



STAY

Newsletter 8

Welcome to the latest edition of the STAY newsletter!

As the project approaches its conclusion, all partner countries organised their national conferences to present the results of the STAY project, share insights from their regional agrotourism sectors, and engage local stakeholders in discussions on rural diversification, education and innovation. Between September and October 2025, conferences took place in Spain, the Czech Republic, Portugal, Slovenia, and Italy, gathering farmers, advisors, vocational schools, public authorities, entrepreneurs, students and rural development organisations. Below you will find a summary of the key messages, discussions and evaluation results from each country.



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Spain – Jaén

The Spanish national conference, titled 'Can Jaén be an agrotourism destination?', took place on 15 October 2025 in the Virgen del Carmen Room of the Antiguo Hospital San Juan de Dios. It brought together farmers, academics, vocational training professionals, rural associations, agrotourism entrepreneurs and representatives of the Andalusian regional government and the Provincial Council of Jaén. The programme combined institutional presentations with an expert round table focused on the potential of agrotourism in the province. Participants expressed strong interest in agrotourism as a tool for diversification and rural development, but also emphasised the need for clearer legislation and a more consistent definition of agrotourism in Spain. Many noted that training is essential, as agrotourism requires skills that differ from traditional farming. The STAY training materials were widely recognised as unique, comprehensive and highly relevant. Evaluation results were very positive: the majority of respondents rated the project's approach as highly innovative and stated that they would recommend the STAY materials to colleagues.



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Czech Republic – Únanov

The Czech national event took place on 3 September 2025 at Farma Markových in Únanov. It was organised as part of a large annual harvest festival hosted by ASZ ČR, allowing the project team to reach a broad rural audience. The conference component, attended by 25 participants, was complemented by the wider dissemination of promotional materials to approximately 200 festival visitors. During the conference, the STAY project objectives, learning materials, case studies and curriculum were presented, followed by a round-table discussion on education, diversification and rural heritage. Participants highlighted the importance of agrotourism for stabilising farm income and preserving countryside traditions. They expressed strong appreciation for the visual design and accessibility of the STAY platform, noting that real-life examples and case studies were particularly valuable. Evaluation results were once again very positive, with a strong endorsement of the need for specific agrotourism training and broad agreement that the STAY materials are useful and relevant. Several participants commented that navigating the platform was easier on mobile devices than on desktop.



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Portugal – Ponte da Barca

The Portuguese national conference was held on 11 October 2025 at Quinta da Mata, a location featured as one of the STAY case studies. The event welcomed farmers, rural and agrotourism entrepreneurs, policymakers and local stakeholders. Presentations focused on the STAY results, including the learning materials, reports, case studies and training modules. A discussion followed, addressing the diversification of rural activities and the challenges of retaining young people in rural areas. Participants stressed that diversification is essential for the long-term resilience of rural communities and pointed out existing barriers in Portugal, such as restrictions on new construction on farmland. They valued the case studies in particular because they provide replicable examples of good practices. Evaluation results showed a very high level of satisfaction with the project, with the large majority of respondents finding the materials useful and expressing willingness to recommend them. The organisation of the event, including the networking opportunities and regional-products coffee break, was also highly appreciated.



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Slovenia – Naklo

The Slovenian national conference took place on 15 October 2025 at the Biotechnical Centre Naklo and brought together 94 participants, including senior representatives from the Ministry of Agriculture, the Ministry of Education, the media, vocational schools, advisory services, farms, students and NGOs. Presentations offered a comprehensive overview of the project results, including the consolidated report, curriculum, e-platform and promotional video, and emphasised how these outcomes can be integrated into education, agricultural practice and entrepreneurship. Invited speakers highlighted the importance of accelerating knowledge transfer within the AKIS system, strengthening cooperation between tourism, agriculture and education, and applying data-driven solutions for sustainable visitor management. The role of an agri-entrepreneurship incubator was also presented as a way to help early-stage farms develop their ideas and reduce risks when entering agrotourism. Evaluation results reflected strong satisfaction with the event's content and organisation, with participants praising the professionalism of the speakers and the relevance of the materials. They suggested expanding innovative solutions, offering more examples from other regions, and providing opportunities for mentoring and hands-on activities.



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Italy – Florence

In Italy, two conferences were organised under the title Pills of Agritourism, held on 30 September and 18 October 2025 at CIA Toscana and the University of Florence. The first event targeted farmers, advisors and local stakeholders, while the second addressed students and lecturers in sustainable tourism. Both events introduced participants to the STAY partnership, project goals and main outputs, including the digital platform and training materials. Several introductory videos from the modules were presented, and complementary insights were provided on European agritourism legislation, statistical trends and hospitality services at farm level. Italian farmers, already operating in a mature agrotourism sector, found some content familiar, whereas students and lecturers particularly appreciated the innovative aspects, the comparative EU perspective and the practical value of the case studies. Evaluation results showed strong interest across both audiences, with most participants stating they would recommend the STAY materials. Suggestions included field trips, more practical activities and opportunities for collaboration with agritourism businesses.



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Cross-country insights

Across all partner countries, several common messages emerged. There is a growing demand for agrotourism as farmers seek to diversify their income and strengthen rural vitality. Participants in all countries agreed that structured, high-quality training in agrotourism is lacking and that the STAY learning materials respond directly to this gap. Case studies, videos, and practical examples were consistently highlighted as the most valuable components of the training offer. Collaboration across sectors—agriculture, tourism, education, advisory services and public authorities—was repeatedly emphasised as essential for ensuring sustainable rural development. In many regions, participants also called for clearer legislation and better administrative support to help rural entrepreneurs engage in agrotourism.



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What's coming next...

As the STAY project enters its final phase, partners are completing the last steps of reporting and continuing dissemination at both national and European levels. Work is also underway to ensure the long-term sustainability of the STAY training platform, including its further integration into vocational education, advisory services and rural development initiatives. Partners remain committed to supporting stakeholders in adopting the materials and promoting agrotourism as a viable pathway for rural diversification.

Stay Connected!

To access all STAY materials, please visit the project's website: <https://stay-erasmus.eu/>

Thank you for following the progress of the STAY project!



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