

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 and personal experience with agritourism

Hello, my name is Elena, and today I would be delighted to tell you about my personal experience with agritourism in Bulgaria. I would also like to start a very interesting topic, namely the protection of our nature and our planet as a whole. I have been visiting agritourism sites for several years now. I am constantly learning new things about agritourism and as well as new settlements in the villages. They are not new, they are just new to me — small villages I have never been to. We meet with livestock farmers and agricultural producers, exchange information, exchange experiences about who was on those wonderful agritourism farms. The impressions we were left with, etc. Among tourists in Bulgaria, they are some of the most beautiful places to visit. You can take your family, your children, or give it to them. Give yourself comfort, relaxation, and positive energy. Because all people who support agritourism are, in my experience, of course, and I know almost all of them in Bulgaria now, exceptional people. These are people who are closely connected to nature, to animals, to life around them. They drive us, and teach us to enjoy the little things. For example, an apple picked from a tree, or grapes, or tomatoes, that we can eat right away. All these little pleasures make us live life to the fullest.

Organic farming and lifestyle benefits

That is why I am here with you today, to tell you how organic farming life, organic food, and visiting places where we can actually learn about and become familiar with organic farming, would contribute to our healthier lifestyle. In the past, I didn't have much information about agritourism, simply because it was quite limited on the internet. Only large hotel chains are promoted. There was talk of luxury, sleep, etc. But no one mentioned these wonderful places where you can try the most incredible cheeses, meat, vegetables, and fruit, prepared according to very, very old recipes — recipes that come from our great-great-grandfathers. And I began to take more interest and I am looking for information about new experiences. I started talking to friends and began studying. I started looking at the map of Bulgaria much more often than I used to, so that I can get to know a wide variety of people, with different points in Bulgaria and small settlements where farms are located — whether it be animals or growing fruit and vegetables.

First-hand agritourism experience

When I started out and went on my first agritourism trip, they took us on a tour with their tractors in the fields they own. There were huge fields with lots of pumpkins, lots of sunflowers with lavender. It was so beautiful and it was one of the most memorable experiences for me in my life, because all this energy you gave me — the thrill of



experiencing agritourism — had been charging me for an extremely long time.

Environmental challenges and plastic pollution

However, speaking with the owners of the agritourism and in principle of agritourism you will encounter, and we as a population of this planet, face a very important and fundamental problem — the pollution of our planet. A tremendous amount of plastic and the disposal of plastic in inappropriate places, whether it be in nature, whether in the seas and oceans or in rivers. All animals that suffer from this are endangered species of animals, fish, etc., because of our mistake — the burning of a terrible amount of fuel from our cars into the air. All of this has an extremely negative impact on our planet.

Shifting towards sustainable consumption

So, talking to each other, discussing it with my friends as well, we decided to use more and more recyclable products, e.g. glass jars, glass bottles, whether for water. Plastic water bottles — first, when mineral water is poured in plastic bottles — everything that is inside the water itself: a large part of it disappears just because of the chemicals that are used of which it is made — plastic. The small water bottles, the plastic ones that hold half a liter, are widely used by people simply because it is easy for them to open their bottle of water, drink it, and throw it away, instead of pouring it into a bottle that can be used repeatedly — first, whether the water is aluminum or glass, the quality of the water mineral water is preserved exceptionally well for a long time in it, than plastic bottles. Not to mention that in summer, when the sun beats down on this plastic, the particles that are released into the water are extremely harmful. People don't think about it. Most of the people in restaurants, because they are also big plastic consumers — bottles, plastic containers, etc. — they don't think about the process after the use of these plastic products, which are so easy to use but harmful to all of us. Because it's easy to open it, consume whatever's inside, and then just throw it in the trash. Rarely do people, especially in Bulgaria, have the culture to recycle their waste, so everything goes to one place and is then incinerated. Whether in landfills or thrown away, these unnecessary packages are discarded — trash in inappropriate places.

Consequences of environmental neglect

This is a very pressing issue, of utmost importance because not following the rules of nature, nature gives it back to us sooner or later — whether through earthquakes, floods or the disappearance of summer, the disappearance of winter, the seasons as a whole, they are already beginning to merge into one another — meaning to disappear. Spring and fall are almost gone. We are transitioning from summer to winter more and more. This is because, knowingly or unknowingly, we pollute nature and the environment, we pollute the atmosphere terribly. Water pollution, the disappearance of many fish species, the killing of turtles and so on.

Lifestyle transformation and responsibility

This is a topic that has been widely developed and for people who are interested from a healthy lifestyle. When you eat healthily, your body rewards you. Your thinking is different.



And you start caring about nature. You start becoming a better person, more devoted to your daily needs, needs, and the things you do during the day. Not to mention that a person who has appreciated the organic lifestyle, the clean lifestyle, would never go on a picnic in nature, whether in the forest, in a meadow, or on the beach, and leave behind waste and rubbish, bags, large bags of waste, as well as happens nowadays — just in the middle of the beach or in the forest, and so on.

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