

# *Agrotourism Training*

## **Module 1: Introduction to Tourism & Agrotourism**



## **Handouts**

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## Unit 3: Handout 1: Agrotourism Product Gaps

Name	Description/Examples/Ideas
<b>Farm experiences</b>	Farm related experiences for visitors relating to harvesting, tasting, cooking / preparation of national / traditional foods, tours for kids and teens, farm animal interaction, bed and breakfast / accommodation, etc.
<b>Accommodation</b>	There is very little rural accommodation, especially where visitors can have an authentic farm experience. Farmstays (staying with the farmer's family either in their house or in other farm buildings decorated and equipped for the purpose) is an opportunity to develop in many rural areas.
<b>Gastronomy experiences</b>	Cooking classes with local experts, supported by translators where possible. Using 'culinary matriarchs' that are holders of the region's ancient food recipes make such experiences very authentic classes should be entertaining and provide for engagement and interaction with the visitors – getting them to help, try their hand, cook their own dishes, etc.
<b>Food or agrotourism routes</b>	Food routes based on different products that are available locally.
<b>Local tours</b>	Expand and develop a range of thematic routes by local people who know the local nature and can provide interesting stories, quizzes and / or activities along the road. Develop communication platforms / channels / booking portals listing local tour services for tour companies / visitors in different languages.
<b>Agricultural factory tours</b>	Agricultural factory experiences (e.g. wineries, tahini mills, jam or preserve factories, dairy processing, etc.) with professional farm tours (especially for kids and teens), product tastings and presentation of products, participation in production processes, etc.
<b>Kid's entertainment</b>	Activities, entertainment and spaces designed for families and kids such as family-friendly nature / agriculture experiences. Classes where families and children can make an artisanal product, bake bread, cook, etc. Engaging with animals: petting safe animals, collecting eggs, feeding ducks, etc. Mini environment course – learning the trees, flowers, animals, birds. Dress-up activities and family photoshoots. Bonfires and singalongs.
<b>Cultural experiences</b>	Farm-to-table offerings can provide a cultural experience, offering traditional meals, accompanied by local music and dance performances, photoshoots wearing ethnic / traditional clothes, etc.). Wineries with wine tastings and on-premise wine sales (possible with snacks, cheeses, light meals).

Name	Description/Examples/Ideas
<b>Trekking and hiking</b>	Good, safe, well-marked hiking routes should be developed and have some cultural involvement – e.g. hiking to a culturally significant place. Train and offer the services of good local hiking guides.
<b>Camping</b>	There is a demand for public and private camping grounds with well-developed facilities near to nature areas and hiking trails with adequately priced booking services for camping grounds, equipment rental. Supporting leisure and recreation opportunities e.g. bonfires, hiking tours, photo sessions, connections with local hostels / accommodation, ethnic experiences using local food, music, dance, crafts, etc. should/could be developed and offered to entertain campers.
<b>Outdoor experiences</b>	Outdoor leisure and recreation experiences and other short duration outdoor tourism experiences in picturesque natural areas such as cycling, mountain biking, quad biking, picnic / barbeque facilities, cooking equipment rentals, etc.
<b>Horse riding experiences</b>	Horse trails and horse-riding opportunities along interesting / beautiful routes with the telling of stories / legends / myths by guides.
<b>Crafts and giftware</b>	Develop and diversify a range of traditional art / craft forms to create contemporary handmade products as souvenirs, homeware, and giftware (e.g. pottery / clay flowerpots, cups, cutting boards, coasters, trays, boxes, knitted, wooden and wool toys, epoxide resin products such as ashtrays, jewellery, local produced textile and clothing like silk dresses and tops, skirts and scarfs, beaded brooches and headbands. Establishment of handicraft markets and selling of hand made products to tourists and visitors
<b>Souvenirs</b>	Locally grown produce and food products must be beautifully packaged and presented in key tourism places e.g. dairy products, fruit products, sweets, tahini, etc. Limited availability of small (easily transportable), lower-priced souvenirs such as magnets, gift cards, notebooks, postage stamps, etc.
<b>Festivals and events</b>	Develop events to attract tourists to the region. This includes providing information/marketing the event, organising the event, co-ordination of regional level festivals and events. An online booking / ticketing systems for tour companies and the general public would enhance the success of events like this.
<b>Rural cultural experiences</b>	Limited development of cultural tours / experiences in rural / natural areas which visitors / tour companies can incorporate into holidays (e.g. presentation of local arts, crafts, music, dance, master classes), as well as the limited promotion of such experiences on travel and online booking portal apps.

## Unit 3: Handout 2: Access to funding: CARP Project

### The Covid 19 Adaptation and Recovery Pilor (CARP) project:

- Financed by the World Bank Group through the I3RF.
- Implemented by GIZ on behalf of the Iraqi Federal Ministry of Finance.
- Aims at supporting the resilience of viable micro, small and medium enterprises (MSMEs) and the sustainability of their intermediaries through **capacity enhancement and access to finance** in Iraq.



### CARP project: Access2Growth:

- Supporting Iraqi MSMEs to enhance their capabilities, focusing on achieving **growth through financial support** (vouchers and the matching grants).
- Central theme of tech adoption, digital transformation and digitalisation.
- MSMEs will benefit from eLearning services offered by CARP.
- Developing a **grant ecosystem** to catalyse private investment into Iraqi start-ups.

### The project is aimed at:

- **Start-ups:** established less than 5 years ago
- **MSMEs:** operating for a minimum of 2 years
- **VCs:** willing to invest in Iraqi SGBs

### Access2Growth grant instruments for **Start-ups** offer:

1. **Capacity Development Grants:** Provide funding for emerging seed/early-stage investment funds willing to invest in Iraqi SGBs
2. **Co-investment Grants:** Supplementary funding for start-ups from angel investors or venture capitals
3. **Pre-investment Grants:** Grants to start-ups that show promise but are not yet 'investment ready'

### Access2Growth grant instruments for **MSMEs** offer:

1. **Vouchers:** Qualifying MSMEs can apply for funding up to a maximum of 4,000 USD to upgrade their business
2. **Grant Matching:** Qualifying MSMEs can apply for funding up to a maximum value of 20,000 USD to upgrade their business

### Criteria for Access 2Growth Vouchers / Grant Matching

- Be duly registered under Iraqi laws as a private company
- Core operations conducted in the Republic of Iraq



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- Operating for a minimum of two years
- Not have participation or ownership by any public entity
- Minimum number of employees: 5
- Growing business or have great potential to grow
- **MG only:**
  - Willing to invest in its business development plans and activities by 20 percent of the total project cost
  - Clear and sound business development plan
  - Full capacity to implement the presented solution or project

**For further information:**

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