**Upskilling Rural**

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| ***Module Title:*** | **Employability in Rural Tourism Entrepreneurship – part 2** | | | | |
| ***Session n. 1*** |  | | | | |
| ***Duration*** | *1 h* | | | | |
| ***Delivery method*** | Blended ☒ | Face to face □ | | Online learning □ | Distance learning (Learning Platform) □ |
| Time: | | Time: | Time: |
| Notes on the choice:  \**The trainer will choose the course delivery method taking into account the interest of students, location, the available teaching space and resources, social situation, etc.* | | | | |
| ***Intended learning outcomes:*** | * Define the concepts of rural tourism and agrotourism and their key elements. * Provide examples of challenges for rural tourism. * Identify what influences the development of rural tourism. | | | | |
| ***Session Details:*** | **Lesson Item:** | | **Method(s) and instructions for trainers:** | | **Required Resource(s):** |
| **Introduction** | | The tutor will briefly introduce the topic and the objectives of the lesson. The exemplary exercises are proposed below.   * *Case Studies*: the students present case studies of successful agritourism businesses. They discuss the key factors that contributed to their success, such as unique offerings, marketing strategies, and community involvement. * *Visual Aids*: the tutor presents photos and videos showcasing various agritourism experiences, such as farm stays, vineyard tours, and agricultural festivals. This visual context can help participants better understand the concept and its potential. * *Brainstorming Session*: the tutor supervises a brainstorming session where participants come up with ideas for agritourism activities in their own regions. The tutor encourages creativity and focus on leveraging local resources and traditions. | | * PC/ Laptop & Video * Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons * Paper, pens, post-it – for face-to-face sessions |
| Activity 1**:** | | After the introductory exercise, here the tutor has the example of how to lead the Activity related to the aspect *“What influences the attractiveness of rural areas for tourists”*.   * *Brainstorming Session:* the tutor begins with a brainstorming session where participants list factors that make rural areas attractive to tourists, such as natural beauty, cultural heritage, recreational activities, and local cuisine. The students write these ideas on a board for everyone to see. * *Group Discussions:* the tutor divides participants into small groups and assign each group a specific factor to discuss in-depth. The tutor has them consider aspects like accessibility, accommodation, marketing, and sustainability. | | * PC/ Laptop & Video * Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons * Projector – for face-to-face sessions * Micro-credential “Employability in Rural Tourism Entrepreneurship” PowerPoint. |
| Post-Activity Discussion | | At the end of the lesson the tutor will discuss the following aspects:   * Findings and recommendations of the students on the factors that influence rural attractiveness. This allows for a comparison of ideas and highlights different perspectives. * Identification and discussion of common themes and key factors that emerged across different groups. This helps consolidate the main points and ensures everyone has a clear understanding of the most important aspects. | |  |
| ***Evaluation methods*** | Informal non-formal evaluation | | The tutor can use feedback circles (the conduction of regular feedback circles where participants openly share their thoughts on the course activities, content, and their personal growth. This promotes a culture of continuous improvement and active participation). On the other hand, the tutor can apply peer review method (the implementation of a peer review system where participants evaluate each other's contributions and progress. This can provide diverse perspectives and foster a supportive learning environment). | | |
| ***Didactic materials*** | Face to face: PowerPoint presentation, paper, pens, projector. | | | | |
| Distance learning – PowerPoint presentation. | | | | |
| ***Additional notes and tips for trainers***  The tutor has to engage the participants in all times. It is important to always keep attention and motivation high. The use of digital tools or other resources depends on the delivery method chosen and on the characteristics of the participants of the classroom. It is important therefore to understand well the classroom in order to adapt the method of training. | | | | | |