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**giz**

Deutsche Gesellschaft  
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Zusammenarbeit (GIZ) GmbH



# agrotourism training

## *develop an agrotourism product*

module 4



# module 4

## *units*

### unit 1



analyse the potential for  
agrotourism

### unit 2



design an agrotourism  
product

### unit 3

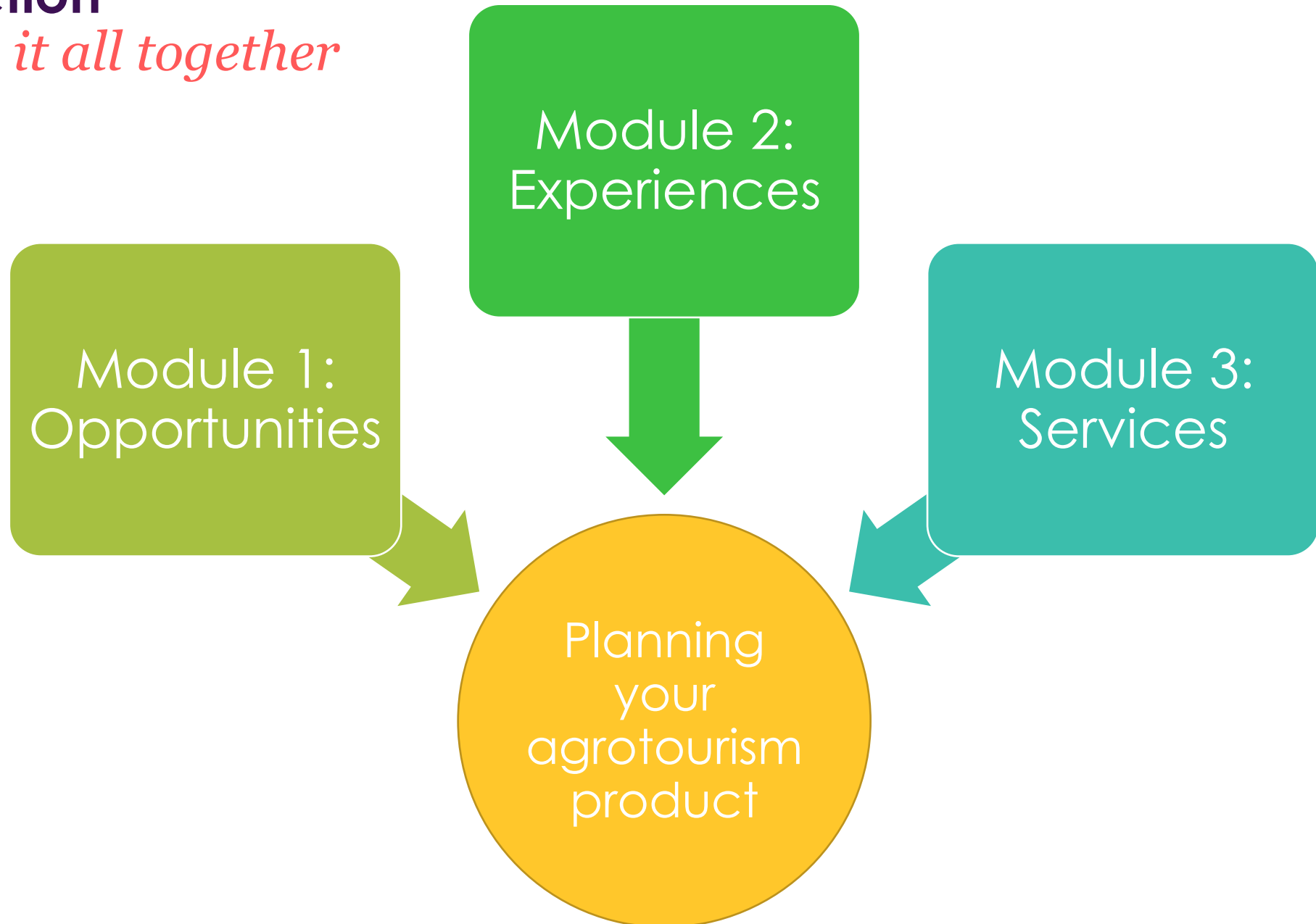


operate an agrotourism  
product



# Introduction

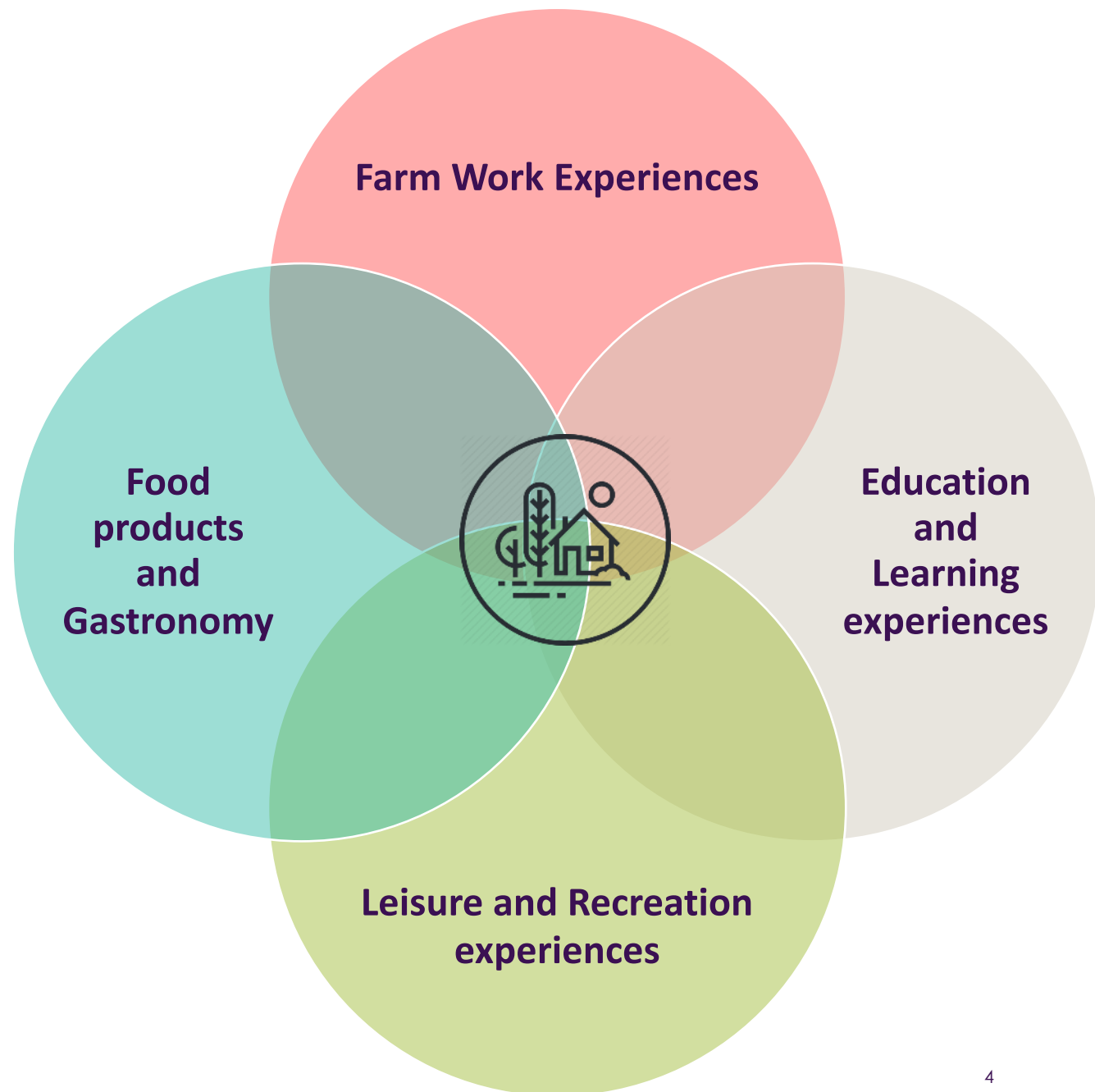
*bringing it all together*



# agrotourism experiences

## *Your options*

Type of product	Examples:
Farm Work Experiences	Animal farms, horticulture, general farming, agri-processing.
Education and Learning experiences	Farm tours of farming processes, agri-processes e.g. wine or cheese making.
Leisure and Recreation experiences	Physical activities: hiking, kayaking, camping, horse-riding, ATV riding, tractor rides, picnics. Harvesting: U-Pick.
Gastronomy and Food experiences	Meals on farms, cooking demonstrations and classes, product tastings, selling farm products.





# activity 1

## *quiz: is agrotourism for me?*



1. Refer to Worksheet 1: Quiz: Is agrotourism for me?
2. Fill in the quiz as honestly as you can.
3. Score yourself.
4. Let's talk about it...





analyse the potential for agrotourism

*unit 1*



# analyse the potential for an agrotourism product

## *the process*

Do you have any marketable or potential agrotourism products to develop and offer to the market?

Process to identify this:

1. Assess resources on the farm



2. Identify tourism potential





# analyse the potential for an agrotourism product

## *assess resources on the farm*

**An assessment will help to answer questions like:**

1. What does your farm have anything that other farms don't?
2. How available are your resources?
3. Do you have crops all year round?
4. If your crops are seasonal, will you have enough other activities to offer at other times of year?
5. Do you have the capacity to run tours or leisure activities?
6. What resources do you need?
7. What other farming activities can be used to create an agrotourism product?



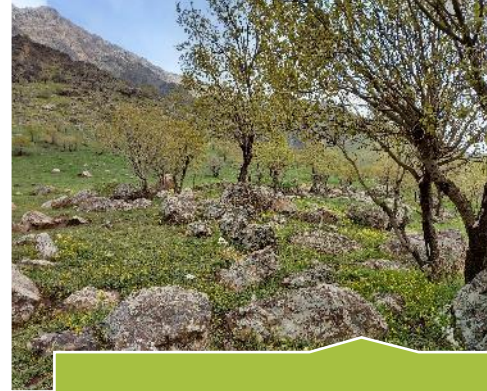
# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:

### Physical resources:

- Land ownership or access.
- Land use, soil type.
- Land features, caves, streams, mountain areas.
- Farmstead features.



Natural spaces



Water features



Buildings/ ruins



Land use



# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm.  
**Assets** can include any of the following:



### Financial resources:

- What are your financial resources?
- Do you have access to capital?
- What are your start-up costs?
- What can you realistically afford to spend?
- How much money are you willing and able to **risk**?
- Do you have the **skills** to manage the financial side of the business?



# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:

### People:

- What skills, knowledge and support services are available to support an agrotourism business?
- Staff: family and hired staff.
- Management team.
- Neighbours.
- Government staff and officials.
- Business and tourism associations.
- Other local businesses.





# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:



### Community Resources:

- Natural beauty or attractions.
- Cultural and recreational offerings.
- Food, lodging, shopping and entertainment.
- Public infrastructure.
- Accessibility – e.g. roads, transport (busses, taxis).
- Attitudes toward tourists.
- **Existing and complementary tourism activities (working together to form a route).**



# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:

### Farm activities:

- Planting trees.
- Picking, checking quality, packing fresh produce.
- Poultry operations.
- Sheep milking.
- Fruit tree pruning.
- Bee keeping.
- On-site food processing.
- Roadside produce stands.
- Harvesting; U-Pick, honey.





# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:



### Special skills and knowledge:

- Livestock management.
- Local history, natural history.
- Cooking, food preservation.
- Horseback riding.
- Music, arts and crafts.
- Brewing or winemaking.
- Photography.
- Outdoors: birding, hiking, mountain climbing.

# analyse the potential for an agrotourism product

## *assess resources on the farm*

Assess the resources and assets on the farm. **Assets** can include any of the following:

### Stories:

**What interesting information can you share with visitors?**

- History of the farm.
- Traditional old farming practices.
- Stories about the people on the farm.
- How products are made.
- The agricultural products themselves: cultivars, types of livestock, food processing.
- Historical sites.





## activity 2

### *worksheet: assessing farm resources*



1. Go to **Worksheet 2: Assessing farm resources**
2. Keep **Handout 1: Farm Resources for agrotourism** open to see what each assessed element means.
3. Go through the worksheet and think about the questions asked.
4. Fill in the worksheet as best you can.
5. Ask for help from the facilitator if needed.
6. Let's talk about it...







# analyse the potential for an agrotourism product

## *identify tourism potential*

What is the tourism potential of your assets?



Learn about other agrotourism businesses: do some research e.g. Jordan website.



What could you do similarly, differently or better?



Who would your visitors be? Where from?



# 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?





# analyse the potential for an agrotourism

## *agrotourism USPs*

Agrotourism includes many different options to offer visitors:

- **Farming activities:** U-Pick, farm tours, etc.
- **Outdoor activities:** hikes, fishing, camping, horse-riding, etc.
- **Food and drinks:** meals e.g. lunches, picnics, events.
- **Accommodation:** farmstays, guesthouses, camps, homestays.

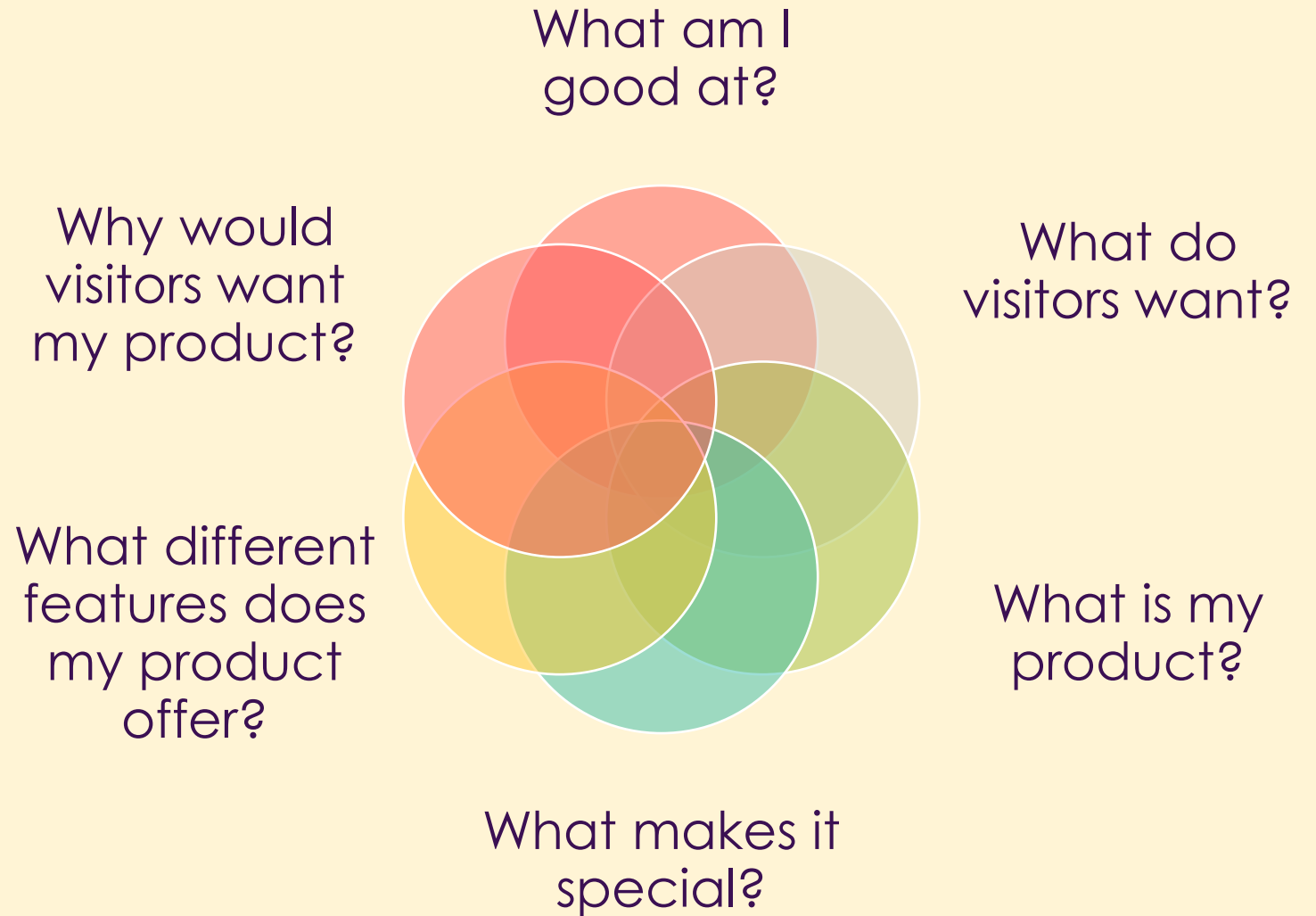
You need to identify something that is unique or special to your product and promote that as your **USP**.



# analyse the potential for an agrotourism product

*identify your USP*

**Important questions to ask to help identify your USP:**





## activity 3

### *worksheet: my agrotourism product ideas*



1. Go to **Worksheet 3: Agrotourism Product Options**
2. Complete Question 1: List the special features or activities on your farm that could be a basis for agrotourism.





# analyse the potential for an agrotourism product

## *neighbours*

### Impact on your neighbours:

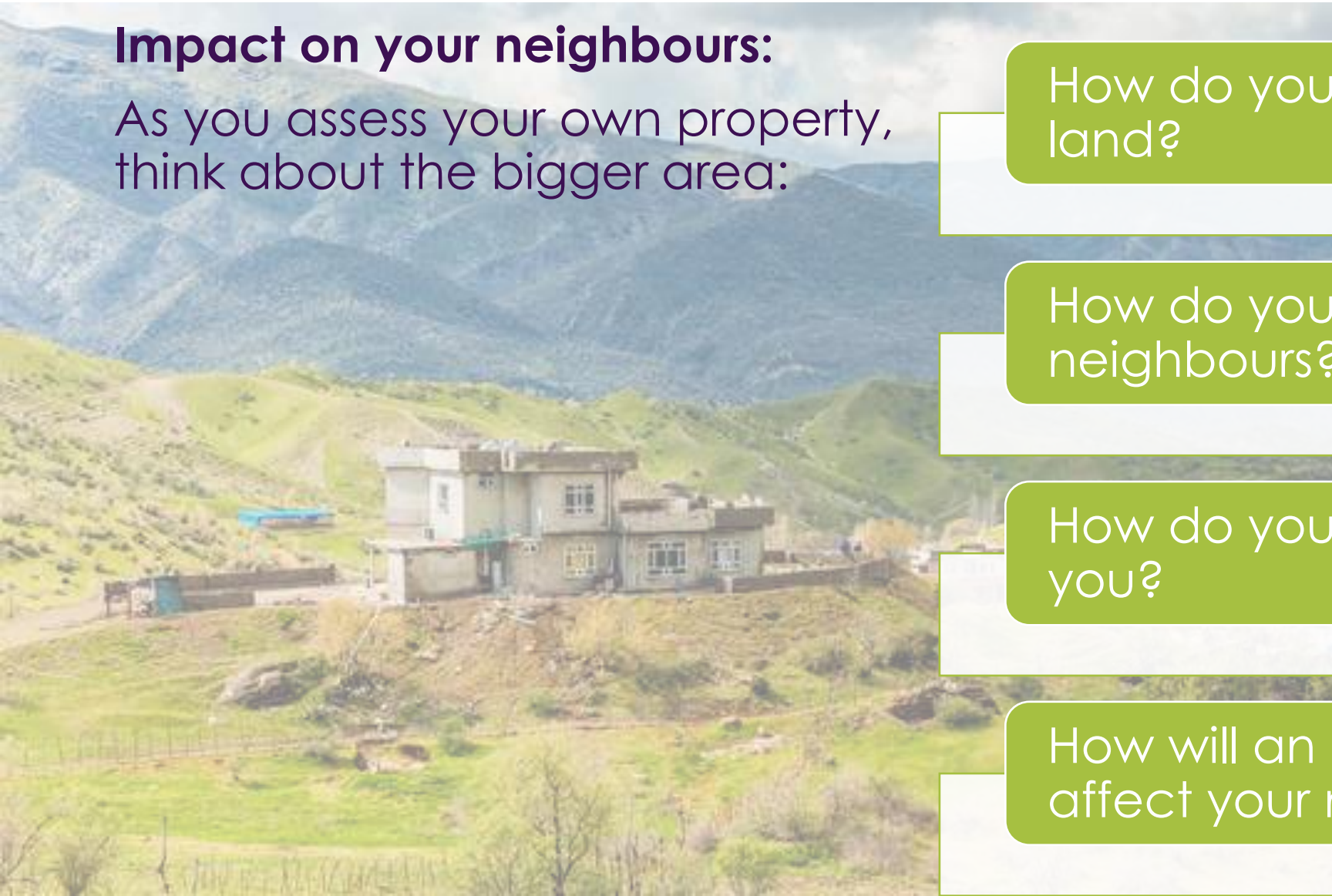
As you assess your own property, think about the bigger area:

How do your neighbours use their land?

How do you affect your neighbours?

How do your neighbours affect you?

How will an agrotourism venture affect your neighbours?





# analyse the potential for an agrotourism product

## *identify your limitations*

### Identify your limitations:

Good neighbour limitations (noise, traffic, litter, etc.)

Natural resource limitations.

Human resource limitations.

Legal limitations: are you allowed to run a tourism business on agricultural land?

# design an agrotourism product

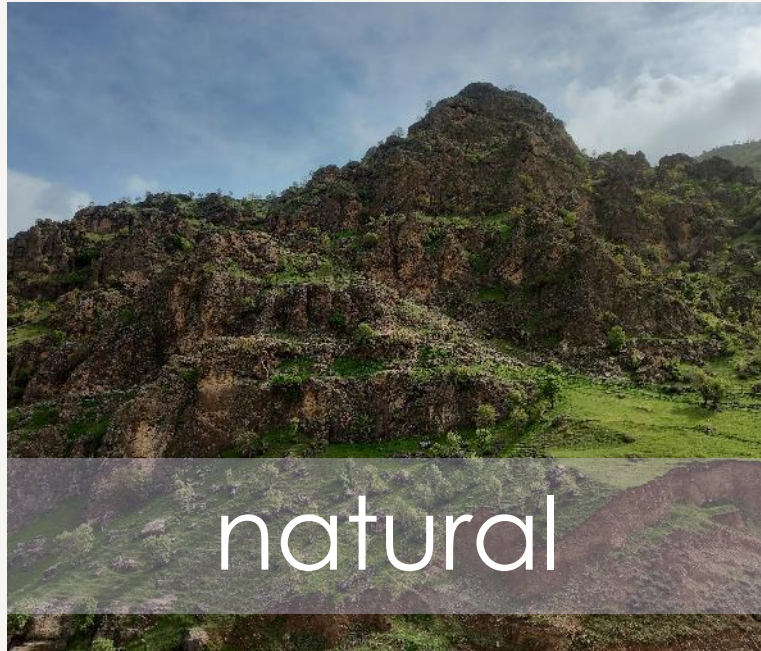
## *unit 2*



# designing an agrotourism product

## *introduction*

**Example:** your analysis has identified some assets such as:





# designing an agrotourism product

## *introduction*

Not all items identified have potential to be interesting, fun, safe activities.

This could be because the activities do not have enough market potential, are unsafe, or farmers regard them as too private.

Think about what you have that could be turned into an enjoyable product or experience for tourists.

Local people are used to the environment, and may not realise how difficult, slow, hot, etc. visitors may find local terrain.

# designing an agrotourism product

## *introduction*



The following **8** steps will help to design and develop the whole product:

1. Identify the product idea

2. List the agrotourism elements

3. Plan the activity

4. Script the farm tour or activity



# designing an agrotourism product

## *introduction*



The following **8** steps will help to design and develop the whole product:

5. Provide additional information

6. Equipment and resources

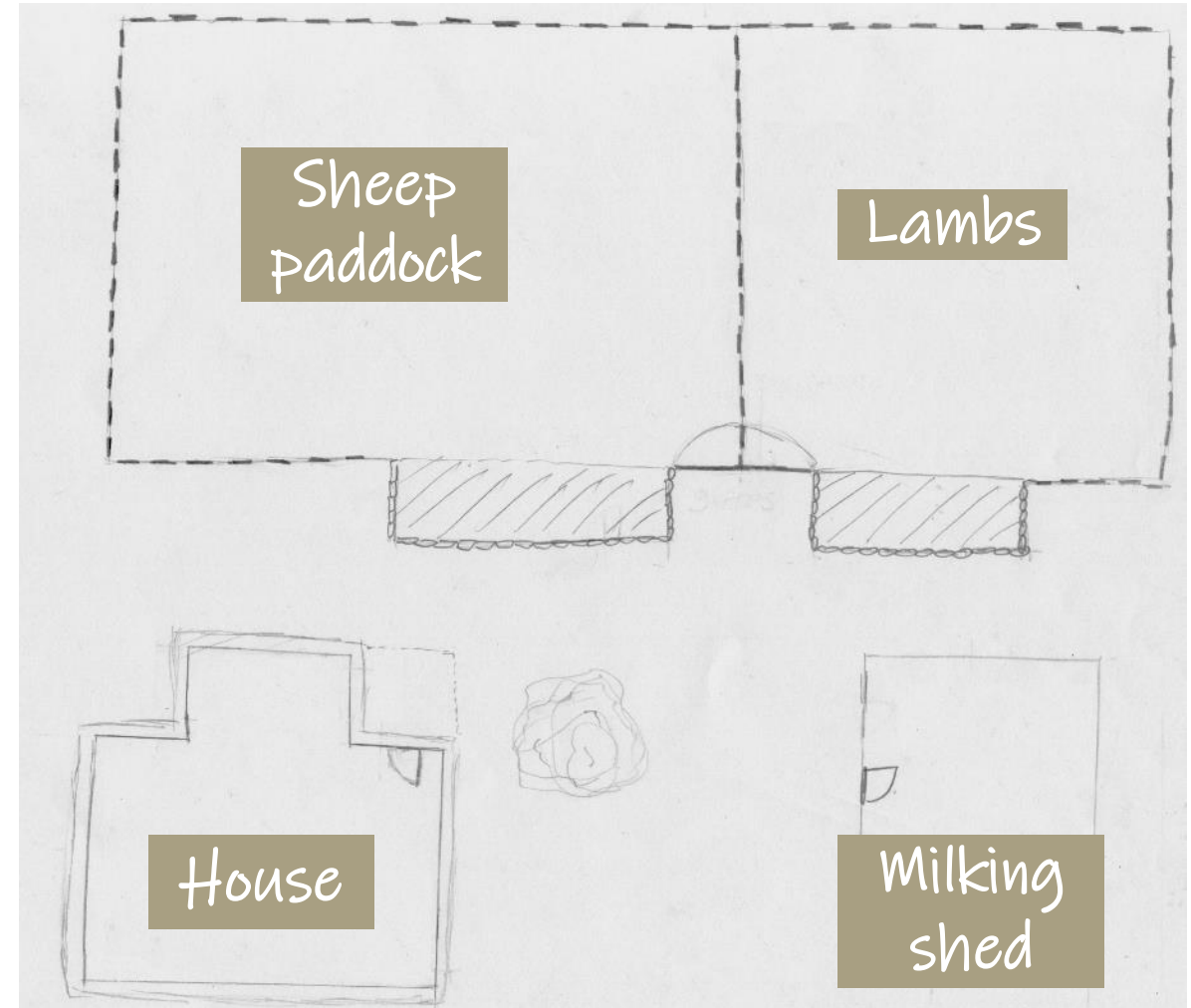
7. Staffing

8. Visitor facilities

# design an agrotourism product

## 1. *identify the product idea*

- The product idea must be based around and reflect the USP.
- There may be more than one idea.
- The product may be a combination of different activities or offerings.
- Evaluate agrotourism possibilities:
  - Sketch a map with the different locations and possible activities that could be offered.
  - Ask evaluation questions for each activity.
  - List pros and cons for each of the possible activities.





## activity 4

### *worksheet: my agrotourism product ideas*



1. Go to **Worksheet 3: Agrotourism Product Options**
2. Complete **Section 2: What agrotourism product ideas could I offer?**
3. Write them in any order, then put numbers next to them, with #1 being the one that you are most interested in.
4. To identify the best one, think about:
  1. Most special or interesting ideas.
  2. Does it meet a product target gap from the list (Module 1, Handout 1)?
  3. Is there a clear, good target market?
  4. How affordable is it – do you have to invest much?
  5. What are the pros and cons of the idea?



# design an agrotourism product

## 2. list the agrotourism product elements

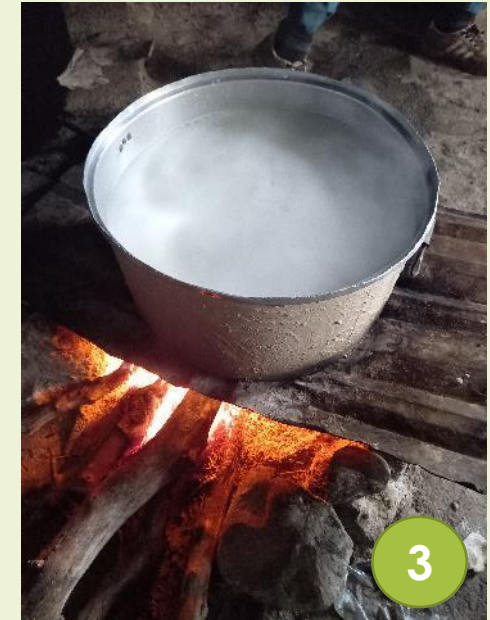


After identifying the product idea farmers need to identify:

- What on the farm will make experiences interesting and enjoyable?
- What elements can be put into the experience?

**Example: sheep dairy and cheese farm:**

1. The **animals**: cows; where they are kept, how they are cared for.
2. The **dairy**: where animals are milked.
3. The **cheese making** equipment and facility.
4. The **storage** area.
5. A **tasting** of the milk and cheese.
6. A **meal** in the house.
7. Is there a **building** that could be used as a tasting area, shop and eating area?





## activity 5

### *worksheet: my agrotourism product ideas*



1. Go to **Worksheet 4: The Elements of my Agrotourism Product** and fill in the table by listing the elements and resources needed for your product idea:
  1. What elements will be part of my agrotourism experience?
2. Get ideas from **Handout 2: Elements of Agrotourism Products**

Product name:

Elements

Resources



# design an agrotourism product

## 3. *plan the activity*



With your list of elements:

- Begin to develop the experience.
- List the activities that would be included in the experience.
- Think about how to make it as interesting and fun as possible.
- **Example:** visiting a sheep farm where dairy products are made.



1.  
Sheep talk



3. Milking



4. Cheese  
and yoghurt  
making



5. Tasting



# design an agrotourism product

## 3. plan the activity: example



### Activities on a wine farm:

- Walk through the vineyard with explanations of the varietals and some history.
- Tour of the winery and explanation of how the wine is made.
- Visit to the cellar where wine is stored and aged.
- Tasting of bottled wines ready for sale.
- A simple meal with complimentary wine.





# design an agrotourism product

## 3. plan the activity: example



### Activities for a horse trail:

- Meeting the horses and saddling up.
- Outriding along a planned route.
- Visit attractions on the way – e.g a viewpoint, a waterfall.
- A picnic or refreshment stop.
- Return to stables.
- De-tack the horses, brush them down.



# design an agrotourism product

## 3. plan the activity: example



### Activities for a cooking class:

- Introducing the class.
- Handing out equipment.
- Providing drinks.
- Showing and explaining the different ingredients.
- Demonstrating the making of a dish or item.
- Participants make the dish themselves with help from the master cook.
- Setting a table together.
- Shared meal once it is ready.
- Cook to provide some additional items.

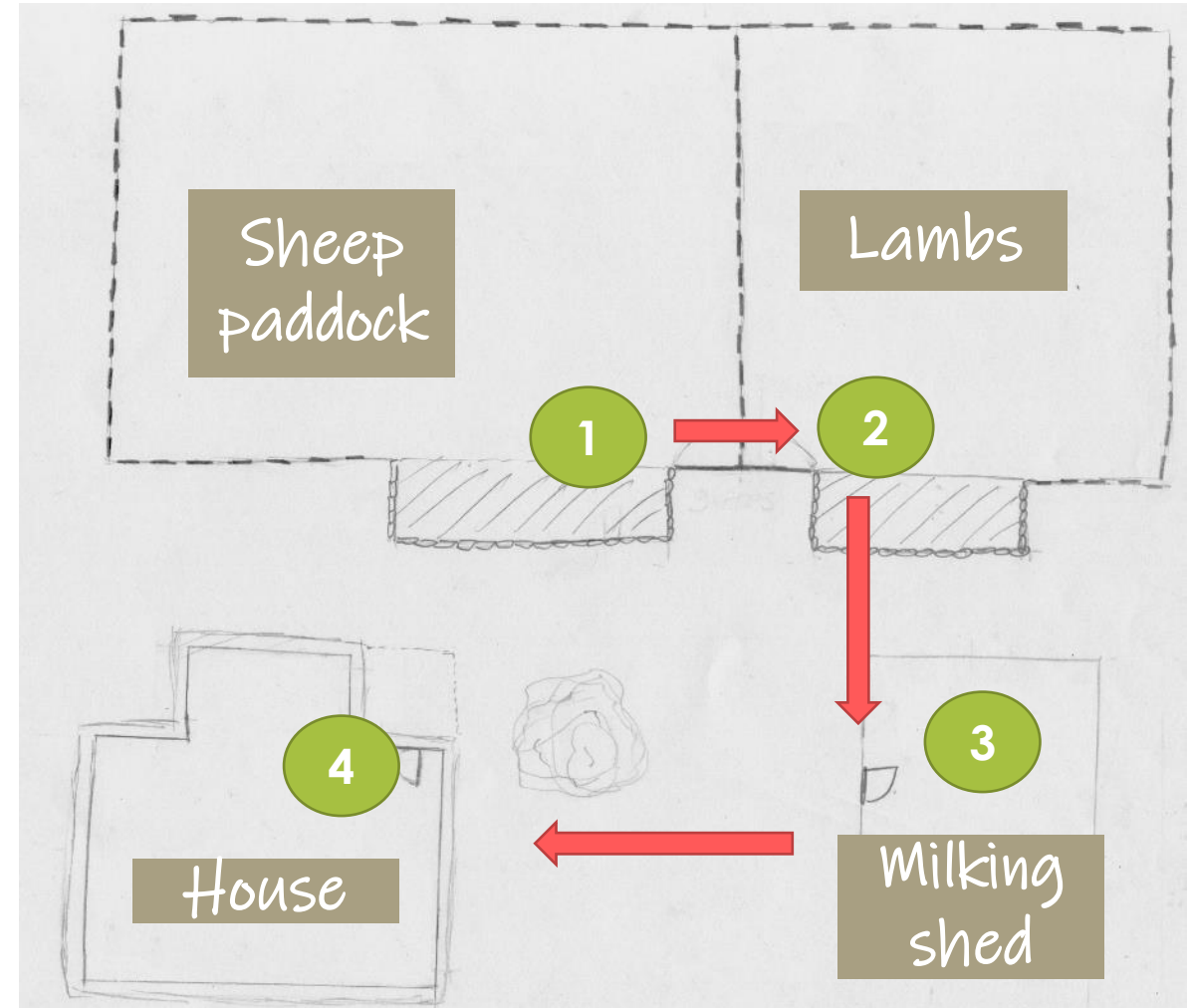


# design an agrotourism product

## 3. *plan the activity: tours*

Now map the tour properly and plan the timing by doing the following:

- 1. Plan the route** first on a map/sketch.
- 2. Walk** the route...





# design an agrotourism product

## 3. *plan the activity: tours*

**Walk the route** first and think about:

- Where does the experience begin?
- How long will the tour be?
- Do we need information boards anywhere?
- Will healthy visitors be able to do the route?
- Are there any dangers or hygiene risks?
- How can we reduce or remove these risks?
- Do we need to build anything?
- Are there any possible alternative activities, or points of interest?
- Where does it end?
- How long will it take?





# design an agrotourism product

## 3. *plan the activity: tours*



### The planning must cover:

- Where visitors will be met?
- Who will deliver the tour?
- What information to provide?
- What activities will be done?
- Where the tour ends?
- What facilities are needed?



# design an agrotourism product

## 3. *plan the activity: tours*

With this information each step can be further broken down.

### Example: Tour on a sheep farm:

#### The route:

- Visitors arrive in the parking area.
- Visitors go to the main building/farmhouse and are met by a guide.
- Visitors are guided to the sheep paddocks.
- Visitors can interact with the sheep and lambs.
- Go to milking shed: watch milking; try out milking!
- See how cheese and yoghurt are made.
- Taste the milk, cheese and yoghurt.
- Visitors can have a simple meal.
- Visitors then leave the property.



## activity 6

### *worksheet: activity planning*



1. Go to **Worksheet 5: Activity Planning**
2. Plan your agrotourism activity.
3. What steps and components will you need for:
  - a) Arrival.
  - b) Duration of the activity.
  - c) After the activity/departure.

Step	Component
e.g. Arrival	Parking, a sign to the house, a clear path to the house.
1.	
2.	





# design an agrotourism product

## 4. scripting a farm tour or activity



This step includes:

- Research
- Organising
- Prioritising what information to share.

Scripting can also:

- Indicate how long the tour may be.
- Identify how many visitors one guide/the activity can accommodate.

# design an agrotourism product

## 4. *scripting a farm tour or activity*



### Scripting a farm tour:

- Make it interesting and fun.
- Tell a story, don't just give facts – e.g. history of the farm, the people, the original vine, etc.
- Include different stories.
- Capture and share the highlights of the property.
- For family attractions, keep the script simple, easy and fun for children to enjoy.







# design an agrotourism product

## 4. *scripting a farm tour or activity*

Consider how to add interest or to involve the five senses, for example:

- **Try a skill:** milking a sheep or goat, making cheese, make dolmas.
- **Taste:** a product in various stages of production – e.g. raw, unprocessed, then the final product.
- **Smell:** what a product smells like at different stages of ripeness or preparation: fresh fruit – nana quasi mixture – dried nana quasi.
- **Feel:** different textures such as uncombed and combed wool, rough silk, untanned leather, etc.
- **Hearing:** traditional music, cow bells.
- **Seeing:** information boards, demonstrations, etc.



Which senses are used here?



## activity 7

### *scenario: fruit farm tour*



1. A fruit farmer gives tours to mainly families with children and school groups.
2. As part of the tour, guides explain:
  - a) How fruit is grown.
  - b) Different types of fruit.
  - c) Different ways the fruit is used e.g. fresh, nana quasi, jam, juice.
3. Types of fruit are also explained on information boards.
4. Visitors can pick some ripe fruit.
5. Visitors are provided with lunch made with fruit products and juice at the end of the tour.
6. Guides draw attention to the smell of the fruits and products.

**What elements of the experience cover the five senses?**

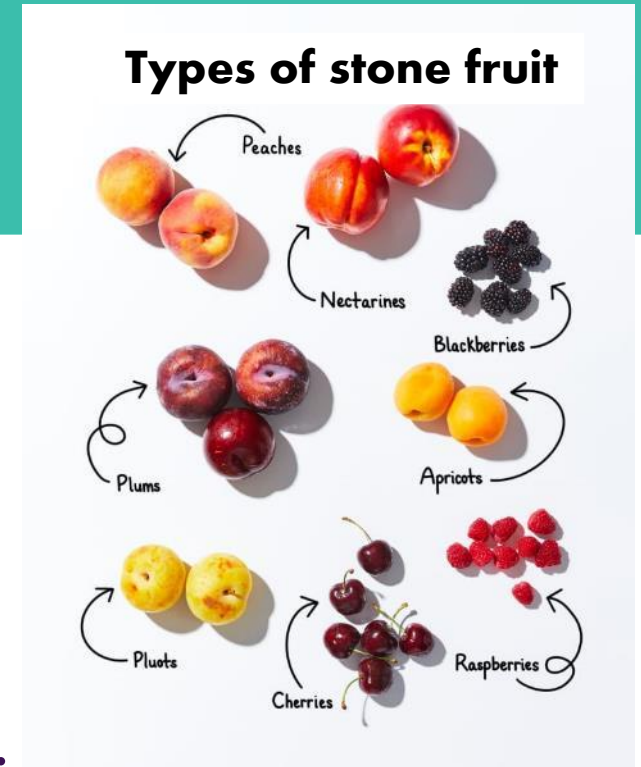
# design an agrotourism product

## 5. *provide additional information*



Extra information can be given on information boards:

- Can be along the way on a tour.
- In specific places.
- Do not have to be fancy or expensive.
- Do have to be accurate and attractive.
- Can be printed or handwritten.
- Can include good quality photos or drawings of the product.
- Could even be written on blackboards.

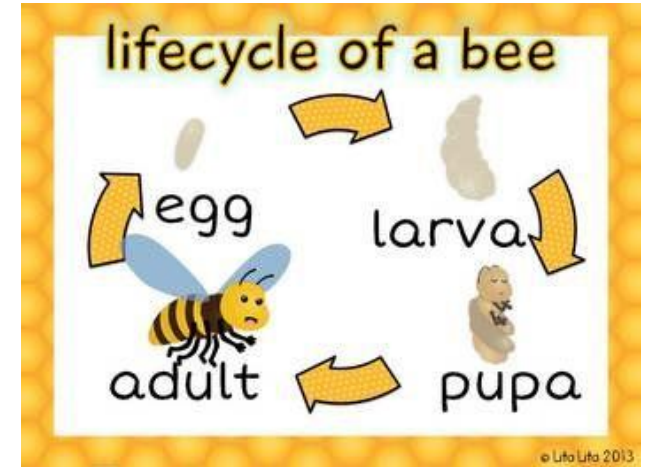


# design an agrotourism product

## 5. *provide additional information*

### Tips for information boards:

- Look online for information and pictures.
- Take good photos to make your own infographics.
- Use words and pictures.
- Can draw pictures – but they must look nice.
- Keep the info short – not too many words; keep it simple.
- Make sure the information is correct – do some research or ask experts for input.
- If writing in another language, get someone to check it for you.
- Place them where they are easy to see, and people reading them will not be in the way of others.
- Information boards may also be maps to orient visitors to the property.



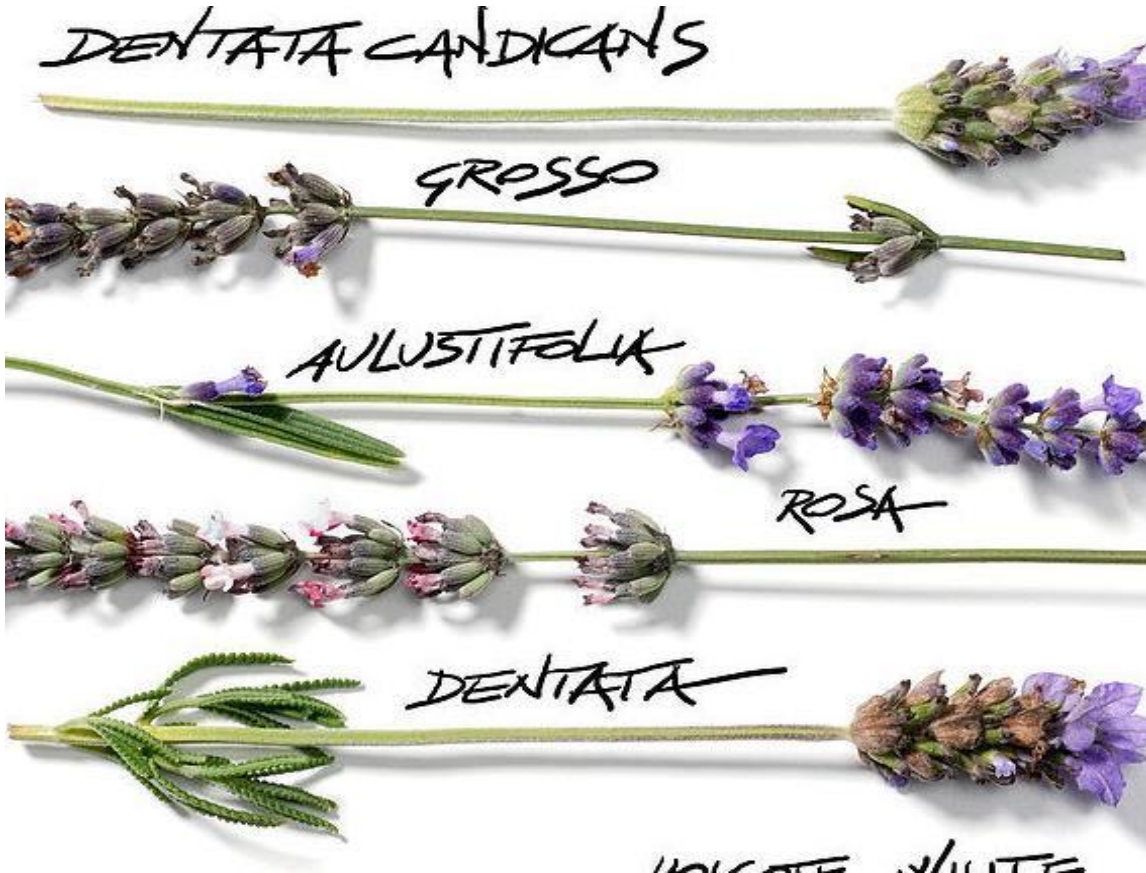


# design an agrotourism product

## 5. *provide additional information*

Example of information: Lavender farm:

Types of lavender

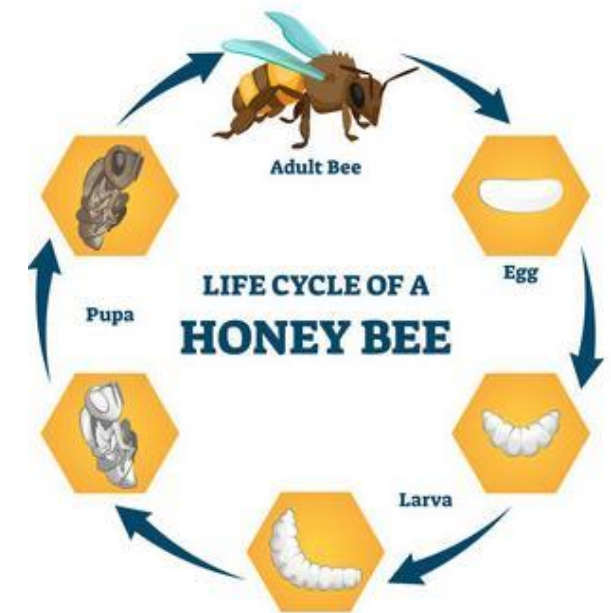
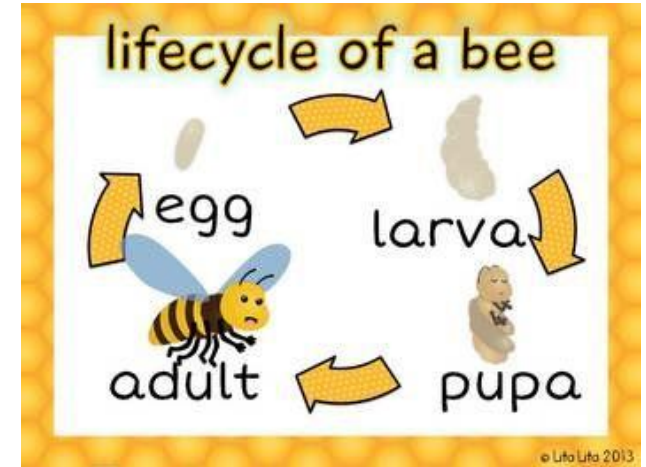
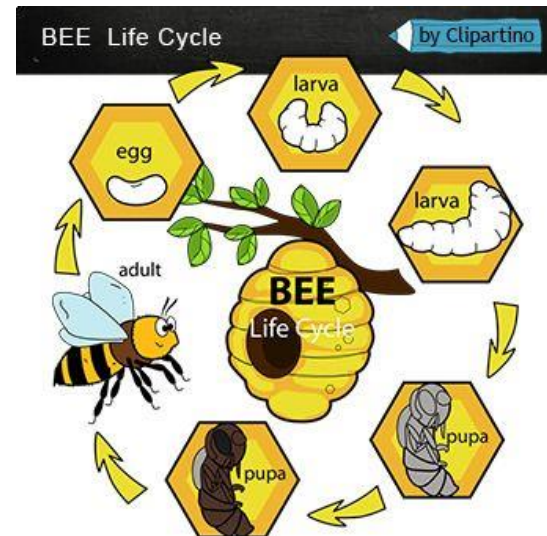
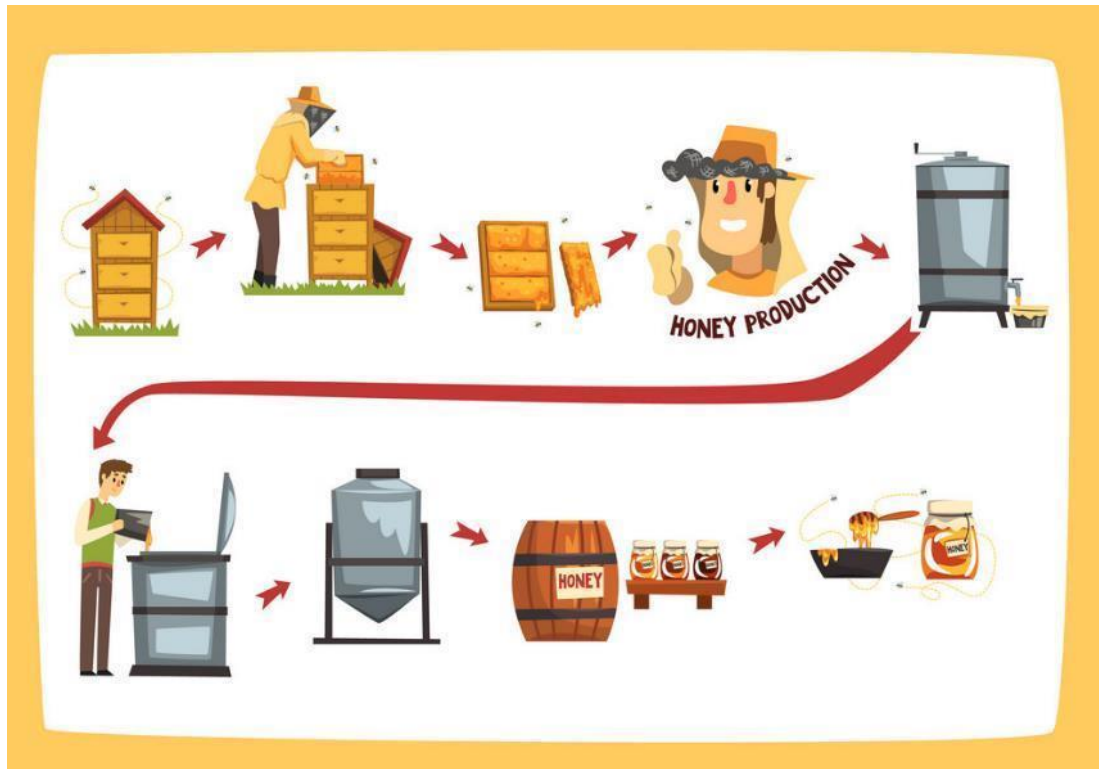


# design an agrotourism product

## 5. *provide additional information*

Example of information:

Honey farm:





# design an agrotourism product

## 5. provide additional information

Example of information: Wine farm:



# TAVKVERI

Georgian Wine Club

Tavkveri is a grape from Kartli and the most widely planted red varietal in the region. There are also other types of Tavkveri grapes found in other parts of Georgia (mainly in Kakheti): Shavi (black) Tavkveri, Teri (white) Tavkveri, Sapovisotvi (Sapovisi) Tavkveri, Didmarcvola (large-berried) Tavkveri, Patasontvili Tavkveri and others. It is quite a high-yielding varietal and is grown in almost every part of Kartli region.

**Food Pairing**

Tavkveri wine is easy to match with a variety of dishes: salmon, trout, beef steaks, Chakhchikhli (chicken stew with herbs), Adjaruli salad (stewed red beans and walnuts). Tavkveri also goes well with salads, from sandwiches, pizza, and fruits.

**The Best Tavkveri Subzones**

The villages of Khidnati, Aketi and Kakhkheti, also the Pitsunda-Gori region. The village located on both banks of the Mtskhi River (the Georgian Caucasus and Fusha) in Kappi region, Tavkveri is also at the top in the Mtskheta Valley, Kerezi, Jvari, Kart, Pitsa and its outskirts.

**Serving Temperatures**

14-18 °C

**Tavkveri Wine Styles**

Tavkveri produces a wide range of styles from light bodied with fruit and sparkling notes. It is often blended with other white grapes such as Chkveri, Gvinskhvili, etc. Khidnati wine, for example, is one of the most renowned blends made from Tavkveri grapes.

**The Best Tavkveri Wines**

Today only a few Tavkveri wines are well-known and sold in Georgia and international markets. They are: Chkveri, Mtskheta Tavkveri, Red, Pitsunda Tavkveri (red and white) made in 1991, a few red Tavkveri wine produced by the Georgian Republic Wine Cellar, the Tavkveri Red made by Bepashvili Cellar, Bepashvili and the Mtskheta wine produced by Gogi Dushkhi Cellar from the village of Khidnati.

**Color**

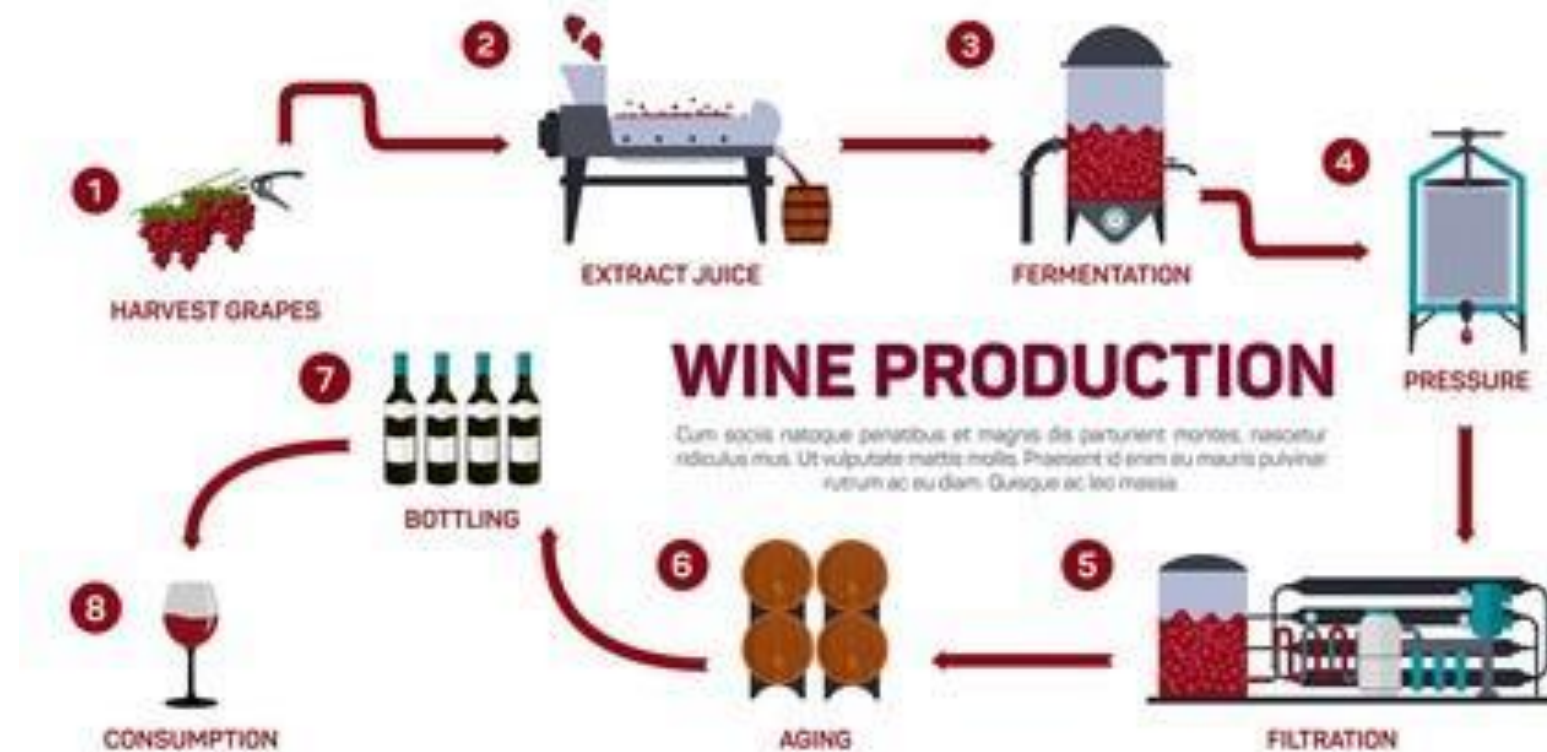
Young Tavkveri is either ruby colored or purple. Tavkveri red wines show the hints of raspberry and violet.

**Wine Description**

Kartli Tavkveri is a light, soft, highly acidic wine expressing the aroma of red fruits. Young Tavkveri wine is more thicker and more strongly delicious, more drinking wine.

© Georgian Wine Club

Author: Malkhaz Khartadze  
Images: Guriel Tskitishvili  
Design: Tamaz Chikheidze





# design an agrotourism product

## 5. *provide additional information*



**Example of information:** Livestock/Dairy farm:

### Cow Know-How

Learn the difference between cattle breeds



#### ANGUS

Known as Aberdeen Angus around the world, the breed arose in Scotland. Solid black or red, Angus is valued for adaptability, health, and marbled meat.



#### HEREFORD

From England, Hereford is an ancient breed. Red in color, they are fast-growing cattle with good beef quality.



#### SIMMENTAL

From Switzerland, Simmental produce a naturally lean beef. They were one of the first continental breeds introduced in the U.S.



#### LIMOUSIN

Originally from France, the Limousin is a hardy and adaptable animal suited to meat production.



#### JERSEY

From an island in the British Channel, Jerseys are smaller than Holsteins and produce a denser milk that is higher in butterfat.



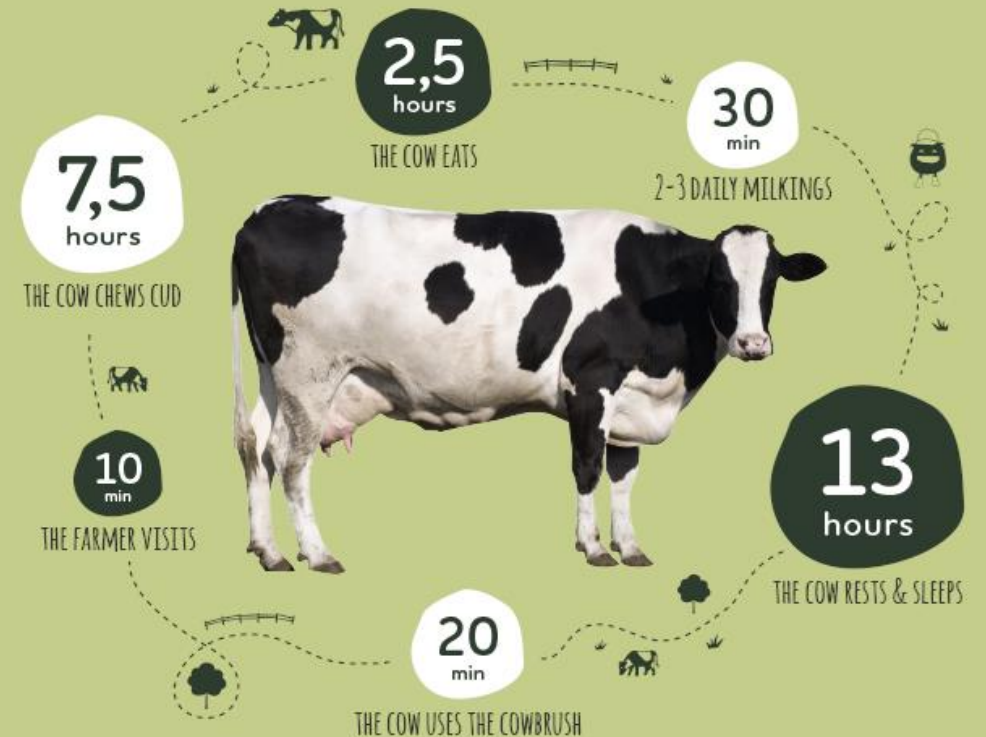
#### HOLSTEIN

Recognizable by their black and white markings, Holsteins are known as a dairy cow and have the world's highest milk productions.



**FARM FLAVOR**  
FARMFLAVOR.COM

## A DAY IN THE life of a MILK COW



# design an agrotourism product

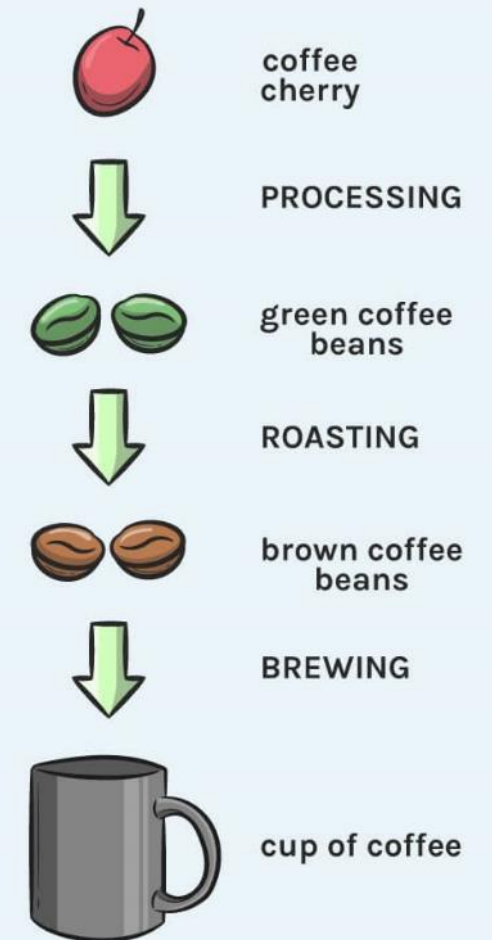
## 5. *provide additional information*

Example of information:

Coffee farm:



### HOW COFFEE IS MADE



### BENEFITS OF COFFEE

Organic Facts



Aids in weight loss

Reduces risk of developing diabetes

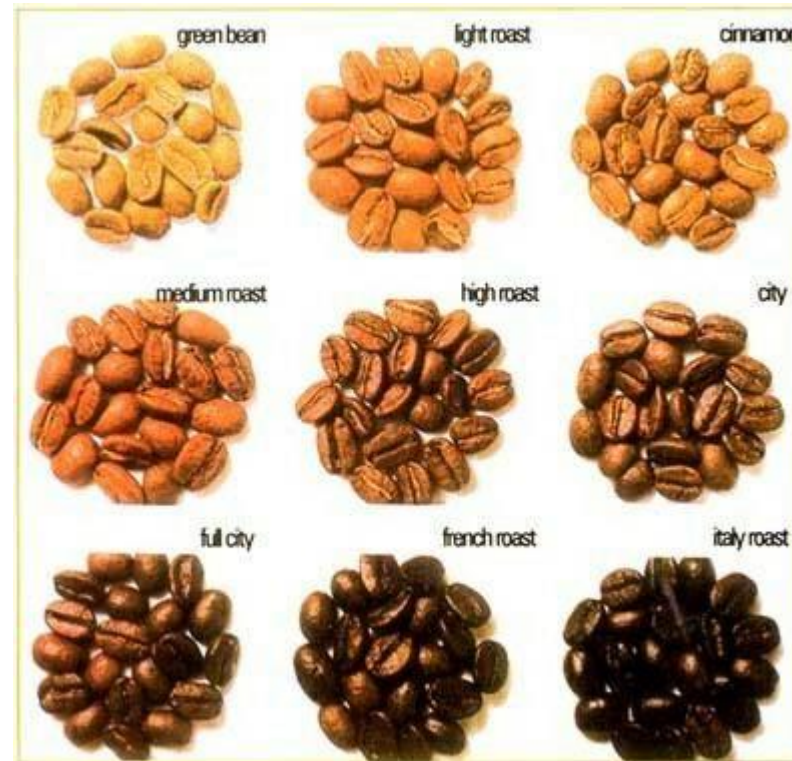
Energizes and activates mind and body

Beneficial in preventing liver and colorectal cancer

Regular drinking prevents heart diseases

Protects liver against cirrhosis and hepatitis

Helps to regulate metabolic activity of body





# design an agrotourism product

## 5. *provide additional information*

Example of information: Citrus farm:

## CITRUS FRUITS



Orange



Pink grapefruit



White grapefruit



Lemon



Tangerine



Lime



Kumquat



Pomelo





# design an agrotourism product

## 5. *provide additional information*

**Example of information:** Tea farm:



### WHAT IS WHITE TEA

White tea is minimally processed, made of beautiful silver buds & selected leaves which have been steamed & dried. White tea retains a higher amount of antioxidants & less amount of caffeine.

### TYPES OF WHITE TEA

#### TRIBUTE EYEBROW (GONG MEI)

This is considered an inferior grade of white tea when compared to other kinds.

#### WHITE PEONY (BAI MUDAN)

This kind of white tea comes from the Fujian province of China, rarely found and is very expensive.

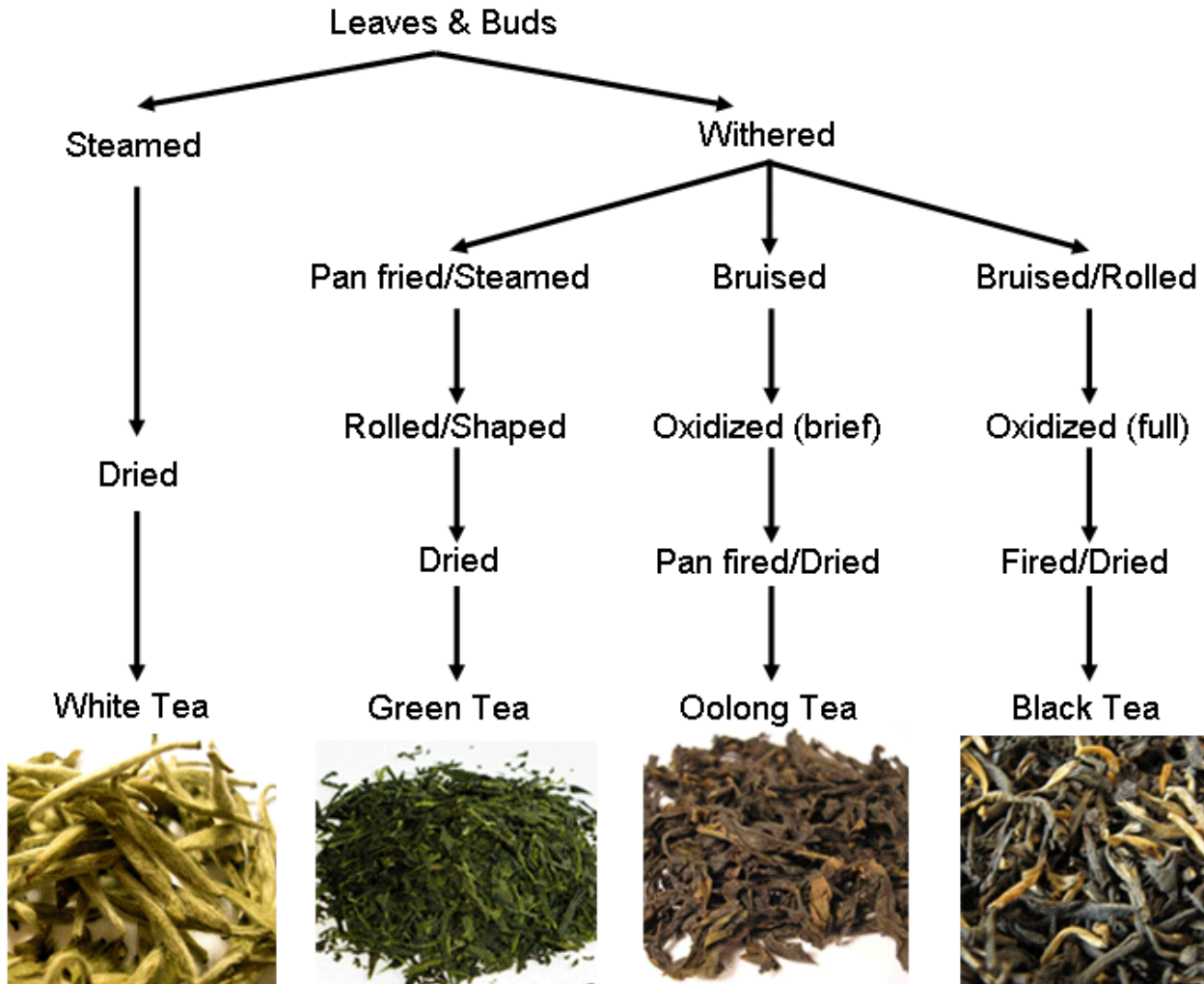


#### SILVER NEEDLE (BAIHAO YINZHEN)

This white tea is considered a "premium white tea."

#### LONG LIFE EYEBROW (SHOU MEI)

This one is the "lowest quality" of Chinese white tea.



### Types of tea



## activity 8

### *worksheet: information planning*



Go to **Worksheet 6: Information Planning** and fill in the table with what information can be presented for the agrotourism product:

Safety:
History:
Farming processes:
Product information:
Demonstration:
Information boards or signs:



# design an agrotourism product

## 6. *equipment and resources*



Some special equipment/resources may be needed, for example:

### Farm tours

- Microphones for big groups.
- Food for visitors to feed the animals.
- Hand washing/sanitizer to use:
  - After they touch animals.
  - Before meals.
  - In restrooms.
- The entrance and exit of the property.

### Leisure activities

- Tractors.
- Picnic blankets.
- Saddles and bridles.
- Food items.
- Plates and cutlery.
- Safety equipment.

### Food and Gastronomy

- Cooking facilities.
- Ingredients.
- Refrigeration.
- Preparation equipment.
- Dining area with furniture and serveware.





## activity 9

### *worksheet: elements of my agrotourism product*



1. Go to **Worksheet 4: The Elements of my agrotourism Product** and fill in the table by listing the resources needed for each element of your product idea:
  1. What resources will I need to deliver or offer each element?

Product name:

Elements

Resources



# design an agrotourism product

## 7. staffing

### Staff include:

- Guides for farm tours or adventure activities.
- Farm workers working alongside visitors.
- Demonstrators showing a skill or activity.
- Shop attendants or sales people.
- Drivers.
- Cooks if providing meals.





# design an agrotourism product

## 8. *visitor facilities*



### Parking:

- Clean and no obstacles that can damage vehicles.
- Provides enough space for the maximum number of visitors.
- Has demarcated parking spots.
- A pathway and signs should direct visitors to the main building or reception.
- If welcoming tour groups, make sure there is space for small busses or mini-busses.

### Restrooms:

- Enough toilets to accommodate the maximum number of visitors plus staff.
- Signs to indicate facilities for ladies and gents.
- Stocked with soap and either hand towels or paper towels and a rubbish bin.
- Where families are a target market, provide facilities for feeding and changing babies.





# design an agrotourism product

## 8. *visitor facilities*

### Seating:

- Provide seating for visitors.
- Seating areas are shaded or protected from the elements.
- Seats must be:
  - Sturdy.
  - Clean.
  - Able to hold the weight of the visitors.
- Dining areas need enough seating.
- Seating should suit the kind of visitor the farm is attracting.
- Provide picnic blankets and keep the picnic area clean, dry, and free of insects and other things which may bother visitors.



# design an agrotourism product

## 8. *visitor facilities*



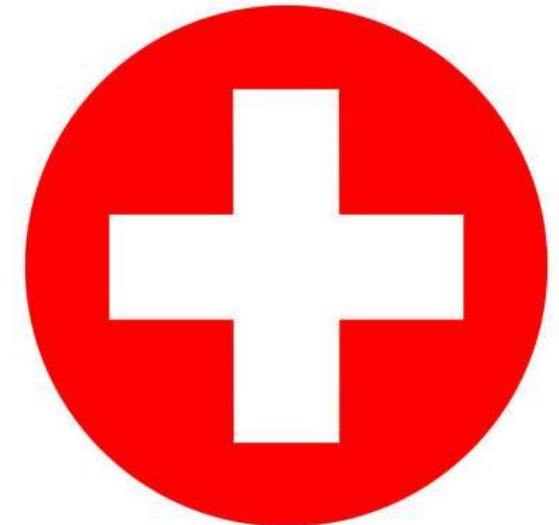
### Inclusivity of disabilities:

- There should be accessibility for persons in wheelchairs or parents with prams.
- Ramps as well as stairs may be necessary, although inclusivity is advised regardless.



### First Aid:

- A clean, quiet, and well stocked area should be identified to giving first aid care.
- This area should:
  - Be well lit.
  - Have a door for privacy.
  - Have a bed or chair for injured persons to rest.
  - Have bottled water or similar needs to be on hand.
  - Needs to be well marked with clear signs.



## activity 10

### *worksheet: staff and facilities*



Go to **Worksheet 7: Staff and Facilities** and fill in the table with what staff and what visitor facilities you need to run your agrotourism activity:

**Staff:**

**Facilities:**







# operating an agrotourism product

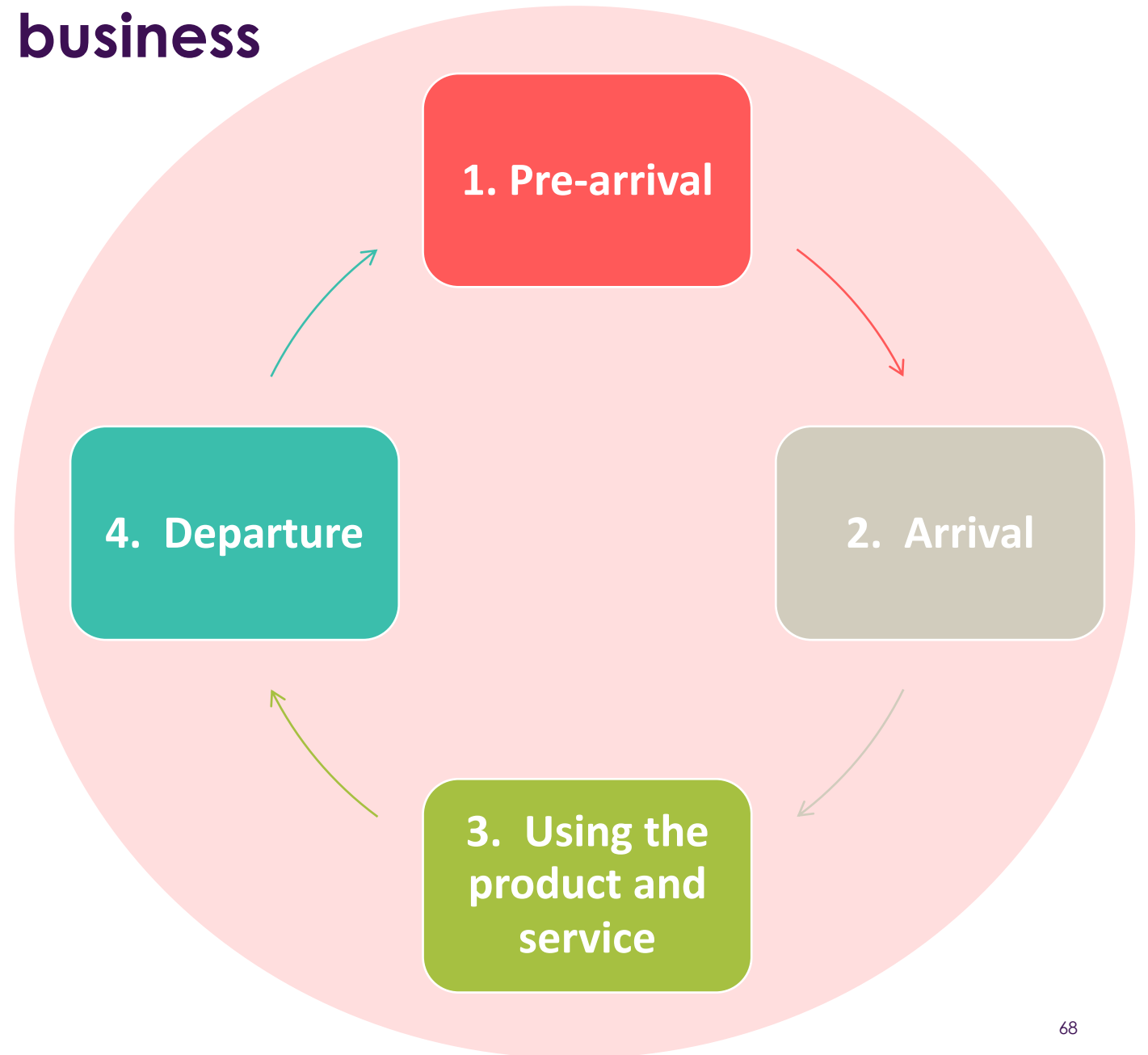
## *unit 3*

# Operating an agrotourism business

## *the guest cycle*

Remember the guest cycle?

- Your agrotourism business must operate well on all the phases of the guest cycle.
- All four phases are important!



# operating an agrotourism product

## *introduction*

Operating a successful agrotourism product is more than just hosting tours or running activities.

Implementation includes:

- Taking bookings.
- Ensuring enough resources are available.
- Ensuring the equipment is all working.
- Ensuring animals are healthy.
- Ensuring there are enough staff.





# operating an agrotourism product

## *bookings and ticketing*

- One of the first visitor experiences is the booking or ticketing process.
- This can be online, telephonic, or face-to-face.
- The farmer needs to have:
  - Functioning cell phone.
  - An easy-to-use booking system – even a calendar or diary for staff to fill in as bookings come in.
  - Owner/staff to take and record bookings and make arrangements.
  - System to keep track of payments.



## operating an agrotourism product

### *bookings and ticketing: telephone etiquette*

Staff need to:

1. Answer with:
  - a) the name of the property.
  - b) ask how they can help.
  - c) a cheerful tone.
2. Be able to answer questions.
3. Be friendly and helpful, and speak politely.
4. Communicate clearly.
5. Repeat the booking back to the caller to ensure the details are correct.

Good morning, this is..... from..... how can I help you?



## activity 11

### *telephone manners: scenario*



1. A visitor calls to make a booking and the staff member answers with a very unpleasant tone and only greets the visitor with a 'ehh'.
2. The visitor asks if there are rooms available and the staff member responds that they don't know.
3. When the visitor asks them to check the staff member becomes annoyed and tells the visitor there are no rooms and then hangs up the phone.

In a class discussion, identify:

1. What went wrong?
2. How should the conversation have gone?



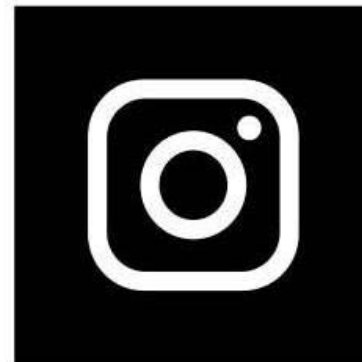
# operating an agrotourism product

## *social media updates*

Someone should be:

- Responsible for making and posting social media content.
- Trained to do so effectively and the content should be monitored by the farmer/owner.

This will be discussed in more detail in **Module 5**.



# operating an agrotourism product

## *staff scheduling*

### Staff schedules:

- Schedule staff to suit the expected number of visitors.
- Are based on bookings or on expected sales.
- Are good business practice to schedule only the necessary staff (not waste money on unnecessary wages).
- Allocate an equal number of shifts to give everyone the opportunity to work and earn.
- May need to be adapted to suit certain staff members – e.g. mothers with small children.

Often family members will be the ones offering the farm activities, and their own family responsibilities (e.g. toward school age children) will have to be considered when planning who does what, and when.







## operating an agrotourism product

### *maintenance and quality of facilities*

Plan basic maintenance for days when there are few to no bookings.



Big maintenance projects should be done in off-season periods.

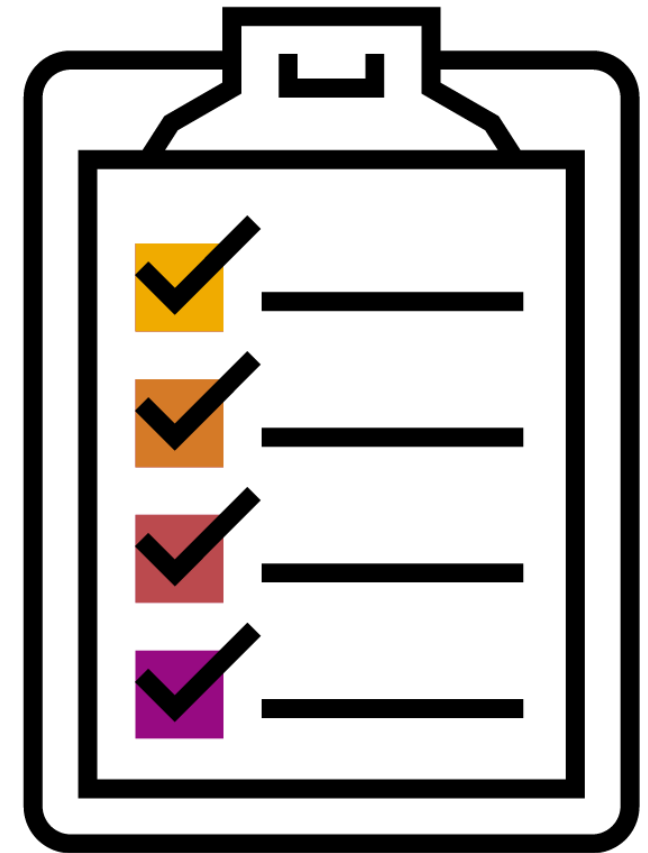
Do regular maintenance checks or inspections of your facilities and buildings.

## operating an agrotourism product

*maintenance and quality of facilities*

**Before activities begin, do a quality inspection of:**

- Restrooms
- Eating area
- Walkways and parking areas
- Enclosures and animals
- Accommodation
- Equipment
- Electricity generator






## activity 12

### *Develop an inspection checklist*



Work in groups of 3 and develop a simple checklist you could use to inspect your buildings or facilities and grounds.

Element			





# operating an agrotourism product

## *maintenance and quality of facilities: restrooms*

### **Restrooms:**

- Assign someone to check, clean and restock the restrooms.
- Put up signs to tell guests what not to throw into toilets.
- Soap and hand or paper towels must be restocked.
- Ensure the water is running, toilets are clean, not blocked.
- Check that taps are not dripping, leaking or running.
- Waste bins are regularly checked and emptied.
- Toilet bidet sprayer is working.
- The toilet must not smell bad.



# operating an agrotourism product

## *maintenance and quality of facilities: dining areas*



### **Eating area:**

- Dining areas should be cleaned before and after service and kept clean during service.
- If pests are a problem, measures should be taken to eradicate them.
- Both raw and prepared food must be properly handled and stored.  
Food waste bins must be emptied often to not attract pests.
- Chairs and tables should be in good condition.

# operating an agrotourism product

## *maintenance and quality of facilities: accommodation*



### Accommodation:

- Must be serviced every day unless this is not part of the rate.
- Must have clean and stocked ablution facilities.
- Clean and not have mould or mildew.
- Must be safe and secure; animals should not be able to get too close.
- Wash linen between guests and provide incoming guests with fresh linen.
- Plan regular cleaning of items such as carpets, rugs or mats.



# operating an agrotourism product

## *room checks: accommodation*

Element			
Beds made			
Lights working			
Soap			
Towels			
Surfaces dusted			
Floor clean			
Neat and tidy			
Toilet clean			
Basin clean			
Windows clean			
Shower free-flowing			

### Accommodation:

- After rooms are cleaned, you should check them using a simple checklist to ensure that everything is the way it should be:
- Lights are working.
- The room is clean.
- The room is tidy and well presented.
- Equipment and amenities are provided.

# operating an agrotourism product

## *maintenance and quality of facilities: walkways*

### **Walkways:**

- Paths, passages, steps and staircases.
- These must not be slippery.
- Check often that handrails and steps are sturdy.
- Place safety or warning signs where there are potential hazards.
- Clean and in good condition.





# operating an agrotourism product

*maintenance and quality of facilities: parking areas*



## Parking areas:

- Check the parking area for sharp objects.
- Check that the parking area is dry and even.
- Pave or place stones or rocks in areas that are wet or muddy.
- Demarcate parking spaces if needed.



# operating an agrotourism product

## *maintenance and quality of facilities: enclosures*

### Enclosures:

- Animals must be secured in their paddocks or enclosures.
- The enclosures must be well fenced and kept neat and clean.
- Check that gates close and lock properly.
- Enclosures must not be easily accessible to children.





# operating an agrotourism product

## *maintenance and quality of facilities: animals*

### **Animals:**

- Animals must be healthy, well cared for and not aggressive.
- Provide sanitizing or hand washing stations nearby for visitors.
- Food for the animals can be provided, as part of the fee or extra.
- Containers for animal feed should be reusable or eco-friendly.
- Always supervise children who are around animals.



# operating an agrotourism product

## *maintenance and quality of facilities: equipment*



### Equipment:

- Do safety checks of any equipment used in farm experience activities, especially adventure activities.
- Regularly service equipment used in visitor experiences, according to the manufacturer's instructions.
- General condition and cleanliness of equipment and facilities.





**module closure**

# module 4

## *what we covered in this module*

### unit 1



analyse the potential for  
agrotourism

### unit 2



design an agrotourism  
product

### unit 3



operate an agrotourism  
product





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# agrotourism training

## *business planning*

module 5

