

GREEN AGRITAINMENT

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Module 2, Lesson 1: Humor as an edutainment tool in agritourism

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**Green Agritainment:
VET strategies for Edutainment in European Agritourism**



THE MODULE

Module 2, coordinated by IVI, focuses on the use of humor and comic strategies as educational tools in agritainment. The goal is to provide trainers, agritourism workers, and VET students with practical skills to use humor constructively during visits, workshops, and educational activities.

Through examples and narrative schemes, participants learn to:

- use humor to keep visitors' attention;
- integrate cabaret and entertainment techniques to facilitate content memorization;
- directing entertainment towards environmental and educational goals, transforming laughter into a tool for raising awareness;
- making farm experiences more engaging, memorable, and educational.

THEMATICS

- Definition and functions of agritourism in Italy and Europe.
- Secondary activities: hospitality, recreation, educational farms, catering, social agriculture.
- Economic and tax advantages of multifunctional activities.
- The link between local food, environmental sustainability, and territorial identity.
- The social role of agritourism: inclusion of people with disabilities, disadvantaged backgrounds, and ex-prisoners.
- The use of humor as an educational tool and to engage visitors.
- Introduction to the concept of agritainment and its practical applications.

GOALS

- Understand the concept of multifunctional agriculture and its implications.
- Analyze the main Italian and European regulations regarding agritourism and the use of local products.
- Highlight the role of agritourism as a tool for social inclusion and environmental sustainability.
- Introduce the concept of agritainment and the importance of humor as an edutainment technique.



INTRODUCTION

The agritourism sector differs from simple farms because it integrates educational and social goals. Agritourism goes beyond simply selling food or services; it also helps raise awareness among visitors about the value of sustainability and inclusion. Italian legislation, with approximately 80-hour training courses and specific regional regulations, ensures the quality of the offering and compliance with standards.

More specifically

Humor, incorporated into educational and social activities on the farm, becomes a tool for edutainment: it facilitates retention, maintains attention, and creates a positive and memorable experience. Through the Green Agritainment Project, we promote the integration of narrative and comedy techniques into agritourism activities, transforming the visit into an active, fun, and socially beneficial learning experience.

Agritourism represents a European model of economic, environmental, and social sustainability. Its success is based on the promotion of local products, inclusion, and the ability to offer educational and engaging experiences. The introduction of the concept of agritainment further expands this potential, placing humor at the center of educational and entertainment strategies.

The next lessons will explore specific agritainment techniques and how agritourism operators can implement them on their farms.



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