

TRAINER GUIDE

Module 5 — The 'Tourism' in Agritourism Visitor Experience, Hospitality and Community Partnerships

AgriVETourism Erasmus+ Project | Ref: 2024-2-BG01-KA210-VET-000267044

Developed by iAgroCert | For use by trained VET facilitators



HOW TO USE THIS GUIDE

This guide follows the Module 5 slide deck slide by slide and gives you everything you need to facilitate a practical, engaging session for agritourism operators. Each section includes:

- What to say — the core message in plain language, ready to deliver
- How to facilitate — timing guidance, prompts, and group activities
- Common blockers — real objections participants raise, with suggested responses
- Practical exercises — step-by-step instructions for the three in-session activities
- Handout templates — ready-to-print worksheets at the end of this document
- Extra background — knowledge for the trainer to know but not necessarily present

WHO IS IN THE ROOM — Know before you start

Module 5 participants are typically farmers and small rural operators — people with deep practical knowledge of their product but little formal training in tourism or hospitality.

They are often:

- Experienced in what they produce but unsure of its value as a visitor experience
- Humble about their farm ('it's just a normal farm, nothing special')
- Accustomed to informal hospitality but not to thinking of it as a professional skill
- Sceptical about partnerships due to past disappointments with cooperatives

Your job is to help them see their farm through a visitor's eyes — and to recognise what they already do well.

MODULE AT A GLANCE

Section	Content / Output
Introduction (Slides 1–4)	Welcome, objectives, module overview — 15 min
Unit 1: Visitor Experience (Slides 5–13)	4-step experience structure, Blueprint, pricing Output: Visitor Experience Blueprint — 65 min
Unit 2: Storytelling & Hospitality (Slides 14–22)	Farm story, tour guiding, hospitality checklist Output: Farm Story and Tour Guide Card — 60 min
Unit 3: Partnerships (Slides 23–31)	Partner mapping, joint offers, cooperation plans Output: Partner Map + Cooperation Proposal — 55 min
Closing (Slides 32–35)	Takeaways, self-assessment, close — 15 min
TOTAL	~3.5 hours (recommended with two 10-min breaks)



THREE THINGS EVERY PARTICIPANT MUST LEAVE WITH

1. A Visitor Experience Blueprint — one specific, priced, bookable experience designed for their farm
2. A Farm Story and Tour Guide Card — a 3-sentence farm story and a 3-5 stop tour plan
3. A Partner Map and Cooperation Proposal — 5 local partners identified and one specific proposal written

These three outputs are ready-to-use tools, not homework. Each one works from the day the participant gets home.



INTRODUCTION — SLIDES 1–4

Total time: 15 minutes / No exercises in this section

SLIDE 1–2 | Title + Welcome | ⌚ 5 min

What to say:

- Introduce yourself and the project. One sentence on each.
- Opening question: 'Before we start — think about the last time you visited somewhere as a tourist. What do you remember most? Was it the product, the place, or the person?' Let 3 people answer. The answer is almost always 'the person' or 'how they made me feel.' That is Module 5.

SLIDE 3 | Learning Objectives | ⌚ 3 min

- Read the three outcomes aloud. Tell participants: 'You are going to build all three today — not just hear about them.'
- Ask: 'Has anyone here already designed and sold a structured visitor experience?' If yes — that person is a peer resource for Unit 1.

SLIDE 4 | Module Overview | ⌚ 5 min

- Walk through the three units. Emphasise that each produces a physical output — a document they take home and use.
- 'Everything we discuss today, you already know from experience. This module gives that experience a structure — so visitors can find it, pay for it, and remember it.'



UNIT 1 — DESIGN YOUR VISITOR EXPERIENCE (SLIDES 5–13)

Total time: ~65 minutes | Exercise at Slide 13 (25 min)

Core message: Every farm already has at least one experience worth paying for. The gap is not the experience — it is the structure, the name, and the price. This unit adds all three.

SLIDE 5 | Unit 1 Introduction | ⌚ 3 min

What to say:

- 'An agritourism experience is not a product you create — it is a farm activity you structure. The beekeeper who walks visitors around the hives already has an experience. The herb grower who lets visitors into the drying room already has an experience. What is missing is a name, a price, and four steps.'
- Show the Visitor Experience Blueprint (Handout 4). 'This is what you are building in this unit.'

SLIDE 6 | The Problem | ⌚ 5 min

What to say:

- Read the four bullet points. After the first one, ask: 'How many of you offer farm visits or activities that do not have a written price?' (Hands will go up.)
- Beekeeper case study: 'Same hives, same beekeeper, same walk. The only things that changed were: a name (Honey Morning), a price (22 euros), and four structured steps. That is the entire difference.'

Discussion prompt:

- 'What is one activity on your farm that a visitor would find fascinating — that you probably do not charge for?' Let 3-4 people answer. Almost every answer is a potential experience.

SLIDE 7 | Key Concepts — The 4-Step Structure | ⌚ 10 min

What to say — explain each step in detail:



- Step 1 — Welcome: 'Meet them outside. Know their name. Tell them what is about to happen and for how long. Visitors who feel expected and informed relax immediately — and relaxed visitors enjoy more, buy more, and write better reviews.'
- Step 2 — The Activity: 'Make it hands-on. Let them pick, press, stir, taste, plant, make. Watching is good. Doing is memorable. The activity that produces something physical is the one they describe to friends.'
- Step 3 — The Explanation: 'Tell the story behind the product as you work — not as a lecture, but as a conversation. Why do you grow this variety? How long has this been here? What happens in different seasons?'
- Step 4 — The Close: 'End deliberately. A tasting, a take-home item, a specific thank-you — then a review invitation. Not apologetically: "If you have a moment..." but warmly: "I would really love it if you wrote a few words on Google — it makes a real difference for us." '

The most common mistake in agritourism experiences

Most farm visits just... end. The farmer gets busy, the visitor drifts back to their car, and the opportunity for a review, a product purchase, or a return booking is lost.

The Close is the step most operators skip — and it is the step that converts a pleasant visit into measurable revenue.

A deliberate close takes two minutes. It produces reviews, product sales, and return visitors at no additional cost.

SLIDE 8 | The Visitor Experience Blueprint | ⌚ 8 min

What to say:

- Walk through each field in the Blueprint. For each one, give an example from a real farm.

Pricing guidance (this is where most operators need help):

- Cost-plus method: 'Add up: your ingredients or materials (e.g. herb bundle: 3 euros), take-home item (2 euros), your time at a fair rate (60 min at 20 euros/hr = 20 euros). Minimum price: 25 euros per person.'
- Value method: 'What would a visitor pay for a 75-minute guided food experience in a city? 30-50 euros. Your farm experience delivers the same engagement plus authenticity, fresh air, and provenance. Price accordingly.'
- The undercharging problem: 'Most operators price at exactly their material cost with no value added. A guest does not pay 20 euros for a bunch of herbs — they pay 20 euros to spend 75 minutes learning from someone who has grown herbs their entire life. That knowledge has value.'



SLIDE 9 | How to Apply | ⌚ 5 min

- The four practical steps on this slide lead directly into Exercise 1. Use this slide to prime participants for the exercise: 'Think of one activity already happening on your farm. Keep it in mind for the next 25 minutes.'

SLIDE 10 | Do's and Don'ts | ⌚ 5 min

- The most important Do: 'Start with what you already have.' This addresses the most common resistance: 'My farm is not set up for tourism.'
- Tell them: 'You do not need a new barn, a new website, or a new product. You need to structure the activity that already happens. The experience is there — it just has no frame.'

SLIDE 11–12 | Examples + Case Study | ⌚ 5 min

- Saffron Morning, Kozani: 60 minutes, 28 euros, sold out every morning during harvest season. The only additions were: a name, a price, four steps, and a labelled take-home sample.
- Cheese from Scratch, Calabria: guests make and press their own cheese, take it home. 25 euros per person. The key: every guest leaves with a physical object they made — a souvenir that cost the farm about 3 euros in materials.
- Herb Workshop, Kentriki Makedonia: 34 bookings in one season, 680 euros in workshop revenue plus 18 euros average product sales per visitor. Google score 4.9. Twelve of 34 bookings led to a guesthouse stay.

SLIDE 13 — PRACTICAL EXERCISE 1: Visitor Experience Blueprint

Time: 25 minutes (20 min work + 5 min sharing)

EXERCISE INSTRUCTIONS — What participants do

Step 1 (3 min): Choose one activity already happening on your farm — something a visitor would find interesting, even if you have never offered it formally.

Step 2 (12 min): Fill in the Visitor Experience Blueprint (Handout 4):

- Name — specific, from the visitor's perspective (not 'farm visit')
- Duration — realistic total time in minutes
- Group size — minimum and maximum



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- Price per person — use the cost-plus method
- The 4 steps — Welcome, Activity, Explanation, Close
- Take-home item — what the visitor leaves with

- Booking method — how they confirm

Step 3 (5 min): Calculate the minimum price using this formula:

Materials (€) + Take-home item (€) + Your time (minutes ÷ 60 × hourly rate €) =

Minimum price

Then ask: What would this cost in a city food experience? Price at least 70% of that.

Facilitator instructions:

- The most common struggle is naming the experience. Coach them: 'Describe what happens from the moment the visitor arrives. What is the first thing they do? Name it from their perspective.' Examples: 'Honey Morning', 'Cheese from Scratch', 'Lavender Harvest and Distillation', 'Saffron Picking and Sorting'.
- The second most common struggle is pricing. Use the formula on the exercise sheet. Prompt: 'Your 75-minute experience in a tourist area of Athens would cost 35-45 euros. Your farm is more authentic, more personal, and more local. Price at 70% of that at minimum.'
- Watch for experiences that are too vague: 'Come and see the farm.' Prompt: 'What specifically do they do? Do they pick something? Make something? Taste something? Add one hands-on action.'

Debrief (5 min):

- Ask 2-3 participants to describe their experience in 60 seconds: name, what visitors do, what they take home, price.
- Ask the room after each: 'What would make you book this? What is unclear or missing?'
- Common feedback: the close is missing (no take-home item), or the price is too low. For the latter: 'You are not selling herbs — you are selling the experience of making something with your own hands in a real farm. Price for that.'

Common blockers and responses:

Blocker	Response
'My farm is too simple for a visitor experience'	'Simple is not the same as ordinary. Every farm has something visitors cannot see anywhere else. Simplicity is the product in agritourism.'
'I don't want strangers on my farm'	'An experience with a maximum of 6-8 guests is not a crowd. These are people who specifically chose your farm. They are curious and respectful.'



'I don't know how to price it'	'Use the formula on the sheet. Then look at similar experiences in a city and price at 70% of that. You are likely to find you have been doing things for free that are worth 20-30 euros per person.'
'What if something goes wrong during the visit?'	'Most farm 'accidents' become stories visitors tell for years. A bee sting, a goat loose in the garden, a tractor breaking down mid-tour — these are not crises, they are agritourism.'



UNIT 2 — STORYTELLING, HOSPITALITY AND VISITOR ENGAGEMENT (SLIDES 14–22)

Total time: ~60 minutes | Exercise at Slide 22 (20 min)

Core message: The quality of an agritourism visit is determined more by how the farmer communicates than by the farm itself. A farm story written down, practised, and told consistently outperforms any amount of décor, equipment, or marketing.

SLIDE 14 | Unit 2 Introduction | ⌚ 3 min

What to say:

- 'The gap in agritourism is almost never the quality of the product. It is the ability to communicate it — to tell visitors what makes this farm worth their time, and to make them feel genuinely welcome from the moment they arrive.'
- Show the Farm Story Card (Handout 5). Tell them: 'By the end of this unit, you will have written the first version of your farm story — and you will have practised it once.'

SLIDE 15 | The Problem | ⌚ 5 min

What to say:

- Read the four bullet points. Ask after the second one: 'Does anyone here have a written version of their farm story — something consistent that you say the same way every time?' (Very few will.)
- The vineyard story: 'He talked for ten minutes and could not explain why you should choose his farm. Not because his farm was not good — because he had never been asked to explain it simply before. After writing three sentences, visitors started quoting those sentences in reviews.'

Discussion prompt:

- 'If I asked you right now to describe your farm in three sentences — not its history, just what it is and why a visitor would come — what would you say?' Let one or two people try. This sets up the need for Unit 2.



SLIDE 16 | Key Concepts — The Farm Story Framework | ⌚ 10 min

What to say:

- The framework: three elements, in order. Origin — Product — Why it matters.
- Origin: 'How did this farm begin? How long has your family been here? Who planted the first trees? What brought you back to the farm?' One sentence.
- Product: 'What do you grow, produce, or offer? What is distinctive or specific about your method?' One sentence.
- Why it matters: 'Why does this work matter to you personally? What would be lost if this farm did not exist?' One sentence.

Share the example from the slide verbatim:

'My grandfather planted these olive trees in 1958. I came back from the city because I missed the smell of the first pressing in November. We make 400 litres a year from the same trees.'

Ask: 'What does that story make you feel?' Common answers: curiosity, warmth, connection, hunger. Then say: 'That is three sentences. It has a person, a place, a reason. That is all a farm story needs.'

Why a written farm story matters — background for trainers

An improvised story changes each time. Visitors who come twice hear a different version and feel uncertain. Reviews reflect different impressions. Referrals are vague.

A written, practised story becomes consistent. Visitors hear the same version. They quote it to friends. Those friends arrive already knowing why they are there.

In agritourism specifically, the story is often more memorable than the product. A visitor forgets the price of the olive oil but remembers that the grandfather planted the trees in 1958.

The story is also a training tool. Any family member or assistant who helps with visits can learn the same story and deliver a consistent visitor experience.

SLIDE 17 | Hospitality Basics and How to Guide a Farm Tour | ⌚ 8 min

What to say:

- Outside greeting: 'This is the single most impactful change a farm operator can make. A farmer who steps outside to greet a visitor transforms them from a customer into a guest. It takes fifteen seconds and costs nothing.'



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- Immediate offer: 'Offer something the moment they arrive — a glass of water, a taste of a product, a small sample. This activates the senses and signals generosity. Visitors relax physically when something is placed in their hands.'
- Use their name: 'Ask it once at arrival. Use it once during the visit. This is the single most powerful personalisation technique in hospitality and it requires no training, no technology, and no cost.'
- Tell them what will happen: 'Visitors who know what to expect relax. Visitors who do not know what is coming feel anxious. Two sentences at the start — "We will spend about 75 minutes together; first I will show you the hives, then we will extract honey together, then there will be a tasting" — removes all uncertainty.'
- Tour structure: 3-5 stops, one sensory moment per stop, one sentence per stop to remember. Ask questions between stops.

The review formula — share this explicitly

Reviews are written based on emotion, not logic. The visitor who writes a 5-star review feels:

1. Personally welcomed ('she knew my name')
2. Involved ('I made the cheese myself')
3. Surprised by quality or authenticity ('I didn't expect it to be so genuine')
4. That they were given more than expected ('they gave us honey to take home')
5. Directly asked to write a review at the right moment

Your hospitality checklist is a review generation tool — every item on it corresponds to one of these five emotional triggers.

SLIDE 18 | How to Apply | ⌚ 5 min

- Walk through the four steps. For step 1 — 'Write your farm story in 3 sentences' — tell participants: 'We will do this in Exercise 2. Start thinking about it now.'
- Practising aloud: 'The first time you say your farm story aloud, it will feel strange. That is normal. By the fifth time, it will feel like your own. By the tenth time, visitors will start finishing your sentences.'

SLIDE 19–21 | Do's and Don'ts + Examples + Case Study | ⌚ 8 min

- Do's and Don'ts: Emphasise the most important Don't — 'Improvise your farm story every time.' Ask: 'If a friend came to your farm and a colleague came to your farm in the same week, would they hear the same story?' Usually the answer is no. That is the problem this unit solves.



- Examples: Olive oil producer, Chalkidiki — farm story reduced to 3 sentences, visitors quote it in reviews. Rose farm, Kazanlak — four-stop tour with story at distillation room, average 4.9/5.
- Case study: Visit length from 20 to 75 minutes. Product sales more than doubled. Zero to 14 reviews in one season. 'Nothing changed except a written farm story, a structured tour, and a deliberate close.'

SLIDE 22 — PRACTICAL EXERCISE 2: Farm Story and Tour Guide Card

Time: 20 minutes (15 min work + 5 min sharing)

EXERCISE INSTRUCTIONS — What participants do

PART A — Farm Story (8 min):

Write your farm story in exactly 3 sentences. Use this structure:

Sentence 1 — Origin: How did this farm begin? Who started it? How long has it been here?

Sentence 2 — Product: What do you produce? What is distinctive about your method or variety?

Sentence 3 — Why it matters: Why does this work matter to you personally?

PART B — Tour Guide Card (7 min):

Plan a guided tour of your farm. Fill in the Tour Guide Card (Handout 5):

- 3-5 stops — choose locations with something to see, touch, taste, or smell
- At each stop: one sensory moment (what they do) + one sentence to remember
- Hospitality checklist: greet outside, offer something on arrival, use name, tell them the plan, close deliberately with review invitation

Pair work option:

- After writing, ask participants to pair up. Each person reads their farm story aloud to their partner. Partner gives one word that describes how it made them feel.
- Words that appear: warm, curious, hungry, real, connected. Those words tell the participant their story is working.
- Words that appear: complicated, confused, unclear. Those tell them to simplify. Coach: 'Cut to the three most important facts. One sentence each. Read it again.'

Debrief (5 min):

- Ask two participants to read their farm story aloud to the room. After each: 'What one word describes how that made you feel?'



- Celebrate authenticity over polish. A simple, genuine story beats a carefully crafted marketing paragraph.

Common blockers and responses:

Blocker	Response
'My farm story is not interesting'	'Every farm that has been here for more than one generation has a story. Who started it? Why? What has changed? What has stayed the same? That is the story.'
'I don't want to sound like I'm showing off'	'A farm story is not a boast — it is context. Visitors want to understand where they are and why it matters. You are giving them that.'
'My tour is just walking around — there's nothing structured'	'3-5 stops with something specific at each stop — a smell, a taste, a thing to touch — is a structured tour. You already do this informally. We are just writing it down.'
'I'm not good at speaking in front of people'	'You are not performing — you are showing someone around your home. You have been doing that naturally for years. We are just making it consistent.'



UNIT 3 — COMMUNITY PARTNERSHIPS AND COOPERATIVE MARKETING (SLIDES 23–31)

Total time: ~55 minutes | Exercise at Slide 31 (20 min)

Core message: No small agritourism operator can attract international visitors alone. But three or four operators together — with a trail card and a shared story — can. The first step is not a joint website or a legal agreement. It is a phone call.

SLIDE 23 | Unit 3 Introduction | ⌚ 3 min

What to say:

- 'A visitor who spends 90 minutes at your farm still needs somewhere to sleep, somewhere to eat, and something else to do. If you do not tell them where to go, they will leave the area. If you do, they will stay — and spend more.'
- 'Visitors who engage with three or more local businesses spend 40% more per day than those who visit only one. Every referral you make to a partner is a direct contribution to the local rural economy.'

SLIDE 24 | The Problem | ⌚ 5 min

What to say:

- Read the four points. After the third one — 'Each operator too small alone to attract visitors from outside the area' — ask: 'How many of you have had visitors come specifically from outside your region because of your farm?' (Some will, most will not.) 'Now — how many of you think a group of four local farms together could attract visitors from Germany or the Netherlands?' (Many will say yes.) 'That is cooperation.'
- The Naoussa card story: winery, fruit farm, restaurant — they exchanged a printed card. Within one season, 30% of winery visitors had come from the fruit farm. 'No marketing budget. Just a piece of paper and a recommendation.'

SLIDE 25 | Key Concepts — Partnerships and Joint Offers | ⌚ 8 min

What to say:



- Who to partner with: 'Start close. Accommodation operators want their guests to have something to do during the day. Restaurants want guests who are already engaged with local food. Craft producers and guides attract the same kind of visitor you do. These are natural partners.'
- The trail card: 'A single printed A5 or folded A4 card listing all partner locations, what each offers, and how to book. This is the minimum viable cooperative marketing tool. It costs nothing to design, a few euros to print, and it works from the first day.'
- The cooperation agreement: 'It does not need to be legal. Four questions: What does each party do? How do we refer visitors to each other? Is there a fee split or is it exchange? How do we handle a dispute? One page. Signed or not signed. Still better than a verbal arrangement.'

The psychology of the local recommendation

Visitors trust a recommendation from a local business far more than an advertisement or a listing on a platform.

When a farm operator says 'if you want dinner tonight, go to Taverna Kostas — they use our herbs and they know where we are', the visitor feels looked after.

That visitor tells their friends about the farm AND the taverna. Both businesses benefit from a single sentence.

This is the mechanism behind cooperative agritourism marketing — not a website, not a joint brand, just consistent cross-referral.

SLIDE 26 | 5 Steps to Starting a Local Partnership | ⌚ 8 min

What to say:

- Walk through the five steps. Spend the most time on Step 3 — the proposal.
- The proposal: 'The most effective opening message in agritourism partnership is: I think our visitors overlap. Would you be interested in exchanging cards and recommending each other?' That is it. That sentence has started networks across six countries.'
- Step 5 — Activate: 'Do not wait until you have a joint website, a joint event, or a joint product. Put their card on your welcome table today. Post about them on social media this month. Those two things cost nothing and start the partnership immediately.'

SLIDE 27 | How to Apply | ⌚ 5 min

- The herb farm and taverna case: 60-minute herb workshop then lunch. 35 euros split between two operators. 'Neither could have offered this alone. Together they created the most-reviewed local experience in their area on Google.'



- Emphasise: 'The joint offer came after the relationship. The relationship started with a card exchange. Start there.'

SLIDE 28 | Do's and Don'ts | ⌚ 5 min

- The most important Don't: 'Wait for a formal agreement.' Explain: 'Formal agreements are often where good partnership ideas go to die. Start simple — exchange cards, recommend verbally, post about each other. Scale the formality as the relationship develops.'
- The Halkidiki network: six operators, one page agreement, still active five years later. 'One page. Zero legal cost. Outlasted three formal cooperative attempts in the same area.'

SLIDE 29–30 | Examples + Case Study | ⌚ 5 min

- Farm Trail near Naoussa: winery, apple orchard, honey producer, cheese maker. Printed trail card. All four visitor counts increased.
- Four-Farm Trail near Melnik, Bulgaria: 28 weekend packages sold. Winery bookings +22%. Craft workshop sold out all weekend slots. Guesthouse fully booked for the first time.
- Ask: 'What did these networks start with?' Answer: a meeting, a conversation, and a printed card. The joint package came later.

SLIDE 31 — PRACTICAL EXERCISE 3: Partner Map + Cooperation Proposal

Time: 20 minutes (15 min mapping + 5 min sharing)

EXERCISE INSTRUCTIONS — What participants do

Step 1 (8 min): Fill in the Partner Map (Handout 6). List 5-8 local businesses in these categories:

- Accommodation (guesthouses, agriotourism stays, B&Bs)
- Food and drink (restaurants, tavernas, wineries, local producers)
- Activities and experiences (guides, craft workshops, other farms, nature sites)
- Entry points (tourist offices, airports, bus stations, hotels in nearby towns)

For each: name, what they offer, and whether your visitors would benefit from going there.

Step 2 (5 min): Choose your highest-priority partner from the map.

Write one sentence you could send them this week to start the partnership.



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Format: 'I think our visitors overlap. Would you be interested in exchanging cards and recommending each other?'

Or: 'I am offering [experience] — I think guests who visit me would also love [what they offer]. Would you be open to a conversation?'

Step 3 (2 min): Write down the simplest possible first step — not a joint website, not a contract. One thing you can do before Friday.

Facilitator note — use the room itself:

The training room is a partnership network

If two or more participants in the room are from the same area or region, point this out explicitly:

'You are already a potential partner network. You are in the same room. You know each other's farms now.'

'Would anyone in this room like to exchange cards with someone else here today?'

This often produces the most immediate partnerships of the entire session — and it costs nothing to facilitate.

Debrief (5 min):

- Ask each person to name their priority partner and read their one-sentence proposal.
- After each: 'Could you send that message this week? What is stopping you?'
- Common stopper: 'I don't want to seem pushy.' Response: 'A message saying your visitors would enjoy their partner's product is not pushy — it is a compliment. They will almost always respond positively.'

Common blockers and responses:

Blocker	Response
'I tried cooperating before and it fell apart'	'Tell me what fell apart — often it was either too formal too fast, or the partners had different visitor profiles. Starting with a card exchange and a recommendation avoids both of those failure modes.'
'I don't know anyone to partner with'	'Your Partner Map will change that. Let's fill it in together. Who do visitors go to after they leave your farm? Start there.'
'I don't want to send visitors to competitors'	'Is there a business near you that offers exactly the same thing? If not — they are not competitors. A winery and a herb farm are not competing. Their visitors overlap, but the experiences are completely different.'



'I have no time to manage a partnership'

'The minimum viable partnership takes 30 minutes per month — keep their card on your table, post about them once, alert them when you are fully booked. That is it.'



CLOSING — SLIDES 32–35

Total time: 15 minutes

SLIDE 32 | Key Takeaways | ⌚ 5 min

What to say:

- Hold up or reference all three outputs: Blueprint, Farm Story Card, Partner Map. 'These three documents, used from Monday, will change three things: how many visitors you attract, how long they stay, and how much they spend.'
- The three-sentence summary: 'Structure an experience. Tell your story. Build your network. Everything else in agritourism follows from those three actions.'

SLIDE 33 | Self-Assessment | ⌚ 7 min

What to say and do:

- Read each question slowly. Give 30 seconds of quiet after each.
- Ask 2-3 people: 'Who is the one local business owner you should call this week — and what would you say?' Write their answer down publicly (flipchart). This creates accountability.
- End with: 'If you do three things between now and the end of this month: run your first structured experience, tell your farm story to the next five visitors, and make one partnership call — you will already be ahead of 80% of agritourism operators in your region.'

SLIDE 34–35 | Thank You + Project Close | ⌚ 3 min

- Thank participants. Distribute feedback forms before people stand up.
- If anyone wants to follow up on the Erasmus+ project resources, direct them to the project reference number.



EXTRA MATERIAL — BACKGROUND KNOWLEDGE FOR TRAINERS

Pricing agritourism experiences — a deeper guide

Most agritourism operators undercharge, often by 40-60%. This is partly cultural (hospitality as generosity, not commerce), partly lack of data, and partly fear of rejection. Here is how to help participants price correctly:

Method 1 — Cost-plus:

- List all consumable materials for the experience (ingredients, take-home items, any supplies)
- Estimate preparation time (cleaning, setup, sourcing) at a fair hourly rate (suggest 12-15 euros/hour)
- Estimate delivery time (the experience itself) at a fair rate
- Add 20% margin for unpredictables
- Divide by the number of participants → minimum price per person

Method 2 — Benchmark pricing:

- Find a similar experience on Airbnb Experiences, Viator, or GetYourGuide for a nearby city
- Note the price range for a comparable duration and format
- Price your farm experience at 70-85% of that benchmark
- Reason: farm experiences often include more personalisation and authenticity than urban equivalents

The key insight: visitors are not paying for the materials or even the time. They are paying for the knowledge, the authenticity, and the access to a way of life they cannot get anywhere else. That has value independent of the cost of a bunch of herbs.

Writing a farm story — more examples for trainers to draw on

These examples show the 3-sentence structure in practice. Use them if participants are stuck:

Honey farm, Thessaly:

My father built these hives from old wine barrels in 1972 — there are now forty of them along the same hillside. We produce thyme honey in late summer, when the entire mountain smells like the inside of a beehive. I want visitors to understand that the colour of honey tells you exactly where the bee was and what it was doing the day it made it.



Cheese farm, Epirus:

This flock has been in my family for four generations — my great-grandmother made the same cheese in this room. We still use the same wooden moulds and the same salt from Messolonghi. I came back from Thessaloniki to keep this going because I could not imagine anyone else making it.

Winery, Melnik:

The Melnik grape grows only here — nowhere else in the world has the same microclimate and the same soil. My grandfather planted the first vines in the 1960s using rootstock from a neighbour who had been growing since before the war. We make between 3,000 and 5,000 bottles per year depending on the season — and every bottle is different.

How to facilitate the partnership exercise when participants are from the same area

This is the ideal scenario for Exercise 3. When participants are from the same region:

- Ask participants to identify which two or three people in the room they would most naturally partner with — before they fill in the external Partner Map.
- Have those pairs or small groups fill in the Partner Map together, cross-referencing their visitor profiles.
- At the end, ask each pair to share what they have agreed to do before Friday — a specific action, not a vague intention.
- This produces real partnerships in the room, not just theoretical maps. The training session becomes the founding moment of a local network.



HANDOUT 4 — VISITOR EXPERIENCE BLUEPRINT

Print one per participant. Used during Exercise 1 (Slide 13).

Field	Your Answer
Experience name (from the visitor's perspective)	
Duration (minutes)	
Group size (min / max)	
Price per person (€)	Calculation: Materials €__ + Time €__ + Take-home €__ = Minimum €__ Final price: €__
Take-home item (what does the visitor leave with?)	
Booking method (WhatsApp / email / form / platform)	

THE 4 STEPS

Step	What happens — write it out in detail
Step 1 — WELCOME Greet by name, explain the plan	
Step 2 — THE ACTIVITY Hands-on: what do they pick, make, press, taste?	
Step 3 — THE EXPLANATION Story told during the activity	
Step 4 — THE CLOSE Tasting / take-home / deliberate thank-you / review invite	



HANDOUT 5 — FARM STORY AND TOUR GUIDE CARD

Print one per participant. Used during Exercise 2 (Slide 22).

PART A — MY FARM STORY (3 sentences)

Sentence 1 — Origin (how did this farm begin? who? how long?):

Sentence 2 — Product (what do you produce? what is distinctive?):

Sentence 3 — Why it matters (why does this work matter to you personally?):

PART B — TOUR GUIDE CARD (3-5 stops)

Stop (location)	Sensory moment (what they do) + One sentence to remember
Stop 1:	Sensory moment: Sentence to remember:
Stop 2:	Sensory moment: Sentence to remember:
Stop 3:	Sensory moment: Sentence to remember:
Stop 4 (optional):	Sensory moment: Sentence to remember:
Stop 5 / The Close:	Tasting / take-home item / review invitation:

HOSPITALITY CHECKLIST

☐ I greet visitors outside before they get out of their car



☐ I offer something (taste, drink, sample) within the first two minutes

☐ I use the visitor's name at least once during the visit

☐ I tell them what will happen and for how long at the start

☐ I end every visit with a deliberate thank-you and a review invitation



HANDOUT 6 — PARTNER MAP AND COOPERATION PROPOSAL

Print one per participant. Used during Exercise 3 (Slide 31).

PART A — MY PARTNER MAP

Business name + what they offer	Category + Why our visitors overlap
1.	Category: ☐ Accommodation ☐ Food ☐ Activity ☐ Entry point Overlap:
2.	Category: ☐ Accommodation ☐ Food ☐ Activity ☐ Entry point Overlap:
3.	Category: ☐ Accommodation ☐ Food ☐ Activity ☐ Entry point Overlap:
4.	Category: ☐ Accommodation ☐ Food ☐ Activity ☐ Entry point Overlap:
5.	Category: ☐ Accommodation ☐ Food ☐ Activity ☐ Entry point Overlap:

PART B — MY COOPERATION PROPOSAL

My priority partner (name + what they offer):

Why I chose them (why do our visitors overlap?):

My one-sentence message to send them this week:



The one thing I will do before Friday to start this partnership:

SIMPLE COOPERATION AGREEMENT (optional — one page)

Question	Our Answer
What does each party do?	Farm A (my farm): Farm/Business B (partner):
How do we refer visitors to each other?	
Is there a fee split, or is it exchange?	
How do we handle a disagreement?	
When do we review this arrangement?	Date: _____