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Agrotourism Training

Module 3: Agrotourism Services



Trainer Guide

Version 1 | July 2023



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Foreword

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) to operate in the field of international cooperation for sustainable development in around 120 developing countries.

The Private Sector Development & Employment Promotion (PSD) Project in Iraq is a multidonor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-funded by the European Union (EU) and implemented by GIZ.

The PSD Project supports governmental efforts of creating conditions for a growth-oriented business and investment climate in central and south Iraq as well as the Kurdistan Region Iraq. It provides advisory services for economic reforms to government partners and supports fact-based policymaking through promoting the inclusion of private sector representations, academic institutions and civil society organisations into policy-making processes.

In addition, the PSD Project supports the creation of employment prospects in the private sector for young Iraqis, especially women and returnees, following an integrated approach that combines labour market-driven skills development and job placement measures as well as entrepreneurship development, and advisory services for MSMEs. Overall, this multi-donor action puts emphasis on developing long-term abilities of its partners such as Ministry of Higher Education and Scientific Research, Ministry of Labour and Social Affairs, chambers and business associations. Special attention is given to sectors with a strong potential for growth such as agribusiness, solar energy, waste management, and tourism, with a regional focus on Baghdad, Basra, Diwaniyah, Diyala, Erbil and Mosul.

Agricultural Tourism Development in KRI project:

Agrotourism offers a unique opportunity to connect with the land, learn about traditional farming practices, and taste the delicious local food. The training measures will teach how to provide authentic agrotourism experiences that will attract visitors and boost the local economy.

For local communities, this sub-sector presents opportunities for rural development and economic diversification. The project seeks to assist the development of this emerging sector by increasing business opportunities and developing local capacity to build a sustainable and thriving agrotourism industry in KRI.

Training program:

The first phase the project trains professionals on agrotourism know-how as experts. These **Innovation Coaches** will act as local experts and focal points with the mission to activate agrotourism in KRI. In the second phase **Agricultural Businesses** will learn how to provide visitors with an unforgettable agrotourism experience, including farm visits, culinary experiences, cultural activities, and much more. These potential entrepreneurs will receive training in agrotourism and **ongoing coaching support to develop business plans**.



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The project aims at 3 key outputs:

1. Trained **Agrotourism Innovation Coaches**
2. **Basic training** for potential **agrotourism enterprises**
3. **Advanced business plan development** and coaching for **agrotourism enterprises**

Course Introduction

Training schedule

The course schedule is presented below. Each session is 6 hours long. The course is constructed in a flexible way so that the units can be delivered on different days or over a longer period than an intensive 5-days if that is more practical for the participants.

Agrotourism Training Programme:

Day 1	Day 2	Day 3	Day 4	Day 5
Course Introduction Module 1: Introduction	Module 2: Agrotourism Experiences	Module 3: Agrotourism Services	Module 4: Develop an Agrotourism product	Module 5: Business Planning and Marketing

Preparation notes

Before the training starts, make sure do the following preparation:

1. Read the Trainer Manual and the Trainer Guide to ensure you know what you are training, and how you are training.
2. Research and understand the agricultural products in the region where you are training.
3. Research agrotourism products based on the agricultural produce of the area – get ideas from other countries that you could refer to in your training.
4. Check if there are any existing agrotourism products that you can refer to, as well as any events that relate to agriculture such as product festivals e.g. pomegranate festival.

Facilitation notes

- Note: there are a lot of slides in this module, but many of them are picture-based as examples, so they can be shown quickly.
- Trainers have the discretion to use the flipchart or board to capture answers if they want to or not during activity discussions and feedback sessions.

Timing

- This module should be completed in one day: 6 hours of contact training with additional time for breaks.

General training resources





The following list covers the basic resources needed to deliver the agrotourism programme. The specific resources needed for each unit and topic are listed below.

Resource	Quantity	Remarks	In kit?
General / administration			
Trainer Guide	1		
Trainer Manual			
Attendance Register	1		
Trainer Report Form	1		
Course Evaluation Form	1 per participant		
Whiteboard or flip chart	1		
Whiteboard or permanent markers	8 – 12	Red, blue, black, green	
Tape and/or blutac			
Participant stationery (optional)			
Pens	1 per participant		
Pencils	1 per participant		
Erasers	5 – 10		
Pencil sharpeners	2 – 4		
Notebooks	1 per participant		
Other resources			
Examples of tourist maps and route maps			
Examples of any product information on tourism attractions			

Resources for Module 3

Unit	Activity #	Resources
1	Activity 1: Accommodation	
2	Activity 2: Catering	
	Activity 3: Events	
3	Activity 4: Quality of Service	Worksheet 1: Service Quality
	Activity 5: Visitor Feedback: Brainstorm and Discussion	
4	Activity 6: Safety Planning and Management: Horticultural Farms	
	Activity 7: Safety Planning and Management: Snakes	

Training programme

Time	Content
08.30 – 08.45	Module introduction <ul style="list-style-type: none"> Module overview  Slides: 1 – 3
08.45 – 10.10	Unit 1: Accommodation  Slides: 4 – 31 Activity 1: Accommodation
10.10 – 10.30	Unit 2: Catering  Slides: 32 – 58 Activity 2: Catering Activity 3: Events
10.30 – 12.30	Break
12.30 – 13.00	Unit 3: Communication and Service  Slides: 59 – 83 Activity 4: Quality of Service Activity 5: Visitor Feedback: Brainstorm and Discussion
13.00 – 14.00	Lunch
14.00 – 16.00	Unit 4: Safe Experiences  Slides: 84 – 110 Activity 6: Safety Planning and Management: Horticultural Farms Activity 7: Safety Planning and Management: Snakes
16.00	Module closure  Slides: 111 – 113

Module 3: Agrotourism Services

Module introduction

Content	Slide	Time	Training instructions	Resources
Module overview	1 – 2	2 min	Present the slide on the content for this unit. Briefly explain the topics without going into too much detail.	
Introduction	3	2 min	Present the slide and introduce the module by explaining the types of services farmers may be offering to visitors as part of the agrotourism experience.	

Unit 1: Accommodation

Content	Slide	Time	Training instructions	Resources
Farmstays	5	5 min	Show the slide and explain what a farmstay is and describe the elements of a farmstay.	
Why are Farmstays popular?	6 – 7	5 min	Show the slides and explain why visitors enjoy staying on farms, what they get out of the experience and explain the impact Covid had on the market. Explain the data from Airbnb that proves this (from the USA).	
Rates: What to Charge	8	5 min	Show the slide and explain that rates are similar to bed and breakfasts and holiday rentals. Explain to participants that the rate depends on the quality of accommodation and visitors can work on the farm in exchange for accommodation.	
Accommodation Standards	9 – 10	5 min	Show the slides and explain that there are basic and essential standards all accommodation must have. Focus on the standards of cleanliness, privacy and comfort.	
Types of Farmstay Accommodation	11 – 16	10 min	Show the slides and explain that there are different types of farmstay.	

Content	Slide	Time	Training instructions	Resources
			Slide 11 presents the different farmstay accommodation options; this is an overview slide. Do not spend too much time on it as we will go into a little detail on each of these, with photo examples, in the following slides. Show the series of slides (12 – 16) that cover each type and explain each in detail. A farm could offer a range of these – not only 1 type if they want.	
Self-Catering	17 – 21	2 min	Show the slide and explain what self-catering means and what facilities are needed for self-catering accommodation. List and explain the basic facilities a self-catering accommodation needs to provide. Remind participants that any accommodation that requires the guests cook for themselves will need the appropriate utensils and equipment. Show the slides and explain what a kitchen in a self-catering accommodation needs	
Guidelines for Farmstay Accommodation	22 – 24	5 min	Explain that there are certain standards and guidelines that cannot be ignored, they have to be in place and followed to ensure the guests will be satisfied. Explain each point.	
Guidelines for Premises	25 – 31	30 min	Show the slides and explain in detail the guidelines for: <ul style="list-style-type: none"> • Cleaning • Chalets/Dormitories/Cabins/Surrounds • Living areas • Sleeping areas • Bathrooms and Toilets Activity 1: Accommodation <ol style="list-style-type: none"> 1. Divide participants into groups of 3 or 4 2. They must discuss the questions displayed on the slide. 3. Give them just 10 – 12 minutes for this. 	

Content	Slide	Time	Training instructions	Resources
			4. Facilitate a feedback session – ask each group in turn to answer one of the questions. Other groups may add in ideas or comments. 5. Keep it short!	

Unit 2: Catering

Content	Slide	Time	Training instructions	Resources
Catering for Farm Visitors	32 – 33	3 min	Show the slide and explain that some farms may offer catering for different events or in different ways; e.g. farm stores	
Types of Catering	34 – 36	5 min	Explain that there are different types of catering for different types of visitor/activity, e.g. a hiker may need a packed lunch but a wedding will need a dinner. Show the slides and explain the different foods/meals farms could provide and who they could cater to.	
Catering Requirements	37 – 38	8 min	Show the slides and explain that food service requires a few different things. Explain each briefly.	
Daily Meals	39 – 41	8 min	Show the slides and explain that overnight guests will need two meals; breakfast and dinner. Explain what each meal should include and how they should be served.	
Guidelines for the Kitchen and Meal Preparation	42 – 44	20 min	Show the slides and explain the basic guidelines for kitchens and meal preparation. Activity 2: Catering 1. Divide participants into groups of 3 or 4 2. They must discuss the questions displayed on the slide. 3. Give them just 10 – 12 minutes for this. 4. Facilitate a feedback session – ask each group in turn to answer one of the questions. Other groups may add in ideas or comments. 5. Keep it short!	

Content	Slide	Time	Training instructions	Resources
What Events can Farms Offer?	46 – 51	10 min	<p>Show the slides and explain that farms can offer a variety of events. Give a few examples.</p> <p>Give examples of events that small and large properties can offer</p>	
Event Considerations	52	5 min	Show the slides and explain that there are things farmers need to think about before hosting events. Explain each in brief detail. Remind them that everything has a benefit and a consequence and list a few of each in the agrotourism business.	
Benefits and Concerns	53	5 min	Show and explain the slide on the pros and cons of events.	
Duration of Events	54	2 min	Explain that not all events can be done in one day. Some events must be done over a few days to allow the maximum number of visitors to attend. Explain a few reasons why a spread out event is beneficial.	
Involving other Businesses in an Event	55	2 min	Remind the participants that there are probably other tourism or hospitality businesses around them, maybe even just businesses that could add value to the farmers product or service. Give a few examples.	
Cost and Pricing of Events	56	3 min	Briefly explain a few costs the business may have and tell participants that costing and pricing will be handled in Module 5.	
Measuring the Success of and Event	57 – 58	20 min	<p>Remind participants that it is important to check how successful the event was. Suggest ways they can measure the success of the event and what factors they need to consider when hosting future events.</p> <p>Activity 3: Events</p> <ol style="list-style-type: none"> 1. Divide participants into groups of 3 or 4 2. They must discuss the questions displayed on the slide. 	

Content	Slide	Time	Training instructions	Resources
			3. Give them just 10 – 12 minutes for this. 4. Facilitate a feedback session – ask each group in turn to answer one of the questions. Other groups may add in ideas or comments. 5. Keep it short!	

Unit 3: Communication and service

Content	Slide	Time	Training instructions	Resources
Introduction	60	5 min	Show the slide and explain that there are different touch points in the guest service cycle. Emphasise the importance of communication in a hospitality and tourism business.	
Points to providing excellent service: Pre-Arrival	61– 64	10 min	Show the slides and explain the pre-arrival touch points: social media, websites, reservations, telephone communication, emails. Show the slides that present examples of the basic information that should be on a social media account. Note that we will look at these in more detail in the Marketing unit of Module 5, so do not spend too much time on this.	
Arrival	65 – 67	8 min	Show the slides and explain the elements of the arrival of a visitor.	
Using services	68	8 min	Show the slide and explain that the service and product are the focus points of the business when visitors are on the property. There are specific points under each of these which need to be used as guidelines for this step of the guest cycle.	
Departure	69 – 70	15 min	Show the slide and explain that departure has two points just like the previous step. Explain each one. Activity 4: Quality of Service 1. Refer participants to Worksheet 1: Service Quality.	Worksheet 1: Service Quality

Content	Slide	Time	Training instructions	Resources
			<ol style="list-style-type: none"> Participants must think about all aspects of the quality of service in each step of the guest cycle. They must try and view these steps from the visitors' perspective and identify what they can do in their agrotourism business to provide the best quality service to their visitors at every step of the guest cycle. Give them 10 minutes to consider this, then ask a few random participants to each answer one of the items. 	
Visitor Feedback (guest satisfaction)	72	10 min	<p>Explain what visitor feedback is, what it is used for, and why farmers must strive for positive feedback.</p> <p>Activity 5: Visitor Feedback: Brainstorm and Discussion</p> <ol style="list-style-type: none"> Explain why feedback is so important Explain what information feedback can provide Ask participants to think about how they could get visitors to share their experience. Answers could include: <ul style="list-style-type: none"> Talking to people Reviews Visitor book Service surveys/questionnaires 	
Visitor Feedback Systems	73 – 78	20 min	<p>Show the slides and explain each of the four feedback systems in detail. Demonstrate using the examples of feedback forms and guestbooks, etc. provided on the slides: guestbook, online reviews, direct feedback.</p> <p>Show the slide and explain what the farmers must do once they have collected the feedback.</p>	<p>Visitor book example</p> <p>Handout 1: Simple visitor feedback form</p>

Content	Slide	Time	Training instructions	Resources
Visitor Information	80 – 83	15 min	Explain to participants that they will need to communicate necessary information to their visitors. This information can be verbally communicated or communicated in writing. Show the slides and give the tips for both verbal and written communication.	

Unit 4: Managing Safety Risks

Content	Slide	Time	Training instructions	Resources
Introduction	85	3 min	Explain that identifying safety risks and managing them before hosting visitors is very important. Responding to incidents when they happen is also very important.	
Overview	87	4 min	Show the slide and explain each step of a safety plan in brief detail.	
Assessing Risks	88 – 99	20 min	Show the slides and explain that safety risks are found on all properties, but different properties will have different risks and these risks need to be assessed and managed even if they cannot be completely eradicated. Give a few areas and activities the farmers should think about when conducting a risk assessment. Explain what farmers should look for in each area and what standards should be in place to prevent injuries. Explain the basic fire and water safety and prevention measures that should be in place. Discuss using appropriate signage to warn visitors of risks and remind farmers to have a plan for their emergencies and all the resources the plan requires.	
Safety plans	100 – 101	10 min	Show the slides and explain that safety plans can be used to prove that a farm is dedicated to keeping visitors as safe as possible. These plans should be made for each activity or area on the property where visitors might go, e.g. a hiking trail.	
Staff Training	102	5 min	List and briefly explain what staff training should be provided.	

Content	Slide	Time	Training instructions	Resources				
Emergency Response	103	5 min	Explain what an emergency response is and give a list of emergency numbers participants need to gather and record in specific locations around their properties.					
Incident Reports	104 – 105	30 min	<p>Give a brief explanation of what an incident report is, why it is necessary, and what information should be on it. Show the example.</p> <p>Activity 6: Safety Planning and Management: Horticultural Farms</p> <p>1. Show the slide and ask participants to identify the risks associated with horticultural farm activities</p> <p>2. Then ask them how they would minimise or eliminate these risks</p> <p>Activity 7: Safety Planning and Management: Snakes</p> <p>1. Show the slide and explain the danger of snakes on properties.</p> <p>2. Explain that farmers need to take steps to protect visitors from this risk.</p> <p>3. Ask what farmers can do to protect their visitors.</p> <p>4. Have participants discuss in their groups and come up with ideas.</p> <p>5. Facilitate some feedback. Some answers may include:</p> <table><tr><th>Things farmers can/must do</th><th>Things visitors can/must do</th></tr><tr><td><ul style="list-style-type: none">Put up information signsProvide information to guests – do’s and don’tsGive information about what to do in case of a snake bite</td><td><ul style="list-style-type: none">Stay away from fallen trees and areas of high grass.Carefully examine rocks before sitting on themIf encountering a snake, keep still and do not move; it will usually leave the area quickly.</td></tr></table>	Things farmers can/must do	Things visitors can/must do	<ul style="list-style-type: none">Put up information signsProvide information to guests – do’s and don’tsGive information about what to do in case of a snake bite	<ul style="list-style-type: none">Stay away from fallen trees and areas of high grass.Carefully examine rocks before sitting on themIf encountering a snake, keep still and do not move; it will usually leave the area quickly.	
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Content	Slide	Time	Training instructions		Resources
			<ul style="list-style-type: none"> • Anti-venin is available at the local hospital - we will assist to get any snake bit victim there immediately • Repair cracks in houses, as much as possible restrict access to the cellars, which are their favourite places of residence. 	<ul style="list-style-type: none"> • Do not try to handle the snake yourself - call the farmer to deal with it. 	
Liability	107	3 min	Show the slide and explain what liability means and give a few examples of when liability can occur on a farm.		
Protection from Liability	108 – 110	10 min	Show the slides and explain there are three ways to protect a business or owner from liability. Briefly explain each and then discuss indemnity in greater detail with the example in the handout document.		Handout 2: Template for Indemnity Form

Module closure

Content	Slide	Time	Training instructions	Resources
Summary	112	3 min	Quickly summarise the module using the final slide.	
Next module	113	2 min	Inform participants of the arrangements for the next module:	