



GREEN

# AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULO 2, LEZIONE 1

## L'UMORISMO COME STRUMENTO DI EDUTAINMENT NEGLI AGRITURISMI



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# INTRODUZIONE



**AGRITURISMO = AGRICOLTURA  
MULTIFUNZIONALE**

**OBIETTIVO DEL CORSO: CAPIRE IL CONCETTO DI  
MULTIFUNZIONALITÀ AGRICOLA; REGOLAMENTI E  
I VINCOLI SUI PRODOTTI LOCALI; INTRODURRE  
AGRITAINMENT E RUOLO DELL'UMORISMO**



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# **ATTIVITÀ SECONDARIE**



**01**

**OSPITALITÀ E  
RISTORAZIONE**

**02**

**DEGUSTAZIONI E FOOD  
TASTING**

**03**

**AGRICOLTURA SOCIALE E  
INCLUSIONE LAVORATIVA**



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# VANTAGGI



## REGIMI FISCALI AGEVOLATI PER ATTIVITÀ SOCIALI

Incentivi economici per le  
attività sociali.

## VALORIZZAZIONE DEI PRODOTTI LOCALI E RIDUZIONE IMPATTO AMBIENTALE

Rafforzano identità e riducono  
l'impatto ambientale.

## NUOVE OPPORTUNITÀ DI REDDITO PER LE AZIENDE AGRICOLE

Le attività multifunzionali  
aumentano i ricavi.

## COINVOLGIMENTO DELLA COMUNITÀ E DEI VISITATORI

L'agriturismo favorisce  
partecipazione e inclusione.



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## **RUOLO SOCIALE**

**01**

**INCLUSIONE DI PERSONE  
CON DISABILITÀ**

**02**

**INSERIMENTO LAVORATIVO  
DI SOGGETTI  
SVANTAGGIATI E  
REINSERIMENTO DI EX  
DETENUTI**

**03**

**AGRITURISMO COME LUOGO  
DI COMUNITÀ E  
ACCOGLIENZA**



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# HUMOR & AGRITAINMENT



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# CONCLUSIONI

## AGRITURISMO

È sostenibilità economica, ambientale e sociale

## UMORISMO COME STRUMENTO EDUCATIVO E DI INTRATTENIMENTO

## AGRITAINMENT AMPLIA IL VALORE DELL'OFFERTA AGRITURISTICA



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# Green Agritainment: VET strategies for Edutainment in European Agritourism.

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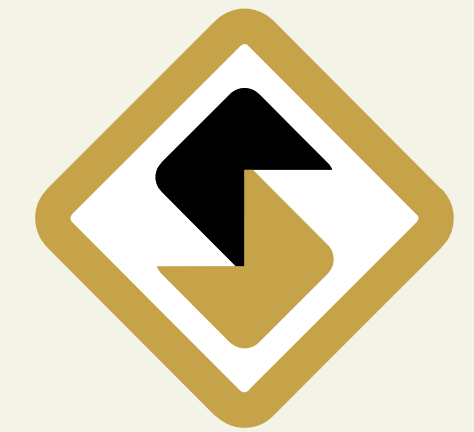


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ASEDDEDIPE



STANDOUTEDU



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY