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ZOAC
from relief to recovery

گهشتوکال Gashtukal

agrotourism training *business planning*

module 5



module 5

units

unit 1



Financial planning

unit 2



Marketing

unit 3



Business Planning



business planning

your business idea

You now need to do some proper business planning for your agrotourism business idea generated in Module 4.

This will include:

Planning the money

- Pricing, profit, etc

Marketing

- Identifying and connecting with the right market for your product

Business Planning

- The business elements



financial planning

unit 1

financial planning

agrotourism as a business

Existing



Agricultural
income



Tourism income

New

financial planning

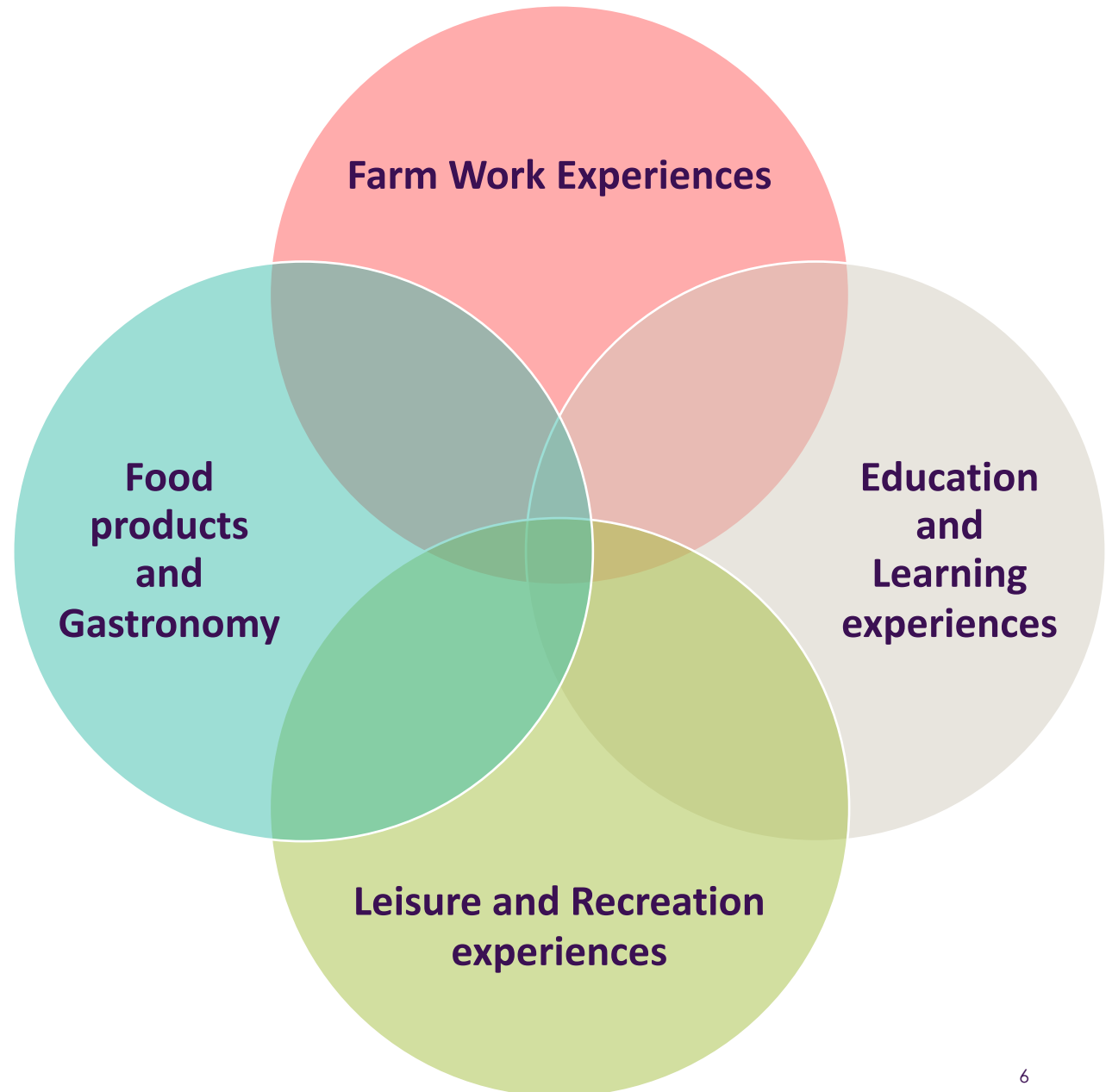
introduction

agrotourism business could be made up of different products.

Each product should be properly costed to ensure it is profitable.

Track the revenue and profit for each one as good business management.

Change or remove unprofitable elements of the business.



financial planning

introduction

You need to plan the finances of your new agrotourism business and each product





The process includes:

- Identifying what your basic **costs** are
- How to **price** your product
- How much product you need to sell in order to make a profit



financial planning

basic terms

Revenue		<ul style="list-style-type: none">• The total income generated by sales of goods or services
Costs		<ul style="list-style-type: none">• Things that a business spends money on to conduct business
Profit		<ul style="list-style-type: none">• A financial gain when revenue is greater than cost
Loss		<ul style="list-style-type: none">• When costs are greater than the revenue

revenue

what is revenue?

- **Revenue** is the total income generated by sales of goods or services.
- Revenue is also known as **turnover**.
- If there is anything left after paying all the costs, then that is **profit**
- Businesses should try to **increase revenue** while keeping costs low so that they can increase their profit.



revenue

what is revenue?

Revenue is not
profit!



It is the money that
comes into the
business and goes
towards paying all the
business costs.

costs

fixed and variable costs

There are two kinds of running costs:

Fixed costs

- Remain constant with different volumes of business
- These costs will be there even if you do not sell one single product
- For example, salaries, loan repayments, etc.

Variable costs

- Increase and decrease with the volume of business
- The more you sell, the higher the variable costs will be
- For example, consumables like food, expenses like fuel, electricity

activity 1

brainstorm



Think about your agrotourism product idea.

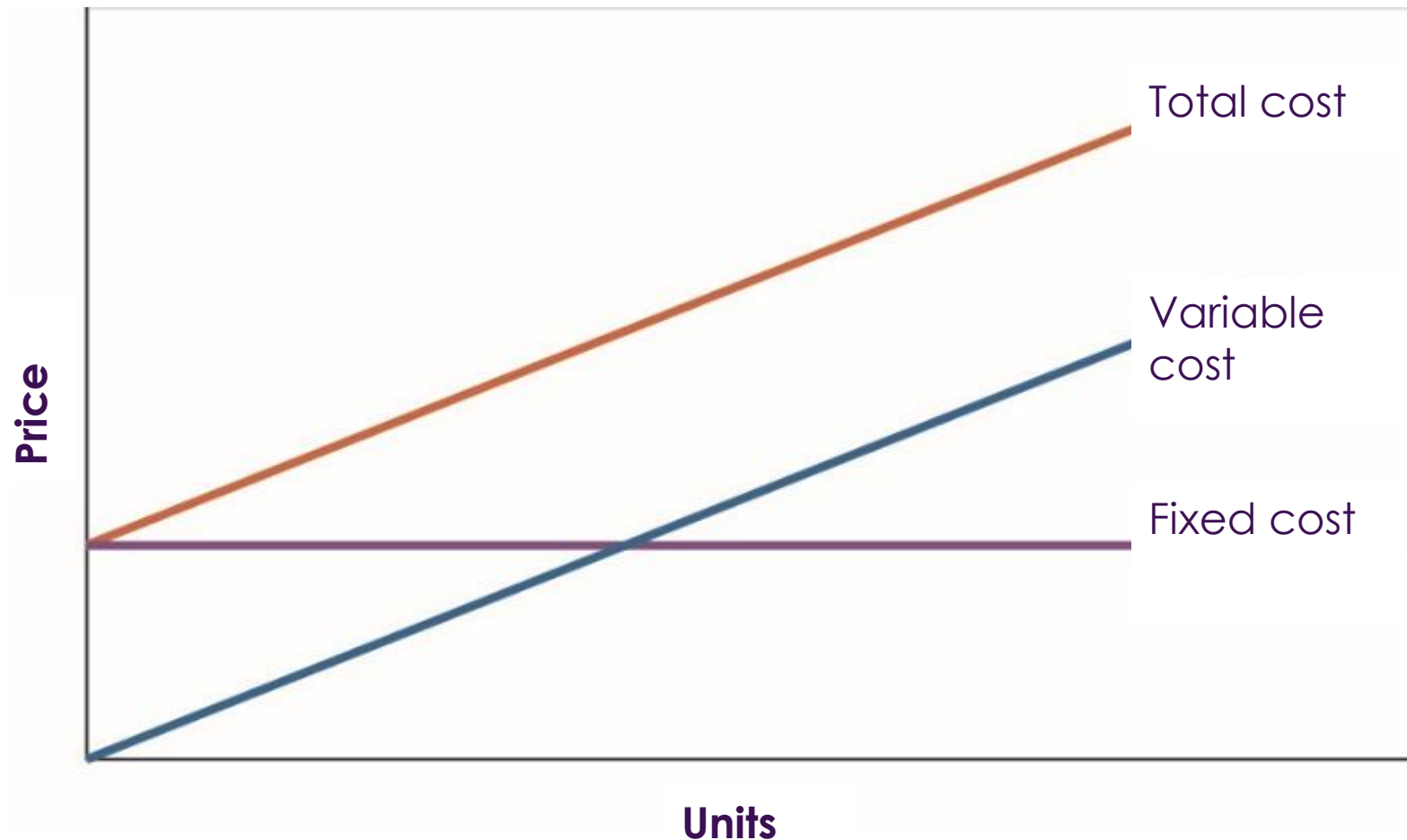
1. What kinds of **fixed costs** could your agrotourism business have?
2. What kinds of **variable costs** could your agrotourism businesses have?



costs

fixed and variable costs

On a graph, **fixed and variable costs** are added together to calculate the **total cost**:



profits and loss

what is the difference between a profit and a loss?

There is a point where revenue and total costs are equal.
To make a profit the revenue must exceed the total costs.

- A **profit** is a financial gain when revenue is greater than cost.
- A **loss** is when the costs are greater than the revenue.

Once **breakeven** has been reached the agrotourism business can start making a profit.



breakeven

principle and calculations

A **breakeven calculation** shows where total costs have been covered, and revenue starts to generate profit.



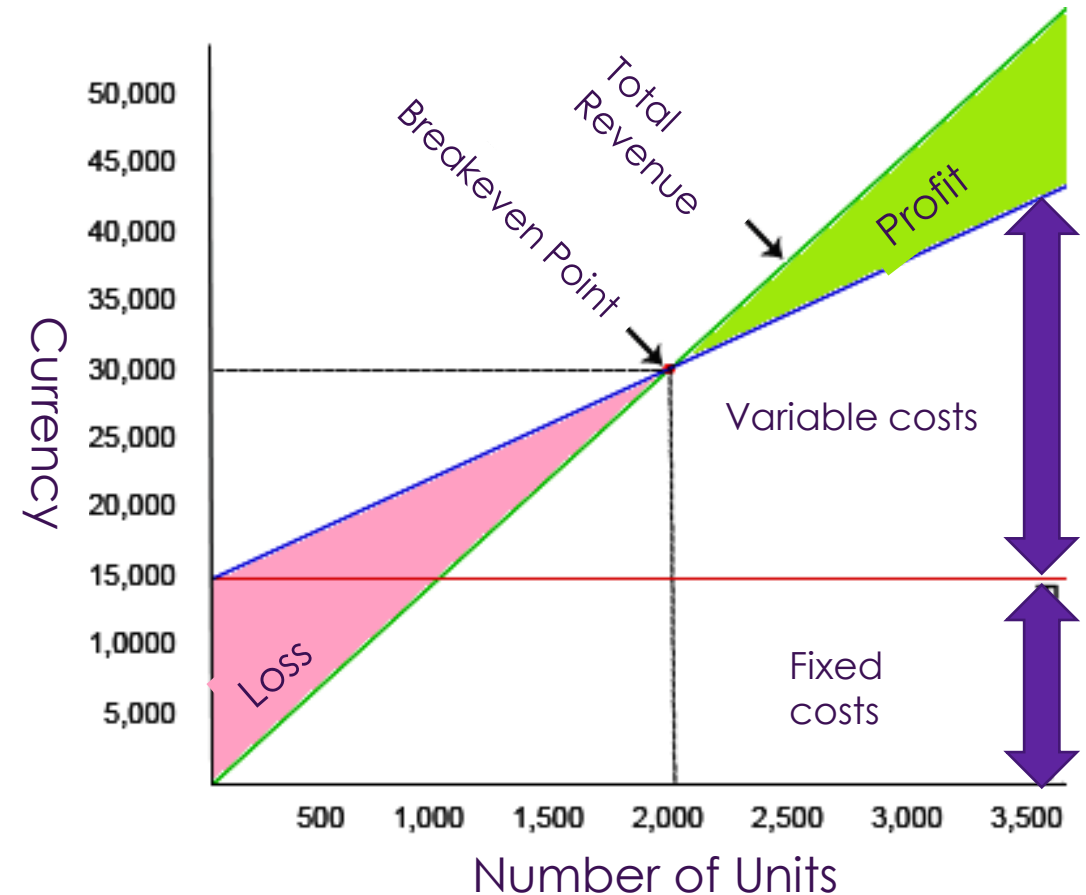
- Breakeven is usually calculated using a graph or breakeven calculator
- On a graph, values are plotted and the point where the total cost and revenue meet is called the breakeven point
- Breakeven must be calculated to show:
 - how many units must be sold
 - how much revenue must be made for the business to make a profit

breakeven

principle and calculations

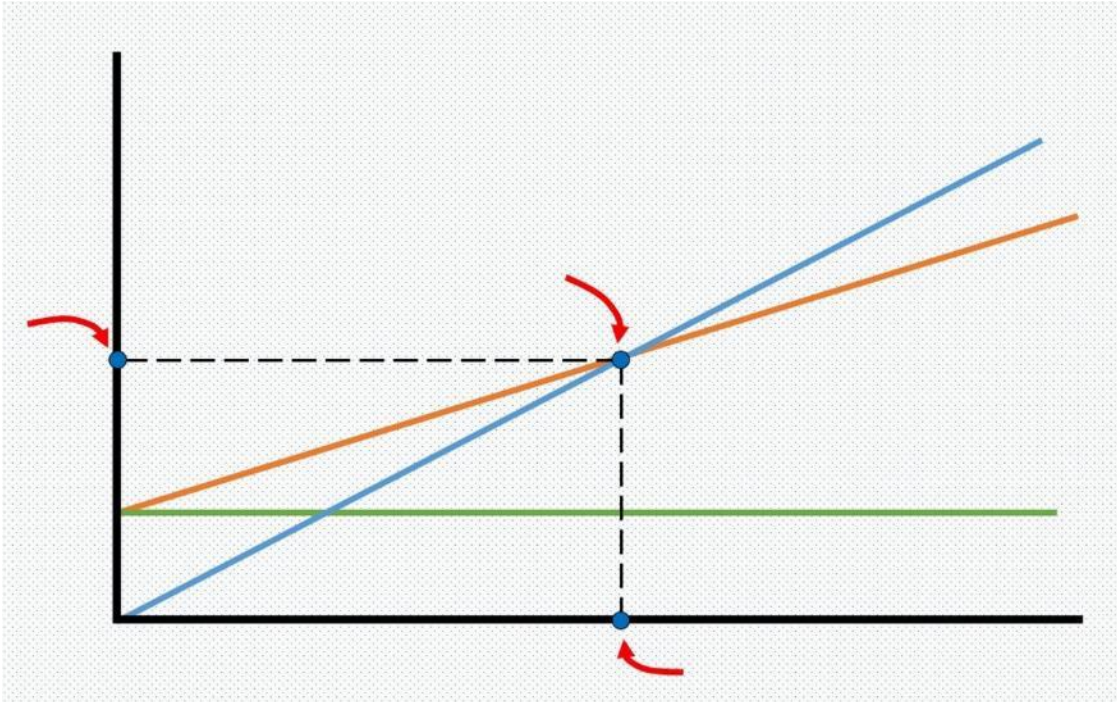
A breakeven graph has the following elements:

- The **vertical axis** represents the **currency/money**
- The **horizontal axis** represents the **number of units**; the number of **products** or **services** sold
- **Fixed cost, variable cost and total cost**
- **Total revenue**



breakeven

principle and calculations



Note: flexibility

The breakeven calculation allows you to play with the numbers.

For example, the break-even point can be shifted if the price is changed or if a minimum number of people in a tourism activity is set.

breakeven

principle and calculations



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Sun-dried
Tomato Pastry
Making
Experience



Why would you have different prices for different numbers of visitors?

Example: Bookagri: Jordanian Agritourism website

JOD40 / person in a group of 1 – 2
JOD35 / person in a group of 3 – 5
JOD30 / person in a group of 6 – 10
JOD25 / person in a group of 11+

Answer: very simply, the price is based on the fixed cost divided by the number of pax + the variable cost per pax.

breakeven

principle and calculations

a breakeven calculation:

- Can be done by yourself with a calculator and formulas
- Can be done online with a breakeven calculator: recommended!
- Online calculations make it easy to play with numbers and see how these affect the breakeven point.
- Every time you change one of the variables it will recalculate the breakeven point to see the effect of the change (e.g. higher/lower prices; higher/lower costs, etc.)
- Breakeven calculators are available online for easy calculations:
- <https://www.calkoo.com>



activity 2

breakeven example

Breakeven calculation for a cooking class:

Identify which of the following costs are fixed costs and variable costs

Cost element	Cost
Cook	\$50
Kitchen cost: wear, tear and damages per class	\$15
Ingredients per person	\$8
Advertisement on Facebook	\$4
Cleaning and laundry	\$4
Overheads (electricity, gas, water) per person	\$3
Drinks per person	\$4

activity 2

breakeven example

Breakeven calculation for a cooking class which includes:

- Fixed costs
- Variable costs

Fixed Costs	Amount	Variable Costs	Amount
Cook	\$50	Ingredients	\$8
Kitchen cost: wear, tear and damages per class	\$15	Overheads: electricity, gas, water	\$3
Advertisement on Facebook	\$4	Drinks	\$4
Cleaning and laundry	\$4		
Total	\$73	Total	\$15

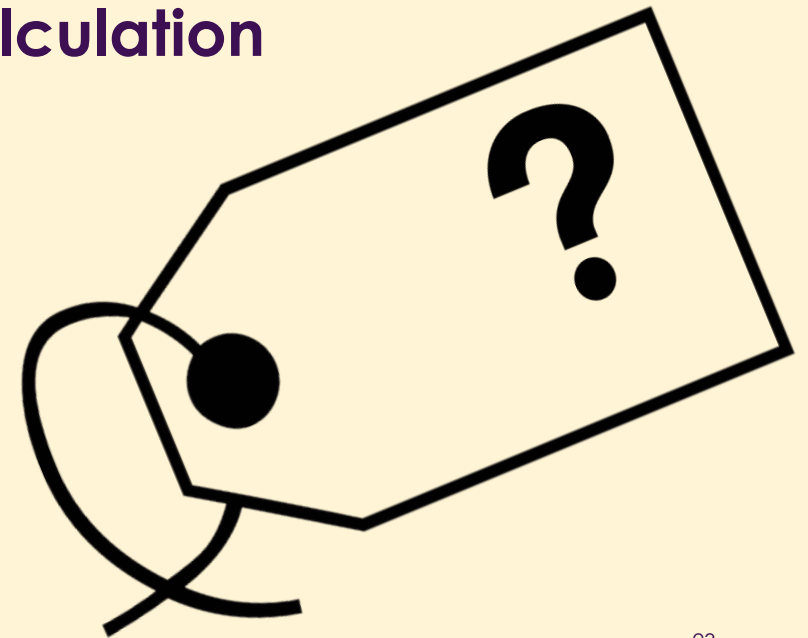
activity 2

breakeven example

What should the price per participant be? Based on 5 participants

- **Total cost per class:** $\$73 + (\$15 \times 5) = \$148$
- **Total cost per participant:** $\$29,60$
- **Price per person:** $\$30$ used for the calculation
- **Best selling price?** $\$35?$ $\$40?$ $\$50?$

Let's go back to an online calculator and see how price affects breakeven





activity 2

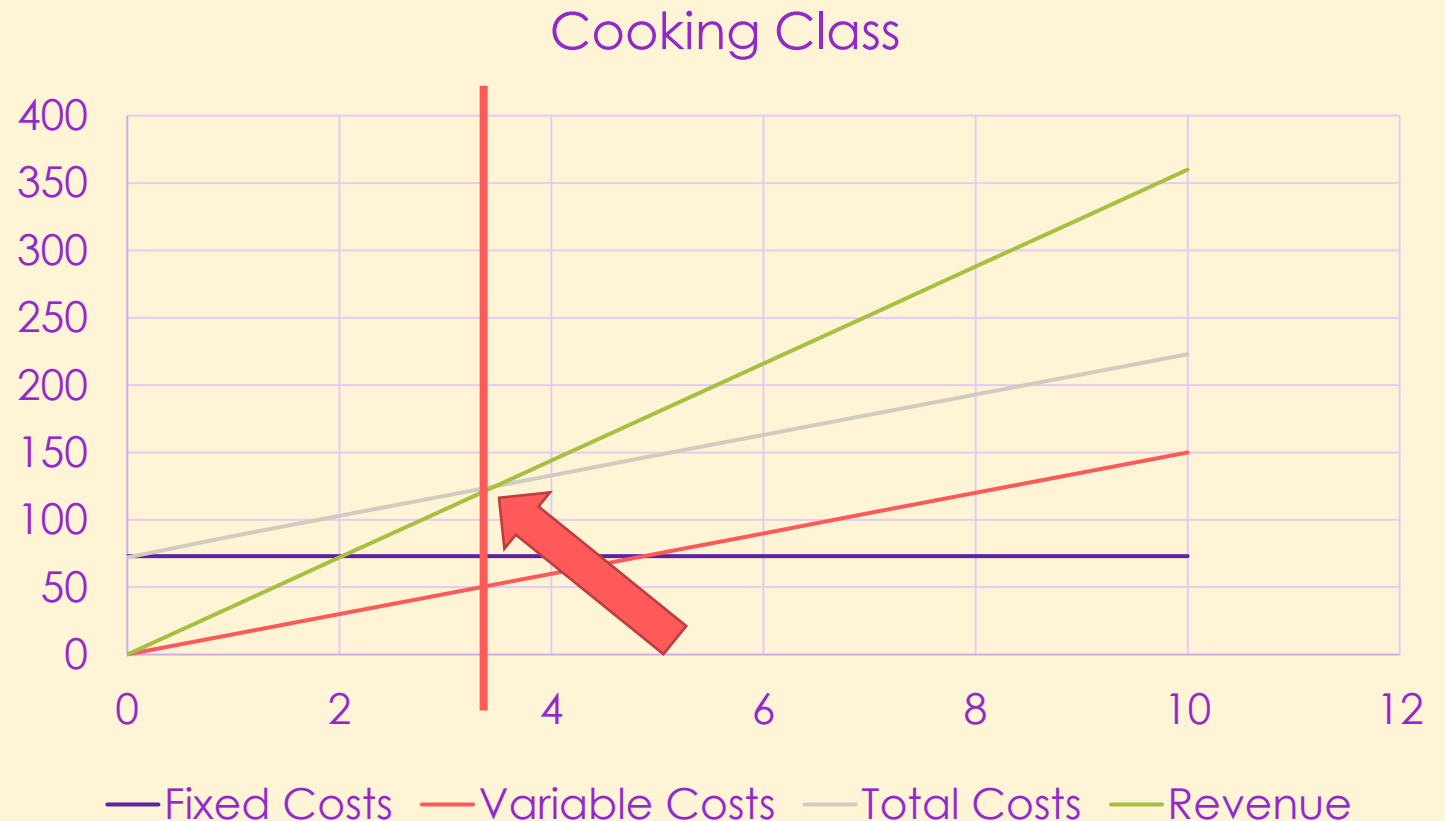
breakeven example

What is the breakeven number of people for the cooking class?

The breakeven graph for the class would look like this.

Although the graph shows the breakeven at 3,48 always round the number **up** otherwise you will make a loss.

What is the minimum number for a class?



Financial planning

Startup costs (capital expenses)



Plan what it will cost you to start the business, including all elements such as this example from a U-Pick business:

Item	Quantity	Unit Price	Cost
Road signs (both directions)	2	xxxxx	xxxxx
Filling/fixing holes in entry road	-	xxxxx	xxxxx
Parking area	-	xxxxx	xxxxx
Entrance pathway clearing and tidying		Xxx	xxxxx
Collection containers: baskets	15	Xxx	xxxxx
Scale	1	Xx	xxxxx
Cash register or cashbox	1	xxx	xxxxx
Other...		xxx	xxxxx
Other...		xxx	xxxxx

Financial planning

Running costs (working capital)

Plan what it will cost you to run the business every month:

Item	Quantity	Unit Price	Cost
Fixed costs*			
Staff 1: e.g. shop assistant	1		
Staff 2: e.g. cook	1		
Electricity			
Other			
Variable costs			
Packaging			
Food purchases for guest meals			
Other...			

***Note:** for an agrotourism business (e.g. sheep or honey tours) there may not be additional staff expenses as these could be covered by the existing staff or family that run the farm.
If additional staff are needed, then these must be costed into the monthly running costs.

Financial planning

How much money may you need?

Calculate what it will cost you to start and run the business for a few months till profitable, and your projected income as the business gets going:

Item	Total
Costs	
Startup costs total (capital expenses)	XXXXX
Running costs total for 3 – 4 months (working capital)	XXXXX
Total	XXXXXXXX
Revenue	
Income month 1	XXXXX
Income month 2	XXXXX
Income month 3...	XXXXX

marketing agrotourism products, activities and services

unit 2

activity 3

brainstorm



What is 'marketing'?



marketing concepts

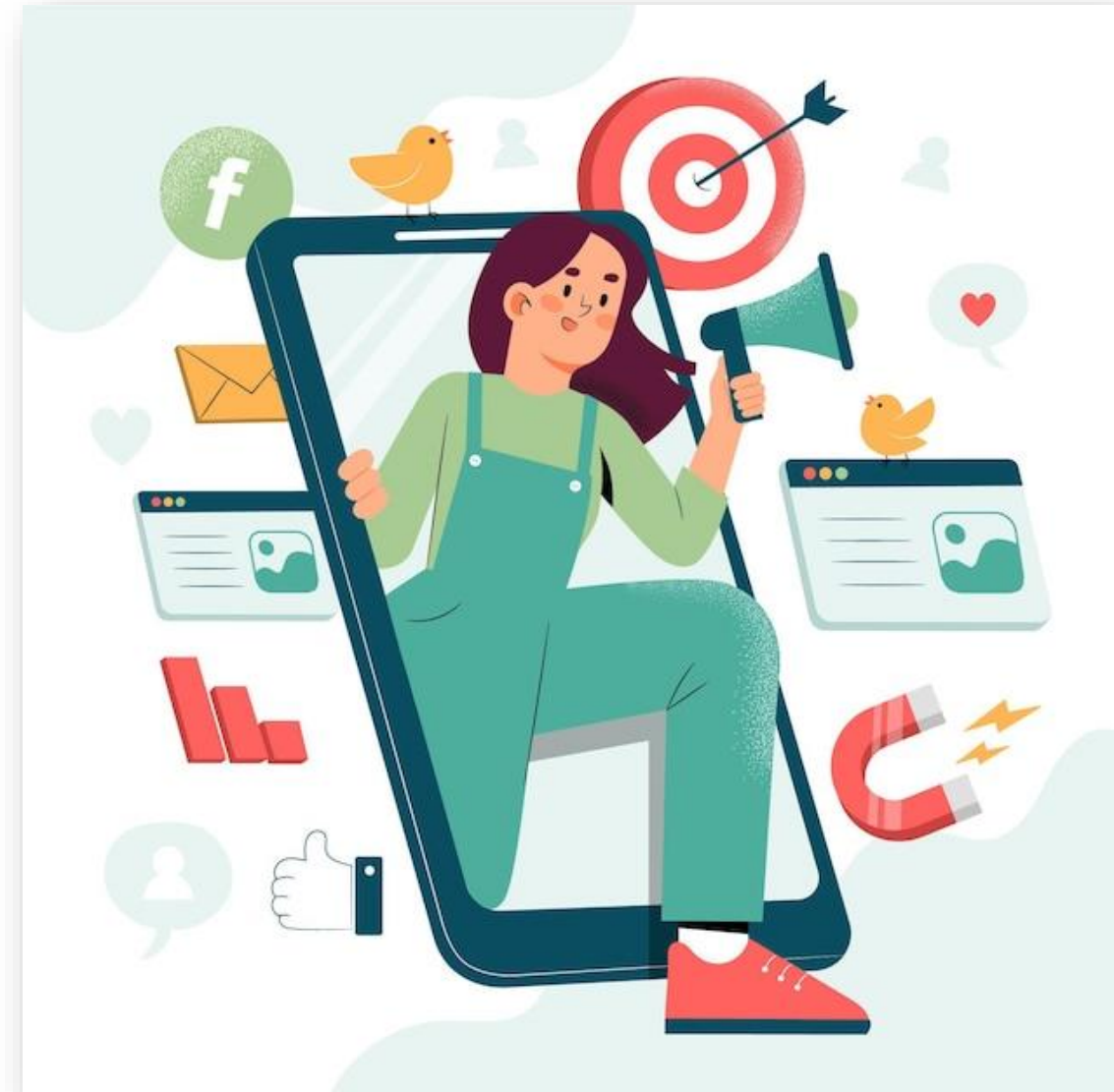
definition of marketing

Marketing is the process of promoting, selling, and distributing a product or service.

This process includes telling potential customers:

- about your product
- why they should choose your product
- where they can buy it
- where they can get more information

Marketing is both about informing and persuading



marketing concepts

basic terms

B2B = Business to Business

- Marketing your product to another business, e.g. a tour operator

B2C = Business to Consumer

- Marketing your product directly to the person who is going to use your product

GIT = Group Inclusive Travellers

- Travelling on a package tour put together by a DMC / tour operator

FIT = Free Independent Travellers

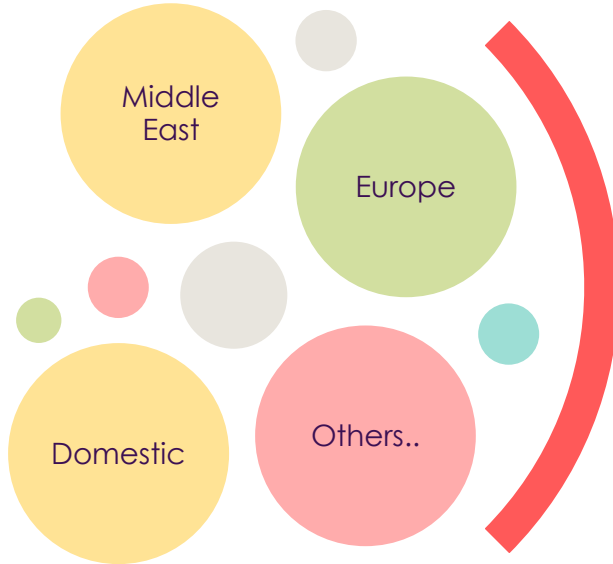
- Make their own bookings and itineraries



Which of these will you have as your customers?

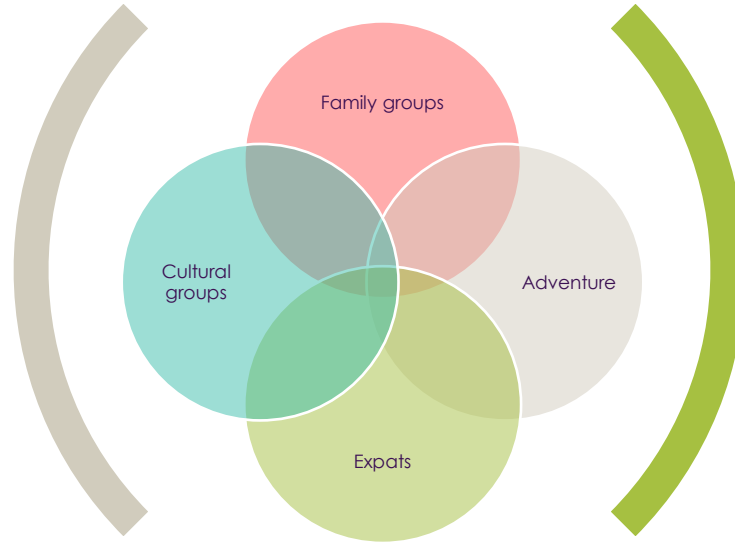
marketing concepts

identify target market



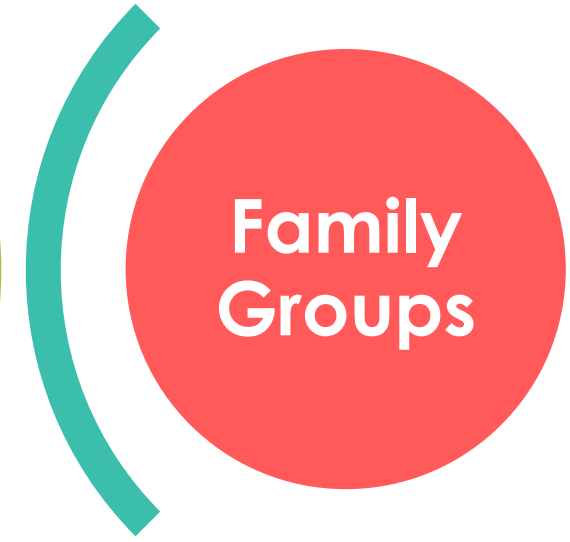
Markets

Everybody out there who could buy your product



Segments

The groups / clusters of customers with similar characteristics



Target market

The specific market segment you select to focus your marketing on as they seem most profitable and likely to buy your product

marketing concepts

identify target market

Begin to identify your ideal customers – your **target market**

The concepts of a 'market' are:

1. The **market** consists of anybody who could potentially buy a product.
2. A **market segment** is a group or cluster of customers with similar characteristics, e.g. families on holiday, business people, retired people; Arabic people, etc.
3. The **target market** is the specific market segment you choose as they seem most likely to buy your product



1



2

3

marketing concepts

identify target market

What do you need to know about your potential target markets:

- **Their characteristics:** age, family status, how they like to travel – in groups, by car, etc.
- **Budget:** how much do they have to spend
- **Distribution channel:** how do they find you and book your product e.g. Tripadvisor



Choose the one you think is the best fit for what you are offering – and that you can make money from.

marketing concepts

identify target market

Get to know your target market very well; find out:

- Where are they coming from?
- Where else are they going?
- What is their age range?
- Are they travelling as families, individuals or groups?
- Income range?
- What do they want?
- When do they want it? (e.g. weekends; school holidays)
- Who else offers what they want? (your competitors!)
- What do you offer that is competitive or complimentary?
- What will keep them coming back for more?
- What do they like – what are their habits?



marketing concepts

identify target market

Target market examples:

Tourists from Arabic Countries

Tourists coming from Arabic countries love nature, barbecuing, Muslim friendly (halal) foods, non-alcoholic drinks.

Wine production destinations will not be attractive for the Muslim tourists.

These visitors should be drawn to destinations where local cuisine is interesting and/or promoted.

Western Tourists (Europe/other)

Tourists coming from Europe and Western countries love tasting different drinks such as wine and local foods, etc.

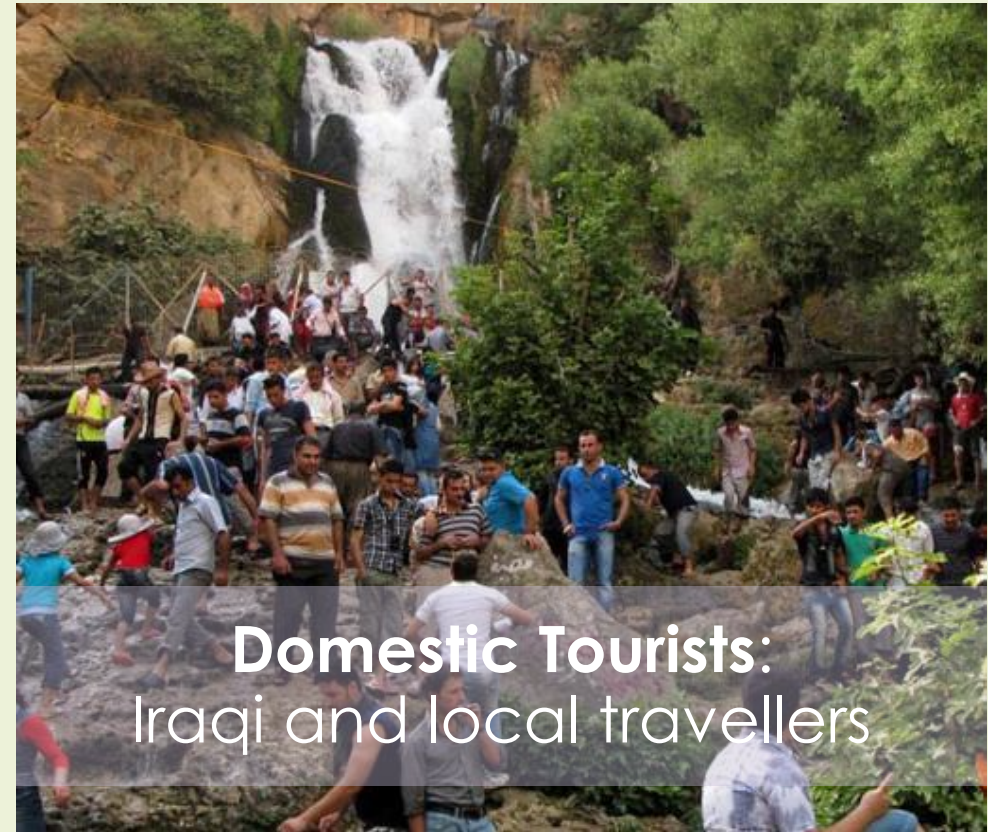
Wine tours would be attractive to these visitors.



marketing concepts

identify target market

Tourist classification



marketing concepts

identify target market

Examples of domestic and regional tourist segments:



Family travel



School groups



Regional visitors

marketing concepts

identify target market: domestic market segments

Young travellers - normally group of friends from 3 to 5 people, prefer to stay in rental houses or cottages or hiking/camping/sport adventures at the weekends. Stay in summer houses or kepir. From spring though till late autumn.

Family holiday makers - prefer to stay in self-catering rental houses, choose places with sufficient entertainment for kids, normally when kids are free from school (holidays, weekends, summertime).

VFR - visiting friends or relatives in the regions (weekend or holidays). Often uses second home.

marketing concepts

identify target market

Travellers based on how they book their travel:



Group Inclusive Travellers (GITs):

- they book a package with a tour operator/DMC and most of their costs are included in the tour package e.g. accommodation, transport, meals, entrance tickets, guides, etc.



Free Independent Travellers (FITs):

- these travel on their own and make their own travel arrangements. They may self-drive, self-cater or eat in local restaurants, and they book their own accommodation based on their needs and budget.

activity 4

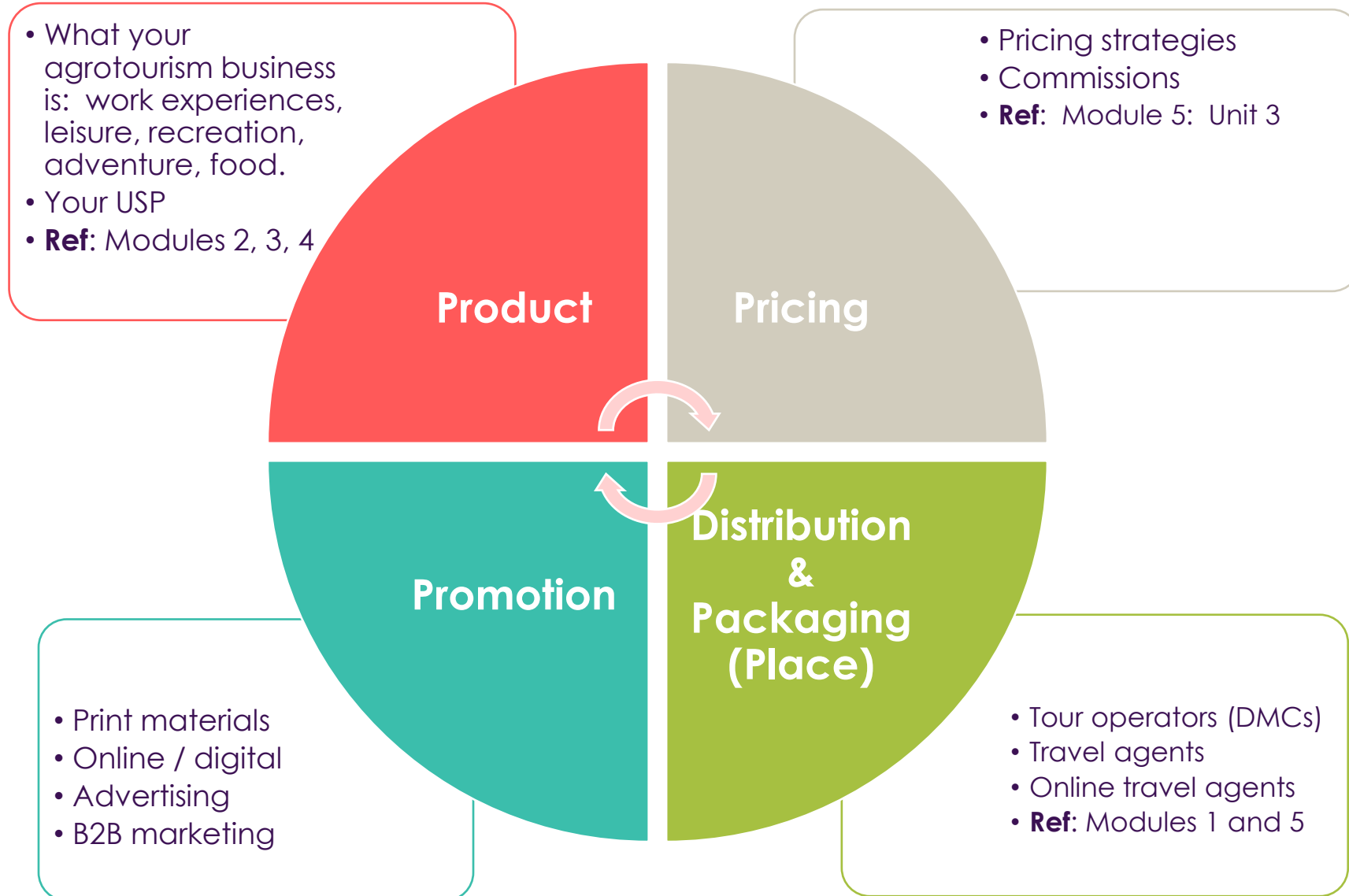
target market

1. Think about your agrotourism product idea.
2. Who do you think your target market will be?
3. Write down as much as you know about them:
 - Domestic or international?
 - Where they come from?
 - Age?
 - Family Status?
 - Income/economic status?
 - How they travel – by car?
 - What they like to do?
 - Other info?



marketing mix

the 4 key pillars of marketing



analyse the potential for an agrotourism product

Unique Selling Point

USP: Unique Selling Point: The thing that makes your agrotourism product interesting, special and something that people want.

If you have competitors – it is the thing that makes you different from them.

E.g. how does your tahini shop attract more people than other tahini shops?



product

your USP

Your **Unique Selling Point (USP)** is the thing that makes your agrotourism product special, interesting, exciting and attractive to your target market.

1. Identify the USP of your product so that you can use it to promote and market your product.
2. Look for and note interesting features or characteristics of your product or service.
3. Use descriptive words like **organic, natural, traditional, family secret, special blend, etc.**



product
your USP

Promote your product by highlighting your USP

1. **Sell** it to your market through the right channels: **distribution** e.g. online sales, tickets at the farm gate, tickets at tourism information centres.
2. **Package** it so that your target market can buy it easily (access to product)
3. **Promote it:** tell your product story (information) using different tools and channels e.g. face to face, on Social Media, through photos, videos, posts.



product

describe your product

- Describe your product in a minute.
- Emphasise what is special about it.
- Here is a statement example to use:



Our business is aimed at **young travelers** who enjoy **new and exciting adventure activities**.

ATBT Adventures offers a **2-hour, fun, challenging outdoor experience and the opportunity to enjoy the beautiful mountain scenery of Choman.**

activity 5

product description

1. Develop a short *description* for your business using the format below:

Our business is aimed at _____ (**your customers**) who _____ (**what do they want to do**).
_____ (**name of your product**) offers _____ (**say what is unique about your product, and what your target customers will especially like**).

2. Can this sentence be adapted to different target markets?
3. Where would you say this – on what platform or channel?



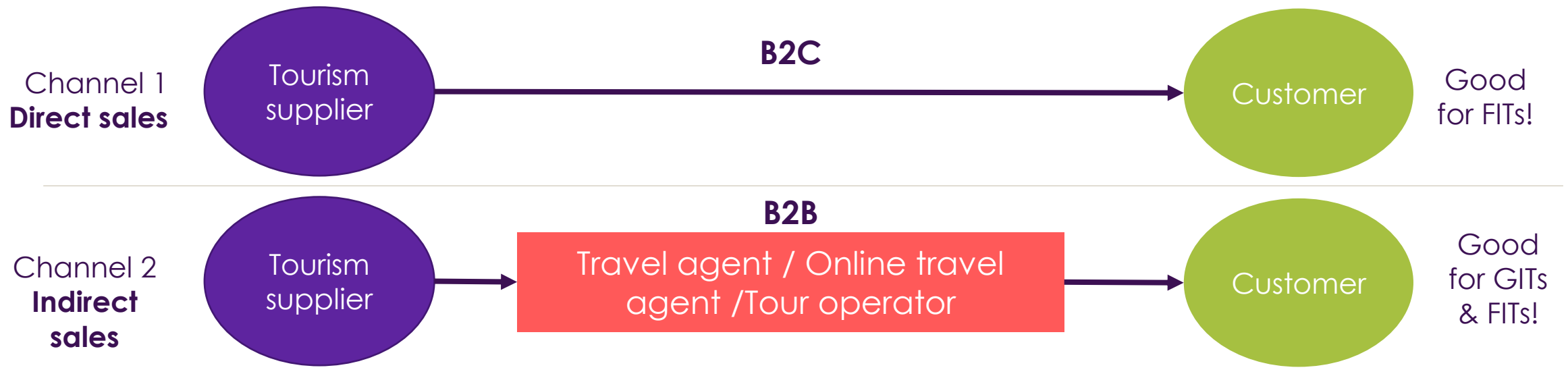
Place: distribution



distribution: buying tourism products


channels

The tourism distribution channel shows the chain of businesses or middlemen that a product passes until it reaches the tourist.



distribution: buying tourism products

how tourists will get to/buy your farm experience

From the Farm	OTA	Travel Agent	DMC/ Tour Operator
<ul style="list-style-type: none">• On farm website• Buy tickets at the farm	<ul style="list-style-type: none">• Book online• The visitor can be anywhere 	<ul style="list-style-type: none">• In person, by telephone or email• Can be in KRI, or other countries	<ul style="list-style-type: none">• The visit is included in a tour package• The package is sold to groups of tourists
<ul style="list-style-type: none">• Product example: picking fruit	<ul style="list-style-type: none">• Product example: a farmstay	<ul style="list-style-type: none">• Product example: learning experience	<ul style="list-style-type: none">• Product example: cheese tours

distribution: buying tourism products

OTAs

An **Online Travel Agency (OTA)** is a web-based marketplace that allows consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities and more, directly with travel suppliers.

- Listing is free
- OTAs take a commission on bookings

Examples include:



distribution: buying tourism products

travel agents

- Located in international tourism source countries, but also some local travel agents in local towns or Erbil.
- Mostly relevant for international market GITs
- Help people plan, choose and arrange their holiday, from purchasing tour packages to booking flights and hotels
- Operate on a commission basis from bookings made with suppliers

Action:

- Use e-mail and personal visits to update local travel agents regularly
- Supply local agents with your brochures



distribution: buying tourism products

tour operators / DMCs

A way of selling a tourism product is by having it included in a **tour package**.

Destination Marketing Company (DMC) or tour operator:

- Looks for interesting things for the tourists to do
- Buys the product at a discounted price from the farmer
- Includes them in their tour itineraries
- Assembles packages
- Sells the tours

If a tourism product owner (like an agrotourism farm activity) can be included in such a tour, this means constant business – which can also be seen as bulk sales.



activity 6

sales channels

1. Think about your agrotourism product idea.
2. List all the ways your tourists or visitors would be able to buy your product.
3. How easy is each one for them?



pricing strategies

the 4 pricing strategies

1. Cost plus

2. Competition-based

3. Dynamic

4. Wholesale



pricing strategies

cost plus

Cost plus pricing is the simplest strategy:

- The total cost is calculated and then a markup is added to determine the final price
- This is a good long-term plan and is very simple because one knows that the markup is equal to the profit

Here's how cost-plus pricing works:

- **Step 1:** calculate the complete production cost for x units of product or service e.g. pax
- **Step 2:** divide the cost by x units/pax to get unit/pax cost
- **Step 3:** multiply unit cost by markup percentage. If unit cost is IQD10 and markup percentage is 40%, then the profit margin is $\text{IQD10} \times (40/100) = \text{IQD4}$ profit. The price of the product is therefore IQD14 to cover cost and make profit.

pricing strategies

competition-based

Competition-based pricing uses a comparison between competitors' prices to set a base price.

This strategy relies on two elements:

- That there are similar products in the market
- Their prices are available or accessible to use as a benchmark

Potential issues include:

- Some research will have to be done to see if there are similar products in other parts of the country, if there aren't any close by
- The more unusual the product is, the less likely that competition pricing can be used (very distinctive or interesting UPS – higher cost)
- Once you know competitor prices and quality (competitor analysis) you can set your own prices accordingly.

pricing strategies

dynamic

Also known as flexible pricing. The price changes based on changes in time or market segments.

In tourism and hospitality, we work on time-based changes, particularly **seasonal** tourism, **monthly/weekend** specials etc.

- The service or product price varies based on what is happening in the market;
 - there are more tourists in **summer** therefore **the price goes up**
 - when there are less tourists in **winter** the **price goes down** (unless you offer winter activities)



pricing strategies

combination pricing

You may use a combination of strategies to get to your best price.

1. Calculate their costs and add a markup

2. Compare that to competitor prices

3. Adjust their price so that it is not too low or too high compared to competitors

4. Adjust prices to allow for seasonal opportunities

pricing strategies

wholesale pricing

Wholesale pricing:

Selling the product through an **agent** who gets a reduced price (discount) or commission because they can get bulk sales for you e.g.:

- tour operators/DMCs (discount)
- travel agents (OTAs) (commission)



pricing strategies

Wholesale pricing: methods

Discounts



- Giving a discount for **bulk sales**
- E.g. a tour operator will bring 30 pax per week, so they get a reduced price
- Usually 20% less than price direct to customer
- Include this in your pricing so you still make a profit

Commissions



- Paying an agreed amount paid to an agency (e.g. Online Travel Agent/OTA) for selling your tourism product
- E.g. an OTA gets 15 – 25 % of the rate charged online
- Remember to include this in your pricing so you still make a profit!

pricing strategies

Wholesale pricing: discounts

- Bulk sales, e.g. to DMCs, are discounted due to selling in volume
- The price to DMCs is usually 20% less than to FITs/direct to customer.
- They will package and sell the product on to the tourist either directly or through an agent.
- They take on the marketing cost which saves you money – and makes up for the discount.

Note:

- DMC business (B2B) can be a large part of your revenue.
- Negotiate carefully and check payment terms are tight to ensure you do not run into cashflow problems: *they must pay you quicky so that you can pay your own costs.*

activity 7

price calculations



Unit 2 Worksheet 1

Go to Worksheet 1

Working in pairs, calculate the selling price for the cooking class scenario using the different pricing strategies:

Question 1: Cost plus pricing

Question 2: Competitor pricing

Question 3: Dynamic pricing

Question 4: Wholesale pricing



promotion

how to present your product: stories and content

- You need to tell a story, not just provide information!
- **What is your story** – what is the ‘hero’ element or hook: something interesting that will **E**ntertain, **E**ngage or **E**ducate.
- **Storytelling:** describe your business in a sentence or two and think about the different audience channels and mediums and how the story could be adapted for different target audiences.



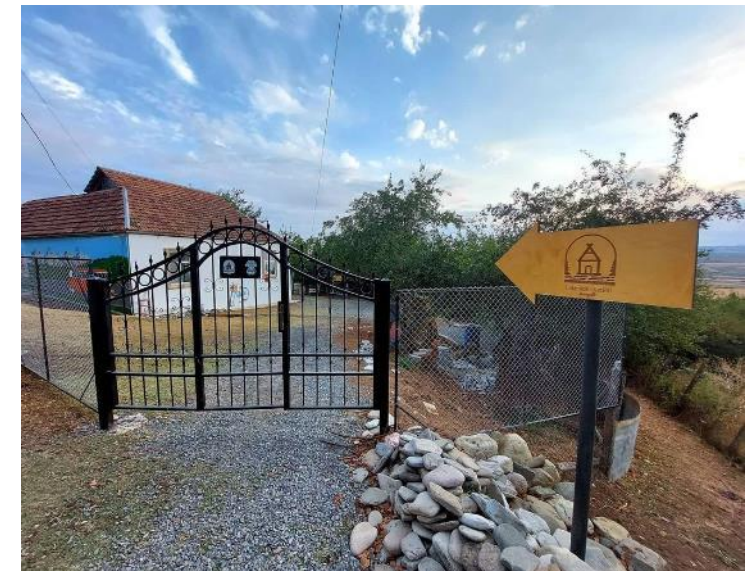
"Lakeside Garden"-a
dəstək ol və xüsusi mükafatını əldə et!

toxijm.org



Lakeside Garden

What is the story?
Who started the business?
Why is s/he special?
What is special or different about
the house, the location, the
facilities, the area?

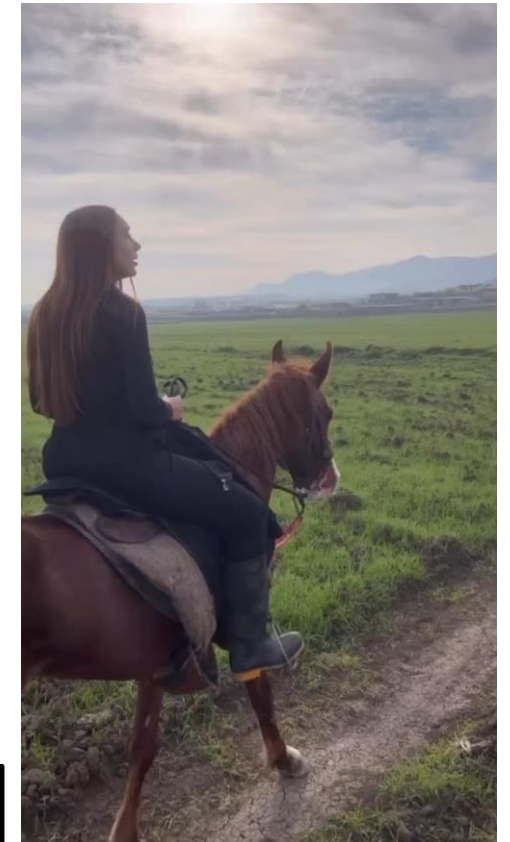
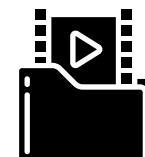


promotion

how to introduce your product

How would you **introduce your village, destination, experience, product, or service to a customer:**

- **Face to face:** on arrival, during a welcome, at a product stall, at and information centre, craft demonstration
- **In writing:** email, booking enquiry, social media
- **Through pictures:** social media especially Instagram
- **Video:** Facebook, Instagram and TikTok



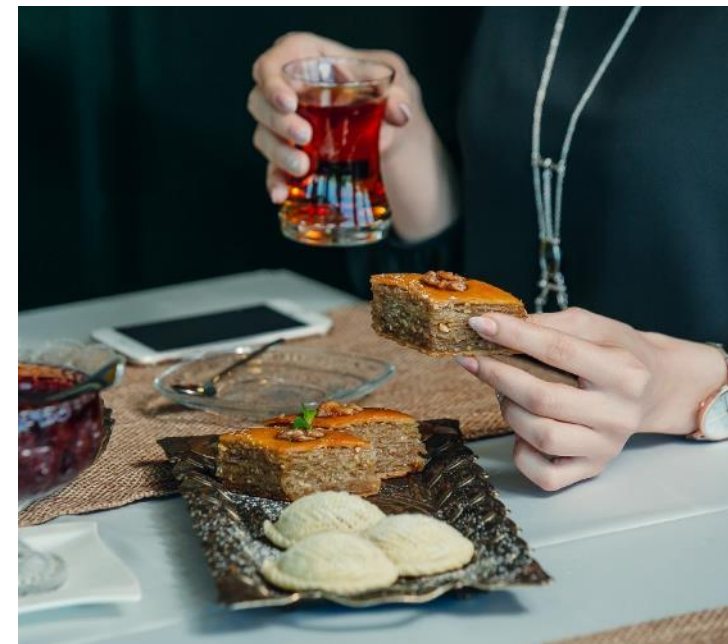
promotion

how to present your product: stories and content

Once you've been noticed (online, in advert, in destination), **how to get your customers to do what you want them to do? Get them to Act!**

Call To Action examples:

- **special deal:** book now and get 5% off
- **food tasting:** try our tea, yoghurt, honey
- **visit:** come to visit us; for a meal, for an adventure
- **book now** button
- **discount** for a friend or referral reward
- **enter** our competition
- **post** your photo

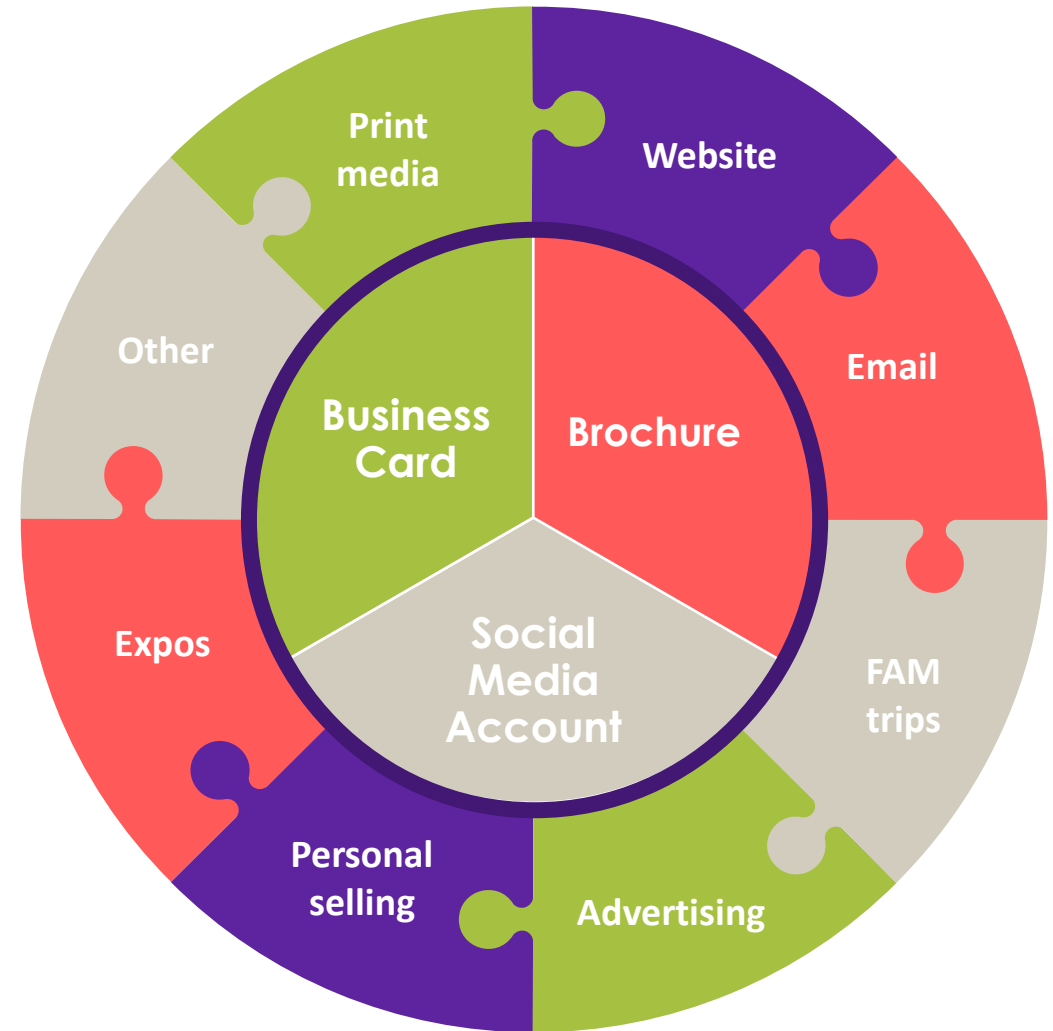


promotion

your marketing toolbox

There are many ways to market your business.

There are 3 core tools and a range of others that you can use to market your tourism business.



print materials

business cards

Used for

- Personal selling: B2B and B2C
- Direct to customers

Design guidelines

- Simple design
- Clear fonts
- Good quality printing

Content:

- Company name & logo
- Your name
- Your contact number
- Your services
- Other contact details e.g. address



Tip: Make sure that you always have your business cards with you. You never know when you might meet someone interested in your product or service

print materials

business cards: mistakes to avoid

- **Missing contact information:** remember to include your country dialling code +964 (0)XXX XXX XXX **Tip:** Separate numbers so that they are easier to read
- **Outdated information** – print new ones, don't just cross out and write the new details
- Not highlighting the most important information – the information someone needs to contact you
- **Standard sizes:** most people use some form of holder to store their cards
- **Spelling mistakes:** check and double check all text before you print
- Using any image that might be inappropriate to any audience
- Using poor quality paper or not using cardstock (180gms)
- Poor print quality

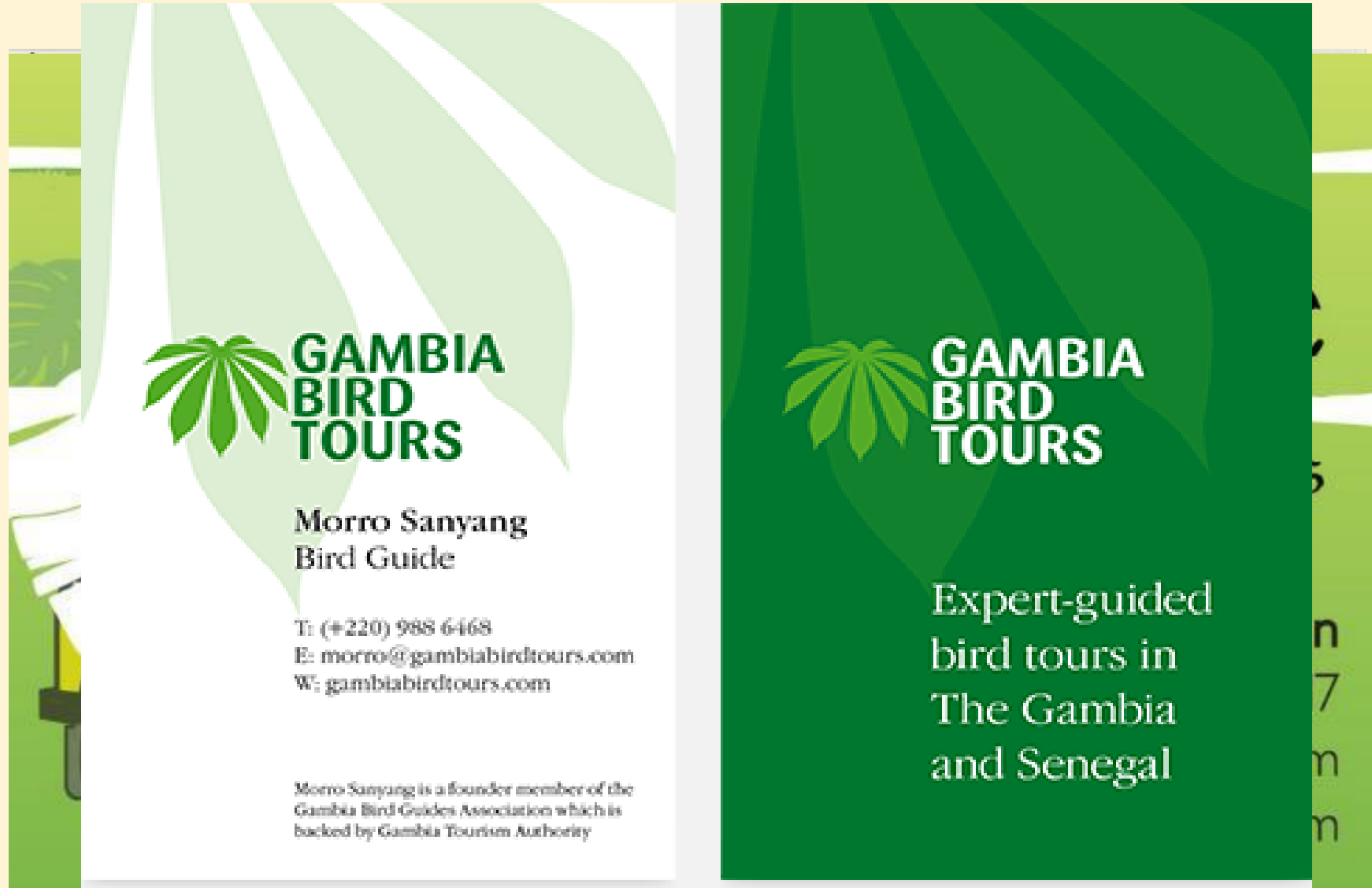


Tip: You print on both sides of the card to add additional information or **another language** on the back



activity 8

application: evaluate these business cards



print materials

brochures, leaflets, flyers

Item	Leaflets	Flyers	Brochures
Descrip-tion	<ul style="list-style-type: none">• An A4 sheet folded into thirds• Full colour	<ul style="list-style-type: none">• Usually single page• Cheap to produce• May be A5• Often one colour only	<ul style="list-style-type: none">• A folded multiple page booklet• Full colour
Use	<ul style="list-style-type: none">• General distribution• Fits neatly into leaflet stands and racks at information centres, hotels, etc.	<ul style="list-style-type: none">• Basic product information• Distribute at hotels, TICs, DMOs, other tourism points, transport hubs – bus/train stations	<ul style="list-style-type: none">• Provides more information• Presenting to a more targeted audience e.g. DMCs

print materials

brochures, leaflets, flyers

Used for

- ✓ Promoting the business
- ✓ Personal selling
- ✓ Direct to customers
- ✓ TICs
- ✓ Converting interest to action – e.g. Visit/book/buy (Call To Action):
Book by calling.... 123 456

Design guidelines:

- ✓ Simple design
- ✓ Clear fonts
- ✓ Good quality printing
- ✓ Good quality images: focus and no distortion
- ✓ Standard sizes are cheaper
- ✓ **DO NOT WRITE IN CAPITAL LETTERS AS THIS IS MORE DIFFICULT TO READ THAN NORMAL TEXT.**



print materials

brochures, leaflets, flyers

Content:

- ✓ Product name
- ✓ Communicate what the visitor / reader would want to know. For example a sheep farm tour brochure should include:
 - ✓ **Features:** You will visit the sheep pen and interact with lambs; learn to milk sheep, see how sheep milk yoghurt and cheese are made, and taste sheep milk yoghurt and cheese, enjoy a traditional farm meal.
 - ✓ **Duration** 2 hours
 - ✓ **Benefits / inclusions:** farmer guide, product tasting, traditional lunch.
- ✓ **Images:** make it image heavy and not text heavy - “a picture tells a thousand words”.
 - ✓ Use good, clear images from tourist experience perspective
 - ✓ Use appropriate to target market
- ✓ **Contact details:**
 - ✓ Your name
 - ✓ Your contact number
 - ✓ Other contact details e.g. address, social media accounts, etc.

print materials

flyers vs brochures – when to use

Flyers

- usually single page
- cheap to produce

Use

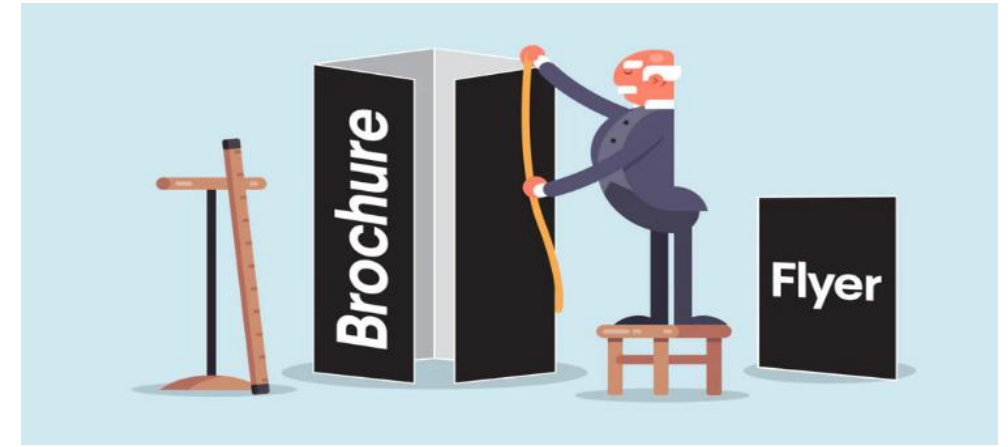
- Basic product information
- Distribute at hotels, TICs, DMOs, other tourism points, transport hubs – bus/train stations

Brochures

- A folded multiple page booklet

Use

- Provides more information
- Presented to a more targeted audience e.g. DMCs



Tips

- You can make more than one brochure.
- Keep your most expensive brochures for real prospects.
- You can also make a brochure to give to customers on arrival – information such as maps, other attractions, etc.

print materials

where to distribute leaflets and flyers

Leaflets and brochures should be placed where your target market can find them.

Where would you place your leaflets in your area?

- Identify and use places where tourists and visitors congregate: **local resorts and attractions.**
- Ask these places if you can put your leaflets in their reception areas or rooms.
- Invite their reception staff to come to your agrotourism attraction so that they can experience and recommend it to the people staying at the resort.

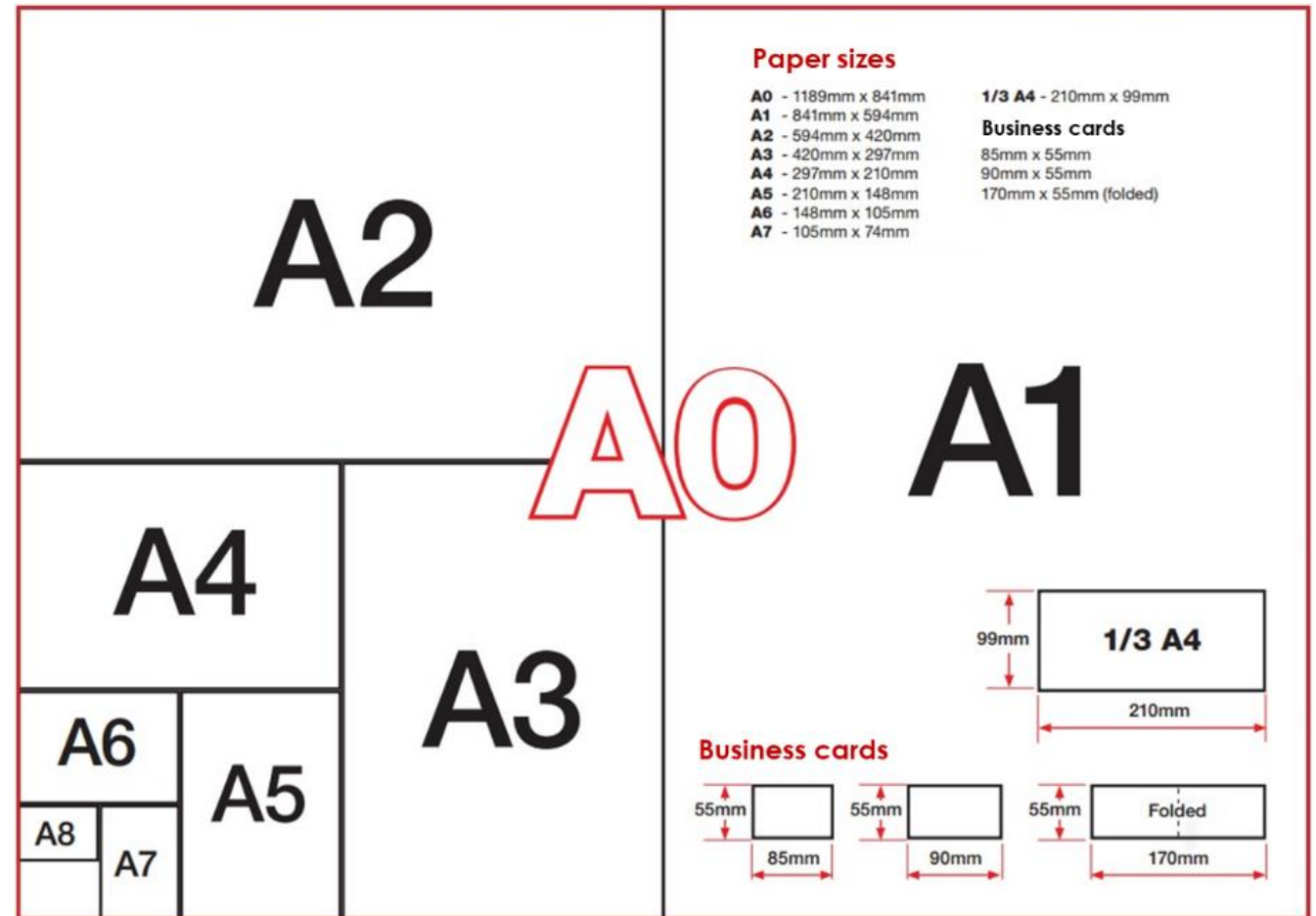


print materials

technical details: paper sizes

Printed materials come in standard sizes on the A-numbering system

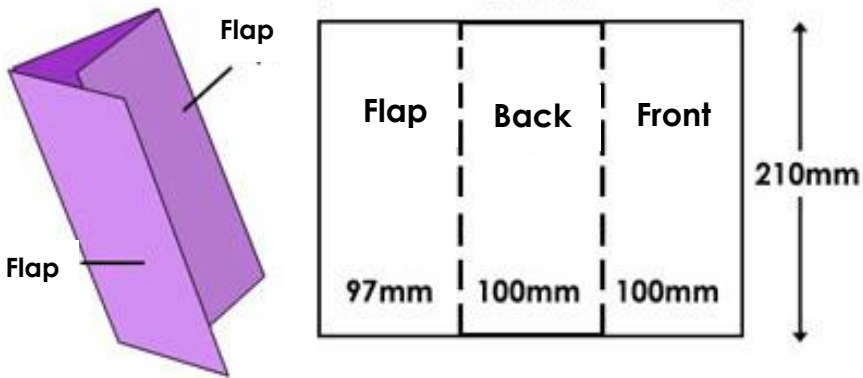
Using standard sizes is cheaper than customised sizes as printing machines and paper are made to fit these sizes



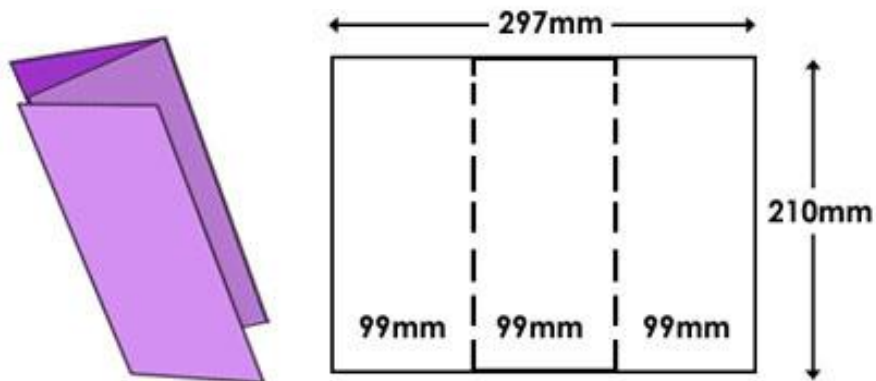
print materials

technical details: leaflet folds (A4)

Roll fold



Z- fold (concertina)



Note: A DL-sized leaflet fits perfectly in a top pocket of a shirt. DL leaflets fit into slots on display racks (standard sizes).



These are commonly known as **DL brochures**. DL stands for “dimension lengthwise”.

Tips: A good information brochure is more likely to be taken home by the tourist to show their friends (free marketing!)

activity 9
print materials

Printed materials: Decide what print materials you will produce for your business. Write an outline for one of the types of material with the following information:

- Target market
- Place/s of distribution
- Content (bullet list)
- Size and shape
- Image types

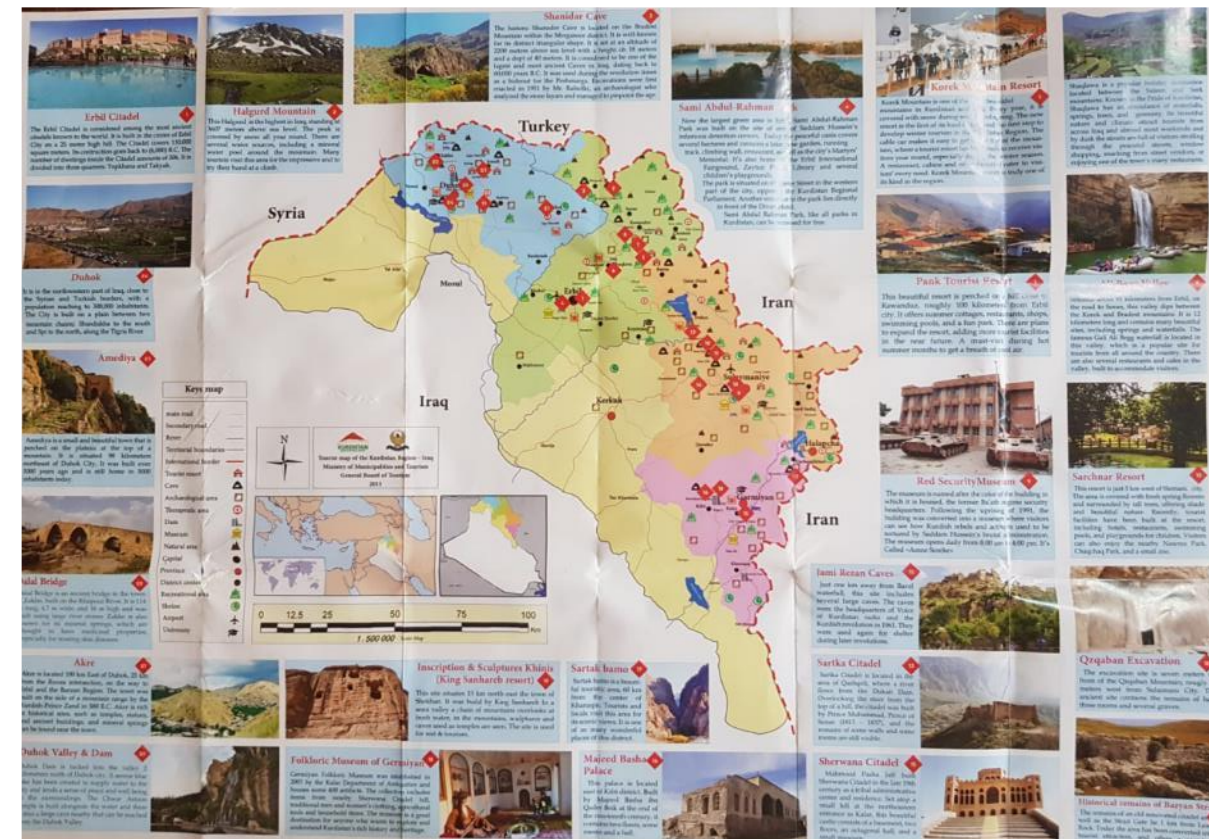
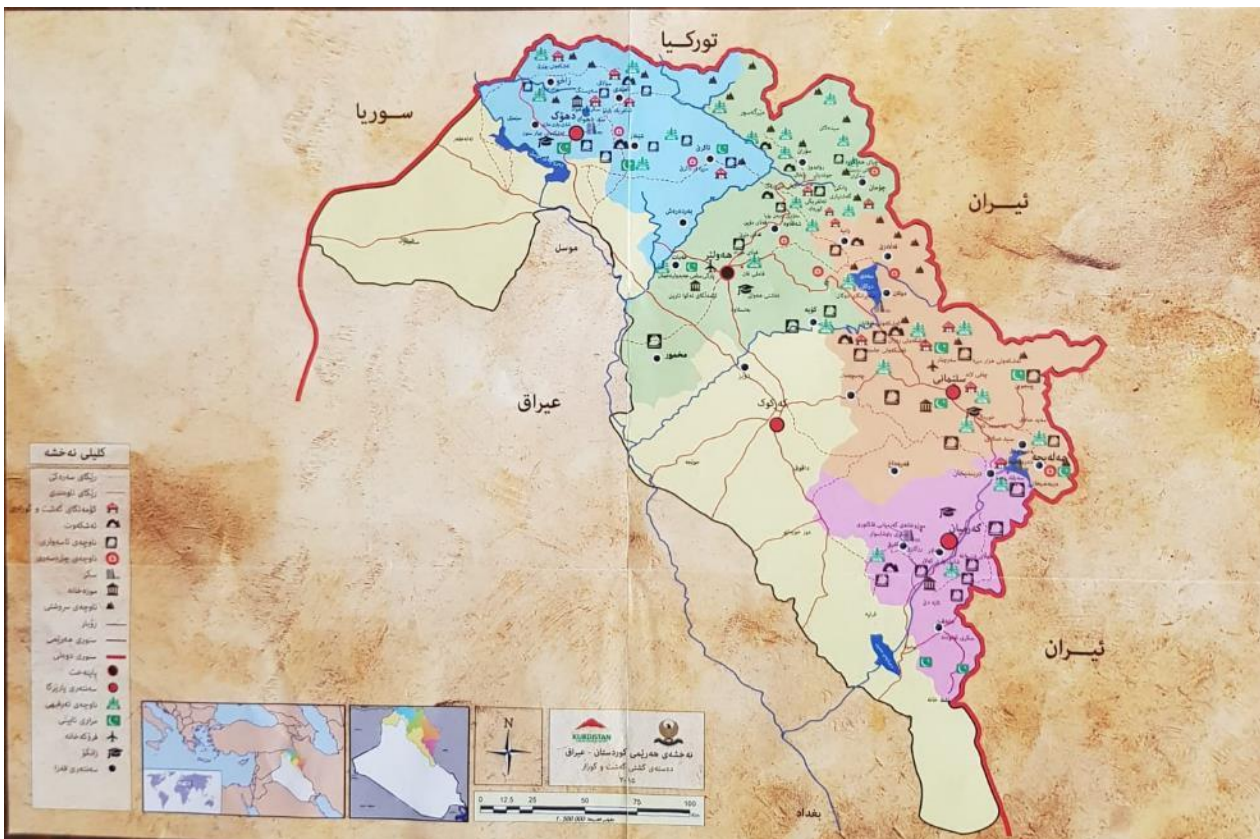


print materials

publications: maps

The DMO produces regional maps.

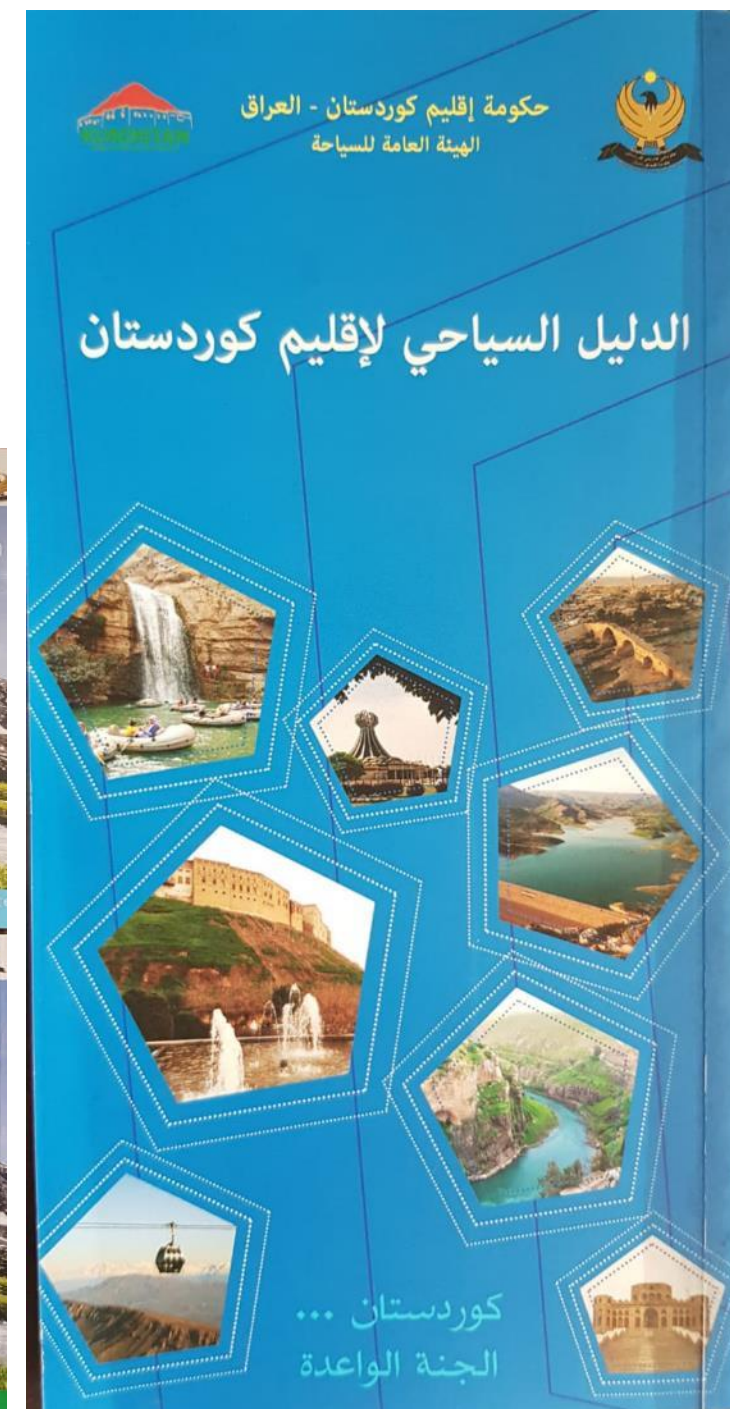
Contact the DMO to list your product in the next update of these.



print materials

publications: brochures

See if you can be listed in travel brochures and publications:



online / digital *social media*

Social media marketing is the process of acquiring attention and sales through the use of social media platforms such as Facebook, Instagram and Twitter.

Popularity rankings (2023)

MAU = Monthly Active User



#1



#2



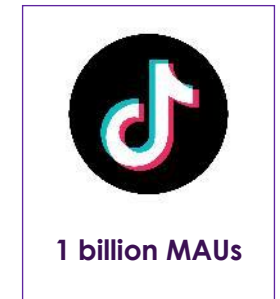
#3



#4



#5



#6

Some of these applications are not social media sites, but instant messaging systems: **WhatsApp, Messenger, Telegram, Viber**, etc.

online / digital *social media*

How do you plan to stand-out?

The success of any social media marketing campaign depends on:

- understanding the online habits of your target market
- knowing why you want to communicate with them
- knowing what you want to communicate



Family travel



School groups



Regional visitors

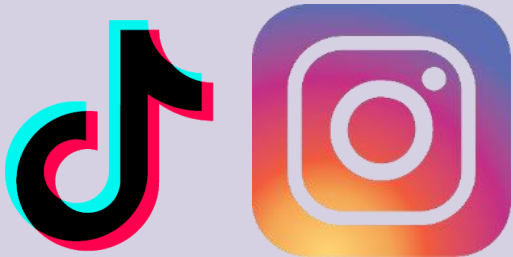
online / digital

social media: prioritizing platforms

Match the channel to your market segment lifestyle:

Young Travellers

- Instagram
- TikTok



Families

- Facebook
- Instagram



VFR and all

- Facebook
- Instagram
- TripAdvisor

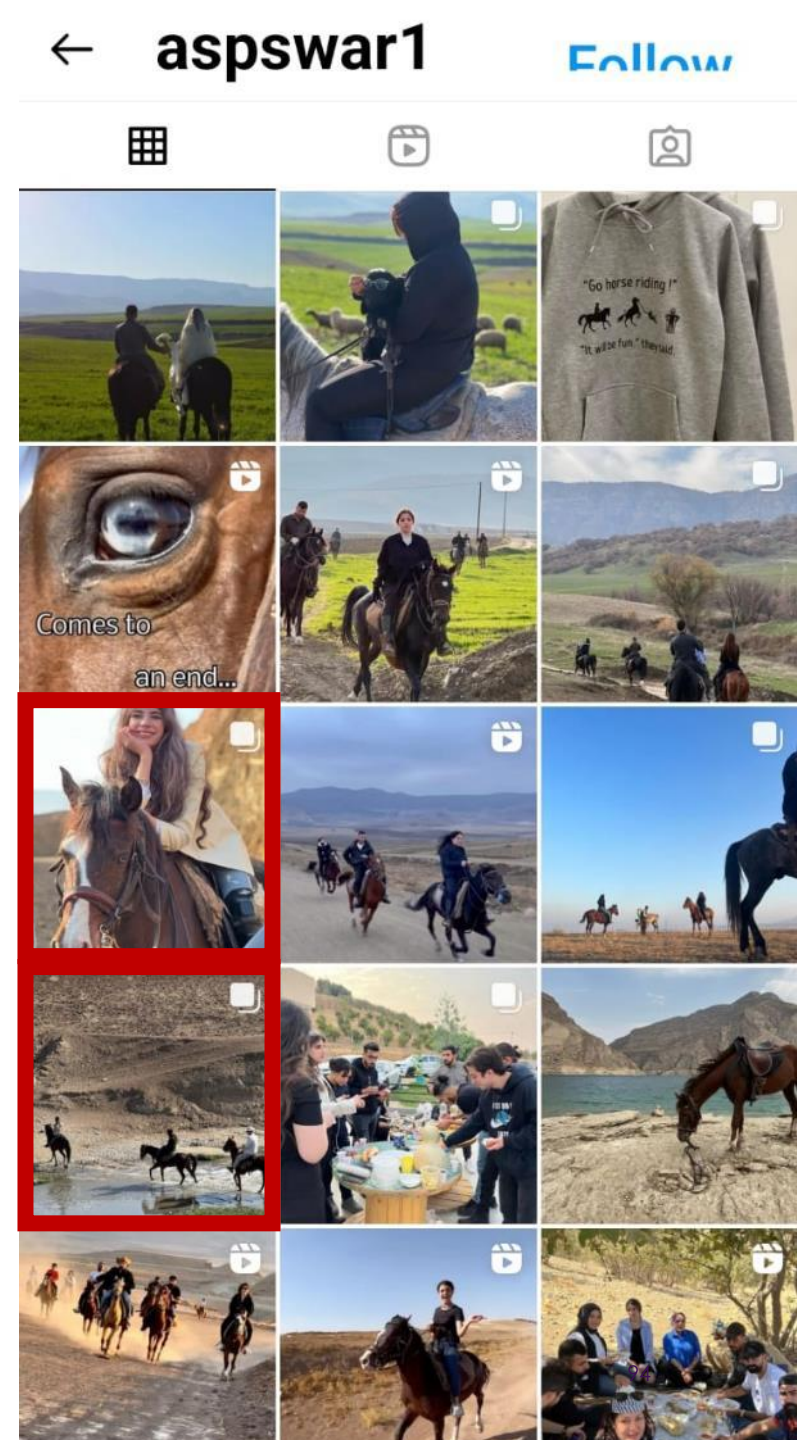


online / digital

social media: user generated content

Get your target market involved in your marketing messages.

- Travellers believe content from friends and family or other travellers.
- This is why sites like TripAdvisor, with user reviews, are so popular.
- User generated content is 'real' not written by the product to promote it.
- User generated content is a huge part of successful social media marketing.



online / digital

social media: user generated content

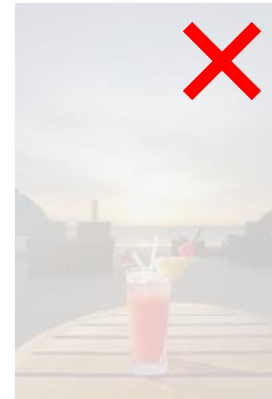
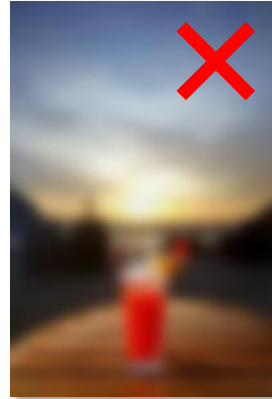
Get your target market involved in your marketing messages.

- Invite your customers to post on your social media sites:
 - Experiences
 - Photos
 - Comments
- When they do, make positive responses – thank you and ‘shout outs’



online / digital

social media: selecting images



Images should:

- ✓ Be good quality, high resolution
- ✓ Be in focus
- ✓ Have good lighting
- ✓ Have captions to explain them succinctly
- ✓ Do not have people's back to the camera or any 'photobombs'
- ✓ Not distorted

online / digital

social media: Facebook

Oldest and **widest-reaching** social network

Nearly **2.2 billion monthly active users**

When creating an effective Facebook marketing strategy, first understand who is on the platform and how they're using it

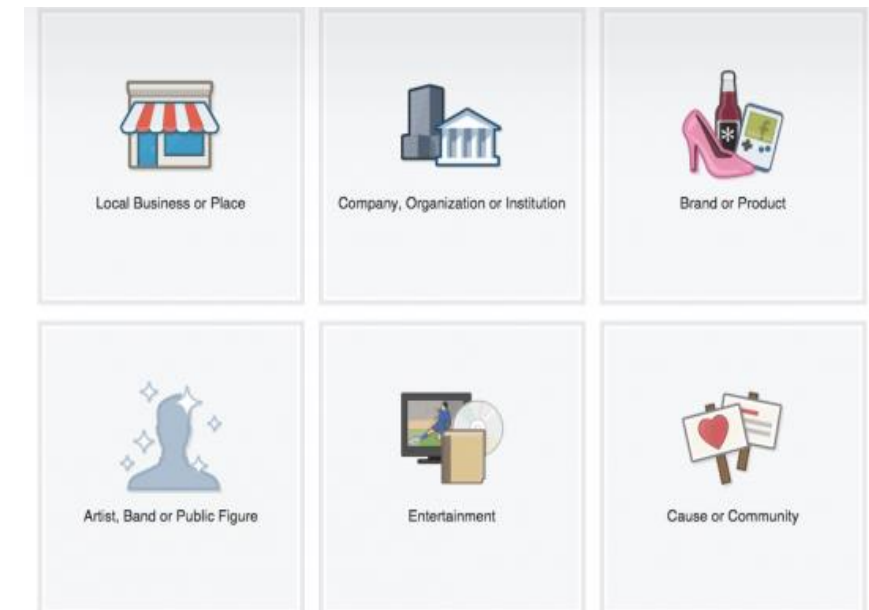
Important guidelines for business accounts:

- Separate a business page from a personal profile
- Choose the right category for your business page
- Choose 'local business' as you can add a location
- This is important for linking to Google maps

More information on **Handout 1**



Unit 2: Handout 1



online / digital

social media: Facebook

If a business posts something but no one responds, then Facebook won't show it to anyone. They're trying to keep people on their website, and they can only do that by showing posts and stories that people find interesting and respond to.



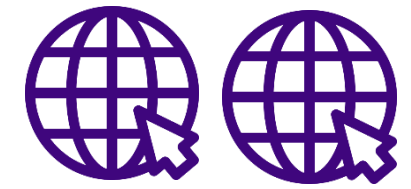
Get people to respond:

Ask questions and respond to the answers. Example:

- Post a picture of a local dish with a caption about the dish, then ask, “what is your favourite local dish?”
- When people answer, you can respond to comments e.g.
 - “We have that on our menu”, or,
 - “That sounds great, maybe we should try it out”.

online / digital

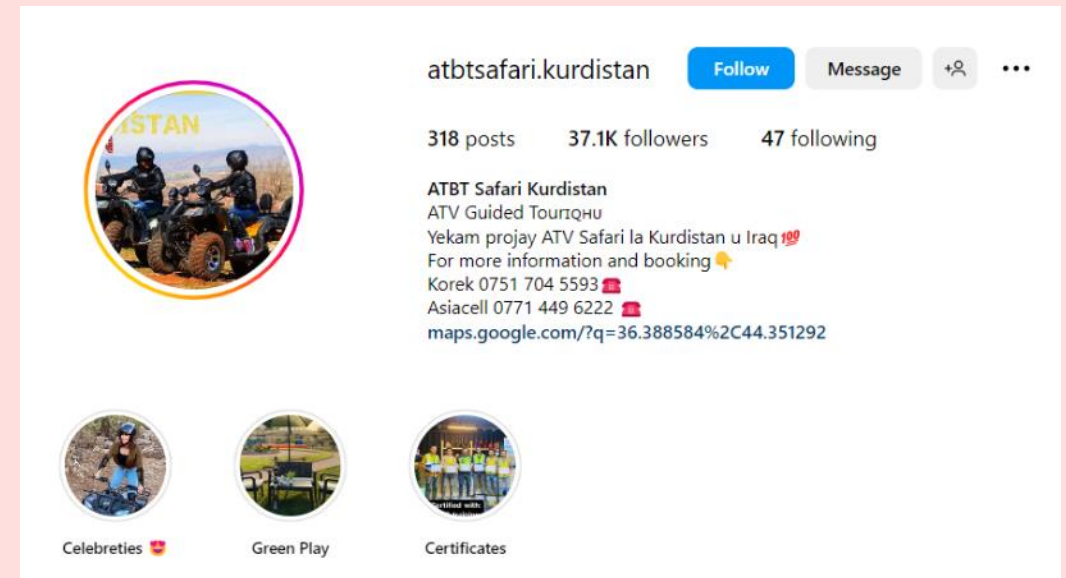
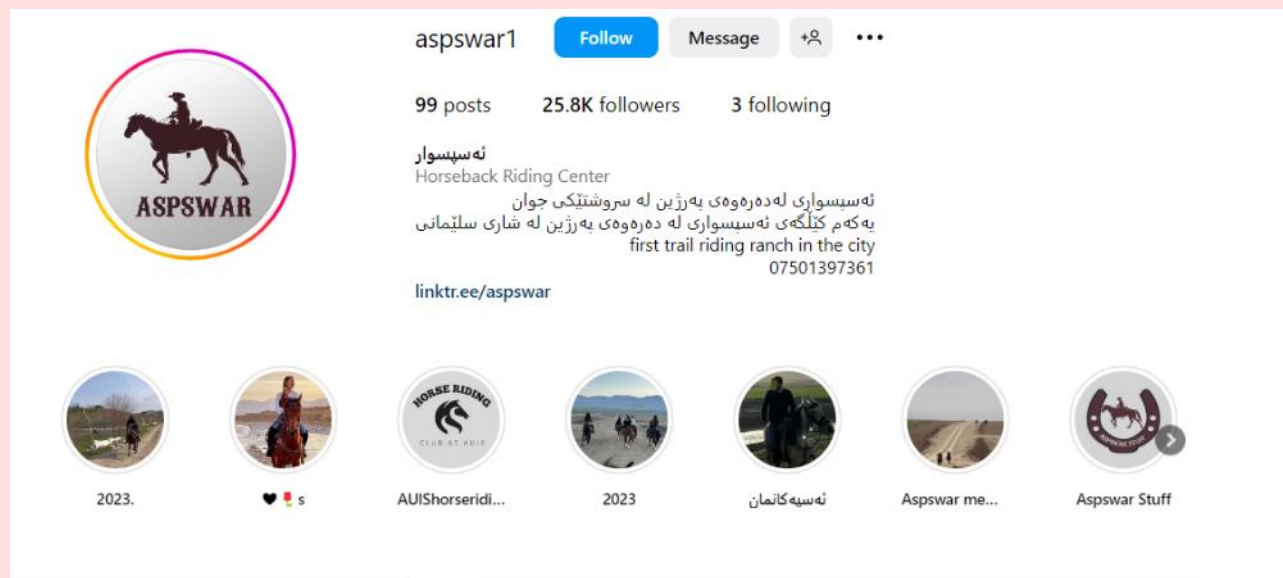
social media: Instagram



- Instagram can be used to promote a tourism business, specifically using photos.

Post:

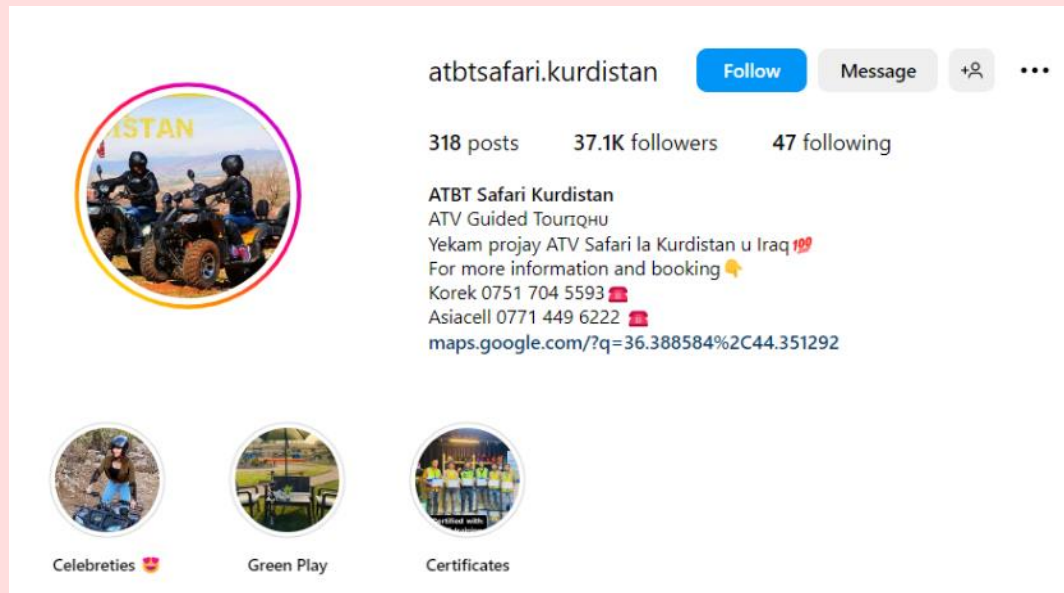
- Photos of ongoing activities in your business.
- Photos of guests/visitors/tourist having fun and doing things – this will inspire other people to want to do the same.
- Example:** Aspswar and ATBT Safari



online / digital

social media: Instagram to Facebook

- Instagram can link to Facebook and Twitter.
- When posting on Instagram the option to post to Facebook and Twitter becomes available.
- The post will appear on Facebook in the same way that it appears on Instagram.
- Be sure to adjust the posts according to the audience!



activity 10

social media application

1. Based on your chosen target market, what social media platform would you use to promote your product idea and why?
2. List the ways you think you could increase your followers.



online / digital *websites*

Do I need a website?

- ✓ Will it be a main sales channel for my product?
- ✓ Are there other ways for tourists to find my product e.g. social media (Facebook, Instagram, etc.)
- ✓ Is this the best way to show potential customers what we are offering?
- ✓ Are there better ways to show information about our business?
- ✓ Can visitors already find us on Google Maps?
- ✓ Can we afford a website?
- ✓ Do I have skills to run it or pay someone to do this for me?

Many small businesses do not need websites; good social media pages e.g. Facebook and Instagram will be enough.

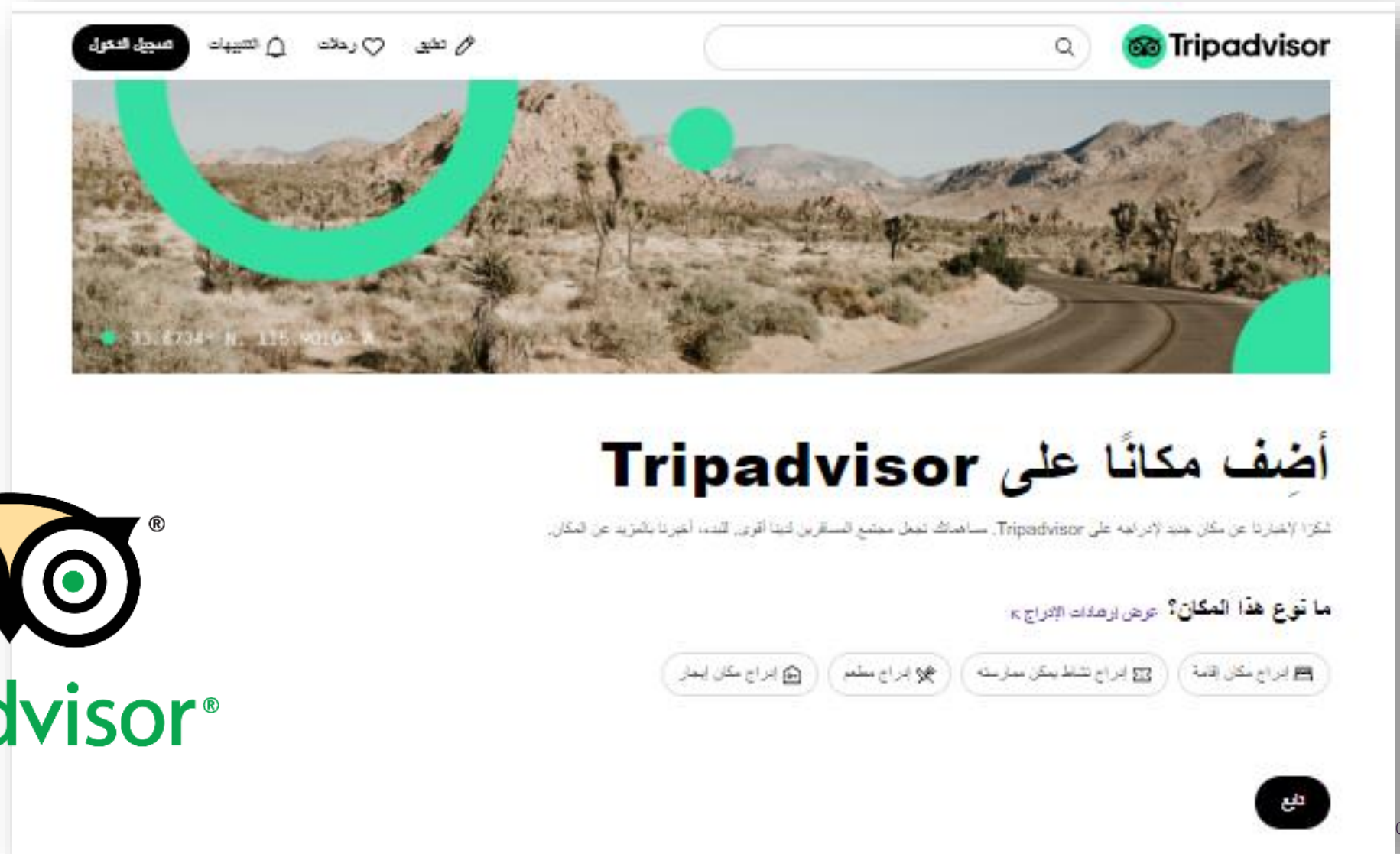


online / digital

online travel sites: TripAdvisor



Get listed:

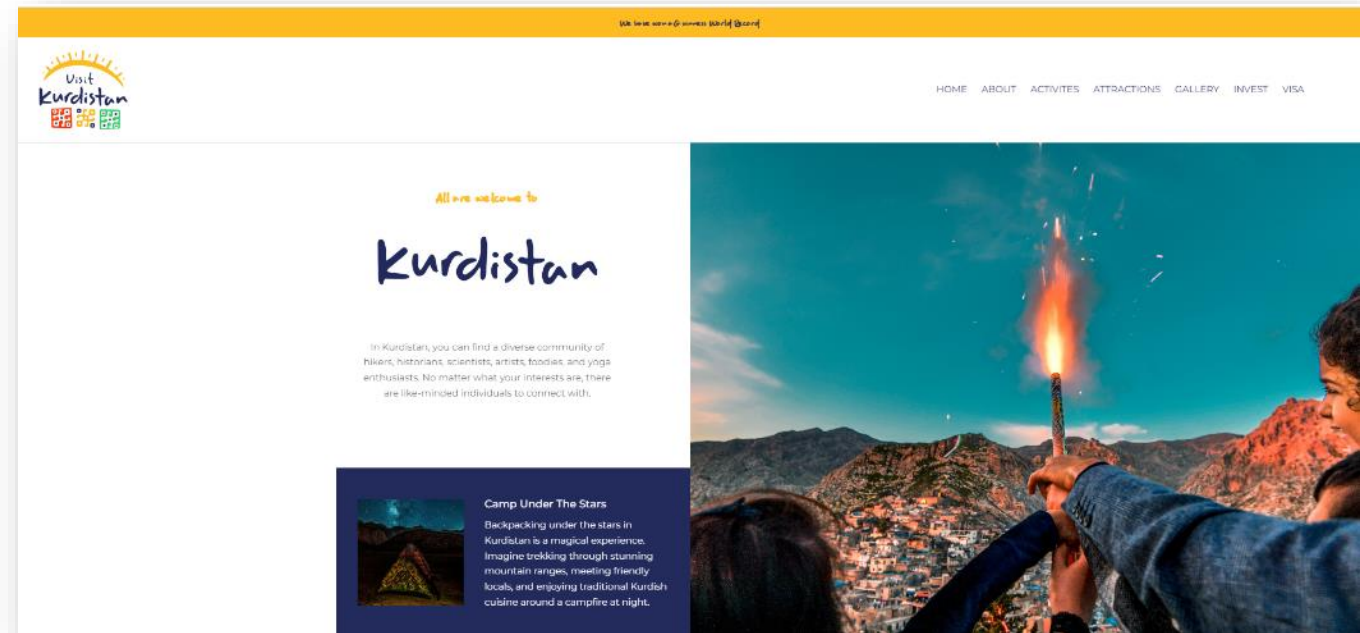


online/digital

Visit Kurdistan



- Visit Kurdistan is a semi-governmental enterprise duly registered in the Kurdistan Region of Iraq.
- The organization's principal objective is to facilitate the arrival of foreign tourists to the region, ensuring that their journey is seamless, and they are provided with ample entertainment during their stay in Kurdistan.
- Visit Kurdistan assumes the responsibility of arranging a diverse range of events to promote entertainment, sports, and other interactive activities in the region.



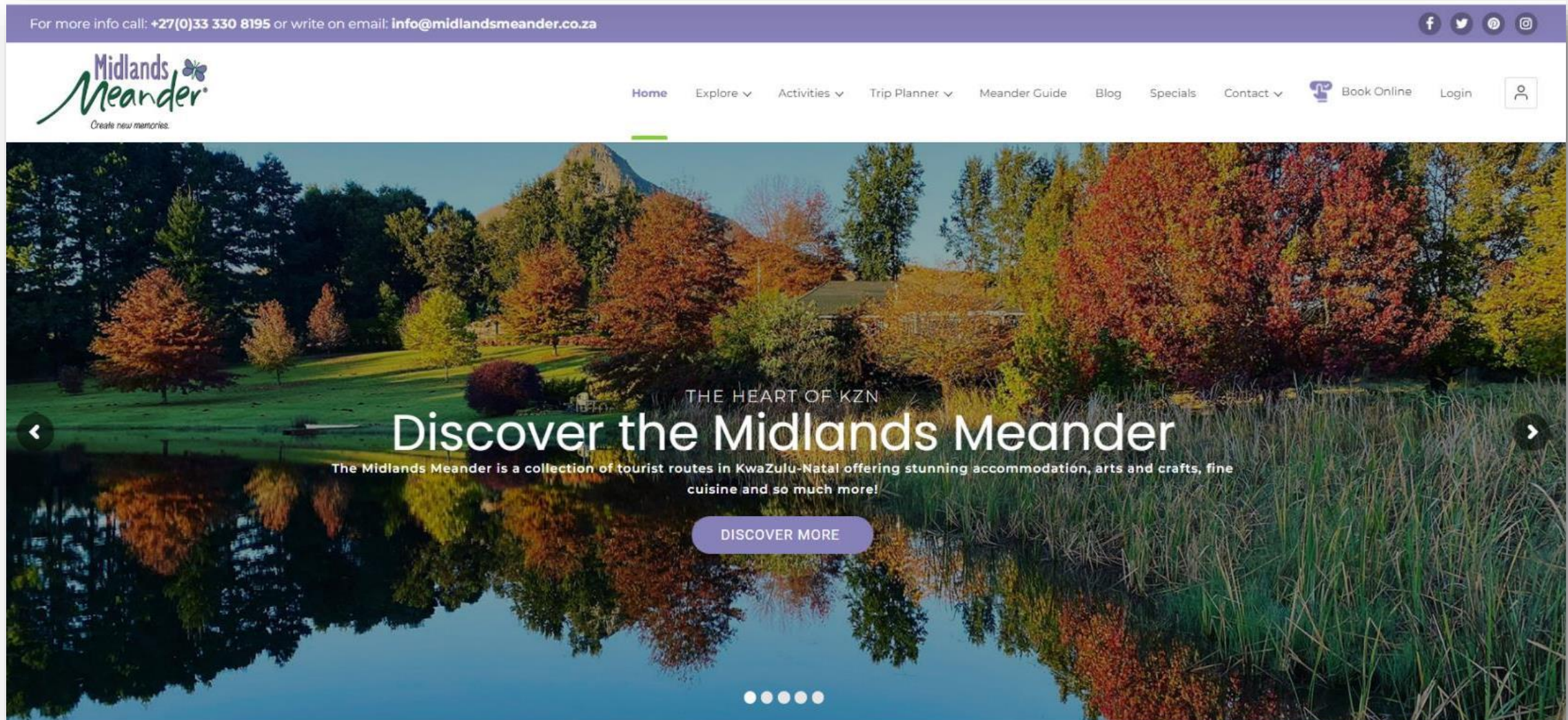
Action:

- Register on the site and create a page about your agrotourism product

online/digital *Midlands Meander*




Midlands Meander website example...




online/digital *Lithuania*



Lithuania website example:



Lauku
Ceļotājs
celotajs.lv




Baltic Country Holidays - Latvia, Lithuania, Estonia


EN LV DE RU

News Accommodations Tours Worth seeing Map Professionals About us


Heritage agritourism in Lithuania












Interreg
Latvija-Lietuva
European Regional Development Fund




Overview















Lithuania
Prie ziedelio
The farm produces a curdled milk dish that is certified as part of Lithuania's national heritage.

 45  16  300  1-12     ...



Lithuania
Tarp liepų
Здесь держат 2 семьи диких зверей: 16 даниэлей и 8 пятнистых оленей.

 18 (27)  9  130  1-12   ...

Search

Accommodations

SPA and special offers

Ferries





Destination Baltics


Booking

Publications

Links

Contact us











Baltic Country Holidays
NORDIC
INTERNATIONAL

online/digital *Jordan*




Jordan BookAgri website example:

HOME ABOUT US EXPERIENCES & PACKAGE NEWS GALLERY PRODUCTS CONTACT US     

[Home](#) / [experience](#)


EXPERIENCE



Luffa planting experience

Luffa planting experience


[read more](#)



Kishk Laban Making Experience

Kishk Laban Making Experience


[read more](#)



Olive harvest experience

Olive harvest experience

[read more](#)



Grape harvest and Grape fruit roll making Experience

Grape harvest and Grape fruit roll making Experience

[read more](#)

online / digital

online travel sites: Google maps

Google maps is very important for domestic travellers who self-drive

Pin on Google maps:

www.omnicoreagency.com/how-to-get-listed-on-google-maps/

Go to: 'Google My Business' and sign up for a business account

1. Choose the **category** e.g.
 - Storefront: where you actually serve customers – like a café or B&B
 - Service Area: where your service takes place e.g. a lakeside spot where you do your water activities (where do you want to direct pre-booked clients?)
2. Enter the business name and address
3. Follow the rest of the instructions



B2B marketing

direct sales calls

1. Organise business meetings with potential clients or partners e.g. DMCs, DMOs, industry associations
2. Most important in the **B2B** market
3. Can also include **networking**

3 stages for a sales meeting:

1. Prepare for the meeting

2. Attend the meeting

3. Follow up after the meeting



B2B marketing

direct sales calls: preparing for the meeting

1. Research DMCs and their target markets
 - Visit their websites
 - Identify which ones best suit your product and brand
2. Email to introduce yourself and request a meeting
3. Prepare for the meeting: short product presentation, brochure, business cards
4. Dress neatly and semi-formally
5. Double check time and place

B2B marketing

direct sales calls: during & after the meeting

At the meeting:

1. Arrive early
2. Start by asking about their business to show interest and gain understanding
3. Present your product (with brochure and business card) and mention that it may fill a gap for a product that they need or have been looking for
4. Discuss potential business opportunities
5. Invite them to visit and experience your product (if possible)
6. Close meeting by thanking them politely

After the meeting:

1. Follow up with a 'thank you' email and any forward actions



B2B marketing

fam trips

1. **Fam (familiarisation) trips** – are trips organised to educate DMCs/tour operators about the products and services within their destination.
2. **DMCs, travel agents** and sometimes media are usually invited.
3. The hosts or service providers **pay the trip expenses** as they receive valuable exposure to potential buyers and media attention.
4. The trip presents the product/s or service/s to the trip participants so that they can **experience the product**.
5. **The objectives are to get travel agents** to promote and book trips for clients and for **DMCs** to include the product/service in their tour itineraries.



B2B marketing

fam trips

Who organises FAM trips?

1. **Business owners** can collaborate and organise their own fam trips for targeted DMCs or agents, or they can be organised by tourism authorities.

Try to participate in FAM trips organised by local tourism authorities or a group of tourism product owners.

Prepare marketing materials and a short product presentation / demonstration for the fam trip participants.



B2B marketing

fam trips for agrotourism groups

1. **A group of farmers can organize themselves into a collective, like a cooperative or a Route.**
2. This collective can then invite a group of DMCs/tour operators to visit them.
3. Each farmer can contribute something – one offers accommodation, others provide meals, tours, etc., so that the DMCs get to experience the range of products that the farmers offer.
4. At the end, have a discussion with the participants to get their feedback on all the products, what works well, what could be improved, etc.
5. The DMCs can then start booking tour groups to use these products.

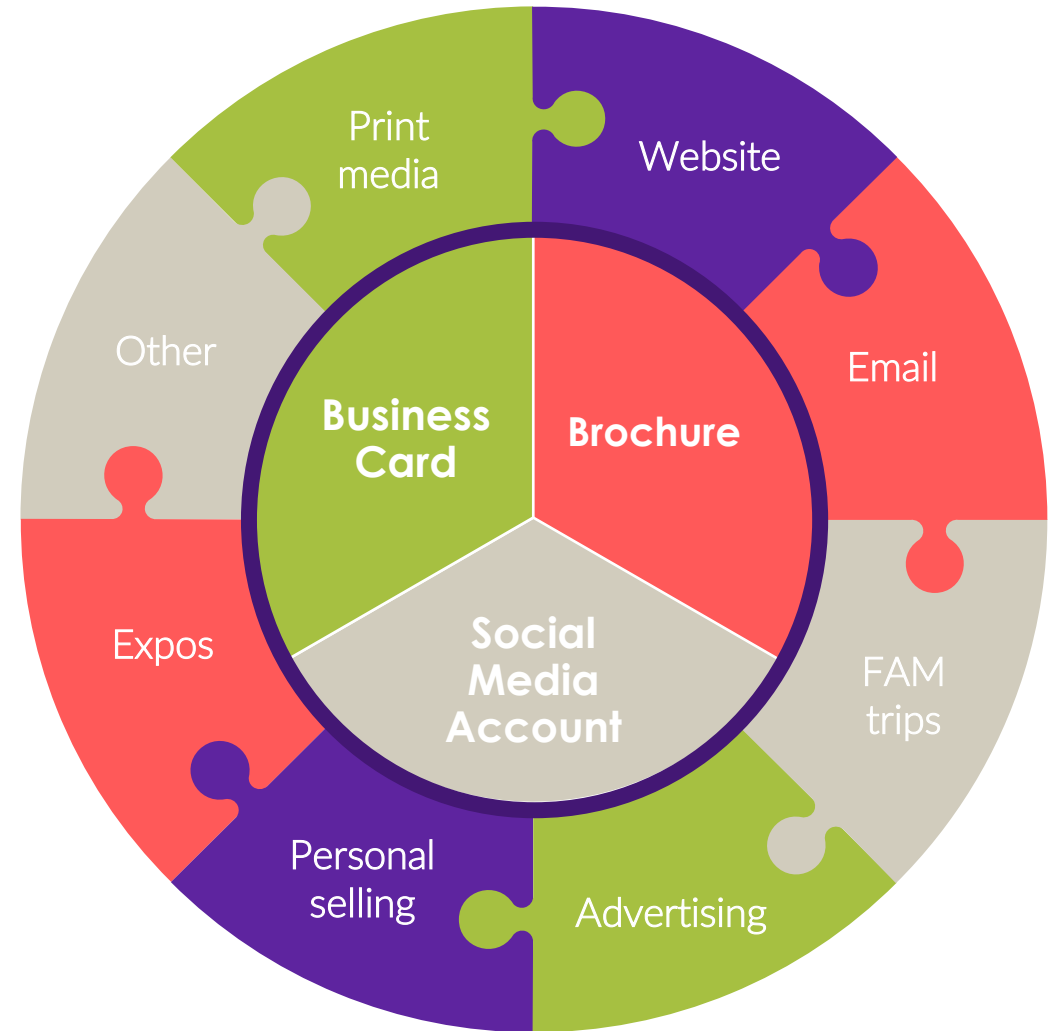


simple marketing plan

your marketing toolbox

There are many ways to market your business.

There are 3 core tools and a range of others that you can use to market your tourism business.



marketing action plan

a simple planning tool

Marketing planning: your agrotourism product/s

Target market	Channel	Tool	Date	Cost

marketing plan

startup product marketing

Marketing planning: farm tour and picnic

Target market	Channel	Tool	Date	Cost
GIT (via DMCS) from CIS	B2B: DMCS	Personal selling	January	Transport: IQD200
		Fam trip (work with other farmers)	February	Catering & gifts: IQD500
		Brochure & price list
Domestic families	Social media	Instagram posts & photos
		Facebook
	Printed media	Leaflets at TIC Leaflets at local resorts Posters at tourism businesses (hotels, cafes)

activity 11

simple marketing action plan



Unit 2: Worksheet 3

Use this format to prepare a simple marketing plan to launch your new tourism product.

Target market	Channel	Tool	Date	Cost



business planning

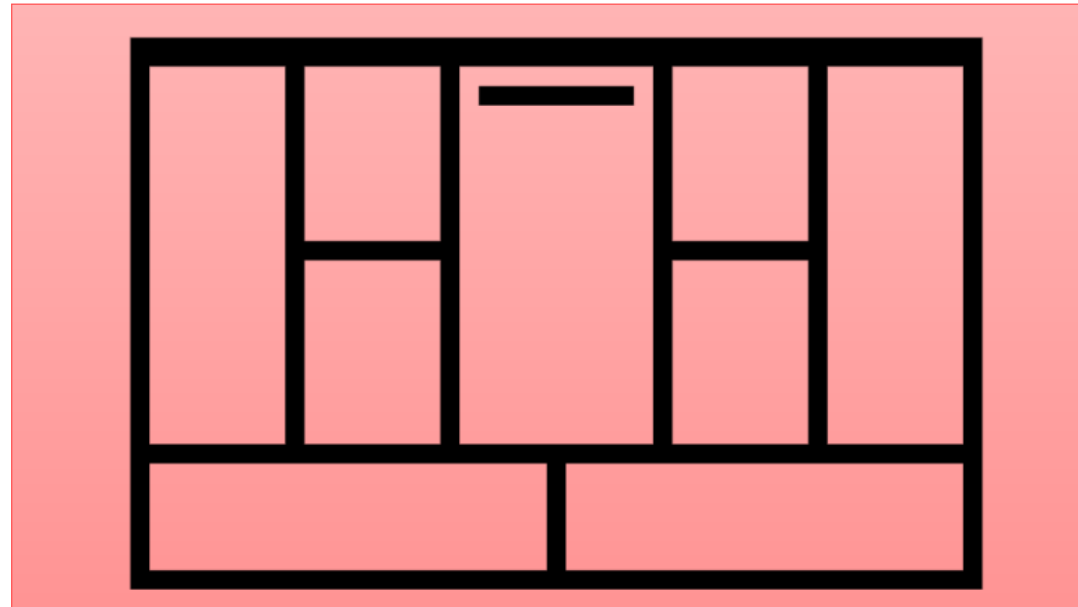
unit 3

Business planning

business model canvas

Business Canvas:

- A 'summary' document that will pull all the business planning elements together at the end.
- This is a **quick/smart** way of doing business planning.
- During this unit you will develop the content of your business canvas.
- This is used as a simple business plan.
- Use it as a framework for the development of your agrotourism business.



Business planning

business model canvas

Business activities List the activities that your business will conduct: e.g. <ul style="list-style-type: none"> • Marketing • Purchasing • Logistical planning • Etc... 	Partners and suppliers <ul style="list-style-type: none"> • Identify who your partners and suppliers will be. <hr/> Key Resources What resources will you need to run the business, e.g. <ul style="list-style-type: none"> • Staff • Premises • Equipment • Vehicles 	Products & Services List what you will offer, e.g. <ul style="list-style-type: none"> • Meals: snacks, lunch, dinner, breakfast • Guiding: safety briefing, nature guiding, birdwatching • Activities: swimming, caving • Transport: to and from 	Customer Relationships: How are you going to communicate and grow relationships with customers, e.g. <ul style="list-style-type: none"> • Face to face • Online through social media: <hr/> Tourism Infrastructure <ul style="list-style-type: none"> • Hiking trail • Minivan hire for drop-off and collection 	Market Segments Who are your customers or target markets? E.g. <ul style="list-style-type: none"> • Families: domestic, CIS, NEMA • Youngsters/ adventurers: domestic, Western Europe, CIS
Costs: Identify and list the costs that the business activity will need to cover, e.g. <ul style="list-style-type: none"> • Food • Staff • Equipment 		Sources of Revenue: What will visitors pay for, e.g. <ul style="list-style-type: none"> • Guides • Meals • Accommodation • Fuel 		

Business planning

business model canvas (example: overnight hike)



Unit 3: Worksheet 1

Business activities <ul style="list-style-type: none">• Marketing• Purchasing• Logistical planning• Liaison with parks authorities• Etc...	Partners and suppliers <ul style="list-style-type: none">• Parks authorities• Grocery suppliers• Caterers	Products & Services <ul style="list-style-type: none">• Meals: snacks, lunch, dinner, breakfast, lunch• Guiding: safety briefing, nature guiding, birdwatching• Activities: swimming, caving• Transport: to and from meeting point	Customer Relationships: <ul style="list-style-type: none">• Social media: Facebook; Instagram• Face to face: guiding, on-site interaction• Telephone	Market Segments <ul style="list-style-type: none">• Families: domestic• Youngsters/adventurers: domestic, Western Europe
Key Resources <ul style="list-style-type: none">• Staff• Property/landscape• Camping equipment• Cooking equipment		Tourism Infrastructure <ul style="list-style-type: none">• Hiking trail• Minivan hire for dropoff and collection		
Costs: <ul style="list-style-type: none">• Trail fees/park entrance fees• Guiding fee (daily rate)• Meal costs• Transport• Equipment			Source of Revenue: <ul style="list-style-type: none">• Per person hiking trail price• Add-on activity commissions• T-shirts, caps or souvenirs• Action photos	



Business planning

business plans

Unit 3: Handout 1



- The Business Plan is a formal document that banks, donors or other organisations may need to fund or support your business.
- **Business plan:** the information generated in this course will contribute to your developing a business plan for your business idea

The Business Plan should cover at least the following:

Executive
summary

Business
description

Market
analysis

Product
description

The team

Marketing
plan

Financial
plan

Appendices

Business planning

business plans: Cover Page/Info

Business Plan	
Name of the business	
Description of the product	
Owner's name	
Contact number	
Email	
Physical address	
Postal address	
Shareholders/members and shareholding g%	
Date	





Business planning

business plan: Executive Summary



- Half page summary
- Key points
- Brief outline (overview) of the business
- Written last – after writing all the business plan content



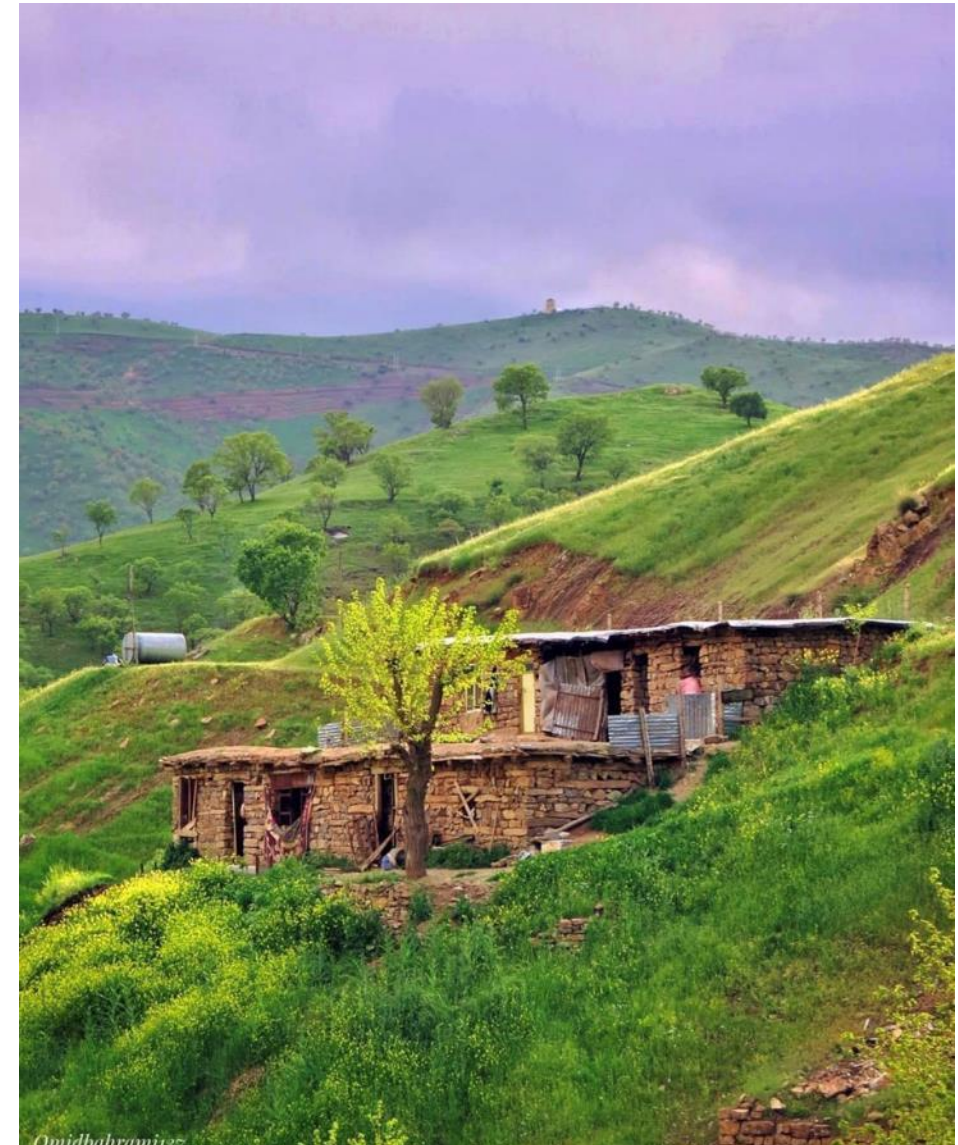
Business planning

business plans: Business Description

- Half page
- Answers the question: what does your business do?
- Describe the product or service in some detail.
- Emphasise the **Unique Selling Point (USP)**.
- Summarise your business in a short statement.

Example: Farmstay

We offer a traditional homestay experience for families, for friends or any groups to stay at and learn about traditional sheep farming in the Kurdish region.





Business planning

business plans: Market Analysis

Analyse and describe the following elements:

1. The '**marketplace**' with simple competitor analysis
2. What **problem** your product solves in the marketplace, for your target market?
3. What the **solution** to that problem is.
4. Your **target market**: describe the ideal customer in as much detail as possible

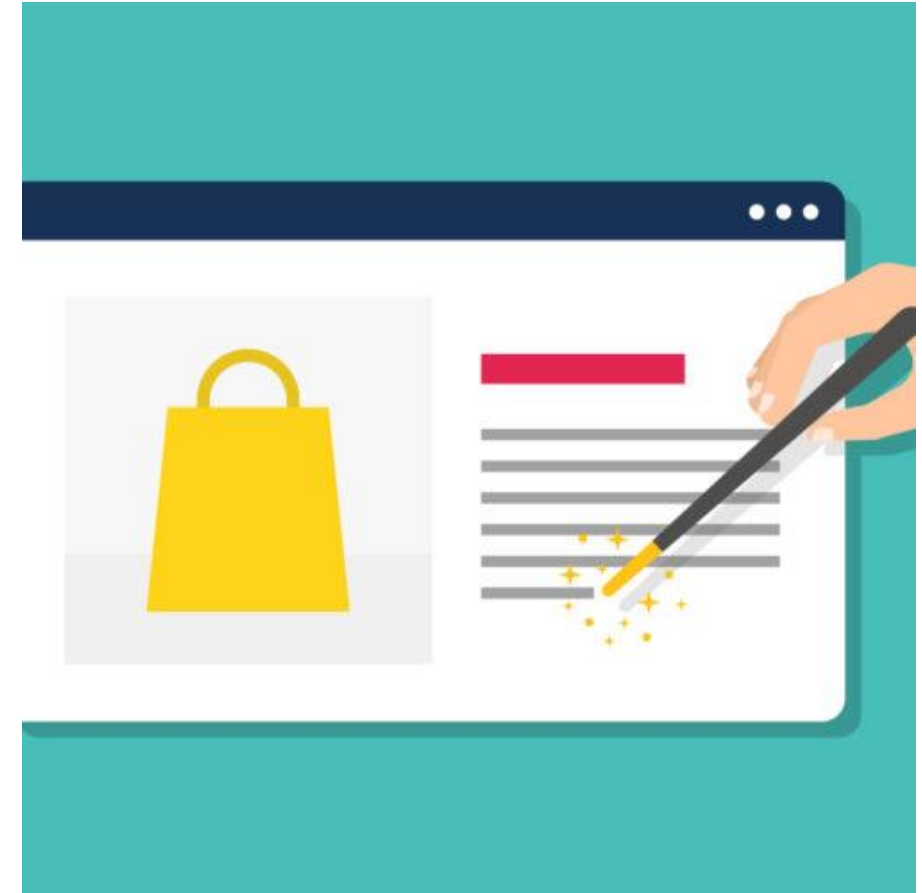




Business planning

business plans: Product Description

- Describe the research that you have done to identify what you want to offer as the product, e.g. increasing visitor numbers to the area.
- Provide some evidence that there is a demand for what you will offer.
- Describe your product or service in detail.
- Explain what it offers to the market.
- Describe the elements or components and
- a summary of what is required to deliver this product or service, e.g. infrastructure, equipment, staff, other inputs.





Business planning

business plans: The Team

In half a page, briefly describe the people that will be involved in the business, what their skills or knowledge are, and in what capacity they will contribute to the business.

Name	Name	Name	Name
Designation (e.g. Owner & Manager)	Designation (e.g. housekeeper & cook)	Designation (e.g. activity leader)	Designation (e.g. dairy operator)
Short description of key experience, skills and duties/ responsibilities in the business	Short description of key experience, skills and duties/ responsibilities in the business	Short description of key experience, skills and duties/ responsibilities in the business	Short description of key experience, skills and duties/ responsibilities in the business

Tip:
Add CV's, copies of qualifications, testimonials or other similar information about the team to the annexures.



Business planning

business plans: Marketing Plan

In half a page, briefly explain the following:

- the pricing strategy (cost plus; competitor; dynamic; wholesale, combination of strategies),
- how the product will be sold to the market (the channel e.g. direct sales in a shop, online bookings, through agents or to tour operators),
- what the channels may cost in terms of any commissions or discounts,
- how you will promote the product using a marketing plan.
- Add the Marketing Plan (template from Unit 2)

Target market	Channel	Tool	Date	Cost



Business planning

business plans: Financial Plan

- Half a page to a page
- Can contain simple or more detailed financial content.
- Include a list of **startup costs** (capital expenses for e.g. equipment or infrastructure)
- Include **working capital** costs to cover the **running costs** of the business while it is building up revenue until it becomes profitable (staff, utilities, etc).
- Project your revenue for the first few months of the business.
- Take into consideration season and demand for certain products (winter vs summer).
- Cashflow planning may be included
- An income statement may be included.





Business planning

business plans: Appendices

Attach any supporting documents such as:

- CV's of the entrepreneur or key team members
- Copies of qualifications or certificates
- Quotations for equipment or building costs,
- Lease agreements or letters of intent
- Building plans
- Marketing artwork drafts
- Other documents that will prove you have done your homework and are worthy of starting and running a successful agrotourism business.

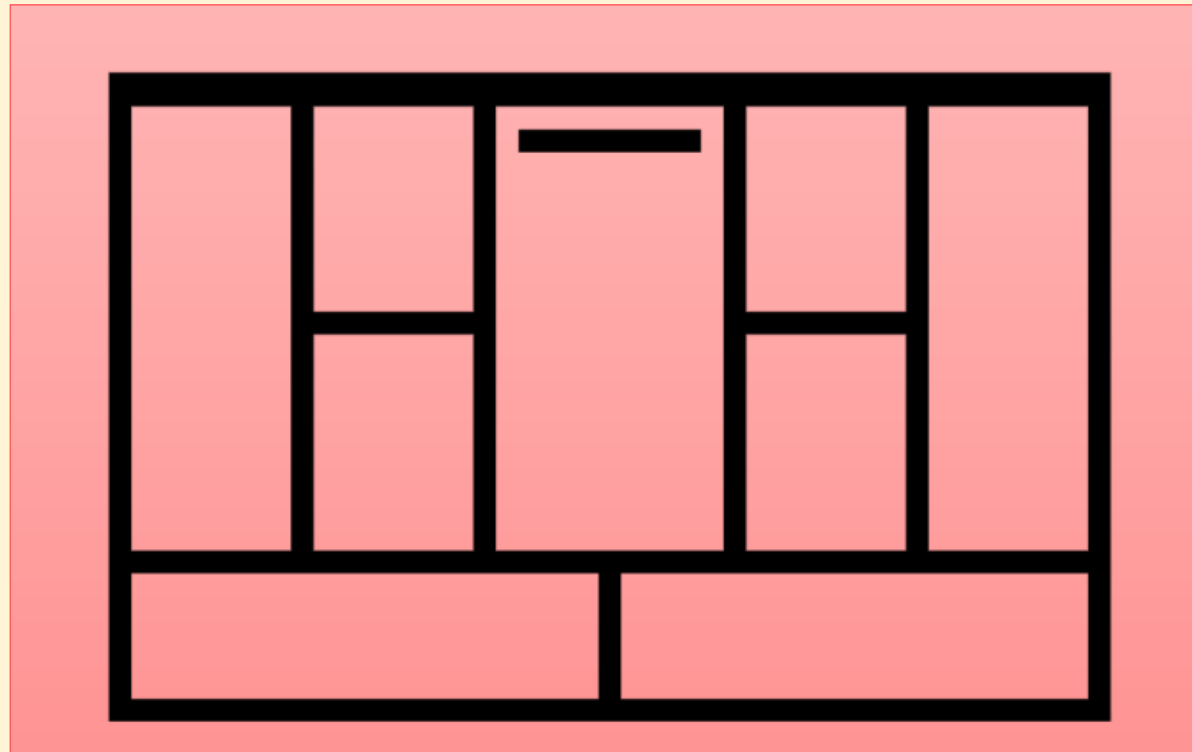
activity 12

Business model canvas



Unit 3: Worksheet 1

Using the A3 sheets provided, fill in a Business Model Canvas for your business idea. Put in as much detail as you can based on what you have planned during this course and this module.





module closure



module 5

units

unit 1



Financial planning

unit 2



Marketing

unit 3



Business Planning

