss last year. Personal and business money is mixed in the same pocket. Hidden costs — own labour, off-season bills, maintenance — are never tracked.

This unit introduces the Monthly Financial Plan — a one-page template covering 12 months of costs, income, and profit or loss. Output: a completed financial plan.





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The Problem (Reality Check)

Operators do not know their real costs

- Personal and business money mixed – “it is all the same pocket”
- Hidden costs never tracked: own hours, maintenance, cleaning, compliance

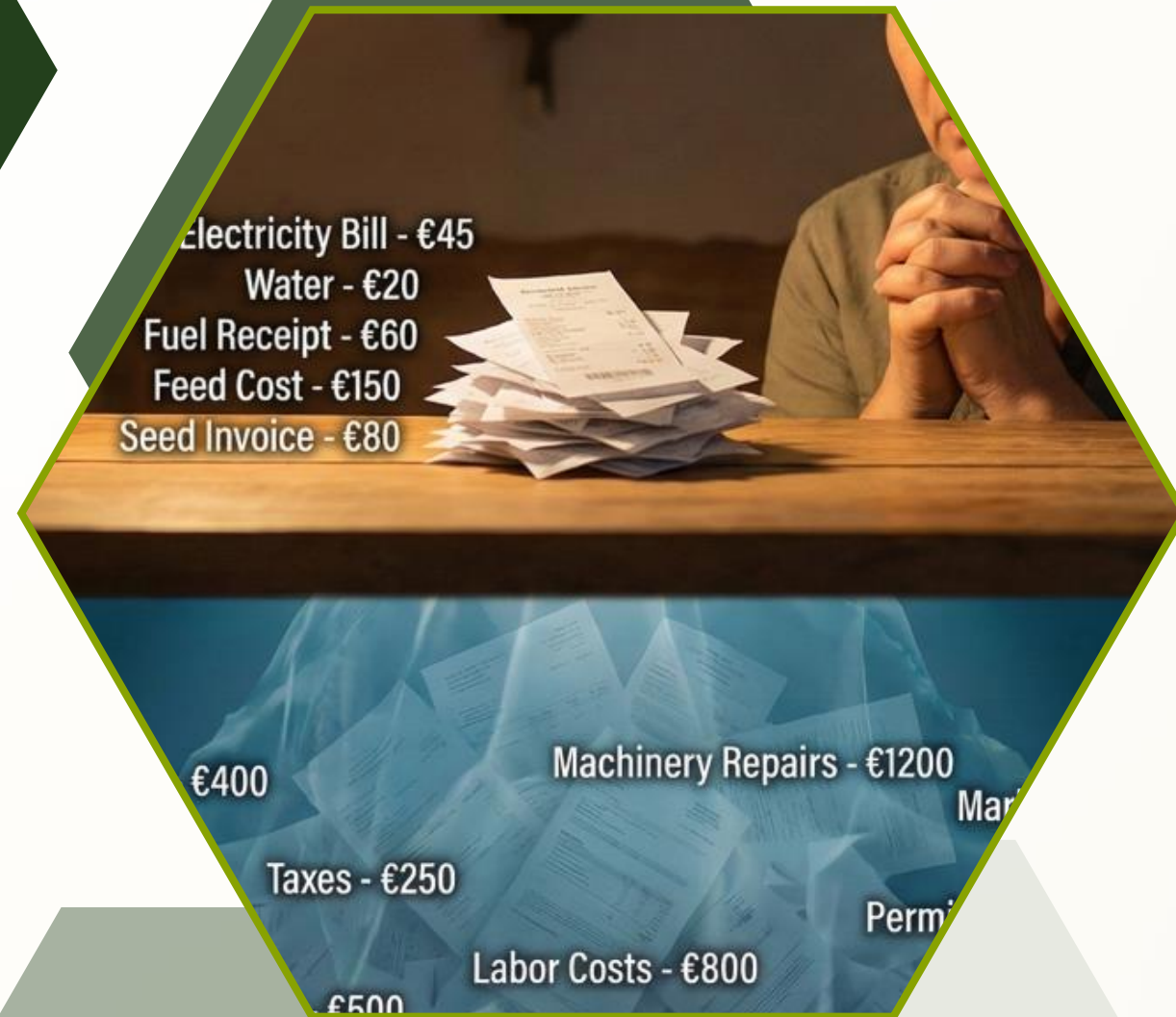
A guesthouse operator calculated that cleaning supplies and laundry alone cost €120 per month – something she had never tracked. Your time has a price, even if nobody pays you for it.





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Key Concepts / Tools Purpose: Learning



- The “Iceberg” of costs: visible above, hidden below the waterline
- Income sources: aim for 3 or more streams, not just one
- Profit formula: $\text{Income} - \text{Fixed} - \text{Variable} - \text{Hidden} = \text{Profit or Loss}$

Visible costs: seeds, food, materials.

Hidden costs: insurance, tax, marketing, cleaning, maintenance, depreciation, compliance fees — and YOUR OWN WORKING HOURS.

Plan for 12 months, not just summer.





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How to Apply This in Practice

- 1. List your fixed costs — the ones that stay the same every month
- 2. Estimate variable costs per guest (food, cleaning, energy, materials)
- 3. Add hidden costs — value your own working hours at minimum wage

Calculate profit or loss per month — circle the months in the red. Note compliance costs separately. A guess marked with “?” is better than a blank cell.





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Case Study / Best Practice

- Zlaten Rozhen, Petrich (Bulgaria)
- Spread income across 4 sources: guest rooms, wine tastings, direct wine sales, vintage car museum
- No single bad month can break the year when income comes from multiple streams.

Even with 4 income streams, the vineyard has 4 to 5 winter months with almost zero income. Thermal water resources 15 minutes away are not used. A missed opportunity to bridge the winter gap.





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Practical Exercise

- Fill in your Monthly Financial Plan for all 12 months
- Output: costs, income, and profit/loss per month (you take it home)
- 20 minutes (15 minutes work + 5 minutes sharing)

Use your own real numbers — estimates marked with “?” are fine.
Students: use the scenario sheet.
Debrief: name one hidden cost you had not counted before and your one risk month.





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Unit 3: Set the Right Price

Most operators set prices by instinct, by copying the cheapest neighbour, or by fear of charging too much. They do not include their own labour. They charge the same price in August and in February.

This unit teaches the Price Card method: floor price (cost-based minimum) + value premium (story, packaging, experience) + 2 add-ons + peak/off-peak split. Output: a completed Price Card.





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The Problem (Reality Check)

Pricing by instinct, not calculation

- Pricing below your own cost without knowing it
- Copying the cheapest competitor instead of calculating

Same honey from a rural area — €5/kg in a plastic bag at the roadside, or €10 in a branded glass jar with a story card at a farm visit. Same honey. Different price. The gap is packaging, story, and confidence.





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Key Concepts / Tools Purpose: Learning

- Floor price: all your costs + your own time = the minimum you can charge
- Value chain: raw grapes €1/kg → wine €7/bottle → tasting €25/person
- Add-ons + peak/off-peak pricing = more income without more effort

Processing adds value. Experience adds much more. Same grapes — 25 times the price. The difference is packaging, story, setting, and confidence.





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How to Apply This in Practice



- 1. Pick one product or experience you sell (or plan to sell)
- 2. Calculate the floor price: all costs + your own time + a margin
- 3. Add a value premium + identify 2 simple add-ons

Set a weekday price and a peak/weekend price.
Compare with your current price — the gap is the
money you leave on the table every day.





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Case Study / Best Practice

- An Almond Farm in a rural area
- Three price levels from one crop: raw almonds → tahini → educational farm tour with tasting
- The experience visit earns 10 times more per hour than selling raw products.

An Italian agritourism business includes own products in guest breakfast — turning a meal into a daily product showcase. Their cooking class costs €45/person; the ingredient cost is €3. The rest is experience.





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Practical Exercise

- Build your Price Card for one product or experience
- Output: floor price, value premium, 2 add-ons, peak/weekday split
- 15 minutes (10 minutes work + 5 minutes comparison at the table)

Operators: price a real product.

Students: price the scenario.

Debrief: who priced highest? Lowest? Why?

How many set a price higher than what you currently charge?





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Unit 4: Find the Money, Start Small



EU funding exists but most operators think it is for big companies or that the paperwork is impossible. Many wait for the “big grant” and do nothing in the meantime.

This unit uses the 2-Track Plan: Track A — find one realistic funding route. Track B — start one low-cost action in 60 days without waiting for any grant. Output: a completed Funding and Next 60 Days Plan.





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The Problem (Reality Check)

Waiting for the “big grant” while doing nothing

- LEADER/CLLD funding exists and is designed for small projects — but nobody told you
- Fear of paperwork stops people before they even ask what is available

Your first step is to visit your local LAG office. They are there to help you — that is literally their job. “I have no funding” is confused with “I cannot start anything.”





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Key Concepts / Tools Purpose: Learning

- CAP / LEADER / RDP — what they fund and who can apply
- Country-specific funding reference cards: BG, GR, IT sources
- Cooperative model: share equipment, marketing, transport — cut costs by half

Low-cost ideas that need no grant: seasonal tastings, a farm shop corner, harvest-day events, a “visit + taste + buy” offer. EU funding favours short supply chains and green practices.





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How to Apply This in Practice

- Track A — Find Funding:
 - 1. Choose one funding programme to explore
 - 2. Find out what documents you need and who to contact first

Track B: Pick one low-cost action you can do in the next 60 days. Define what it needs. Set a start date — and say your 60-day action out loud to the group.





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Case Study / Best Practice



- Day-Trip Farmstop in a rural area
- Packaged a structured 2-hour farm visit: vineyard walk + tasting of 3 wines with cheese + buy bottles, €12/person
- The day-trip package earns more income per hour of work than room nights.

Booking.com takes 15% and shares no guest data.
WhatsApp Business keeps 100% and builds a guest list.
Copy tomorrow: package a structured visit, set up
WhatsApp Business, try one winter weekend.





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Practical Exercise

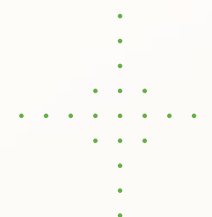
- Complete your Funding and Next 60 Days Plan (two tracks on one template)
- Output: Track A (one funding route + contact + date) + Track B (one action + start date)
- 15 minutes (10 minutes work + 5 minutes sharing)

Each person says their 60-day action out loud. Public commitment makes it harder to forget. Push for specifics: not “improve marketing” but “create a Facebook page with 5 posts by 15 April.”





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Key Takeaways

4 templates you take home today:

1. Business Canvas — your business idea on one page
2. Monthly Financial Plan — costs, income, and profit for 12 months.
3. Price Card — a real price based on real numbers, not feeling.
4. Funding and 60 Days Plan — one funding route + one action starting now.





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Self-Assessment

1. Which canvas field is strongest? Which needs the most work?
2. How many of your costs were “below the waterline”?
3. Which months on your financial plan are weakest?
4. Is your price based on calculation or feeling?
5. What is your 60-day action — and when exactly will you start?



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Thank You



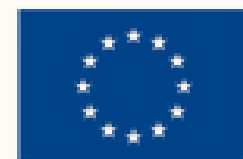


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