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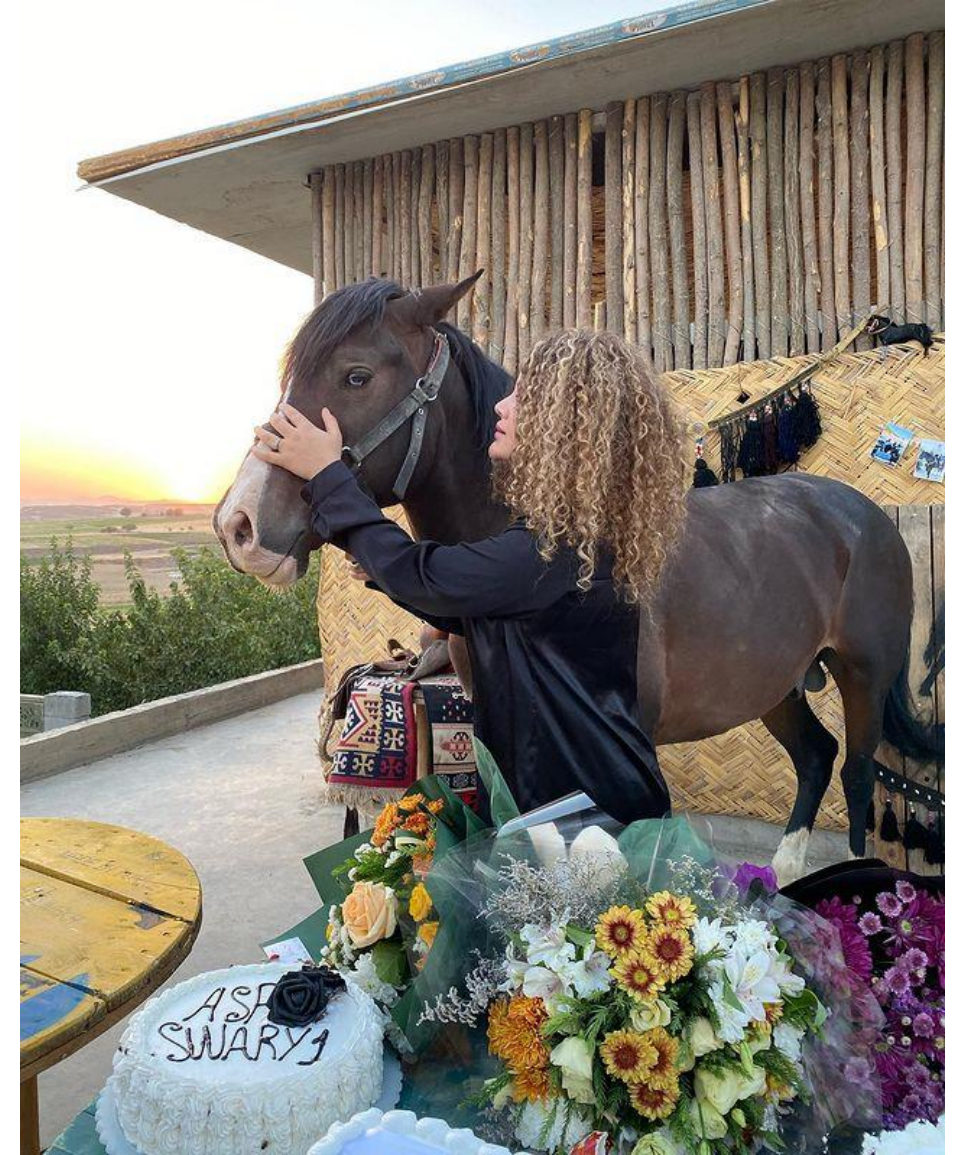
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from relief to recovery

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agrotourism training *introduction to tourism and agrotourism*

module 1



module 1

units

unit 1



introduction to tourism
and agrotourism

unit 2



international agrotourism
examples

unit 3



Agrotourism
development in the KRI





introduction to tourism and agrotourism

unit 1



Tourism and Agrotourism Concepts



what is tourism?

the activity of tourism

Tourism happens when **people travel away from their homes** and go to other places for different reasons.

These reasons could be for fun/leisure, for business, or to visit friends and family.

While they are in the place they are visiting, they look out for things to do and entertain themselves.



activity 1

has someone you know been a tourist recently?



1. Think about someone from your own family, friends, associates, and colleagues who travelled recently.
2. Where did they go and why did they go there?
3. Would you describe the person who travelled as being a tourist? If so, why?



what is agrotourism?

an experience

agrotourism:

- is any agriculture-based tourism experience that brings tourists to agricultural areas.
- is an **EXPERIENCE!**
- provides connection to nature, rural areas and the outdoors.
- can be romantic, healthy, quiet, or
- may involve adventure, education and/or learning.



what is agrotourism?

broader connections

agrotourism is broadly connected to and overlaps with:

- Community Based Tourism (CBT)
- Rural Tourism
- Village-based Tourism: crafts, skills, small rural food producers, etc.



what is agrotourism?

the sectors

agrotourism belongs to two economic sectors: **agriculture** and **tourism**.
While producing an agricultural product, it also offers a tourism product or service to visitors and tourists.



Agriculture



Tourism

activity 2

can you think of any benefits to agrotourism?



1. Think about what you know so far.
2. Think of any benefits that agrotourism could offer to the:
 - a) Farmer
 - b) Community



Benefits of agrotourism *for the farmer*

- **Additional income** to farmers, over and above what they make from normal farming activities.
- Can **sell their produce/products directly to consumers** instead of using a middleman and distributor.
- Can **create a name or brand** for their product by marketing their produce directly to consumers
- Can **branch out** into other stages of production (e.g. berry farmer produces jams) and **expand** their reach in the market.



activity 3

case study: the benefits for the farmer



Scenario:

- A dairy farmer found he was not making enough income from dairy production alone.
- He started tours centered around the care and milking of the livestock.
- He identified that he could also make cheese to increase his income.
- He then realised tourists wanted to see how the cheese was made.
- Tourists then wanted to buy his products directly from him, rather than in a shop.

Discussion Question:

- What benefits did the farmer experience by starting an agrotourism attraction?

Benefits of agrotourism *for the community*

- **Job**/training opportunities
- Brings **money** into the area.
- Provides opportunities for the **development of other businesses**.
- Farmers can provide other local businesses with **produce or products to sell** in their shops/stalls.
- Local businesses can make value added products from raw produce e.g. juices, jams, cheese, etc.
- Local culture is preserved.



*Our entire
community benefits
from your purchase
Thank you!*

activity 4

case study: the benefits for the local community



Scenario:

- The dairy farm agrotourism business became a success.
- Locals began to seek work on the farm as it grew to meet the demand of tourists.
- Other businesses like small shops began to sell his dairy products.
- Hotels, guesthouses, homestays, etc. began to accommodate visitors.
- Local livestock keeping and cheese making processes were being preserved and appreciated.
- This gave rise to interest in other local practices – a tourism cluster could develop!
- The increased levels of tourism brought more money and spending to the region, bringing more prosperity to rural communities.

Discussion Question:

1. How did the community benefit from the dairy farm becoming an agrotourism attraction?

agrotourism

as a business opportunity

From a business point of view, agrotourism can fill any of three basic roles for the farmer:



**As an extra
source of income**



**As an equal
activity**



**As the main
offering**

agrotourism

as a business opportunity

Farmers:

- Experience economic hardship
- Want to start supplementing agricultural income
- May have an opportunity to receive visitors and earn additional income
- Can sell farm products, and involve guests in some farm work
- Want to increase direct-to-consumer sales



agrotourism

as a business opportunity

Tourists, visitors and local people are becoming more and more interested in:

- where their food items come from
- how crops are grown, and livestock is raised
- visiting farms for leisure or buying local food while on holiday or on outings

These two interests combined led to the development of agrotourism.



agrotourism

as a business opportunity

agrotourism businesses:

- are usually quite small
- promote agricultural knowledge and experiences to visitors
- promote local products to visitors
- create awareness of local products



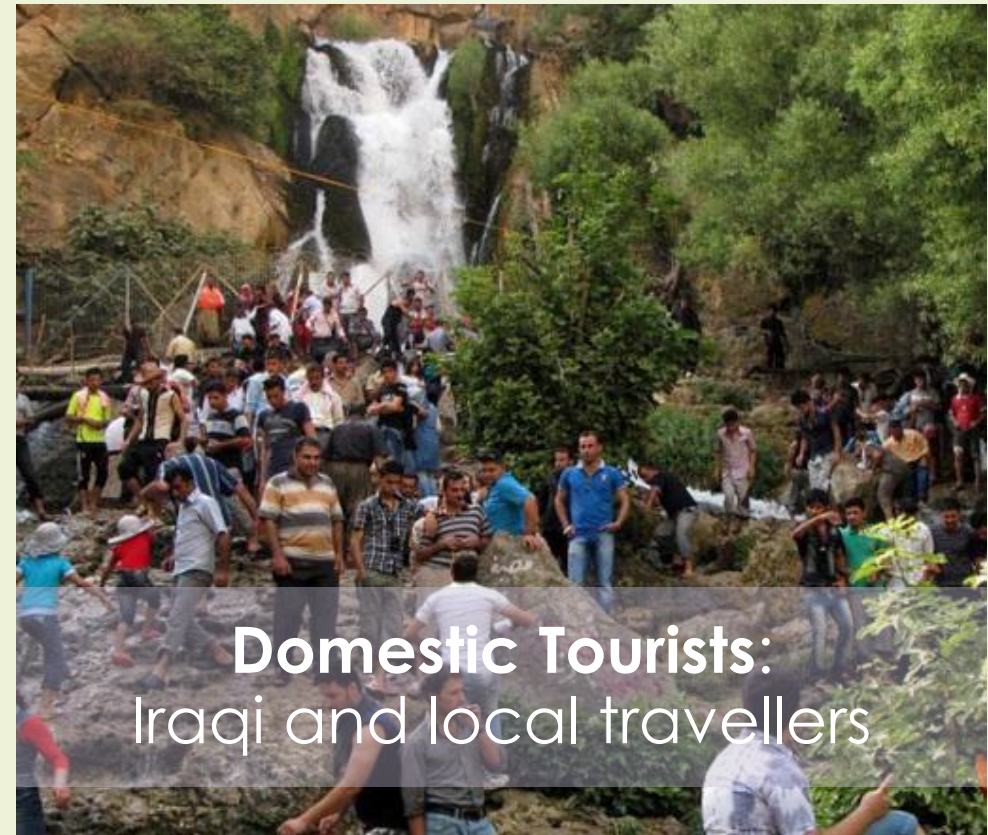


The Tourism Market



tourism

tourist classification



tourism

tourist types

Examples of domestic and regional tourists:



Family travel



School groups



Regional visitors

tourism

why people travel



tourism

what tourists want

Most visitors are looking for:

- Relaxation
- Fun and entertainment
- Learning something interesting
- Experiences to suit everyone in the group.
- Parents want their children to be entertained while they relax
- Young adults with friends want to have some fun
- Safe experiences



agrotourism

which people do you want to attract?

- What can the property or place offer?
 - What types of tourists will like what you offer?
 - What do they want?
 - Can you provide what they want?
-
- Think if the product suits different visitor groups:
 - High energy adventure activities may not suit the elderly
 - Petting animals would suit small children
 - U-pick suits the whole family



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">• Go directly to the farm• Visitor is at the farm at the time• Telephone bookings | <ul style="list-style-type: none">• Book online via booking platform• The visitor can be anywhere when booking | <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/ accommodation | <ul style="list-style-type: none">• Product example: Wine tour and tasting with lunch | <ul style="list-style-type: none">• Product example: Cultural tours |

buying tourism products *as part of a tour*

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.





Responsible Tourism

basic tourism principles



Responsible Tourism

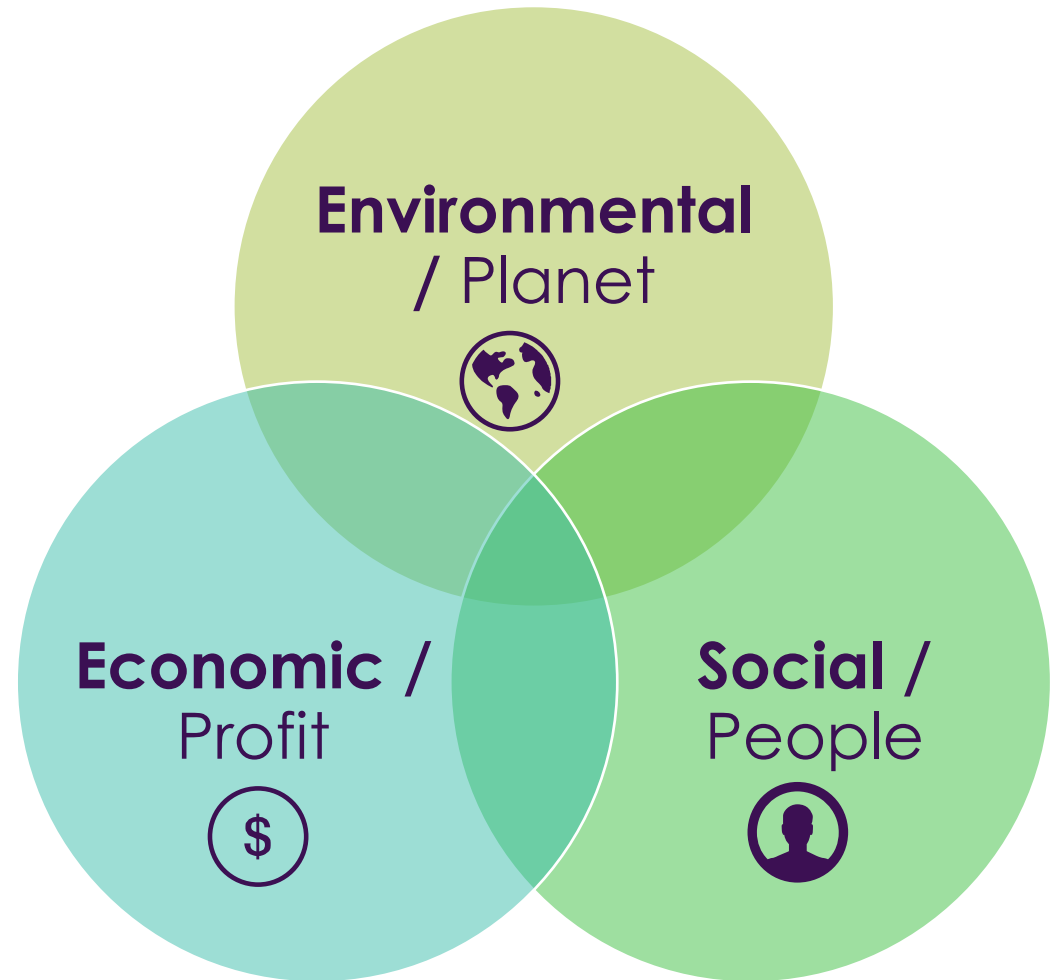
the 3 pillars

Responsible Tourism is composed of 3 pillars:

1. Economic
2. Environmental
3. Social

also known informally as “**profit**”, “**planet**”, and “**people**”.

These must always be kept in mind when conducting tourism business and services.



environmental responsibility

Protect the earth
and everything that
lives on it so that we
can all live safely
and comfortably
on the planet



environmental responsibility

key concepts

- **Minimize energy use:** electricity and gas
- **Minimize water use:** save fresh, clean water
- **Manage waste:**
 - Reduce the amount of waste you produce
 - Reuse items as much as you can before replacing them
 - Recycle items wherever possible



economic responsibility

Spend money on
local goods and
services to spread
visitor money to
local people and
communities



economic responsibility

key concepts

- Support local suppliers: buy locally if necessary and possible to keep money in the local community
- Employ local people
- Promote local goods and products to tourists to buy (ensure these are sustainable and authentic)



social & cultural responsibility

Respect and
protect local
cultures and
people



social & cultural responsibility

key concepts

- Celebrating local culture
- Protecting and showing traditions
- Showcasing unique local products
- Using local knowledge and talents

Traditional wine making





Tourism Routes

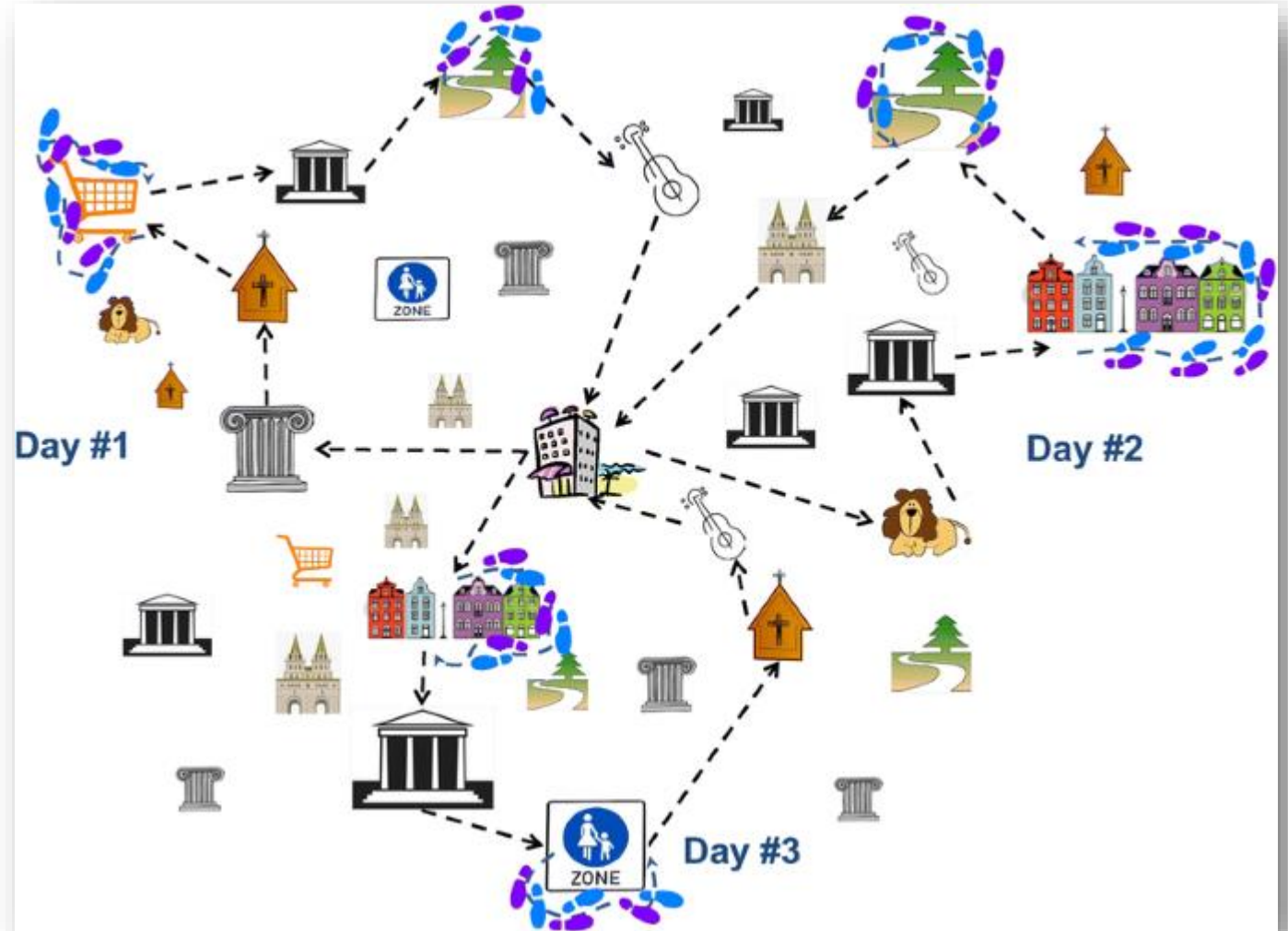


route tourism

what is it?

Route tourism:

- links a series of tourism attractions
- promotes local tourism
- can be themed
- can be general
- presented on a map
- usually self-drive
- encourages travel between multiple attractions



route tourism

farmer benefits

There are a few benefits to farmers when they:

- take on special interest tourists,
- work with other farmers.

Special interest tourists:

- often stay longer
- spend more money
- enjoy developing tourism areas
- are overnighting as part of a holiday
- are day visitors on excursions

Working with other farmers:

- Offers opportunities to form partnerships
- Provides a support network



route tourism

tourist benefits

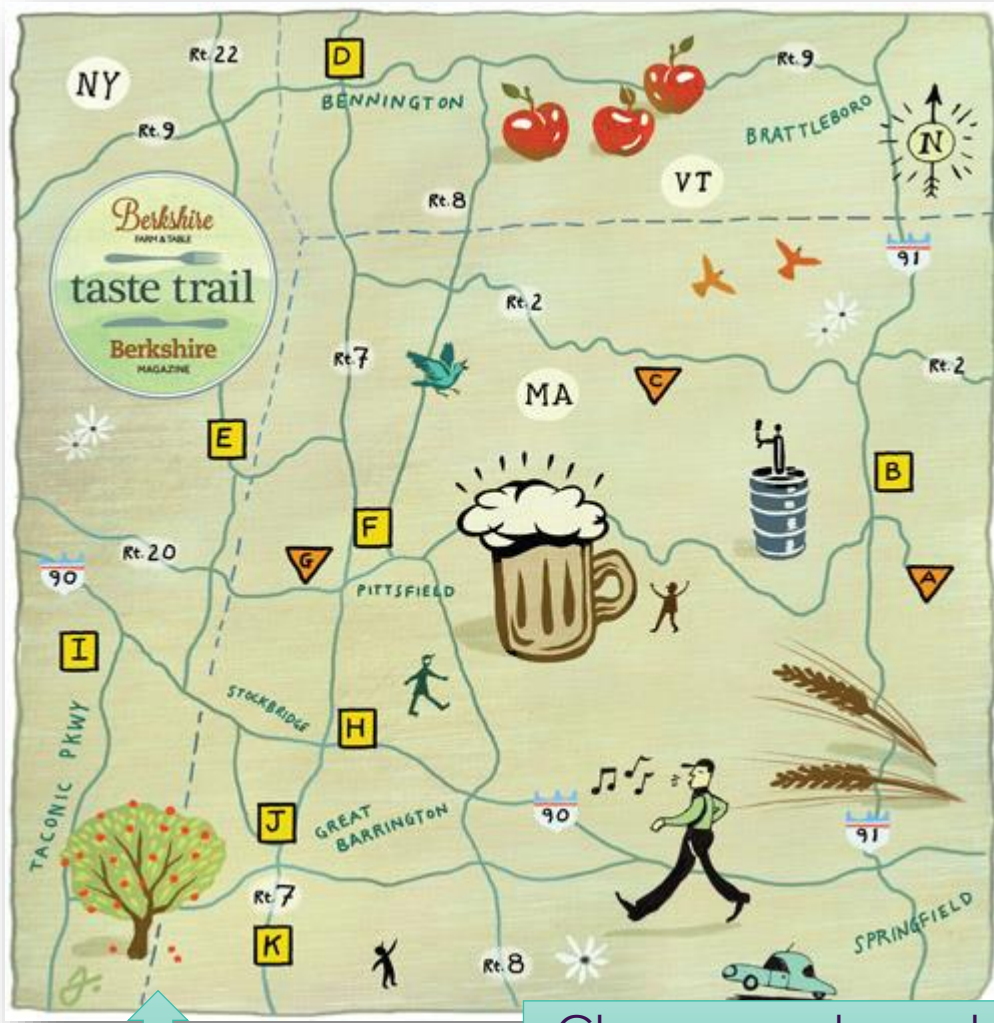
For the tourists:

- Routes give lots of opportunities and options for:
 - Activities
 - Attractions
 - Hospitality: sleeping, eating
- They support local businesses
- Lots to see and do in an organized platform
- Do not have to travel far to experience a range of interesting tourism products

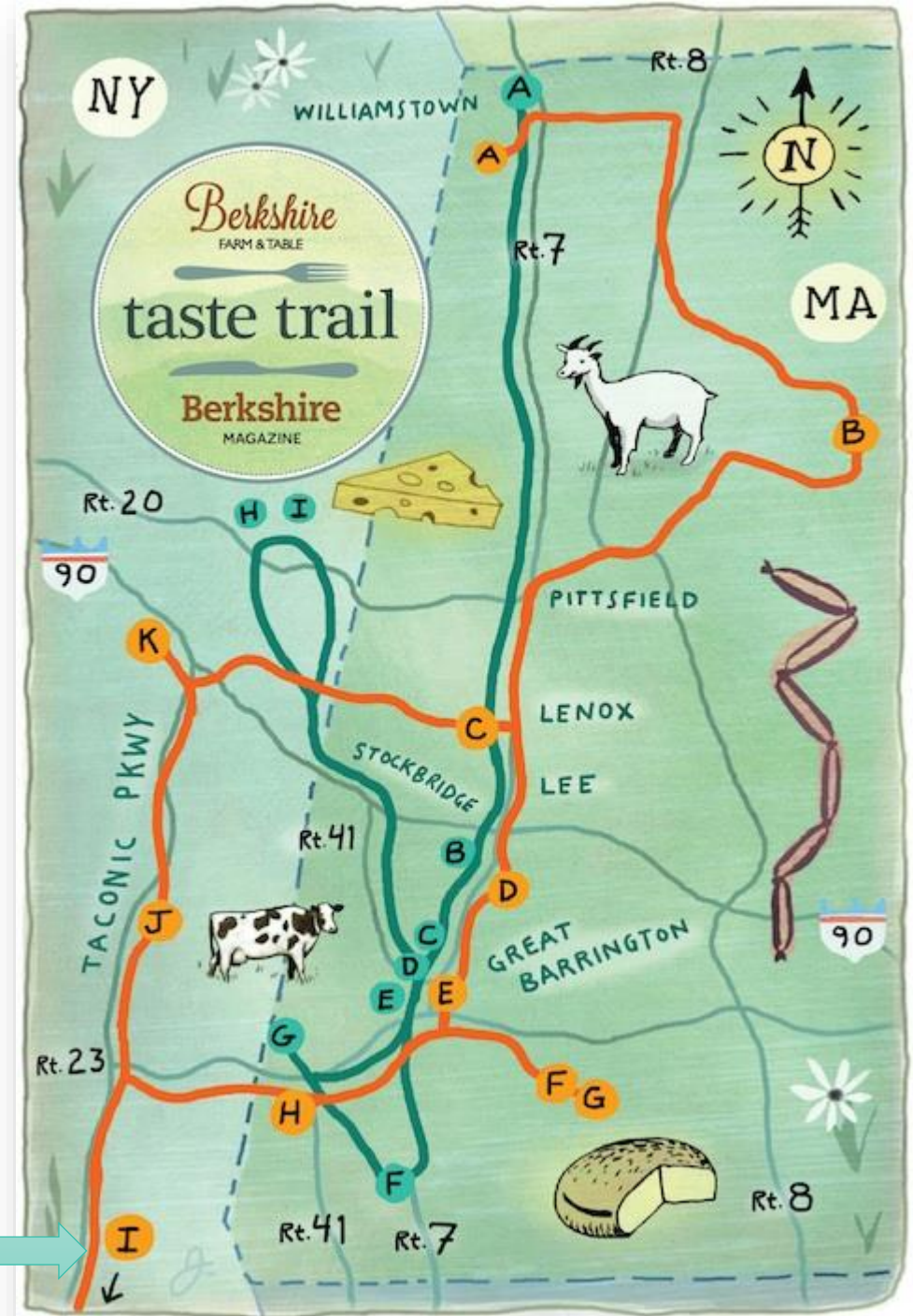


route tourism

examples of route tourism maps



Beer and Cider Trail



Cheese and meat products trails

[Link 1](#)

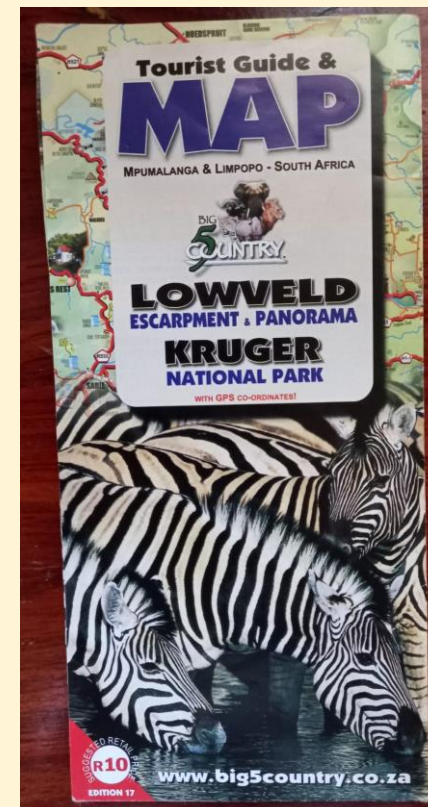
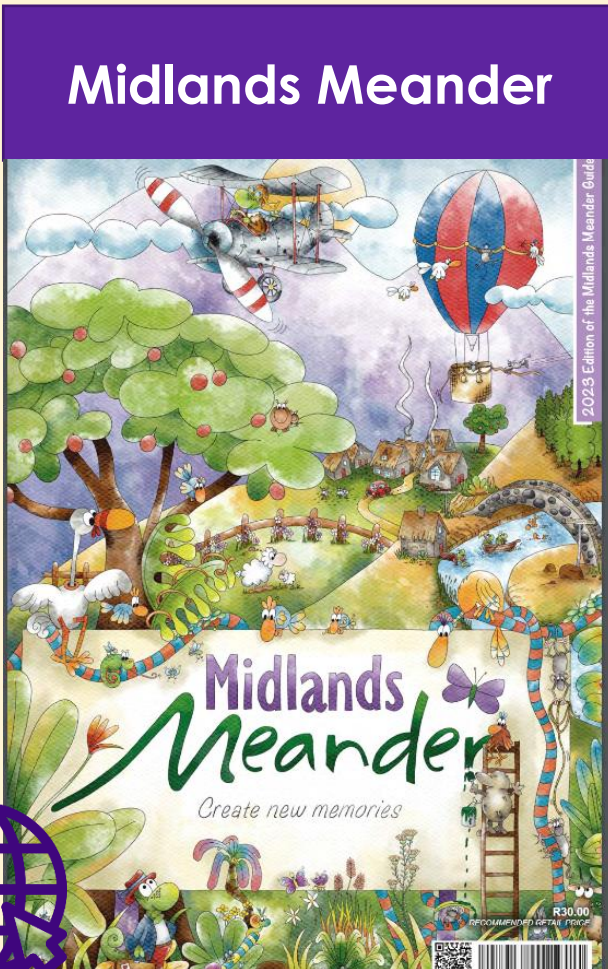
activity 5

Route tourism examples: South Africa



Let's look at some example maps

Lowveld Kruger Tourist Guide and Map



route tourism

how to develop a route

Participants:

- Find products within a certain geographical area that would offer a range of interesting and diverse stops on the route
- Meet and explain the idea: show examples
- Set up a collaborative platform e.g. a cooperative

Develop:

- Products
- Quality standards for inclusion on the route – product, cleanliness, access, facilities e.g. toilets

Working with other farmers:

- Test each other' products – experience the product and give constructive feedback – visits each stop along the way and help to improve each one.



route tourism

how to develop a route

Marketing:

- Decide on a catchy name: e.g. the Fruit Route, The Panorama Route; the Garden Route, The Mountain Meander
- Design a clear, simple, eye-catching logo
- Agree on standard road signage for each product
- Develop a map and leaflet with product info
- Create an online presence:
 - Website
 - social media platform

Get business!

- Inform local tourism hubs like resorts about the route
- Invite tour operators on the route to experience all of the products on the route – ask their feedback on improvements or adjustments needed.





international agrotourism experiences

unit 2

USA: California

agrotourism products

agrotourism in California, USA, is successful because:

- California has diverse agriculture
- Many people want to escape from cities
- Many people want to reconnect with nature
- Agriculture is a way to entertain families

The following agrotourism products are examples of agrotourism in California:

**Agritourism in CA:
Santa Maria Valley**
wineries, farm tours & fun



USA: California

agrotourism products

agrotourism in California:



Farm tours and drives



Farm stays



U-pick farms



farmers markets



farm to table

Italy: Tuscany

Italian agrotourism



Rural areas offer many farmstays to tourists.

The farmstays are often set:

- on very old properties,
- most with original infrastructure and buildings

This is part of their appeal.

They are connected on a website: **Agriturismo**



Italy: Tuscany

Italian agrotourism

Farmstays often allow guests to participate in farm work and fun activities



Lithuania

Lithuanian agrotourism

agrotourism in Lithuania is largely focused on heritage.

This means traditional:

- methods of farming
- processing of produce
- ways of living

[Link](#) to website



Eve: The owners of the guesthouse will tell you about a small farm of ancient breeds of Lithuanian sheep and chickens.

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



Lithuania

Lithuanian agrotourism



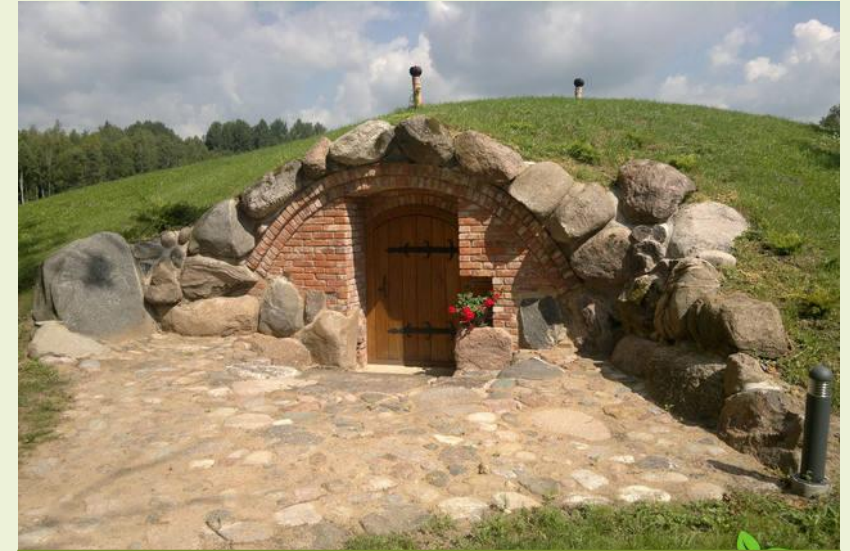
The "Kanapiu" farm

The owners use hemp to produce and sell oil, shucked and non-shucked seeds, hemp feed for fishing, as well as hygienic products and tea



The "Molainiu" horse farm

The farm welcomes not just beginners, but also professional horseback riders.



The "Roksala" wine farm

This is the most northerly vineyard in Lithuania. Visitors can taste various wines, learn about how they are made and, if they contact the location in advance, enjoy an educational programme.

Lithuania

Lithuanian agrotourism

The Berzora country tourism farm



The farm
produces
herbal teas.

Romanesa



The owners
teach visitors
how to bake
traditional
spit cake.

Brosius Juzelskis Farm



Visit a
traditional
Lithuanian
fowl farm.

Gaideliy Sodiba



The owners
teach
traditions
about the
cooking of
fish soup.

Azerbaijan *Bio-Garden*



Bio Garden is a farm near Shaki city. It has orchards and animals that offer different activities and experiences to visitors, especially families. The farm also has a restaurant for dining and events.

Azerbaijan *Citrus Valley*



Citrus Valley offers farm (fruit) tours, jam and tea tastings, facilities for lunch/dining, and will accommodate independent visitors (e.g. families) as well as organised tour groups.

https://www.instagram.com/citrusvalley_lankaran/?hl=en

Azerbaijan

Hope Lake



Hope Lake offers rustic but comfortable accommodation and authentic local food in a beautiful natural setting along a small lake.

https://www.instagram.com/hopelake_/?hl=en

Azerbaijan

Lakeside Garden



Lakeside Garden

"Agro-ecotourism farm" is a social enterprise operating in the village of Tazakend, Ismayilli region.

It offers accommodation, concerts, food and fun.



activity 6

An agrotourism tour example: Azerbaijan



Example: 7-day agricultural and historical sightseeing tour in Azerbaijan including:

1. **Citrus Valley Farming Tour**

- Excursion to Citrus Valley Garden
- Tasting of organic jams with local tea
- Lunch in Citrus Valley Farm with local cuisine

2. **Sheki Nature Tour:** Great Lake surrounded by forest. Walk on the shore and sail a boat. There is a restaurant for lunch.

3. **Bio Garden:** Lunch and tasting of different fruits from the trees.

4. **Shirvan Wines:** excursion to vineyard and wine making complex of "Shirvan wines" in Mayseri village and acquaintance with wine production process





Turkey

Turkish agrotourism

agrotourism is becoming popular in Turkey because of the many different landscapes and produce the country has to offer.

The resort city of Bodrum is situated near the coast and has begun to offer a wide variety of agrotourism experiences including farmstays.



Source: farmstayplanet

Iran

Iranian agrotourism

Agrotourism in Iran is growing steadily as the country learns what it has to offer to tourists.

Most farms are privately owned and recreational, they offer:

- farm tours of special Persian produce: saffron, dates, barberries, pomegranates, pistachios, spices, herbs and more
- overnight stays
- Persian traditional meals



Iran

Iranian agrotourism

Barberry tours



Iran

Iranian agrotourism

Damask Rose Tours: rose water, rose essence



Source: Iran Travel Explorer



Source: Origiran



Jordan

Jordanian agrotourism

Well-developed agrotourism products and experiences.

Let's look at:

- The **range** of experiences
- How they are **described** (product description)
- The duration
- What they **include**
- How they are **priced**
- What tourists must bring

The screenshot shows the Bookagri website interface. The top green header contains contact information: phone number 00962-77-2236393, location jordan-Amman Macca street office No.206, and operating hours 09:00 am – 10:00 pm. The language is set to English. Below the header is a navigation bar with social media icons (Snapchat, LinkedIn, Instagram, Twitter, Facebook) and menu items in Arabic: الرئيسية (Home), معلومات عنا (About Us), نشاطات و عروض (Activities & Offers), الاخبار (News), المنتجات (Products), تواصل معنا (Contact Us), and الاستديو (Studio). The main content area has a dark grey header with 'experience / Home' and a large 'EXPERIENCE' title. Below this, there are four featured agrotourism experiences, each with a photo, a title in Arabic, a description, and a green button labeled 'قراءة المزيد' (Read more).

| Experience Name (Arabic) | Description (Arabic) | Action Button |
|--|-------------------------------|---------------|
| زراعة اللبنة النباتي والمشي بالمزارع القديمة | تجربة صنع فطائر كشك اللبنة | قراءة المزيد |
| زراعة اللبنة النباتي والمشي بالمزارع القديمة | تجربة صنع فطائر كشك اللبنة | قراءة المزيد |
| تجربة قطاف الزيتون | تجربة قطاف الزيتون | قراءة المزيد |
| تجربة قطف العنب و عمل الخبيصة | تجربة قطف العنب و عمل الخبيصة | قراءة المزيد |



agrotourism development in the KRI

unit 3

agrotourism in the KRI

challenges

The main challenge is:

- Identifying and developing interesting agrotourism experiences appealing to a range of visitors
- Stimulating, motivating and supporting the development of rural economic opportunities
- increasing the country's overall competitiveness
- addressing rural-to-urban drift

Agriculture and tourism have development potential that is not yet channelled towards agrotourism.

agrotourism in the KRI

the possible future

The short term (3 – 5 years) focus:

- should be on **domestic tourists**;
- target **young and older families** with children, and
- target visitors from both cities and local areas.

Future market:

- foreign tourists from neighbouring countries and Europe who are looking for authentic Kurdistan rural experiences.



activity 7

agrotourism in your region



1. What kinds of agriculture are your area?
2. Which ones could be suitable to develop as agrotourism?
3. Draw a simple map of the area and plot them on the map.
4. Do you have the potential to form a route?





Product gaps (opportunities!)



product gaps/opportunities *in rural and agrotourism*

Tourism products in KRI:

- *product gaps in the current general tourism offering:*
- **need for tourism products** to be developed
- Tour operators need new products for them to include in tour packages of the region
- **family-friendly activities** offer lots of opportunities for families with different aged children

Some gaps that may be very useful for farmers to understand and possibly meet with agrotourism products, are presented next.



product gaps/opportunities

farm experiences

There is currently little development of experiences relating to harvesting, cooking national / traditional foods, tours for kids and teens, accommodation, etc.



product gaps/opportunities

cultural experiences

Farm-based cultural
experiences include:

- traditional farming methods and tools
- traditional meals
- local music
- local dances
- photoshoots wearing ethnic / traditional clothes.



product gaps/opportunities

gastronomy experiences

Gastronomy is all about food:

- Interesting and entertaining cooking classes with local experts
- Sampling local specialties
- Farm-to-table experiences e.g. fish farm



Source: globalinnovationpath.com

product gaps/opportunities

product gaps/opportunities: local tours

Local tours:

- are given by local people
- require knowledge of the area
- can include interesting stories, quizzes, etc.
- **Examples:** birding tour, nature walk, bee keeping, crafter visits, historical sites, horseback trails



product gaps/opportunities

agri-processing tours

How local agricultural products are processed:

- Show the process
- Explain the components
- Provide a tasting
- Provide opportunity to buy the product.

Examples:

- tahini mill
- fruit processing: fruit leather
- wine making



product gaps/opportunities

agricultural processing tours

- Agricultural processing experiences (e.g. winery, tahini production, fruit processing, other...)
- Including
 - professional **farm tours**
 - **degustation** (product tastings)
 - **presentation of products**
 - participation in production processes, etc.



product gaps/opportunities

kids' entertainment

As more families travel there is a need for:

- Child friendly activities and spaces
- Classes on making artisanal products
- Engaging with animals
- Mini environment courses – learning the trees, flowers, animals, birds.
- Scavenger hunts on the property
- Dress-up activities
- Family photoshoots
- Bonfires and singalongs
- Arts and craft activities



product gaps/opportunities

trekking and hiking

Outdoors adventures like hiking trails need:

- Safe, well-marked hiking routes
- Some cultural involvement
- Wayfinding/trail signs
- Information boards about the route
- Good local guides
- Meal opportunities along the way



Source: www.adventure.com

product gaps/opportunities

camping



There is a demand for:

- public and private camping grounds
- well-developed facilities
- hiking trails
- leisure and recreation activities to add value to the camping experience



product gaps/opportunities

outdoor activities

There are very few outdoor leisure and recreation experiences and other short duration outdoor leisure experiences in picturesque natural areas such as:

- cycling
- mountain biking
- quad biking
- kayaking
- horse riding
- equipment rentals, etc.



product gaps/opportunities

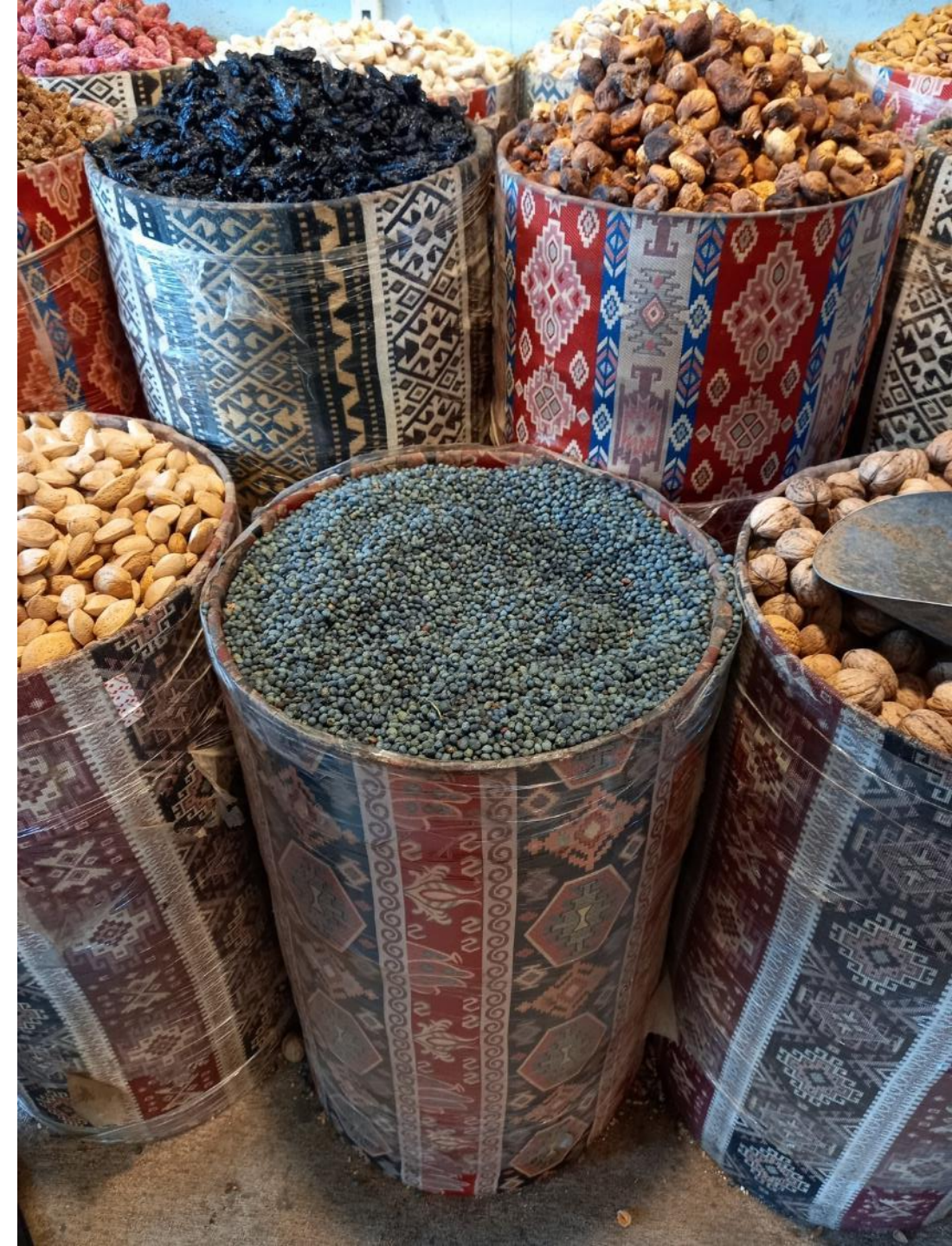
souvenirs

Locally grown produce and food products are often:

- not well-**developed**
- **packaged**, or
- **presented** in key tourism places

Souvenirs and gifts:

- Limited availability of small (easily transportable), lower-priced souvenirs such as magnets, gift cards, notebooks, trinkets, etc.



product gaps/opportunities

festivals and events

There is opportunity to develop events.

This includes:

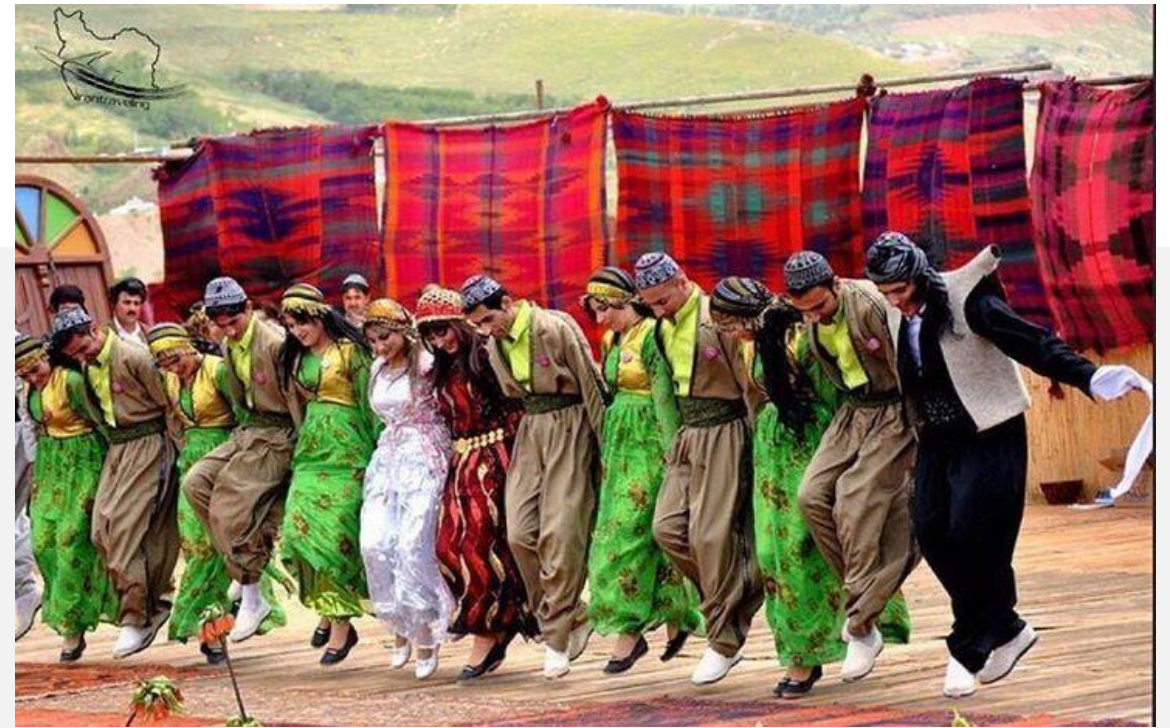
- providing information/ marketing
- organising
- co-ordination of regional level festivals and events
- accommodation
- other activities to do in the area during the event or festival
- an online booking / ticketing systems for tour companies



product gaps/opportunities

rural cultural experiences

- Limited development of:
 - cultural tours
 - experiences in rural / natural areas
 - **Examples:** presentation of local arts, crafts, music, dance, master classes
- Limited promotion of such experiences



agrotourism development

challenges to agrotourism development

Farmers/ households:

- have limited tourism products available or lack product knowledge
- land or area near their homes being unusable for touristic purposes
- do not realize the potential of tourism
- are interested but lack financial resources to develop their ideas
- need training to successfully run an agrotourism business

activity 8

case study: challenges for farmers



Scenarios:

1. A farmer was unable to get sufficient funds to improve the property to the higher standards of their guests.
2. Friends and family help bring tourists to the property because the farmer does not know how to sell the products/services.
3. The staff are few and have limited (if any) training in tourism and hospitality.
4. The activities offered on the farm could be dangerous for inexperienced participants but the farmer hasn't realised this.

Questions and Discussion:

1. How could the challenge encountered and met in each scenario negatively impact the farmer and/or visitors?
2. How could they be overcome?

activity 9

case study: challenges for farmers



Scenario: Guests arrive on the farm looking for some fun experiences.

- The farmer greets them with little enthusiasm, in very poor Arabic (or English).
- The visitors are shown to very dark, damp and cold rooms.
- The food served has strong flavours and is unappealing to the visitors.
- The activities seem dangerous and unprepared.
- Guides contradict each others' stories and facts when talking with the visitors.

Questions:

1. What went wrong?
2. How could this have been prevented or improved?

agrotourism development *challenges*

Possibly the most important challenge is **the lack of training** in:

- welcoming guests
- presenting daily farming activities in an interesting and interactive way
- accommodation to meet the needs of rural tourists
- language skills
- easy access / support for financial resources to develop agrotourism products and facilities
- tourism and hospitality knowledge in general





Access to funding



agrotourism development

access to finance: GIZ CARP Project



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.

agrotourism development

access to finance: GIZ CARP Project



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.

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



agrotourism development

access to finance: GIZ CARP Project



CARP

COVID 19 Adaptation
and Recovery Pilot

Access2Growth grant instruments for **start-ups** offer:



Capacity Development Grants

Provide funding for emerging seed/early-stage investment funds willing to invest in Iraqi SGBs

Co-investment Grants

Supplementary funding for start-ups from angel investors or venture capitals

Pre-investment Grants

Grants to start-ups that show promise but are not yet 'investment ready'

agrotourism development

access to finance: GIZ CARP Project



CARP

COVID 19 Adaptation
and Recovery Pilot

Access2Growth grant instruments for **MSMEs** offer:

Vouchers

Qualifying MSMEs can apply for funding up to a maximum of 4,000 USD to upgrade their business

Grant Matching

Qualifying MSMEs can apply for funding up to a maximum value of 20,000 USD to upgrade their business

agrotourism development

access to finance: GIZ CARP Project



CARP

COVID 19 Adaptation
and Recovery Pilot

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
- 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 info visit:

- <https://www.carp-iraq.com/>
- carp@giz.de



module closure



module 1

units

unit 1



introduction to tourism
and agrotourism

unit 2



international agrotourism
examples

unit 3



agrotourism development
in the KRI





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ZOAC
from relief to recovery

agrotourism training

agrotourism experiences

module 2

