

INTENDED RESULTS



Summary Report and National Reports about the historical and current situation of agrotourism in the different countries of the project partners.



Identification of Case studies of successful agrotourism initiatives in Europe.



Specific professional training curriculum to be inserted into an agricultural or tourism training programme.



E-learning platform for entrepreneurs and professionals (sector workers, technicians, advisors, trainers and teachers) in the field of agrotourism.



Project publications and training will be available in English, Spanish, Italian, Czech, Slovenian, Portuguese and French.



Training meeting for technicians of the organisations or training professionals from rural areas.




Project promotional video.


STAY UP TO DATE


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PARTNERS



Asociace
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zemědělství ČR

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STAY



STAY is

an **Erasmus+ project** promoting vocational and educational training for rural entrepreneurs willing to engage in agritourism.

stay-erasmus.eu

BACKGROUND

Agrotourism, also called agritourism, is a modality of rural tourism which is developed as an income complement to agrarian production and in which the main motivation for tourists is the practice of activities linked to farming professions and the agrarian lifestyle (this is the distinguishing element), together with the owners of the farm. Agritourism can include a diverse range of activities, such as wineyard tours, camping, hunting trips, farmers markets, wildlife watching, and more.

The professionalisation of the sector, reached through an appropriate training program, is a key factor to make touristic accommodations to succeed in agrotourism.



STAY is a Cooperation Partnership funded by the EU Erasmus+ Programme for vocational education and training

6 COUNTRIES

Slovenia, Portugal, Italy, Belgium, Spain and the Czech Republic. Involving seven partner organisations and is coordinated by BC Naklo.



PROJECT AIMS

The STAY project aspires to provide farmers, livestock breeders, rural touristic establishments, and any other interested stakeholder, with an free online platform that contains a high-quality set of training materials on agrotourism and how to successfully run an accommodation offering agritouristic activities.

OBJECTIVES

- To train farmers and stockbreeders to start up and manage their own agrotourism businesses; to complement agricultural income with an offer linked to the territory and its natural and cultural resources; and to update the training of professionals in the sector, advisors and trainers.
- To generate local awareness by enhancing the tourist value of the natural and cultural heritage of the surroundings, promoting a proactive entrepreneurial spirit, encouraging the diversification of agricultural activities through multifunctionality (agrotourism), offering an opportunity to retain young people in the rural areas and motivating the exchange of experiences between participants and territories.



OUTPUTS

The STAY Project will develop a free and open-access web-based training platform available through the project website and disseminated through social media.

Training will include the summary country and European reports of Agrotourism and showcase case studies from Slovenia, Portugal, Italy, Spain and the Czech Republic.

The training platform helps farmers consider agrotourism as a business opportunity with advice on valuing their farms' natural and cultural heritage and rural location.