



# STAY

## Newsletter 7

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



Learn about the training modules developed by the project

Welcome to the latest edition of the STAY newsletter! In this issue, we are excited to explore our training modules, designed to provide aspiring agrotourism entrepreneurs with the essential knowledge, skills and capacities for starting and managing successful businesses.

Each module includes an introductory video and a self-assessment tool, allowing learners to reflect on their progress and apply what they have learned in a practical way. Dive in to discover how these resources can support the next generation of agrotourism ventures.



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# STAY

## Training modules

### Module 1 – Introduction to agrotourism

This module introduces the STAY training system and sets the conceptual framework for the rest of the modules. It covers basic general elements such as the definition of agrotourism, its evolution, the global market, good practices, legal aspects and some trends in the sector, providing a good range of international examples.

Go to module: <https://learning.stay-erasmus.eu/training-modules/introduction-to-agrotourism>



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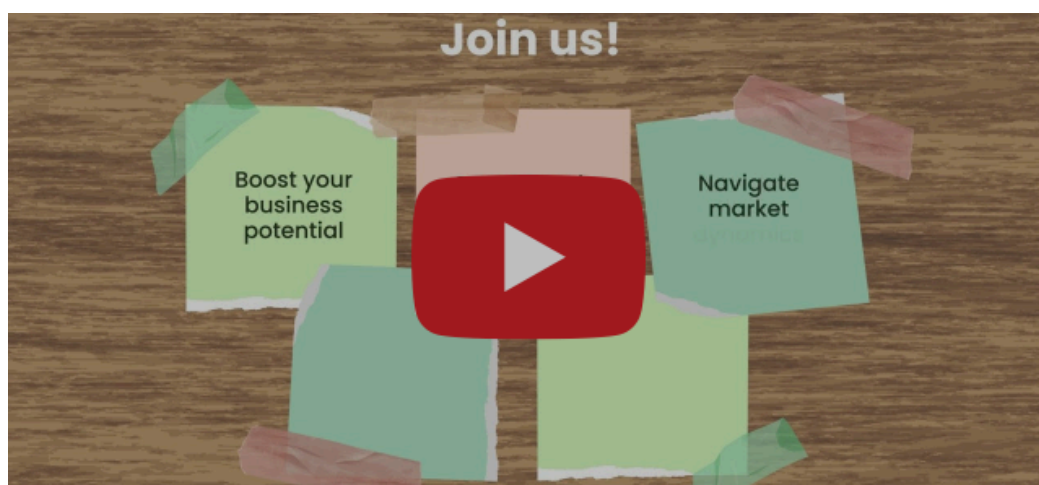
# STAY

## Training modules

### Module 2 – Organisation and business operations

This module explores business planning, market analysis, decision-making, and sustainable practices as key factors for success. A strong business plan helps set clear goals and allocate resources effectively. Market analysis provides insights into customer needs, competition, and industry trends, reducing risks. Decision-making tools like SWOT analysis and the Business Model Canvas assist in strategy development. Entrepreneurship impacts society and the economy, with women's entrepreneurship and family businesses playing vital roles. Sustainability is increasingly important, promoting ethical practices, circular economy models, and renewable energy.

Go to module: [Go to module: https://learning.stay-erasmus.eu/training-modules/introduction-to-agrotourism](https://learning.stay-erasmus.eu/training-modules/introduction-to-agrotourism)



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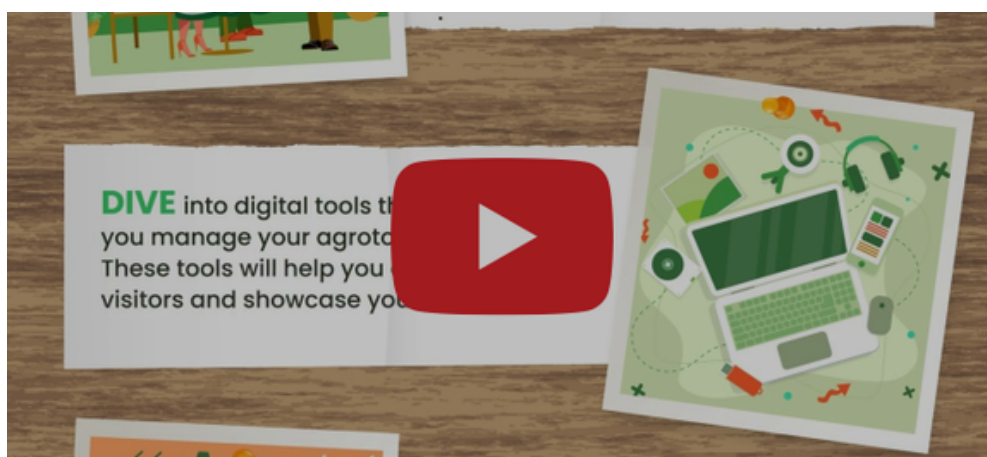
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## Training modules

### Module 3 – Digital and communication skills and customer relationship

This training module is designed to help both farmers and advisors succeed in the rapidly growing agrotourism sector. The industry offers exciting opportunities to connect with a wide range of visitors. Success is not just about offering great experiences but also about communicating effectively, marketing confidently, and using digital tools. Therefore, improving your digital and communication skills is essential for standing out in this competitive market.

Go to module: <https://learning.stay-erasmus.eu/training-modules/digital-and-communication-skills-and-customer-relationship>



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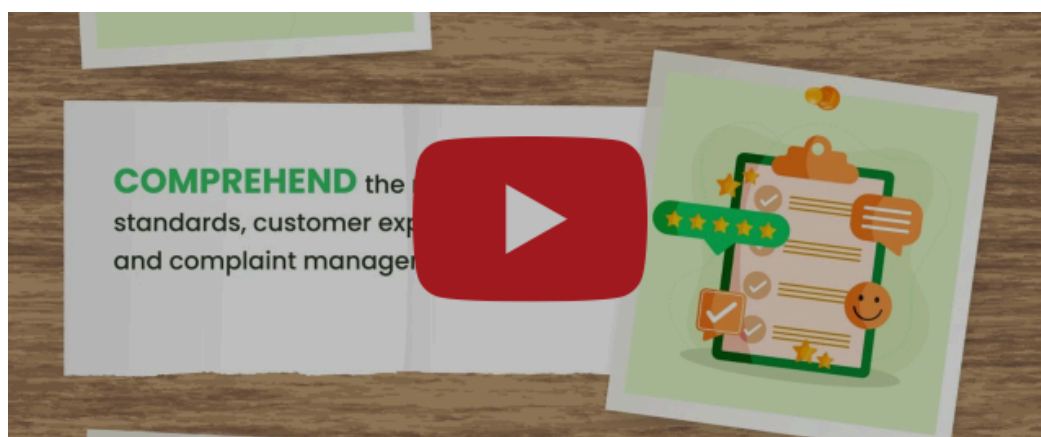
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## Training modules

### Module 4 – Safety and customer relationship

This module provides a comprehensive framework for understanding and implementing essential practices in food safety and customer satisfaction within the agrotourism sector. Designed for farmers, students, advisors and educators, it aims to equip participants with knowledge, skills and necessary competencies to maintain high standards of safety and service quality.

Go to module: [Go to module: https://learning.stay-erasmus.eu/training-modules/introduction-to-agrotourism](https://learning.stay-erasmus.eu/training-modules/introduction-to-agrotourism)



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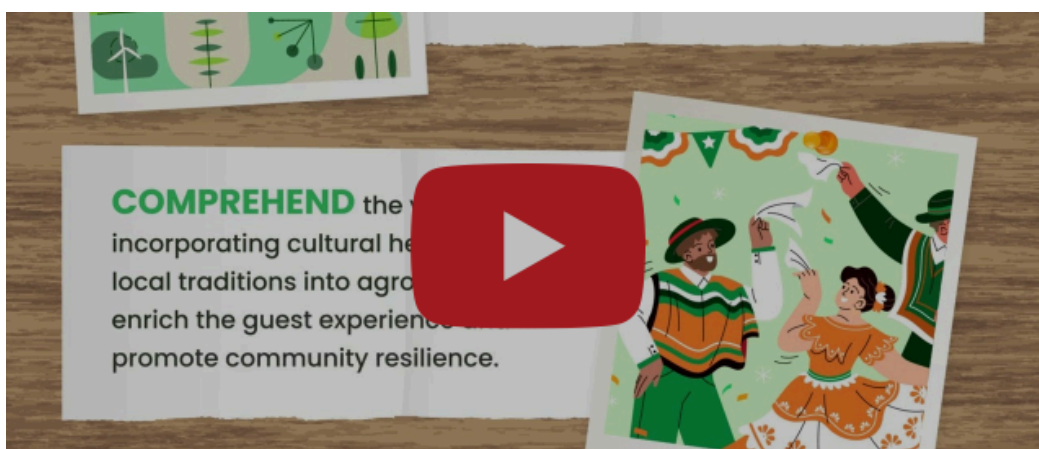
# STAY

## Training modules

### Module 5 – Creating tourist offer

Explore practical strategies for sustainable development in rural areas, including balancing environmental, economic, and social priorities. Learn how to incorporate cultural heritage and local traditions into agrotourism through techniques like storytelling, workshops, and community collaboration. Discover ways to promote sustainability through innovative agricultural practices and tourism offerings.

Go to module: <https://learning.stay-erasmus.eu/training-modules/creating-tourist-offer>



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## Training modules

### Module 6 – Activities in the countryside

This Module focuses on the multifunctionality of agrotourism. The module is divided into 6 units, each of which provides information on specific activities that can be practised in the agrotourism context. This section covers various aspects of agrotourism, including crop production and animal husbandry (1), promoting a healthy lifestyle (2), community-focused therapeutic and social activities (3), environmental protection through organic food production and biodiversity conservation (4 & 5), and managing sports facilities within agrotourism (6).

Go to module: <https://learning.stay-erasmus.eu/training-modules/activities-in-the-countryside>



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