



STAY

Newsletter 4

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



Get some insights into the Training Curriculum developed by the BC Naklo



Learn what was discussed during the Transnational Meetings in Prague and Jaén



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The project STAY enters its final stage, and all the outputs are now public. The Summary and National Reports and the case studies are now integrated into the training platform, which also contains a set of high-quality training modules related to agrotourism.

These materials form the core of the contents, which aim to give farmers and rural entrepreneurs an overview of the possibilities, risks and challenges of building an agrotourism business.

In this newsletter, we take a look at one of the last project results, the training curriculum, which is intended as a guide for all those educational institutions planning to offer training courses related to rural tourism or agrotourism.



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Training curriculum

As part of the project, the Biotechnical Centre Naklo has developed a comprehensive training curriculum in the field of agrotourism. The programme is tailored to labour market needs, primarily targeting the education of current and future agrotourism providers in rural areas.

The curriculum consists of 10 modules (a total of 120 ECTS credits or 2875 hours) and covers key areas such as an introduction to agrotourism, business and legal aspects, digital tools and marketing, sustainable development, practical training, and the writing of a research thesis. Special emphasis is placed on developing entrepreneurial skills, marketing, service quality, and knowledge of legislation, enabling the sustainable management of farms and tourism services.

The programme can be integrated into existing educational systems (VET, higher education, MOOC) and is the result of an in-depth analysis of current training programmes, as well as feedback from farmers, experts, and stakeholders.

More information about the project results is available [here](#).



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Transnational Meetings

Fourth transnational meeting in Prague (Czechia) – September 2024

Project partners met in Prague, hosted by the Association of Private Farming of the Czech Republic, between September 17 and 19, 2024. The main objective of the gathering was to set a common ground for the development of the training modules, each of the partners focusing on one specific topic linked to agrotourism. They also discussed the criteria to be prioritised in the drafting of the training curriculum.

Partners had the opportunity to visit successful farms engaged in agrotourism in Czechia, like Dvorec Farm, Basařovi Farm and Pod Hájkem Biofarm. Furthermore, Zdenka Nosková, from the Association of Rural Tourism and Agritourism, joined online to present the status of the sector in the country, as well as the legal requirements, as provided for in Czech legislation, to engage in this economic activity.



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Transnational Meetings

Fifth transnational meeting in Jaén (Spain) – March 2025

The STAY consortium came together in the southern city of Jaén, Spain, from March 25 to 27, 2025, hosted by COAG Jaén. Different topics were discussed, such as the following steps to finalise the training modules and launch the beta version of the platform. Partners also shared information on the final conferences to be held both at a national level, in the respective participating countries, as well as at the European scale, in Brussels. These events will take place after the summer and will be used to disseminate the project and its results and amplify STAY's public outreach.

On the second and third day of the meeting, partners visited some of the agrotourism farms included in our Spanish case studies, like [Finca El Vizconde](#) and [Tierras de Jaén](#), specialised in offering olive oil experiences.

Jaén is the land of Spanish olive oil par excellence. Indeed, the province produces the best qualities of this product, with extra virgin olive oil as the standard bearer of this excellence. The members learned first-hand about the olive oil production process and were able to taste several different types of this liquid gold, as well as other Andalusian and Spanish delicacies, such as gazpacho, tortilla de patatas (potato omelette) or Iberian cheese.



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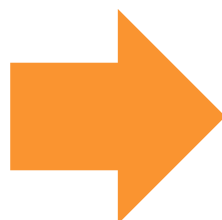
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What's coming next...

The beta version of the training platform is ready and has been launched for the internal use of partners. This educational hub, where all the training materials are centralised in a user-friendly way, will be evaluated through a set of pilot testing sessions, organised by partners and conducted by farmers and interested stakeholders. These preliminary testing rounds will serve to assess the usability of the platform in terms of content and design. The information gathered through the tests will be compiled in a report and will form the basis of the build-up of the final training platform.

Partners are also working on the National workshops and the European Conference, and more information regarding these events will be shared in due course. Keep an eye on our information channels so you don't miss any of our updates!

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