



M5 Sustainable entrepreneurship

Learning Pill 

Created by
Ayuntamiento
de Pliego



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THE LEARNING PILL



Title: Sustainable entrepreneurship

Duration: 2:15h

Introduction:

The main objective of this training module is to focus on the understanding of sustainability as applied to businesses in the agrotourism sector. Sustainability within the context of agrotourism involves adopting practices and strategies that ensure the development of tourist activities in rural environments while ensuring the conservation of the environment, the protection of biodiversity, respect for local communities, and the promotion of local culture and traditions.

This training module aims to provide participants with a deep understanding of sustainability principles and how to apply them practically in the management and operation of agrotourism businesses. This may include topics such as efficient use of natural resources, waste management, integration of the local community into tourism activities, promotion of responsible tourism, and the creation of authentic and enriching experiences for visitors.

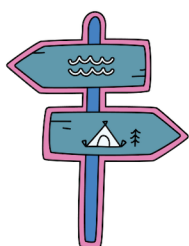
Furthermore, the training module may address the importance of certification and accreditation in sustainability for agrotourism businesses, as well as the opportunities and challenges they face in adopting sustainable practices in an increasingly environmentally conscious and socially responsible market.

Objectives of the training pill:

This training module aims to empower professionals in the agrotourism sector with the knowledge and tools necessary to operate sustainably, thus promoting tourism that benefits both businesses and local communities while protecting the environment.

Key Concept:

- Emphasizing collaborative work
- Highlighting the concept of sustainability in its triple dimension





Interactive Activities:

Activity 1:

Step 1:

Reiterate the sustainability concepts applied to the agrotourism sector studied in the training modules.

Step 2:

Divide the students into groups of 3 or 4 people and choose a spokesperson in each group.

Step 3:

Once formed, assign each group one of the three sets of best practices defined in the presentation, which are the following: Improve their offer and connection with the destination, enhance their environmental behavior, and support local development and heritage conservation.

Step 4:

Choose an agrotourism product/company, using as reference the companies/tourist products found in the SKILLMAP. Encourage participants to choose a variety of agrotourism products/companies to analyze, including both local and international examples, to obtain a broader and more diverse perspective.

Step 5:

Once each group has chosen the agrotourism product/company to analyze, participants will discuss how this company contributes to sustainability. The mentor will ensure that the presentation is clear and organized, and will provide spokespersons the opportunity to respond to questions or comments from other participants after their presentation.

Step 6:

Each group's spokesperson will present the work done.

Step 7:

After all groups have presented, there will be a joint discussion and work on a common document establishing a global and practical vision of how a company/product contributes to sustainability according to the criteria analyzed. Facilitate guided discussion to identify areas of agreement and disagreement between groups, and encourage participants to collaborate in creating a document that reflects a comprehensive vision of the contribution of agrotourism companies/products to sustainability.

Tips and Suggestions:

Provide enough time for the groups to discuss and analyze how the selected company/product contributes to sustainability. Foster an open and respectful debate among participants. As a mentor, your role is to facilitate the process and ensure that all groups are on the right track. Offer guidance and support when necessary, but also allow participants to take initiative and be responsible for their learning. At the end of the activity, dedicate time for participants to reflect on what they have learned and discuss how they can apply these concepts in their own work or daily lives. Provide constructive feedback to the groups during and after their presentations. Acknowledge strengths and suggest areas for improvement in a constructive manner.

Summary and Recap:

Agrotourism represents an exciting opportunity for interaction between tourism and rural environments, offering authentic and enriching experiences for visitors while contributing to the sustainable development of local communities. In this context, sustainability plays a crucial role, ensuring the preservation of the environment, the well-being of the local community, and the long-term viability of the sector.

The introduction of the activity highlights the importance of understanding and applying the principles of sustainability in agrotourism and sets out the key objectives of the activity. It emphasizes the need to reiterate sustainability concepts and provide a clear framework for subsequent work. Additionally, it underscores the importance of fostering a collaborative and active learning environment where participants can contribute their ideas and experiences to enrich the process.



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.

Additional Resources:

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 agrotourism 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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