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giz Deutsche Gesellschaft
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ZOAC
from relief to recovery

Gashtukal گهشتوکال

agrotourism training *agrotourism services*

module 3



module 3

units

unit 1



accommodation

guidelines for
farmstay
accommodation
providers

unit 2



catering

resources
providing meals
events
self catering

unit 3



communication and service

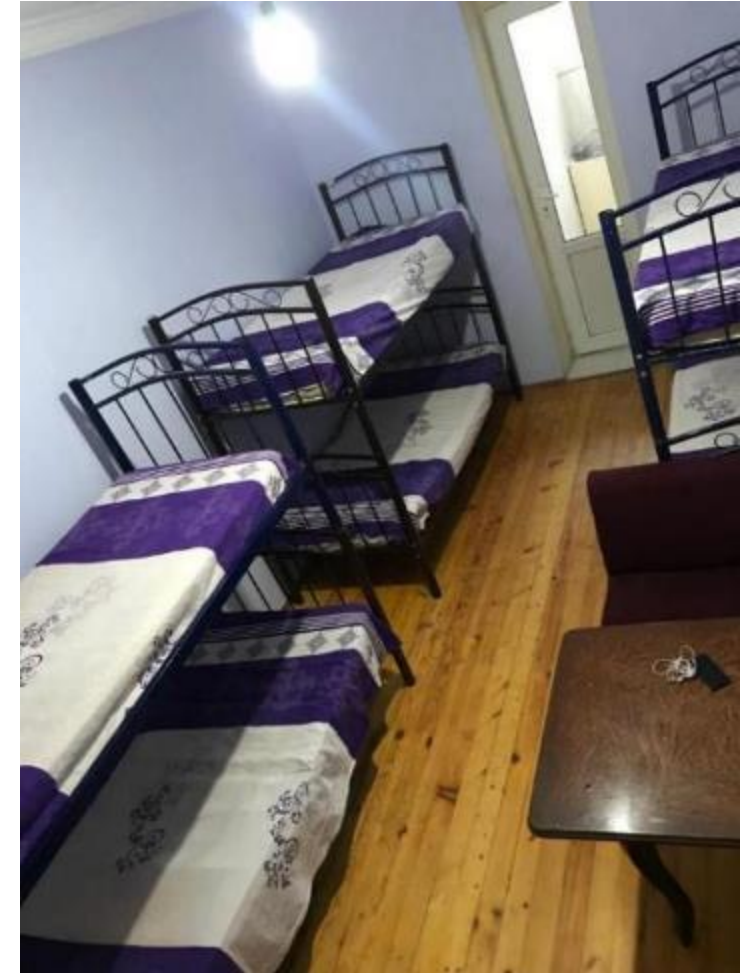
guest satisfaction
feedback methods
guiding and
interpretation

unit 4



safe experiences

safety planning
management
liability



agrotourism services

introduction

Farmers who participate in agrotourism will provide various services to guests, including:

- **Accommodation** e.g. farmstays, campsites, self-catering
- **Catering:** daily meals, picnics, catered events such as weddings or parties
- **Information:** guided experiences, information boards, brochures, visitor maps
- **Safe experiences:** identifying hazards and threats and ensuring that guests are kept as safe as possible while on a farm
- **Events:** harvest festivals, music, culinary/food events

This module will look at these services in detail, and provide guidance and ideas for farmers to provide appropriate services to their visitors and guests.

farm accommodation

unit 1

farm accommodation

farmstays

Accommodation on a working farm is called a **farmstay**.

Farmstays:

- offer comfortable, rustic accommodation
- may include farming activities and experiences
- are often family-focused
- offer children opportunities to feed animals, collect eggs and learn how a farm functions



farmstays

why are farmstays popular?

Staying on a farm is popular because visitors can:

- spend time with a local family
- enjoy authentic local experiences
- learn about daily farm tasks
- enjoy local food and eating culture
- spend less on accommodation than at a hotel
- feel safe: get away from crowds and the threat of Covid



farmstays

why are farmstays popular?

People are interested in reconnecting with rural heritage, learning about where their food comes, and spending time in a natural environment, especially after Covid.



farm accommodation

rates: what to charge

Pricing:

- rates are similar to bed & breakfasts or holiday rentals
- prices vary depending on the property and the quality of the accommodation



farmstays

accommodation standards

Accommodation can be basic or more lavish

Different prices will be charged for different qualities of accommodation



farmstays

essential standards

All accommodation should meet basic standards including:



Cleanliness:

- sleeping quarters and guest bathroom facilities must be very clean
- cleaned between guests
- If linen is provided, all new guests must get fresh linen



Privacy:

- provide for privacy of guests
- especially if the space is shared such as in a dormitory



Comfort:

- provide comfortable sleeping quarters and bedding
- this includes warmth in winter, and cooling in summer

farmstays

types of farmstay accommodation

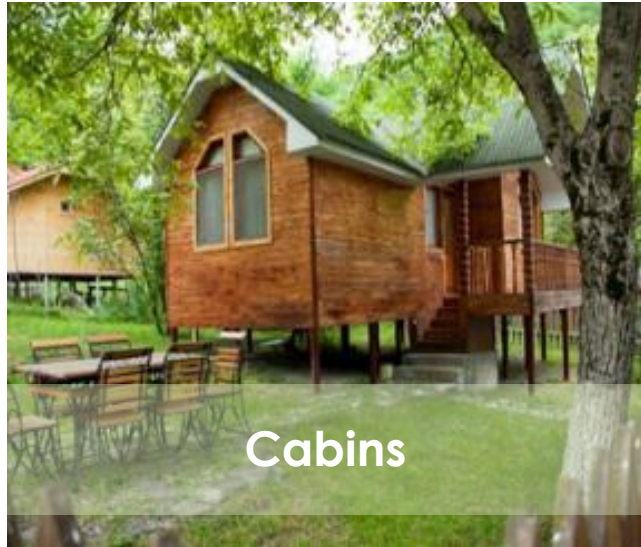
Farmstay guest rooms may be:

- Inside the farmer's house **or** in separate buildings
- furnished very simply or more lavishly



farmstays

types of farmstay accommodation



Cabins



Cottages



Converted farm buildings



Rooms for guests inside
the farmhouse



Keper sites



Tent camping

farmstays

types of farmstay accommodation

Cabins are small houses, usually made of wood. Usually found in forested or rustic locations.



Cottages are small houses, built of brick or stone. They could be converted from building such as sheds or stables or farm staff accommodation.

farmstays

types of farmstay accommodation

Farm buildings such as barns, sheds, stables, storerooms can be converted for guest accommodation.



farmstays

types of farmstay accommodation

Keper sites: open air, roofed spaces that can be rented by 24-hours.

- Visitors bring own bedding, cookware and food.
- Cheaper to set up than fixed buildings
- Farmer may provide access to an outdoor kitchen

They:

- Should have overhead coverings for sun and rain protection
- Should have walls for separation from neighbouring units
- Toilets and running water must be available near the keper sites.
- Can have facilities e.g. playground for children, BBQ sites



Disadvantage:

- Very low rental price

farmstays

types of farmstay accommodation

Tent camping:

- Visitors usually bring their own tents to camp at a scenic spot on a farm.
- They pay the farmer to be able to camp on the farm
- There must be ablution facilities: toilet, water, shower
- It is quite cheap for visitors – therefore popular
- May be a part of other activities such as hiking

Farmers may:

- provide campsites (with ablutions) for visitors to pitch their own tents at the site
- provide accommodation in tents that are owned by the farmer and permanently pitched at the campsite as visitor accommodation.



self-catering *introduction*

Self-catering:

- visitors bring and cook their own food when they stay in the accommodation
- It is a very affordable way for people to travel.
- The accommodation provider must provide facilities for cooking and a place to eat meals comfortably.
- Kitchen areas must be clean and have enough equipment.



self-catering *facilities*

- Bedroom/s
- Bathroom
- Kitchen
- Dining area



self-catering

what does the farmer need to provide?

In a self-catering unit the farmer must provide a kitchen with enough equipment such as:



self-catering

what does the farmer need to provide?

If the farm accommodation is self-catering

- provide cooking equipment in the kitchen
- there is no need to provide meals to guests



guidelines for farmstay accommodation

general

General guidelines for accommodation include:

- **Provide** clean sleeping quarters for guests.
- **Prepare** clean and welcoming public areas for guests.
- **Clean** guest bathroom facilities daily.
- **Inform guests** if they need to bring own bedding and towels.
- If providing linen and towels, these must be clean for each new guest.



guidelines for farmstay accommodation

cleaning

Cleaners should know:

- simple procedures to clean each guest each area
- How to recognise and clean dirt
- how to properly use cleaning materials and equipment
- insect control

Provide some basic amenities:

- linen/bedding
- towels
- soap
- rubbish bin

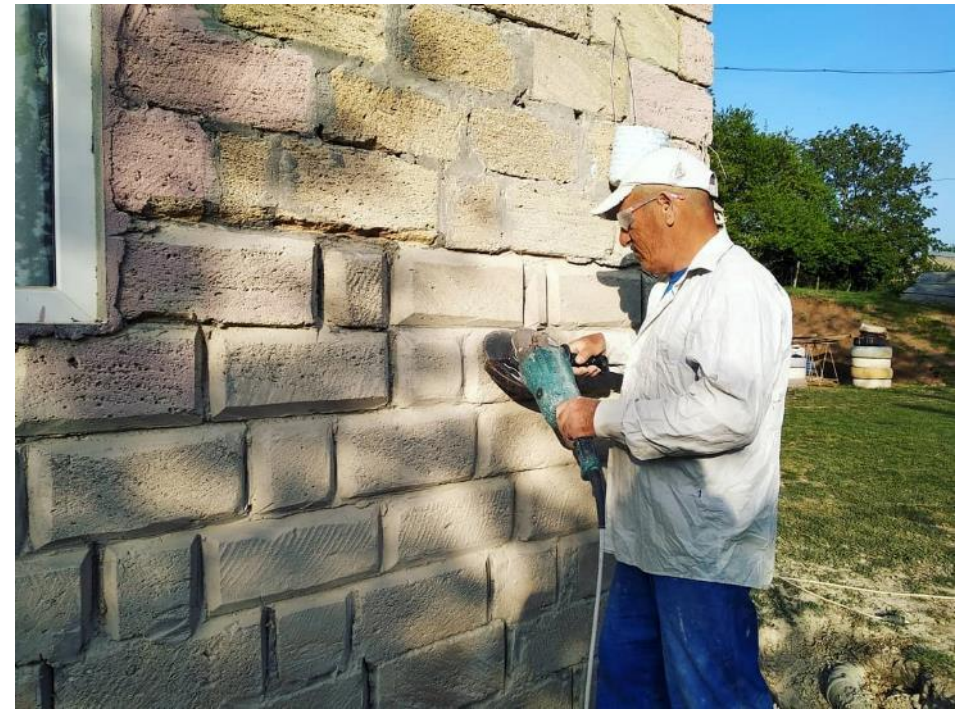


guidelines for premises

buildings and surrounds

Tips for the accommodation and surrounds:

- The buildings must be solid and strong, not damaged or dangerous: well maintained
- The roof must not leak
- The building is airy and comfortable with no stale smells or mould
- Around the building is kept clean, pleasant, etc.
- Tents need to be waterproof, free of any tears or holes, fitted with mosquito nets, etc.



guidelines for premises

buildings and surrounds

Tips for the accommodation surrounds:

- Campsites must be in areas where the ground is level
- Campsites need to have clean and functioning ablutions
- Campsites need to be away from any animals
- Firepits/bonfire areas need to be cleaned daily
- General building security: locking of doors and houses
- Safety of gas, fires and electrical items



guidelines for premises

living areas

Tips for living areas:

- Have an area to relax, including comfortable, warm seating.
- The number of visitors is set, based on the size of the house, number of toilets and the capacity of the hosts
- The host must restrain boisterous pets before the arrival of visitors
- The building and surrounds are clean and tidy
- Outdoor areas must be clean, tidy and not create conditions to harbour pests or snakes
- Check also for wasp nests.



How could you improve this? ↑



guidelines for premises

sleeping areas

Tips for sleeping areas:

- Linens should be washed between guests
- Sleeping areas should be airy, with no stale smells
- Provide a waste basket and clothes hangers/rail
- Drinking water should be available
- Offer twin/separate beds for travellers who are together, but do not wish to share a bed



guidelines for premises

bathroom and toilets

Tips for the toilet:

- The toilet is clean, hygienic and regularly cleaned
- The toilet should be private
- The toilet should have a seat in good condition
- There must be a basin, with soap and towels
- Provide a waste basket for rubbish
- Provide a rail/hooks for towels
- Outdoor toilets in campsites or along hiking routes should be well maintained, clean and stocked



guidelines for premises

bathroom and toilets

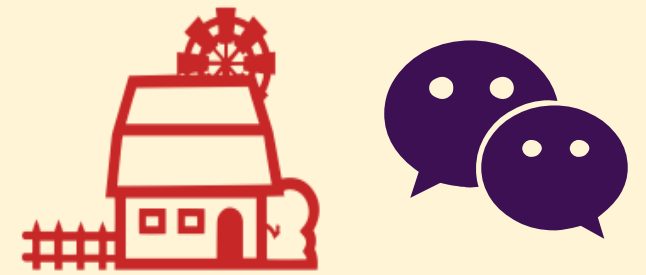
Tips for bathrooms and showers:

- Shower floors are not slippery
- Showers have sufficient light
- Shower heads must be free flowing
- Shower drain must clear easily
- Provide a waste basket for rubbish
- Provide a rail/hooks for towels
- Provide a mirror
- Provide a plug for the basin (and/or bath)
- Outdoor bathrooms in campsites or along hiking routes should be well maintained, clean and stocked



activity 1

accommodation



1. Break into small groups of 3 or 4.
2. In your groups, think about and discuss the following:
 1. Is there any visitor or farm accommodation available in your area?
 2. What types of accommodation are these (e.g. tents, cottages, etc.)?
 3. Are there any opportunities to offer more accommodation or different types of accommodation in the area?
 4. Could any of the group members offer accommodation on their farms? If so, what type? What would they have to do to prepare the accommodation?
 5. If visitors were staying in local accommodation, what local activities are there to keep them entertained during their stay.

catering

unit 2



farm catering

catering for farm visitors

Farms that offer agrotourism activities may:

- offer **catering** on site for various guests and reasons
- have a **shop**/stall where they sell products made on the farm
- be able to **host events** such as weddings



farm catering

types of catering

Catering that you offer to visitors may be:

- **Breakfast** and **dinner** for overnight guests
- **Lunches** for day visitors, tour groups, hiking groups, people doing farm work experiences
- **Picnics** or packed meals for hikers or tours
- **Events** like weddings



farm catering

types of catering

Farms could provide:



On-site meals for visitors



Products produced on the farm

farm catering

types of catering

Farm cooks could cater for:



Groups of hikers or hiking parties



Tour operators with groups wanting lunch

farm catering

what you need

If you are offering food to guests, you will need:

- A clean, equipped **kitchen** or cooking area
- **People** who can cook hygienic and tasty food
- **Suppliers** for some **ingredients** or products



farm catering

what you need

A dining space for visitors to relax and enjoy the meal.
It can be simple indoor or outdoor tables and seats.



farm catering

breakfast

Breakfast should include:



Protein



Bread, jam



Drinks (tea)

farm catering

breakfast

- Place all the breakfast items on a table or counter for guests to help themselves
- Serve hot dishes as they are made
- Serve food in attractive containers or dishes
- Do not put boxes on the table
- Provide serving utensils that are clean
- Present everything attractively
- Regularly check the table and provide more food if needed
- Provide napkins



farm catering

dinner meals



- Serve traditional local meals
- Use local ingredients, especially those grown on the farm
- Let guests help prepare the meal
- Provide at least a hearty main meal, with meat, starch, vegetables or salad and a dessert



farm catering

guidelines for the kitchen and meal preparation



Cooking equipment must be clean and washed after use.



Kitchens are clean and equipment is stored neatly.



Food is clean and hygienic, and cooks wash their hands before preparing food and cooking.



Food is made from mostly local ingredients.



Guests can help with the cooking – learn about the dishes.

farm catering

guidelines for the kitchen and meal preparation

There are enough plates, cutlery, etc. for the number of visitors; crockery is not chipped or cracked.

Drinking water is clean, hygienic, kept in clean and sealable containers.

Food is served on time.

The host explains the food to the guests and how to eat it in traditional style.



activity 2

catering



1. Break into small groups of 3 or 4.
2. In your groups, think about and discuss the following:
 1. What catering options are there in your area – are there some specialist cooks who make particular items very well?
 2. What are the specialty dishes of your area?
 3. If you were offering **breakfast** to guests, what items would you include?
 4. If you were offering **lunches** – what options could you offer?
 5. If you were offering **dinner** to overnight guests, what would you offer?

events



events

what events could farms offer?

Some farms may offer events such as:

- weddings
- family parties or celebrations
- festivals

Not all farms can offer all events, it depends on the facilities on the farm.

Some ideas for facilities include:

- buildings such as barns can be used as wedding or party venues
- cleared and unsown fields used for various outdoor activities
- Orchards used for farm table meals



events *types*

Examples of farm events:



Agricultural festivals



Outdoor activity festivals



Markets

events

types of events on farms

- Music events
- Sports events
- Family parties
- Children's parties



events

types of events on farms

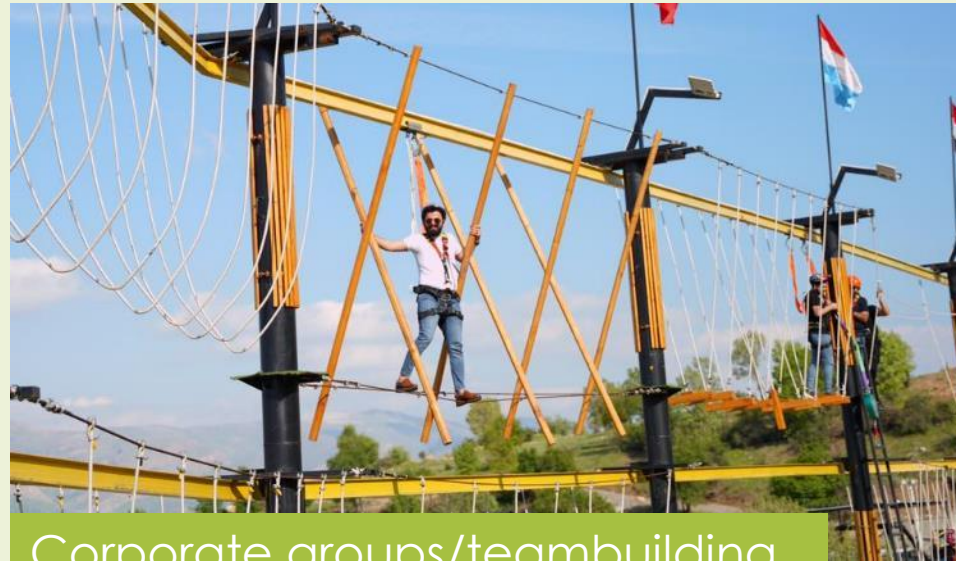
Events that a
small farm
could offer



Small Weddings



Class field trips



Corporate groups/teambuilding



Family gatherings

events

Example: festivals

Ideas for activities during events like festivals include:

- Demonstrations on how to make food products/cooking demo
- Tastings



events

Example: festivals

Ideas for activities during events like festivals include:

- Art or creative activities
- Competitions



events

considerations

If the owner/community is thinking about offering an event, they need to consider the following:

- Which location/property/place would be suitable for the event?
- What kinds of events could be hosted?
- When to host: seasonal considerations
- The duration of events – half day, full day, overnight, etc.
- Which businesses should be invited to participate?
- What facilities and expertise can be used to add value?
- Costs and pricing for venue and services

events

benefits and concerns regarding events

Benefits

- Additional income
- A marketing opportunity for farm produce and town/area
- Spread the benefits into the local community by involving everyone
- Job creation for local people
- Develop new skills in the community

Concerns

- May need new infrastructures to accommodate the number of guests
- Possible damage to land
- Security may be needed
- Safety hazards might not be identified beforehand

events *duration*

An event may carry on for a few days, e.g. a weekend festival.

This has a few benefits:

- It spreads out the traffic to the event (less cars in one day)
- It gives visitors a chance to go more than once
- Visitors can attend different events on the programme



events

involving other businesses

Include other local businesses, e.g.

- local, traditional musicians or performers
- caterers or food stalls
- nearby hotels/guesthouses/farmstays

Other farms could also:

- offer produce at farm stalls
- attract more visitors by advertising the event to their own customers.



events

costs and pricing

Costs may include:

- paying for the services of other businesses
- extra costs e.g. fuel, electricity, wood, decorations, signage, marketing, etc.

These need to be worked into the pricing, to be discussed in the next module.



events

how successful was the event?

Check how well the event went by:

- Speaking to visitors
- Reading comments on a Facebook page
- Check postings and photos on Instagram



Factors to consider when planning future events include:

- Number of guests
- Which days had the highest traffic
- Who the guests were
- What they bought or did the most, etc.

activity 3

events



1. Break into groups of 3 or 4.
2. In your groups, think about and discuss the following:
 1. Are there any events that regularly take place in your area – e.g. farmer's markets, food festivals, music festivals, sports events, etc.?
 2. If there are – who runs them, and how could farmers become involved in them?
 3. If there are not, or there are very few, discuss ideas for events that could possibly be offered on an individual farm, or in a public space with some local farmers participating.
 4. Discuss the best time/date/season for such an event.
 5. How would the target market/visitors be?
 6. How would you market to these visitors and let them know about the event?



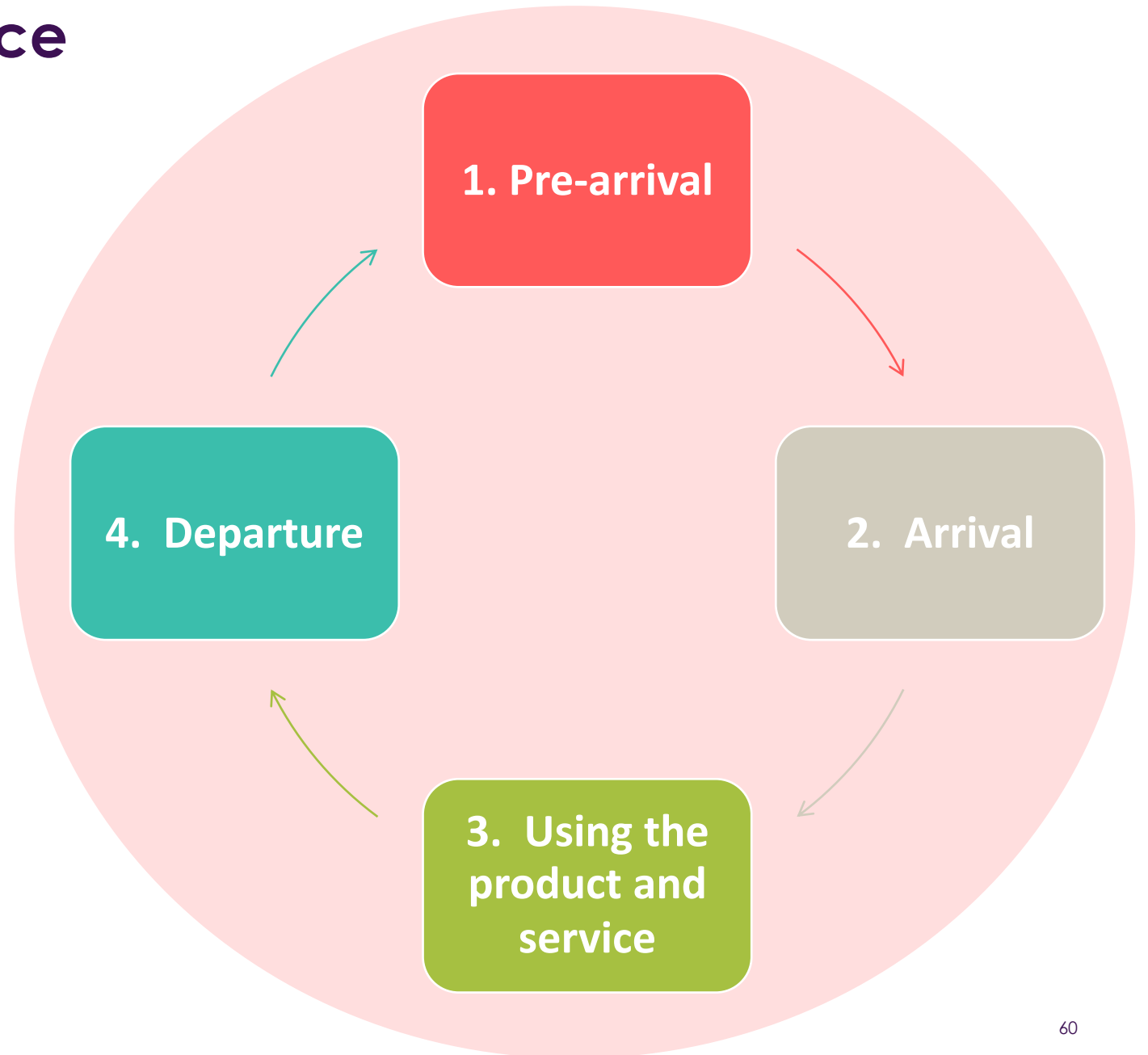
communication and service

unit 3

communication and service *introduction*

The agrotourism sector:

- focuses on guest communication
- communicates with visitors and guests at different touchpoints of the **guest service cycle**.
- **We need to provide good communication and service in each step of the cycle**



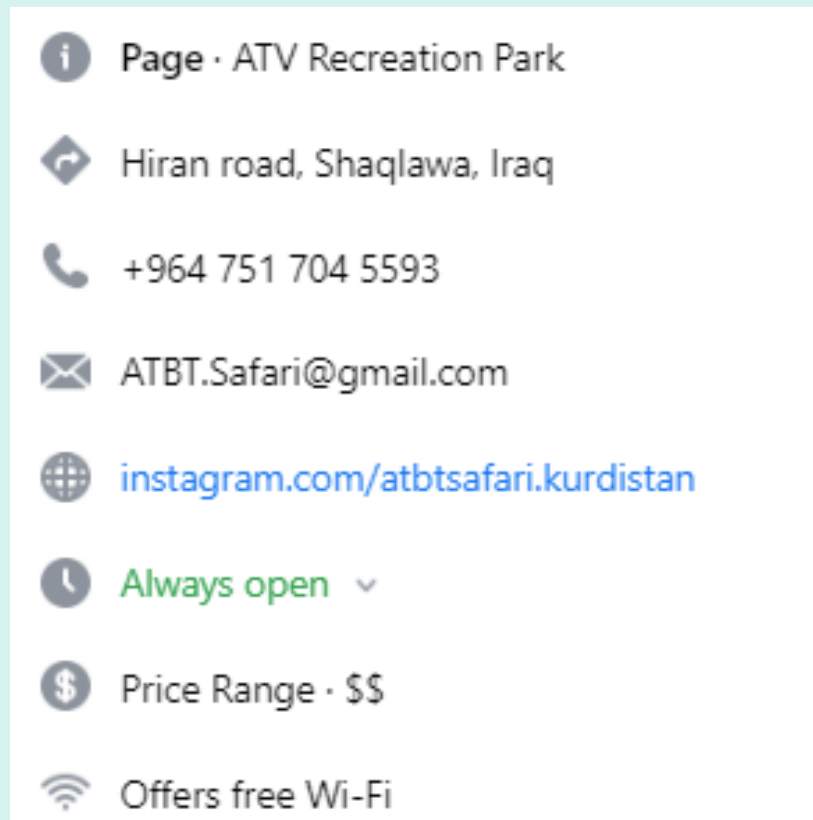
communication and service

points to providing excellent service: 1. pre-arrival

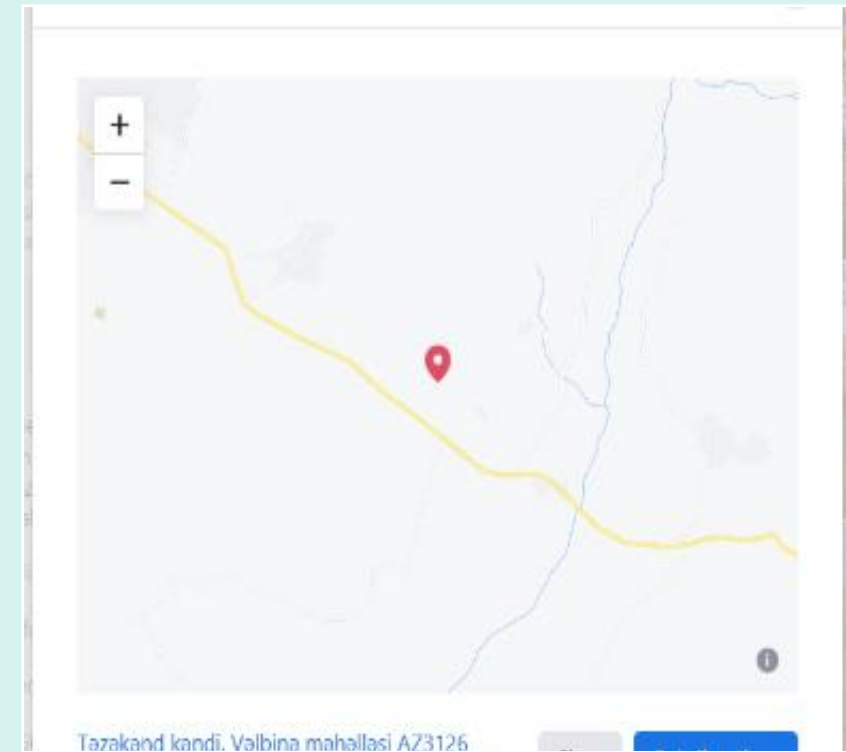
Social media account:



simple description of the venue or product



Contact details; links to related social media sites; email address



location on Google maps

communication and service

points to providing excellent service: 1. pre-arrival

Social media account:



interesting posts showing
products and people



good quality pictures



communication and service

points to providing excellent service: 1. pre-arrival

Some agrotourism farms may have a joint website. (Jordan example [link](#))

Joint websites should be managed by an expert so that farmers do not have to look after the website themselves.

Maybe a young family member could do this.

Website:

- easy to navigate
- accurate information
- up-to-date content
- all links working correctly
- correct contact details

The screenshot displays the Bookagri website interface. At the top, a green header contains the Bookagri logo, navigation links (HOME, ABOUT US, EXPERIENCES & PACKAGE, NEWS, GALLERY, PRODUCTS, CONTACT US), and social media icons. Below the header is a large banner image of people in a field. Underneath the banner are three smaller images representing different experiences: 'EXPERIENCES', 'BED & BREAKFAST / FARM STAY', and 'PACKAGES & OFFERS'. A green bar below these images displays contact information: phone number 00962-77-2236393, location 'Jordan-Amman Macca street office No.206', and operating hours '09:00 am - 10:00 pm'. The language is set to 'English'. Below this bar is a row of social media icons and a list of services in Arabic: 'الرئيسية', 'معلومات هذا', 'تشاطعات و عروض', 'الاخبار', 'الاستقبال', 'المنتجات', 'تراسل معنا'. The main content area has a dark grey header with 'experience / Home' and 'EXPERIENCE'. Below this, there is a grid of four experience cards. Each card features an image, a title in Arabic, a description, and a green button labeled 'قراءة المزيد' (Read more).

CONTACT US

FOR RESERVATION OR FOR LISTING YOUR AGRI TOURISM EXPERIENCE, B&B, FARM STAY OR PRODUCT.

We listen carefully to your opinions and suggestions

📍 Jordan-Amman Macca street office No.206

☎ 00962-77-2236393

☎ 00962-78-7877885

☎ 00962-79-5593907

✉ info@bookagri.com

🕒 09:00 am – 10:00 pm

English

00962-77-2236393 Jordan-Amman Macca street office No.206 09:00 am – 10:00 pm

الرئيسية معلومات هذا تشاطعات و عروض الاخبار الاستقبال المنتجات تراسل معنا

experience / Home

EXPERIENCE

تجربة قطف الزيتون

تجربة قطف العنب وعمل الخبيصة

تجربة قطف الزيتون

تجربة صنع فطائر كشك اللين

قراءة المزيد

قراءة المزيد

قراءة المزيد

قراءة المزيد

communication and service

points to providing excellent service: 1. pre-arrival



Reservations / bookings:

- Respond quickly to any enquiries or bookings
- Provide useful information – e.g. a map or directions (share a location pin)

Telephone communication:

- Answer the phone quickly
- Give information quickly and accurately
- Be helpful

Email communication:

- Respond quickly
- Provide accurate information
- Make sure you read and understand what is being asked in a mail and respond accordingly.

communication and service

points to providing excellent service: 2. arrival

First impressions are important!

Signage:

- clear signage of the property
- easy to see and read (legible, not old/faded)
- good directions
- signage in good condition
- Lighting for night arrivals

Parking:

- well-lit if needed
- solid, even surface
- lighting for night arrivals
- clean



communication and service

points to providing excellent service: 2. arrival

Arrival:

- cleanliness and maintenance of the entrance and welcoming area
- ready for visitors to arrive

Warm welcome:

- friendly staff
- help with luggage
- provide information on the product or service



communication and service

points to providing excellent service: 2. arrival



Reception/ arrival space:

- Clean and neat
- In good condition
- Warm and inviting

Welcome and assistance:

- Welcome on arrival
- How quickly you help the visitors

Information:

- Telling visitors about the place or product, what to do, where they can go e.g. for walks, feeding animals

communication and service

points to providing excellent service: 3. using services

Service

- **Speed:** how quickly you help visitors when they ask for something
- **Quality:** how well you look after visitors – e.g. giving information, offering refreshments
- **Warmth:** friendliness and helpfulness of the staff

Product

- **Quality:** e.g. meal, room, tour
- **Variety:** good range of products available
- **Presentation:** cleanliness and maintenance of property, menu, food, staff dress.
- **Delivery:** the product is well presented and of good quality

communication and service

points to providing excellent service: 4. departure

Billing:

- **Speed:** is the bill prepared and waiting?
- **Quality:** print quality; neat handwriting
- **Accuracy:** is the bill accurate and complete, ready for the guest?

Departure:

- **Guest feedback:** on how they experienced the product or service
- **Greeting:** warm farewell greeting
- **Escort** to door/car: help with luggage, umbrellas if raining

activity 4

quality of service



1. Think about the quality of all aspects of service in each of these four basic steps:
 - 1. Pre-arrival**
 - 2. Arrival**
 - 3. Using the product and service**
 - 4. Departure**
2. View these through the eyes of the visitor.
3. What can you do to make their experience of your agrotourism product a good one from start to finish?

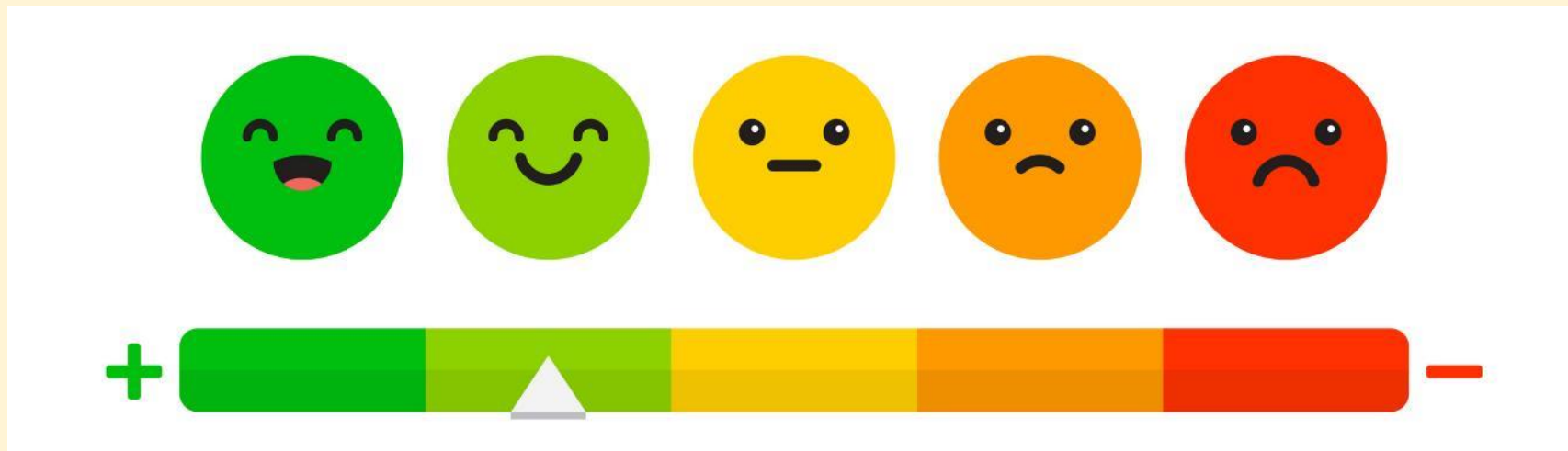


activity 5

visitor feedback: brainstorm and discussion



1. Visitors must be happy with your agrotourism product!
2. They will tell other people – and you will get more business.
3. Visitors can give you information on what they liked or did not like about your product. This will help you build a strong business.
4. How can you get visitors to tell you how they experienced your product?



visitor feedback systems

visitor feedback

Ways to get feedback from your visitors:

Visitor feedback form



on paper, online

Visitor comment book



to be filled in on departure

Online reviews



e.g. TripAdvisor, Facebook, Online booking platforms

Direct feedback






emails, direct face-to-face feedback

Tip: It never feels good to receive negative visitor feedback, however, it can be very useful to tell you what needs to be improved, fixed or changed.

visitor feedback systems

simple visitor feedback form

<name of attraction/agrotourism product>		
Rate your <Meal/Accommodation/Experience>		
		
8 – 10	5 – 7	0 - 4
Date:		Name/room/table no:
Your comments to us:		



visitor feedback systems

simple guestbook

A guestbook:

- Visitors can make comments about their experience of the product
- can be kept at the property at a place where it is easy for visitors to fill in – e.g. in the house, or where visitors pay

Check it after visitors leave; note:

- **Compliments** and pass them on to your team
- **Complaints** – fix the issue so that other guests do not complain about the same thing

The date	Visitor Name	Visitor address and contact details	Visitor comments
<i>Date</i>	<i>Name</i>	<i>Address</i>	<i>Remarks</i>
18-8 / 29-8.	Dixon S	Hgh Wycamk	fantastic location, lovely house. we'll be back
1/9/16	MANDEEP SINGH	LONDON	WE HAD GREAT TIME LOVELY PEOPLE, Very good Hospitality, Kids Enjoy AND VERY location, Peace & Quiet. THANKS Homi family

visitor feedback systems

online reviews

For properties with:

- Social media accounts
- Listings on sites like Tripadvisor

It is important to check what visitors are saying about the property and respond to both good and bad reviews.



Kenneth O

wrote a review Dec 2020

3 contributions



brilliant local dishes and great company

Review of: **Azerbaijani Cuisine Tour**

Really great tour. Went to a brilliant local restaurant and tried the local dishes. The food was fantastic. Also the conversation was very interesting !

[Read more](#) ▼

Date of experience: December 2020

 Helpful

 Respond



Response from UmidGR, Guest Relations Manager at Travelway Azerbaijan

Responded 3 weeks ago

Hi Mr Kenneth! I'm so glad to hear you had a nice time on the Azerbaijani Cuisine tour with our local guide, Emin!

[Read more](#) ▼

visitor feedback systems

direct feedback

Ways to get direct feedback from visitors and clients:

Face-to-face

- Staff can ask visitors during their stay/doing the activity how their experience has been

Phone

- Call tour guides or operators to get feedback on how their group experienced your product

Email

- Send email to tour operators who bring groups to check how their group experienced your product

visitor feedback systems

interpreting and using visitor feedback

Once you have collected feedback you should:

Make notes of anything that stands out: bad and good

If possible, contact the visitor for more information regarding comments made

Praise and thank your team for any excellent feedback you have received

If anything is reported as 'poor', talk to your team to find out more

Make changes so that poor service does not happen again

Train your staff if necessary to improve the product quality or service

visitor information *introduction*

Provide information your visitors need. e.g. mealtimes or times that certain farm activities happen.

Do this:

- **Verbally:** during welcome
- **In writing:** signs, notices, information in the accommodation



visitor information

speaking in person

Tips when giving visitors information

- Smile, make eye contact
- Be friendly and helpful
- Train your team on what information to give, and when.
- Develop a script of the content/information if there are guided tours.
- Research any content or information carefully
- Check that staff know and understand it and can present it
- Ask staff a few questions to give them some practice.
- Provide a welcome, introduction, main information, conclusion and farewell in the guides routine.
- Train all staff to be friendly and helpful to customers



visitor information

written information

Tips for written communication

- Information must be well presented and correct
- No spelling or grammar mistakes
- Handwritten signs must be neat and easy to read
- Use pictures (photos) to illustrate what you want to tell the visitors
- Use captions for pictures if needed
- Make sure pictures or photos are good quality



visitor information

written information



Tips for written communication

- Make sure pictures or photos are good quality
- Place written communications in places and heights that are easy to see/read.
- Make the text large enough to read from a distance
- Information in another language must be checked for correct structure and use of words.
- **Be creative!** Use blackboards, posters, etc.



safe experiences

unit 4

managing safety risks

introduction

The first thing farmers must do is identify hazards on the farm.

It is important to find and manage anything that may cause harm.

In this section we will cover how to prevent and how to respond to incidents

safety planning and management

overview

Write a simple safety plan for your agrotourism activity:

1. Assess risks

- Is there anything that is dangerous or could cause harm?



2. Plan

- Write a safety plan for visitor activities on the farm



4. Facilitate

- an emergency response if needed



3. Train staff

- in safety measures



safety planning and management

assess risks

Safety risks will be found on all farms:

- different farms will have different risks
- need to be assessed
- can be managed and reduced, but never fully eliminated



Caution
Electricity



Caution deep
water



Caution farm
machinery



Caution beware
of animals

safety planning and management

assess risks

Areas and activities to consider include:

- Safety with visitor parking and traffic
- Buildings and bathrooms
- Animal and visitor interactions
- Food safety
- Employee hygiene
- Fire prevention
- Farm equipment and machinery
- Water safety



safety planning and management

assess risks: visitor parking and roads

Visitor Parking

- Driveway/entrance is visible
- Should be enough parking spaces
- No parking on public roads
- Have other plans if there is rain/mud/snow
- Handrails along walkways where needed
- Salt, sand or sawdust should be applied to icy walkways

Roads

- Farm roads need to be good condition – even, no big rocks, puddles or deep mud
- Farm entrance must be safe with visibility up and down the road



safety planning and management

assess risks: buildings and bathrooms

Keep your buildings safe:

- Public areas are lighted at night. e.g. campsite ablution blocks
- Buildings and bathrooms need to be ventilated.
- Chimneys must be clear and not blocked
- Fire extinguishers are easily located and maintained.
- 'In Case of Emergency' signs should be posted, with easy-to-read instructions.



safety planning and management

assess risks: animal and visitor interactions

If animals and visitors come into contact:

- make sure the animals are clean
- monitor animals for health problems
- animals are up to date on vaccinations e.g. rabies
- keep track of vaccines and illnesses
- decide on the level of contact
- reinforce guidelines with signs
- put up signs if needed, e.g. 'no touching'
- Remind people how to act – tell them



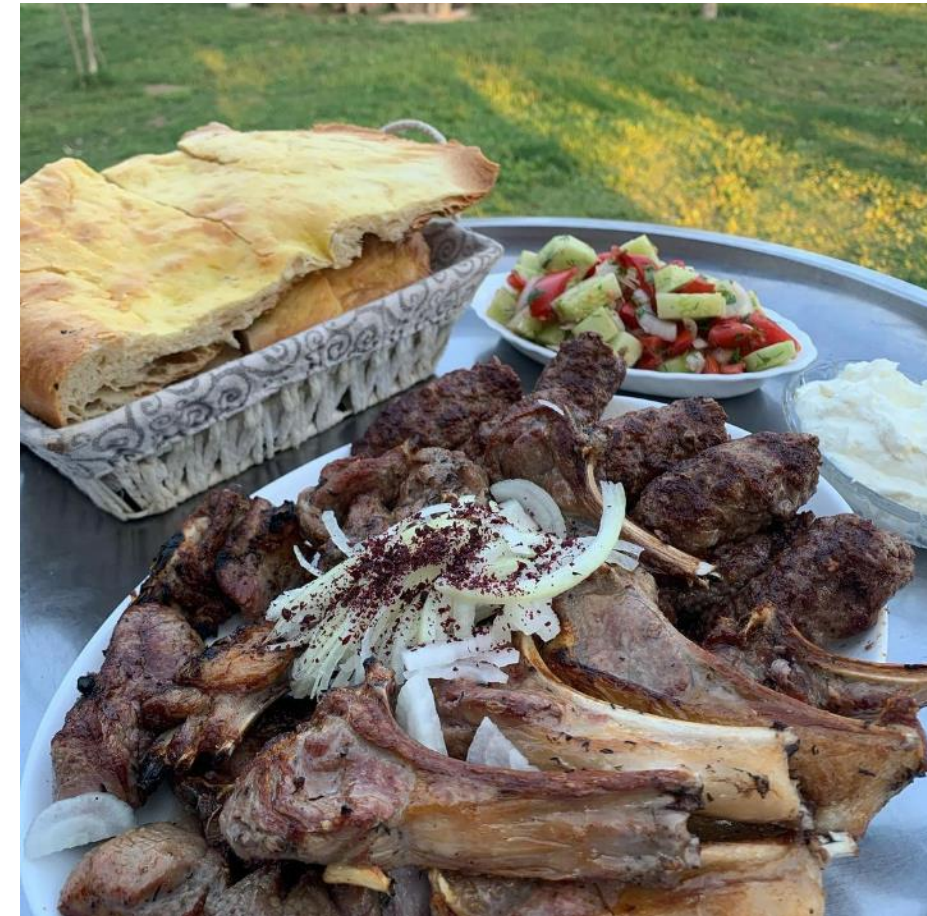
Source: Meanderbug

safety planning and management

assess risks: food safety

If you make and sell food to the public, you should prepare food safely. This includes

- Handling and storing raw and cooked food
- Preparing food
- Serving food



safety planning and management

assess risks: staff hygiene

Staff should be trained about personal health and hygiene.

Cooks and food handlers should wash hands:

- ✓ **Before** handling food
- ✓ **After** going to the toilet
- ✓ **After** smoking
- ✓ **After** handling rubbish
- ✓ **After** touching animals
- ✓ **After** coughing, sneezing, blowing nose



Make sure they have a place to wash hands with clean water, soap and a way to dry their hands (clean towel).

safety planning and management

assess risks: fire prevention

Fire is a risk that you have to be prepared for!

- Place fire extinguishers in accessible places around the farm and buildings; also in guest accommodation.
- Store flammable materials like fuel safely.
- Do a regular safety check of electrics and wiring.
- Place safety screens at fireplaces.
- Train staff to use a fire extinguisher and other firefighting equipment.
- Do not allow (cooking) fires in risky areas e.g. dry fields.



safety planning and management

assess risks: farm machinery & implements

Farm machinery:

- should only be used by staff who have been properly trained
- must be turned off after use
- keys must be kept in a place only employees can access

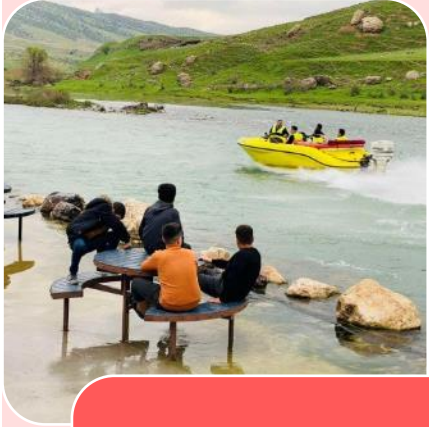
Farm implements:

- can be sharp or dangerous
- if any visitors handle them, they must be taught how
- know how to deal with the types of injuries they may cause



safety planning and management

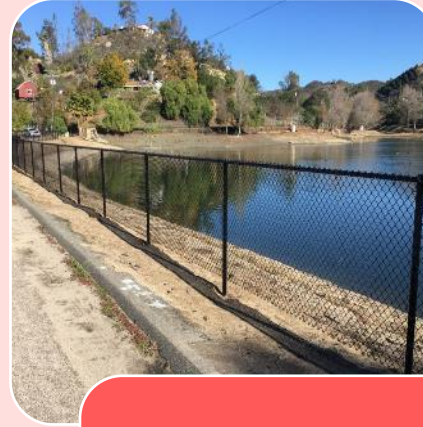
assess risks: water safety



Affects those who cannot swim, especially children



Water safety procedures must be communicated to visitors



Install barriers/fences and post warning signs



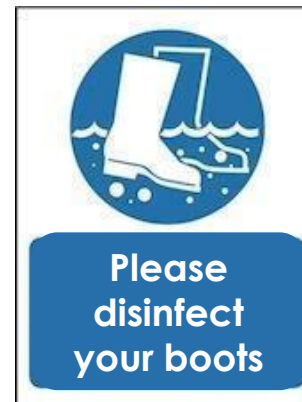
Ensure rescue equipment and trained staff are available

safety planning and management

assess risks: signage

Safety signs:

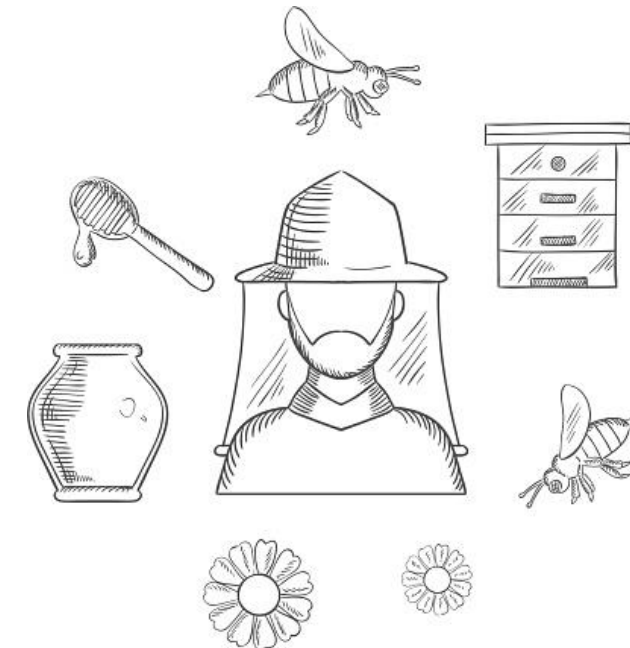
- Put up safety signs in places where they are needed to keep visitors safe.
- Tell visitors of where to be and what to do to keep safe
- Remind visitors of safety procedures (do's and don'ts)
- Make visitors aware of risks: tell them!
- Protect the farmer/owner from any legal actions



safety planning and management
assess risks: plan for emergencies

Farmers must:

- keep a well-stocked first aid kit: check it often!
- know how to deal with the most likely injuries that could happen on a farm
- ensure staff are trained in basic first aid
- have an emergency plan for natural disasters
- suggest visitors wear appropriate clothing
- provide protective equipment or safe standing areas



safety planning and management

safety plans

Safety plans are proof that the farmer is concerned about the safety of visitors.

Identify and find ways to prevent or resolve risks



safety planning and management

safety plans

Activity
one per
page

Risk

Suggestions to
Minimise Risk

Placement of
Warning Signs

Example: Hiking

- Encountering dangerous wildlife
 - Slippery trails
 - Difficult terrain
 - Inaccessible to emergency vehicles
- Guides should be trained to handle encounters with dangerous wildlife
 - Trails should drain well and not have slippery rocks
 - Paths should be easy to navigate and climb
 - Paths should not be too remote for emergency vehicles
- Place a warning at the entrance to the path about wildlife in the area



safety planning and management

staff training

Employees must be trained to:

- identify and respond to risks
- follow safety plans
- respond in an emergency/accident
- teach visitors to use equipment, and how to do activities safely
- do basic first aid for accidents and injuries most likely to happen:
 - on the farm
 - in certain activities

Someone should be trained and appointed to handle emergency responses.



safety planning and management

emergency response

An emergency response is **action taken to manage emergencies**

Important emergency numbers:

- Emergency numbers e.g. ambulance, police, fire service: **119**
- Contact information of owners and employees
- Emergency contacts of visitors
- Insurance provider
- Veterinarian



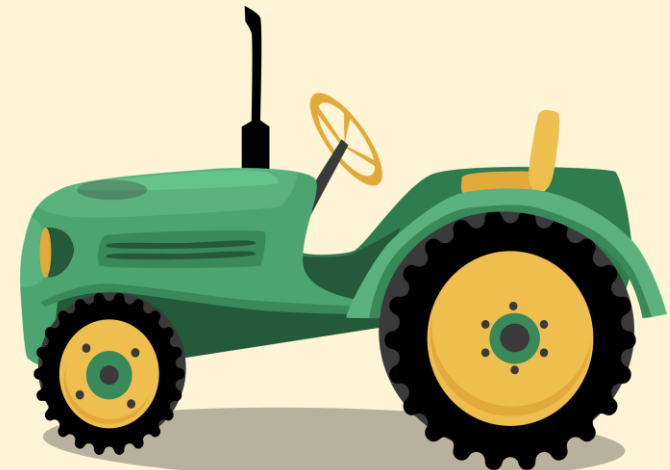
activity 6

safety planning and management: horticultural farms



Safety management on a horticultural/crop farm:

1. Horticultural farms are farms that grow vegetables, fruits, nuts, etc.
2. Activities on such farms may include:
 - a) touring fields and orchards
 - b) visitors picking produce
3. For each activity consider what the risks are and how to eliminate or minimise them.



activity 7

safety planning and management: snakes



- A possible safety risk is **snakes** such as the Saw-scaled viper, Desert horned viper or desert cobra, on the property.
- Farmers must take measures to keep visitors as safe as possible from the risk of snake bites.
- What can farmers do to protect guests from harmful encounters with snakes?
- Discuss in groups and come up with ideas.



liability

what is liability?

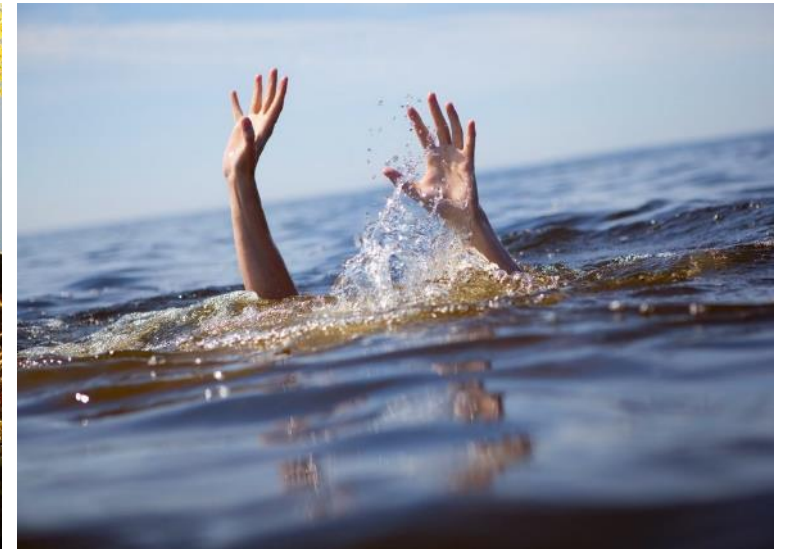
- All farms have risky areas, products or activities
- When visitors are exposed to risks, injuries can occur
- The owner can be held responsible for any medical/legal costs
- This is **liability**: the owner is liable for any damage to people/ belongings while participating in activities on their property



A visitor is bitten by a dog on the farm



A hiker falls and breaks a leg on a hiking trail.



A visitor drowns in a lake or dam on the farm

liability

protection from liability

The larger the business the more likely it is to require protection in the event of an accident or incident. There are a few ways to do this:

Liability Management

- show that you take farm safety seriously
- this can be in the form of safety plans – identifying and managing risks and hazards

Indemnity

- a contract removes the responsibility of the owner/staff for any injury or losses
- signed before visitors engage in an activity
- makes visitors aware of the risks

liability

protection from liability: indemnity

When creating an indemnity:

- the most important part is the ‘indemnity by user’ section
- the visitor agrees to release the owner/staff from responsibility if the visitor is injured or property damaged when using the land or participating in activities.

Let's look at an example of an indemnity form that farmers may use on their properties



liability

uses of indemnity

Instances where indemnity may be used include visitors:

- entering areas they were not allowed to be and getting injured
- engaging in activities with animals such as horse riding
- doing adventure activities such as trail running
- using farm implements
- doing activities where belongings could be lost or damaged, such as hiking or camping
- Falling into ponds or rivers
- doing adventure activities





module closure



module 3

what we covered in this module

unit 1



accommodation

guidelines for
farmstay
accommodation
providers

unit 2



catering

resources
providing meals
events
self catering

unit 3



communication and service

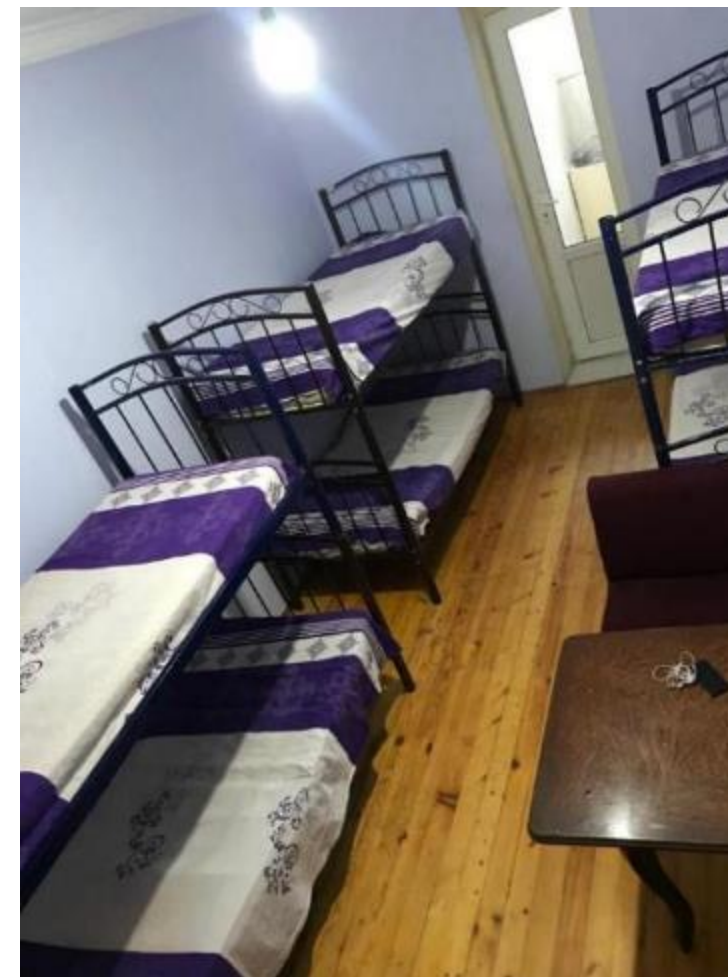
guest satisfaction
feedback methods
guiding and
interpretation

unit 4



safe experiences

safety planning
management
liability





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from relief to recovery

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develop an agrotourism product

module 4

