



GREEN

AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULE 2, LESSON 1

HUMOR AS AN EDUTAINMENT TOOL IN AGRITOURISM



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INTRODUCTION



**AGRITOURISM =
MULTIFUNCTIONAL
AGRICULTURE**

**COURSE OBJECTIVES: UNDERSTAND THE CONCEPT OF
AGRICULTURAL MULTIFUNCTIONALITY; REGULATIONS
AND CONSTRAINTS ON LOCAL PRODUCTS; INTRODUCE
AGRITAINMENT AND THE ROLE OF HUMOR.**



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01

**HOSPITALITY AND
CATERING**

02

**TASTINGS AND FOOD
TASTINGS**

03

**SOCIAL AGRICULTURE AND
JOB INCLUSION**

**SECONDARY
ACTIVITIES**



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ADVANTAGES



TAX BENEFITS FOR SOCIAL ACTIVITIES

Financial incentives for social activities.

PROMOTING LOCAL PRODUCTS AND REDUCING ENVIRONMENTAL IMPACT

They strengthen identity and reduce environmental impact.

NEW INCOME OPPORTUNITIES FOR AGRICULTURAL BUSINESSES

Multifunctional businesses increase revenue.

COMMUNITY AND VISITOR ENGAGEMENT

Agritourism promotes participation and inclusion.



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SOCIAL ROLE

01

**INCLUSION OF PEOPLE
WITH DISABILITIES**

02

**JOB PLACEMENT FOR
DISADVANTAGED
INDIVIDUALS AND
REINTEGRATION OF EX-
PRISONERS**

03

**AGRITOURISM AS A PLACE
OF COMMUNITY AND
HOSPITALITY**

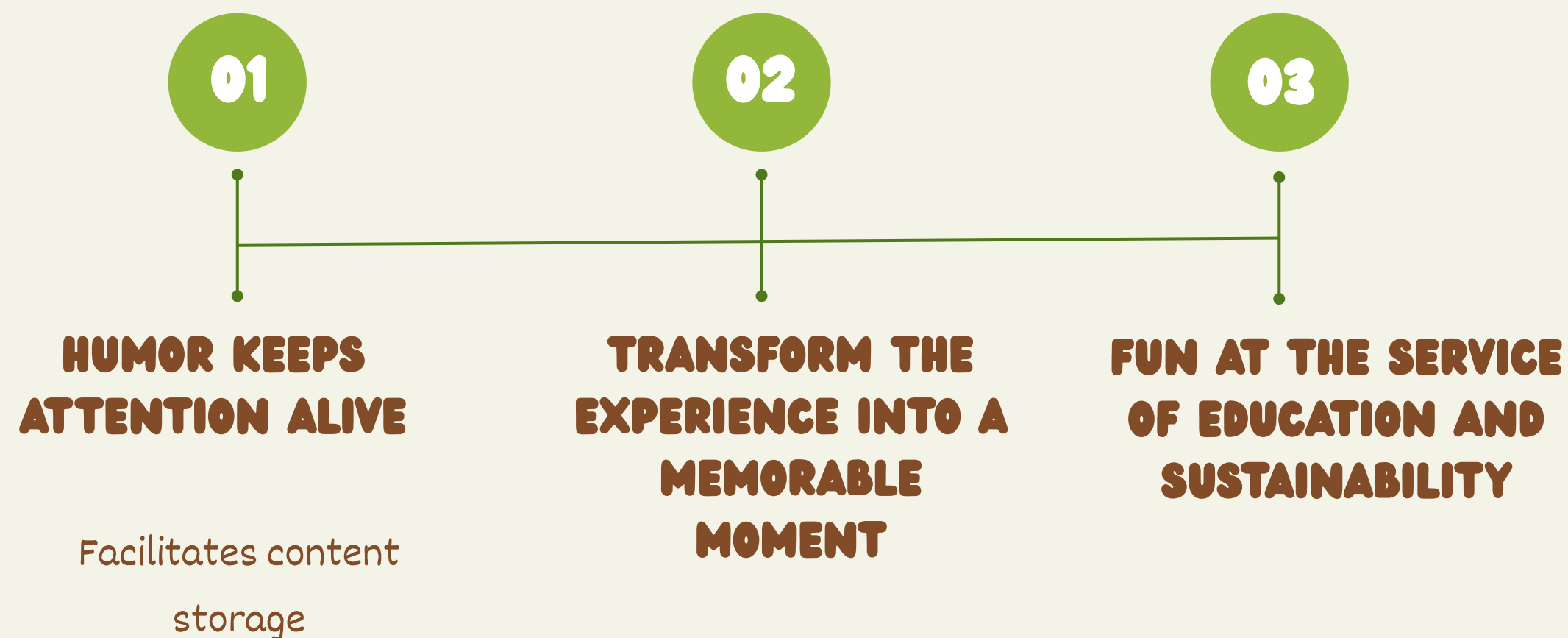


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HUMOR & AGRITAINMENT



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CONCLUSIONS

FARMHOUSE

It is economic, environmental and social sustainability

HUMOR AS AN EDUCATIONAL AND ENTERTAINMENT TOOL

AGRITAINMENT EXPANDS THE VALUE OF AGRITOURISM OFFERINGS



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Green Agritainment: VET strategies for Edutainment in European Agritourism.

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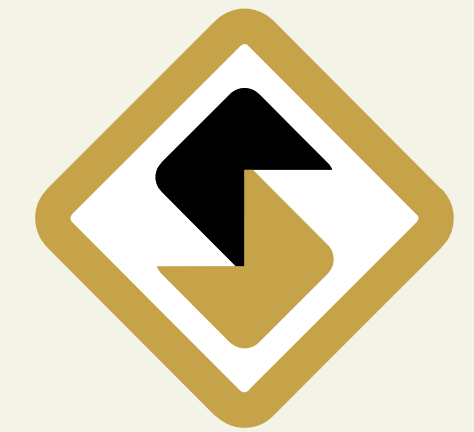


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STANDOUTEDU



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY