

GREEN AGRITAINMENT

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Module 2, Lesson 2: Humor as an educational and communication strategy 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 agritourism. 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

- Formal education vs. experiential education in agritourism.
- The etymology of “fun” as a shift in attention.
- Comic techniques: contrasts, exaggerations, unexpected meanings.
- Different application contexts: sales, tasting, visits, social media.
- The role of educational farms in the transmission of knowledge.
- Implicit learning in sensory processes and direct experiences.

GOALS

- Understanding the value of humor as an edutainment technique.
- Analyze the relationship between fun and learning.
- Learn to incorporate humor into various agritourism contexts (tastings, visits, events, digital communication).
- Recognize that learning occurs constantly, in both formal and informal settings.



INTRODUCTION

Agritourism education isn't just about imparting technical information, but also about creating experiences. Every visit or tasting becomes a learning opportunity, whether formal or informal. Even a tasting, without detailed explanations, helps visitors develop new sensory and cultural knowledge.

More specifically

Humor helps direct the audience's attention, stimulating curiosity and encouraging memorization. It's not about turning a lesson into a comedy show, but about incorporating targeted elements that make the experience more engaging and emotionally positive. Application examples include:

- jokes and anecdotes during a tasting;
- use of irony in short digital contents;
- alternating moments of seriousness and lightheartedness during a guided tour.

In this way, the visitor not only learns technical information, but also develops an emotional bond with the product, the farm, and the territory.

Every agritourism experience is also an educational one. The thoughtful use of humor captures and directs attention, making learning more natural and enjoyable. The agritourism thus becomes a permanent learning space, where every activity, from tastings to workshops, can become an opportunity for growth and awareness.



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