

Module 5 - Motivational methods to extend pro-environmental behaviours

Module 5: Motivational methods to extend pro-environmental behaviours after the visit · Edited transcript of the video lesson · English

Introduction to the Setting

Hello! Today we are in a small picturesque village in Bulgaria, which offers us diversity from agritourism, culture and all sorts of interesting things, which we will discuss today. Here, it seems as if time has stopped. You can see behind me the old fences that were made of stone. Today, we can explore a wide variety of cultures together — agricultural — and I will show you how tomatoes grow in the village.

Agritourism in Bulgaria

Agritourism in Bulgaria is one of the most valuable assets that our country offers people seeking tranquility, a connection with nature, and returning to one's roots. It combines the beauty of the rural landscape, the hospitality of Bulgarians and the opportunity to experience authentic, the true taste of life as it once was. In different regions of Bulgaria, you can find extensive orchards of apples, pears, cherries, peaches, apricots, and plums. Going back in time, talking about old traditions, cultures, trying the most delicious fruits and vegetables that our nature can give. And where is it? In the village. But the very smell of a tomato freshly picked from the garden and made into a fresh salad gives us nourishment for our soul, not just our mind and our eyes, which enjoy all this beauty.

Well-being and Connection to Roots

It is a scientific fact that people who are closer to nature, closer to villages, closer to our roots, our ancient traditions, and the elderly, with whom they still live, live much better, much more peacefully, and are much healthier than people who live in the city — in the hustle and bustle of everyday life with heavy traffic on the roads and everything else. So let's listen to ourselves and give a day or two several times a year. I'm not saying every weekend, but let's be closer to nature, let's be closer to our roots, so that we can live a more fulfilling life.

Animals in Agritourism

A particularly beloved part of agritourism is domestic animals. In rural yards, tourists can see chickens, cows, sheep, goats, pigs, horses and donkeys. They have the opportunity to participate in milking the goat or cow, feed the animals, gather fresh eggs from the hens or even ride a horse. This experience does not only create closeness and understanding towards the animal world, but also shows how important it is to live in harmony with them.

Cultural Immersion and Traditional Life

Agritourism is not just about food and animals. It is a way to immerse ourselves in the whole of Bulgarian existence — the village traditions, Bulgarian houses with wooden



porches, stone fences, and the cozy courtyards that offer tranquility as rarely can be found in the big city. Guests can often participate in the preparation of traditional dishes such as banitsa, polenta, homemade cheese, or fruit jam.

Benefits of Agritourism

The benefits of agritourism are numerous. For tourists, this means silence, clean air, and healthy food. For children, it is an educational element and a link between humans, nature, and animals. For the locals, of course, it means extra income and a chance to keep traditions alive. For nature, sustainable tourism promotes the protection of the earth and biological development.

Environmental Challenges and Daily Choices

Nature is our home. It provides us with the air we breathe, the water we drink, and the food we consume. However, human activity is placing an increasingly heavy burden on the environment. Plastic pollutes the seas and rivers, mountains are filled with rubbish, and the air and soil suffer from excessive use of resources. The good news is that each of us can do something — and often it starts with the issue of small daily choices.

Sustainable Alternatives: Glass Jars

Glass jars, for example, are our eternal helper. Glass is one of the most environmentally friendly materials. It can be recycled an unlimited number of times without losing its qualities. The use of glass jars has several major advantages: food storage — instead of buying plastic containers, we can use spice jars, nuts, legumes, sweets, and even beverages; waste reduction — when we carry jars in bulk to the store we avoid unnecessary packaging; durability and health — the glass does not release harmful substances and can be used for years.

Reusable Bags and Other Sustainable Steps

Reusable bags: single-use plastic bags are one of the biggest polluters. They take hundreds of years to decompose and often end up in the oceans. The solution is simple — cloth bags. They can withstand heavy loads, be washed, and used again and again. Other steps towards sustainability: reusable bottles — instead of plastic bottles, we can carry glass or metal ones; food boxes for home delivery or lunch at work — we can bring our own boxes; reduction of single-use items — straws, cutlery, cups, etc.

Benefits for Nature and Healthy Living

The benefits for nature are as follows: less waste in landfills and in nature; clean rivers, lakes, and seas; reduced plastic production and lower carbon emissions. About healthy living for us. What would you choose?

Viticulture in Bulgaria

Vineyards in Bulgaria are an integral part of the culture, lifestyle, and our country's economy. Grapes have been cultivated in our lands since ancient times and wine was made — a drink associated with celebrations and rituals and the spiritual life of Bulgarians.



Today, viticulture is not only an economic activity, but also a bridge between the past and the present, combining tradition, nature, and modern technology. The history of viticulture in Bulgaria dates back thousands of years. The Thracians were among the first peoples to cultivate vineyards and produce wine. For them, this drink had both religious and social significance as a symbol of fertility, strength, and connection to the gods. Over the centuries, Bulgarians have preserved and developed this tradition. Almost every village had its own vineyards, and homemade wine was the pride of every family. Bulgaria has a favorable climate for growing grapes — sunny days, fertile soils, and a variety of microclimatic zones.

Call to Respect and Care

Let us learn to appreciate the blessings that Mother Bulgaria provides us with. Let us respect them, love them, and care for them. We do it. You do it too.

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