



# STAY

## Newsletter 1

**This is the FIRST newsletter of the STAY project, where you will be able to:**

- Get to know the STAY project and its objectives
- Meet the international partners of the project
- Discover the latest developments of STAY

## What is STAY?

STAY is an Erasmus+ project aiming **to promote vocational and educational training (VET) for those farmers who wish to engage in agrotourism. Agrotourism, also known as agritourism, is a set of agricultural activities planned to bring tourists to a farm.** This type of tourism, which appeared in the 1960s but has risen after the COVID-19 pandemic, comprises experiences such as vineyard tours, camping, hunting trips, farmers' markets and wildlife watching.

One of the main difficulties faced by farmers who are willing to start in the agrotourism sector is their **lack of experience**, which puts their businesses at risk. **STAY intends to professionalise their practices by providing the necessary training tools.**



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Agrotourism could be relevant in revitalising rural areas as **it can become an alternative source of income for agricultural businesses**. Indeed, the rural world suffers from a deficiency of job prospects, and **agrotourism could exponentially improve the employability of the inhabitants of these areas**, especially young people. It can also help **preserve the natural and cultural heritage of the territories** where the farms are located while boosting **public recognition of rural areas**.

The project, led by BC Naklo, comprises seven partners from six European countries (Belgium, the Czech Republic, Italy, Portugal, Slovenia and Spain). It is expected to run for 36 months, from November 2022 to October 2025.

**To learn more about the project,  
scan the following QR code**



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## Objectives



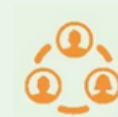
1. To provide farmers, livestock breeders, and any other interested stakeholders, with a **free training platform** that will include a selection of high-quality materials related to agrotourism.



2. To **raise awareness** of rural territories' cultural and natural values, citizens and way of life, and farming practices.



3. To **encourage entrepreneurship** in rural areas by fostering economic activities that complement agriculture.



4. To contribute to rural revitalisation by **giving working opportunities** to their inhabitants.



5. To promote the **exchange of good practices** among farmers engaged in agrotourism across Europe



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## Project results

The objectives are expected to be achieved by producing a set of leading results, that will also tackle the absence of statistical consistency and comparable data.



Five **National Reports** explain the current status of agrotourism and provide projections for the future of the sector in five European countries (the Czech Republic, Italy, Portugal, Slovenia and Spain).



A **Summary Report** shall expand on the information contained in the National Reports. It will provide an overview of the situation of agrotourism in the partners' countries and some other nations within Europe (Austria, France, Germany, the Netherlands and Sweden), as well as at a European scale.



A compilation of at least 18 **successful agrotourism cases** will offer a set of good examples and practices for farmers starting in the sector.



A **free, open training platform** will include these results (National Reports, Summary Report and compilation of case studies) in an attractive and pedagogical way that makes learning easier for its users.



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## Who are the partners?

The STAY project involves seven partners from six different European countries. The participating organisations are experts in the fields of agriculture, environment and rural development, and European project management.



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## What has the project developed so far?

So far, STAY has made progress in the development of the first two project results. The National Reports have provided information about the legal status of agrotourism in the respective project countries. In addition, its evolution in tourism markets, as well as projections for the future, have also been addressed. Among the most revealing findings, it is worth mentioning that some countries such as Slovenia, Italy and Portugal have national legislation covering the definition of agritourism, its characteristics and requirements. Besides these state laws, Italy and Spain also have regional legislation that applies to those establishments located in their territory. Agrotourism in the Czech Republic has not been legally codified so far.

The Summary Report structures and summarises the information contained in the various National Reports, which it also expands with data on the situation of agrotourism in Austria, France, Germany, the Netherlands and Sweden. Partners have also compiled 18 different case studies of agrotourism businesses from the Czech Republic, Italy, Portugal, Slovenia, Spain and some EU countries (Croatia and Sweden).

Both outputs are awaiting implementation on the project website, where they will be easily accessible.

**If you want to stay tuned for the latest news and developments from STAY, don't forget to subscribe to our [newsletter](#) and follow us on [social media](#).**



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