

NEWSLETTER

AgriVETourism



AgriVet Tourism

Enhancing Sustainable Agritourism through Vocational Education
and Training for Rural Development

Project No: 2024-2-BG01-KA210-VET-000267044

APRIL 2026



AgriVETourism Training Course

21-24 April 2026



Location: Naples, Italy

Four days of learning, field visits,
brainstorming sessions and new
international connections.

During the AgriVETourism Training Course, participants explored authentic agritourism realities, discovering the connections between sustainable tourism, local traditions, marketing and territorial valorisation. From the experiences on Mount Vesuvius to the final group projects, each day became an opportunity for exchange, growth and collaboration.

Day 1 • 21 April — Agritourism Business & Marketing

The first day opened with classroom sessions on financial management, market positioning, sustainable pricing and digital marketing. In the afternoon, participants visited Agriresort del Vesuvio in Terzigno — an organic farm resort inside Vesuvius National Park — exploring a real model of "heroic agriculture" and discovering how volcanic soil gives life to exceptional local products such as Pomodorino del Piennolo, Vesuvian apricots, olive oil and wine.



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Day 2 · 22 April — Product Quality & Agricultural Sustainability

The second day explored product certifications, sustainable farm management, packaging and storytelling strategies. The field visit to Il Turuzziello in Massa Lubrense brought theory to life through a tasting of PDO products and a hands-on demonstration of traditional mozzarella-making, showcasing the deep connection between land, tradition and authentic rural experience.

Day 3 · 23 April — Tourism Experience & Innovation

Day three focused on designing authentic visitor experiences, effective storytelling, and the future of agritourism through innovation and climate resilience. The afternoon visit to Giardino dell'Orco in Pozzuoli, overlooking Lake Avernus in the Phlegraean Fields, offered a



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vivid example of how sustainability, seasonality and local heritage can come together in a meaningful agritourism offer.

Day 4 • 24 April — Project Work & Presentations

The final day was dedicated entirely to practice. Working in international groups, participants developed their own sustainable agritourism business models, integrating economic, environmental and tourism dimensions. The day concluded with group presentations, peer discussion, final evaluation and the official course closure — with certificates of participation awarded to all.



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The AgriVETourism Training Course in Naples marked a significant step forward in the project's journey toward building a stronger, more skilled agritourism sector across rural Europe. Over four intensive days, participants from Bulgaria, Italy and Greece came together not only to learn, but to exchange perspectives, challenge ideas and build lasting professional connections across borders.

The experience confirmed that sustainable agritourism is not simply a business model — it is a way of thinking about land, community and hospitality. From the volcanic slopes of Vesuvius to the shores of Lake Avernus, the field visits demonstrated that authenticity, environmental responsibility and local identity are not obstacles to growth, but its very foundation.



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The group projects developed on the final day showed the confidence and creativity that participants had gained throughout the course — translating theory into real, actionable ideas rooted in their own territories and communities. This is precisely the transformation that the AgriVETourism programme was designed to spark.

As the project moves toward its final transnational meeting in Thessaloniki, the knowledge, skills and connections built in Naples will continue to resonate — carried forward by the practitioners, educators and rural entrepreneurs who lived this experience firsthand.



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