



M4 Digitalisation and technology **innovations** in agritourism sector

Learning Pill 

Created by
I&F



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THE LEARNING PILL



Title: Unleashing the Digital Transformation in Agritourism

Duration: 2:15h

Introduction: In this training pill, we embark on a journey to uncover the immense potential of digitization and technology innovations within the vibrant landscape of agritourism. We will explore how the fusion of digital tools and agricultural traditions can revolutionize the agritourism industry. As technology continues to reshape the world, understanding its role and applications in agritourism becomes paramount. Whether you're a seasoned agritourism professional or just starting your venture, this module will equip you with essential knowledge to harness the power of technology for growth, sustainability, and enriching visitor experiences.

Objectives of the training pill:

1. Comprehend the Fundamental Concepts
2. Explore Practical Applications
3. Learn from Real-Life Examples
4. Empower with Practical Tips and Best Practice Key

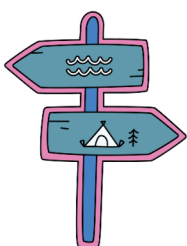
Concepts:

- Digitalization of agricultural practice
- Utilization of technology for enhancing guest experiences
- Intersection of traditional agrarian culture with modern digital tools.

Key Concept:

Apply, within the participants' territory, the components of the agritourism value chain with the aim of providing the participant with a comprehensive and accurate perspective

Examples and Case Studies: Provide relevant examples and case studies that demonstrate the application of the concepts discussed. Use real-life scenarios to help participants make connections and understand the practical implications.





Interactive Activities:

Digital Transformation Brainstorm (20 minutes):

Objective: to ignite creativity and problem-solving skills.

Description: Participants will be divided into small groups and tasked with brainstorming innovative ways to integrate technology into agritourism businesses. Each group will focus on a specific aspect such as marketing, operations, or customer engagement. Groups will present their ideas, fostering collaboration and knowledge exchange.

Case Study Analysis and Discussion (25 minutes):

Objective: To analyse real-life examples and draw insights.

Description: Participants will be presented with a case study related to technology adoption in agritourism (e.g., an online reservation system implementation). They will work in pairs or small groups to analyse the case, identify key success factors, and discuss how they would apply similar strategies in their own agritourism businesses.

15-Minute Break (15 minutes):

Objective: To provide participants with a brief opportunity to recharge and network.

Description: Participants can take a short break to refresh themselves, grab a drink or snack, and engage in informal networking with fellow participants.

Technology Tools Showcase (20 minutes):

Objective: To explore various digital tools and technologies.

Description: Participants will have the opportunity to explore a curated selection of digital tools and technologies relevant to agritourism. They will be divided into stations, each focusing on a specific tool or technology (e.g., social media management tools, booking platforms, or data analytics tools). Participants can rotate between stations, gaining hands-on experience and insights into these technologies.

Tech-Enabled Marketing Campaign Simulation (30 minutes):

Objective: To apply technology in a marketing context.

Description: Participants will work in groups to design a digital marketing campaign for an agritourism business. They will leverage technology tools and platforms to plan, execute, and monitor their campaigns. Groups will present their strategies, emphasizing the use of technology in their marketing initiatives.

Group Problem-Solving (20 minutes):

Objective: To collaboratively address real challenges.

Description: Participants will be presented with real-world challenges faced by agritourism businesses. They will work in teams to devise technology-driven solutions to these challenges.

Emphasis will be placed on creative problem-solving and the practical application of technology.

Tech Trends Debate (15 minutes):

Objective: To explore emerging technology trends.

Description: Participants will engage in a structured debate on emerging technology trends in agritourism. Each participant will research and advocate for a specific technology trend (e.g., augmented reality tours or blockchain for traceability). The debate will encourage critical thinking and exploration of future possibilities.

These interactive activities are designed to make the most of the allocated 2 hours with 15 minutes for break, ensuring active engagement, practical learning, and brief breaks for participants to recharge.





Tips and Suggestions:

Effective Tech Integration: Embracing technology in agritourism begins with a smart and gradual approach. Start with small, manageable tech projects that align with your goals and resources. Prioritize user-friendly tools with intuitive interfaces to ensure a smooth transition for your team.

Protect customer data with robust security measures and stay updated with evolving tech trends through continuous learning. Keep the customer at the center of your tech strategy, crafting personalized experiences based on data insights.



Feedback and Adaptation:

Foster a culture of feedback by encouraging input from both customers and staff. Reviews and suggestions from customers can inform your strategies, while staff feedback helps refine processes. Scalability should be considered, ensuring your chosen tech solutions can grow with your business.

Streamline operations with integrated tech tools and invest in comprehensive staff training and support. Monitor key metrics to evaluate the impact of tech initiatives and adjust strategies based on data-driven insights. Lastly, ensure legal compliance and consider sustainability when making tech choices. Collaborative partnerships and a robust risk management plan prepare you for potential tech-related challenges.

By following these tips, agritourism businesses can effectively leverage technology to enhance their operations and deliver exceptional experiences to customers, all while staying aligned with industry values and regulatory requirements.

Summary and Recap: Summarize the key points covered in the training pill. Recap the main insights and takeaways to reinforce learning.

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Additional Resources:

- Online Courses and Webinars
- Sustainable Farming Organizations
- Technology Providers
- Online Courses on Sustainability Q&A and Feedback: Participants are encouraged to ask questions, provide feedback, and engage in discussions throughout the workshop. Open dialogue is essential for a productive learning experience.

Conclusion:

Conclude the training pill with a closing remark, expressing gratitude for participants' engagement and highlighting the importance of the topic in the overall context of the agrotourism industry.





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

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