



# M1 Exploring the Value Chain of Agritourism

Learning Pill 

Created by  
Ayuntamiento  
de Pliego



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THE TRAINING PILL



## Title: Exploring the Value Chain of Agritourism

Duration: 2:15h

**Introduction:** Did you know that agritourism is a unique way to connect with nature and local culture while enjoying authentic experiences? In this activity, we will immerse ourselves in the fascinating world of agritourism, exploring its value chain and its impact on tourist destinations.

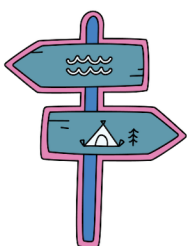
### Objectives of the training pill:

- To understand the concept of the agritourism value chain and creatively apply its components in the territory of each participant to obtain a global and accurate vision
- Identify the entities responsible for each component of the agritourism value chain
- Raise awareness that collaboration with entities involved in tourism in each territory is essential in the agritourism sector.

### Key Concept:

- Enhance participants' knowledge of the tourism sector.
- Improve participants' collaboration skills
- Foster creativity in a collaborative environment.

**Examples and Case Studies:** Collaborative work and co-creation of tourist products are essential for the development of successful tourism products. Therefore, it is crucial to promote collaboration among participants through the understanding and study of concepts applied to their territory.





## Class Activities:

### Activity 1: “Exploring the Value Chain of Agritourism”

Development:

#### Step 1: Focus

We will start by defining the agritourism value chain. We will use a slide to highlight this concept and pique your curiosity about how we can apply it in your own tourist environment.

#### Step 2: Group Formation

We will form groups of three or four participants. Each group will choose a spokesperson responsible for leading the final presentation.

#### Step 3: Practical Application

Now, it's time to get to work! Each group will work on applying the concept of the agritourism value chain in their territory. They can conduct research or use existing data to enrich their analysis. Do not be afraid to think creatively and explore new ideas.

#### Step 4: Presentation

The spokesperson for each group will share the results of their work with the rest of the class. During the presentations, we will pay attention to the strengths of each analysis and potential areas for improvement.

#### Step 5: Debate and Joint Documentation

After the presentations, we will open a joint debate. Participants will collaborate on a shared document, identifying the entities and infrastructure that are part of the agritourism value chain in the territory. This exercise will encourage reflection and the exchange of ideas.

#### Step 6:

##### Reflective Closure:

We will conclude the activity with a brief summary, highlighting the key points discussed and encouraging participants to reflect on how they can apply what they have learned in their future practice.

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## Tips and Suggestions:

### Clear Objectives:

Ensure that the objectives of the activity are clearly defined and communicated to the students. This will help them understand what is expected of them and why they are undertaking the activity.

### Interaction and Participation:

Encourage active participation from students at every step of the activity. Encourage them to share their ideas, ask questions, and collaborate with their group mates.

### Creativity and Critical Thinking:

Incentivize students to think creatively and explore new ideas during the practical application of the agritourism value chain in their territories. Encourage them to critically analyze information and propose innovative solutions.

### Constructive Feedback:

Provide constructive feedback to groups during presentations and joint debates. Recognize their strengths and offer suggestions for improvement in specific areas.

### Documentation and Reflection:

Encourage students to collaborate on the shared document during the joint debate, identifying the entities and infrastructure that are part of the agritourism value chain in their territory. At the end of the activity, take time to reflect on the key points discussed and how they can apply what they have learned in the future.

### Collaborative Environment:

Create an environment of collaboration and mutual respect in the classroom, where students feel safe to express their ideas and work together as a team.

**Flexibility:** Be flexible and willing to adapt the activity according to the needs and dynamics of the student group. Be prepared to make adjustments on the fly if necessary.



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## Summary and Recap:

The knowledge of value chain of agritourism is fundamental for the development of successful agritourism experiences. Through this training module, fundamental concepts of the agritourism sector are studied, which will provide students with a new vision of the possibilities offered by the sector in territories where agriculture plays a significant role in socioeconomic development.

On the other hand, the valorization of local products and agrarian culture through the development of agritourism experiences is aligned with new consumption trends, where contact with local culture, gastronomy, and km0 products are aligned with new consumption patterns.

## Additional Resources::

- World Tourism Organization website: <https://www.unwto.org/>
- European Rural Network website: <https://ec.europa.eu/enrd>
- Consult the websites of the authorities responsible for tourism and local development in your country.

## Conclusion:

In conclusion, we can say that training activities and group activities guided by a mentor are fundamental for exploring new development possibilities in rural areas. Applying the concepts of this training module in the participants' own tourist destination leads to reflection on the importance of each link that forms part of the agritourism value chain. Additionally, the sharing of ideas within each group and the final document containing all the information contributed by each of them will result in an applied analysis of the tourist destination through a collaborative environment.

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## Upskill+ Quality upskilling in agroturism focused on sustainable innovation and experience

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