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General Framework

The Green Agritainment project aims to support VET trainer and agritourism owners to promote the sustainability of their products through edutainment activities.

The distinctive element of this module is:

- Exercises for performing education about green hospitality using edutainment.

The following sequence of exercise are developed within the frame of the Erasmus+ KA220-VET project "Green Agritainment: VET Strategies for Edutainment in European Agritourism". The objective of the project is to equip VET learners and practitioners of the agritourism and agri-food sectors with the needed competencies and tools to incorporate sustainability and educational entertainment—"agritainment"—in their business.

The tasks that fall within this category—" Exercises for performing education about green hospitality through the use of edutainment."—all contribute to the overall aim of the project of raising green competence acquisition through innovative, experiential, and interactive learning. The 20 exercises (see table 5.1) target VET learners and trainers via the provision of concrete, flexible methodologies to increase awareness, environmental stewardship, and climate-responsible behaviour among young visitors to agritourism destinations.

Supporting WP2's deliverables (Handbook of Agritainment) and WP3's (Digital Course), these best practices are suggested to be evaluated, optimized, and disseminated as inspirational examples throughout the European Union. The measures can be adaptable in different learning and farm environments and are aligned with the EU Green Deal objectives and the SDGs, offering scalability for a more sustainable, nature-conscious Europe.

Learning Outcomes

This module is designed to equip VET Trainer and agritourism workers with the necessary skills need to communicate the benefits of sustainable hospitality practices to their customers, thereby improving the overall awareness of the importance of sustainable practices relating to accommodation, food, waste management, renewable energy, design and bio-diversity. At the end of the module the participants will be able to:

- Identify and explain key principles of green hospitality by engaging in interactive edutainment activities, such as role-playing, simulations, or gamified scenarios.
- Design and present a creative edutainment-based campaign or activity that promotes sustainable practices within the hospitality industry.

Target groups

The target groups are VET trainers and agritourism workers.

Requirements

All exercises can be implemented without technical requirements other than a laptop. All other resources and materials are supplied for use within the various practices detailed within the module.

Step-by-step instructions

This module is designed to be delivered in classroom settings. It is suggested that trainers alternate between playing the recorded power point presentation at the start of each practice, followed by using the interactive exercises designed ensure learners have fun while learning about sustainability. Depending on the topic being covered and the number of learners you have in the classroom, VET trainers may focus on the following principles:

1. Each practice is designed to last one hour, with the optimum number of learners being 20.
2. Select the practice from the 20 practices listed under this module, that best suits the target audience represented amongst the learners.
3. Follow the teaching plan as detailed for each practice ensuring that the learners are given opportunities to engage with the topic in question in a spirit of fun and engaging way.

Evaluation principles

The evaluation process for assessing performing education about green hospitality using edutainment may differ depending on the target audience, VET trainers, or customers who visit agritourism businesses. A suite of different interactive and fun assessments has been designed and are accessible to both the VET trainers to assess their own learning, as well as, to assess the learners from whatever target audience is in the classroom.

Exercise 1- Introduction to Green Hospitality in Agritourism

Learning outcome: Learners will be able to explain the principles of green hospitality and evaluate sustainable practices in Agritourism settings.

Target audience: Agritourism business owners, managers, and staff new to green hospitality concepts.

Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Contextualising Green Hospitality (Presentation)	10 minutes	Laptop/Monitor
3.	Groups of 3-5 participants (develop an action plan for a chosen business within the group)	20 minutes	Flip chart paper and markers Green Hospitality Action Plan - Group Activity Worksheet
4.	Presentation of action plans	20 minutes	Wall space to display flip chart sheets

Materials:

- Recorded Power Point
- Green Hospitality Action Plan - Group Activity Worksheet (1 per person)
- Self-adhesive flipchart sheets (1 sheet per group)



Green Hospitality Action Plan - Group Activity Worksheet

Instructions: In groups of 3-5, complete this worksheet in 20 minutes. Discuss each section briefly and write down your group's ideas and action points on the flipchart page provided. Be concise and practical. You may assign a note-taker to record your responses.

1. Vision & Commitment

What is your group's sustainability mission? Who will lead the green efforts?

2. Energy Efficiency

List 2-3 ways to reduce energy use or adopt renewable energy.

3. Water Conservation

How can your business conserve water effectively?

4. Waste Management

What steps can you take to reduce, reuse, and recycle waste?

5. Sustainable Food & Agriculture

How will you promote local, organic, or seasonal food?



6. Eco-Friendly Transportation

Suggest ways to reduce transportation emissions.

7. Green Building & Materials

What sustainable materials or designs can you use?

8. Guest Engagement & Education

How will you involve and educate guests in your green practices?

9. Monitoring & Evaluation

How will you track your progress and improve over time?

10. Partnerships & Certifications

List potential partners or certifications to pursue.

Exercise 2 - Sustainable Resource Management

Learning outcome: Learners will be able to identify key resources for sustainable management.

Target audience: agritourism facility managers, maintenance staff, and sustainability coordinators.

Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Resource Management (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group Activity (examples of best practice in agritourism)	15 minutes	Blank paper and pens
4.	Resource Management Plan (Individual activity)	15 minutes	Blank Management plan templates & pens
5.	Green Hospitality & Agritourism Quiz (In pairs)	10 minutes	Printed copies of the quiz and one quiz answer key for the trainer

Materials:

- Recorded Power Point
- Green Hospitality & Agritourism Quiz and answer key

1.	What is the main goal of green hospitality?	Tick ✓
a.	Increase luxury services	
b.	Reduce environmental impact	
c.	Expand hotel chains	
d.	Promote urban tourism	
2.	Which of the following is an example of a green practice?	Tick ✓
a.	Using single-use plastics	
b.	Installing solar panels	
c.	Offering imported bottled water	
d.	Running air conditioning all day	
3.	How does green hospitality benefit agritourism?	Tick ✓
a.	Increases pesticide use	
b.	Reduces visitor numbers	
c.	Supports sustainable farming and education	
d.	Focuses only on profit	
4.	What is a common feature of eco-certified accommodations	Tick ✓
a.	Unlimited towel service	
b.	Daily linen changes	
c.	Energy-efficient systems	
d.	Imported food menus	
5.	Which action can travellers take to support green hospitality?	Tick ✓
a.	Leave lights on when leaving a room	
b.	Use disposable cutlery	
c.	Bring reusable water bottles	
d.	Request daily room cleaning	

- Green Hospitality & Agritourism Quiz (answer key)

1. What is the main goal of green hospitality?
Answer B. Reduce environmental impact.
2. Which of the following is an example of a green practice?
Answer B. Installing solar panels.
3. How does green hospitality benefit agritourism?
Answer C. Supports sustainable farming and education.
4. What is a common feature of eco-certified accommodations?
Answer C. Energy-efficient systems.
5. Which action can travellers take to support green hospitality?
Answer C. Bring reusable water bottles.

Exercise 3 – Echo-friendly Accommodation Practices

Learning outcome: Learners will be able to identify and evaluate at least three eco-friendly accommodation practices and propose actionable strategies to implement them within a hospitality or agritourism setting.

Target audience: Hospitality and agritourism professionals, including accommodation managers, sustainability officers, and frontline staff, who are seeking to enhance their knowledge and implementation of environmentally responsible practices within their lodging operations.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Echo-Accommodation (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Individual Activity (examples of best practice in design)	15 minutes	Blank paper and pens
4.	Digital Mood Board (Group activity)	15 minutes	Participants Own Laptops
5.	Reducing Carbon Footprint Quiz (In pairs)	10 minutes	Printed copies of the quiz. One between two learners.

Materials:

- Recorded Power Point
- Reducing Carbon Footprint Quiz and answer key

1.	Which of the following is the most effective way for a farm stay to reduce its carbon footprint?	Tick ✓
a.	Offering guests plastic water bottles	
b.	Installing solar panels and using renewable energy	
c.	Providing daily towel and linen changes	
d.	Using diesel generators for backup power	
2.	What is a low-carbon way to provide meals at an agritourism site?	Tick ✓
a.	Import gourmet ingredients from overseas	
b.	Offer fast food options	
c.	Serve seasonal, locally grown produce	
d.	Provide only packaged snacks	
3.	Which building material is best for reducing carbon emissions in eco-lodges?	Tick ✓
a.	Concrete	
b.	Locally sourced timber	
c.	Plastic panels	
d.	Steel	
4.	How can guests help reduce carbon emissions during their stay?	Tick ✓
a.	Leave lights and heating on all day	
b.	Drive to every nearby attraction	
c.	Participate in farm activities and walk or cycle locally	
d.	Request daily room cleaning	
5.	What is a fun, low-carbon activity that agritourism sites can offer?	Tick ✓
a.	Helicopter tours	
b.	Tractor racing	
c.	Farm-to-table cooking classes	
d.	Indoor air-conditioned gaming rooms	

- Reducing Carbon Footprint Quiz Answer Key

1. Which of the following is the most effective way for a farm stay to reduce its carbon footprint?
Answer B. Installing solar panels and using renewable energy.
2. What is a low-carbon way to provide meals at an agritourism site?
Answer C. Serve seasonal, locally grown produce.
3. Which building material is best for reducing carbon emissions in eco-lodges?
Answer B. Locally sourced timber.
4. How can guests help reduce carbon emissions during their stay?
Answer C. Participate in farm activities and walk or cycle locally.
5. What is a fun, low-carbon activity that agritourism sites can offer?
Answer C. Farm-to-table cooking classes.

Exercise 4 – Green Marketing Strategies

Learning outcome: Learners will be able to Identify and describe basic green marketing strategies used by businesses to support environmental goals.

Target audience: Marketing teams, social media managers, and business owners.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Marketing (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Roleplay in pairs (how to communicate green practices to customers)	15 minutes	Roleplay Instructions Sheet
4.	Develop a green marketing plan for your business	15 minutes	Green Marketing plan templates Facilitator Notes
5.	Green Marketing Kahoot Quiz (In pairs)	10 minutes	Green Marketing Quiz sheets & Answer Key

Materials:

- Recorded Power Point
- Green Marketing Plan Templates & Facilitator Notes
- Green Marketing Quiz and answer key

1.	What is the main goal of green marketing?	Tick ✓
a.	To reduce advertising costs	
b.	To promote environmentally friendly products and practices	
c.	To increase product shelf life	
d.	To make packaging more colourful	
2.	Which of the following is an example of green marketing?	Tick ✓
a.	Offering a discount on bulk purchases	
b.	Using celebrity endorsements	
c.	Advertising a product made from recycled materials	
d.	Launching a new flavour of soda	
3.	What does the term “eco-label” refer to?	Tick ✓
a.	A price tag for organic food	
b.	A label that shows a product is environmentally certified	
c.	A barcode for tracking emissions	
d.	A sticker used for branding	
4.	Which of these is a benefit of green marketing for businesses?	Tick ✓
a.	Leave lights and heating on all day	
b.	Reduced customer loyalty	
c.	Improved brand image	
d.	Increased packaging waste	
5.	What is the “triple bottom line” in sustainability?	Tick ✓
a.	Profit, promotion, and packaging	
b.	People, planet, and profit	
c.	Price, product, and place	
d.	Reduce, reuse, recycle	

- Green Marketing Quiz Answer Key

1. What is the main goal of green marketing?
Answer B. To promote environmentally friendly products and practices
2. Which of the following is an example of green marketing?
Answer C. Advertising a product made from recycled materials.
3. What does the term “eco-label” refer to?
Answer B. A label that shows a product is environmentally certified.
4. Which of these is a benefit of green marketing for businesses?
Answer C. Improved brand image.
5. What is the “triple bottom line” in sustainability?
Answer B. People, planet, and profit

Exercise 5 – Sustainable Food Practices

Learning outcome: Learners will be able to identify and implement sustainable food practices in their workplace to reduce environmental impact and promote responsible consumption.

Target audience: Employees and trainees in the food service industry, including restaurants, catering, and hospitality sectors.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Food (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	1. Form small groups of 3-5 participants. 2. Discuss the sustainable food practices currently observed in your business. 3. Consider areas such as sourcing, packaging, waste management, and menu planning. 4. Each group should identify at least three practices and share them with the class.	15 minutes	Blank paper and pens



	5. Reflect on how these practices benefit the environment and the business.		
4.	Individual Activity: Instructions: 1. List five ways your business can reduce food waste. 2. For each method, describe how it can be implemented and who is responsible. 3. Share your ideas with a partner and discuss potential challenges and solutions. Example: - Method: Track food waste daily - Implementation: Use a logbook to record discarded items - Responsible: Kitchen staff	15 minutes	Blank paper and pens
5.	Food waste Quiz (In pairs)	10 minutes	Food waste Quiz Sheets & Answer Key

Materials:

- Recorded Power Point
- Sustainable Food Practices Quiz and answer key

1.	What is one benefit of sourcing food locally?	Tick ✓
a.	Higher transportation costs	
b.	Reduced carbon footprint	
c.	Limited availability	
d.	Increased packaging	
2.	Which of the following is a sustainable packaging option?	Tick ✓
a.	Styrofoam	
b.	Plastic wrap	
c.	Compostable containers	
d.	Aluminium foil	
3.	What is the best way to reduce food waste?	Tick ✓
a.	Over-ordering ingredients	
b.	Ignoring expiration dates	
c.	Planning portion sizes	
d.	Discarding leftovers	
4.	Which practice supports sustainable seafood?	Tick ✓
a.	Buying endangered species	
b.	Choosing MSC-certified products	
c.	Importing exotic fish	
d.	Fishing without limits	
5.	Why is menu planning important for sustainability?	Tick ✓
a.	It increases food waste	
b.	It reduces ingredient use	
c.	It helps manage inventory and reduce waste	
d.	It complicates ordering	

- Sustainable Food Practices Quiz Answer Key

1. What is one benefit of sourcing food locally?
Answer B. Reduced carbon footprint.
2. Which of the following is a sustainable packaging option?
Answer C. Compostable containers.
3. What is the best way to reduce food waste?
Answer C. Planning portion sizes.
4. Which practice supports sustainable seafood?
Answer B. Choosing MSC-certified products.
5. Why is menu planning important for sustainability?
Answer C. It helps manage inventory and reduce waste.

Exercise 6 – Renewable Energy Solutions

Learning outcome: Learners will be able to identify and evaluate renewable energy solutions and propose practical strategies to implement them in a business context.

Target audience: Employees, trainees, or students interested in sustainability, energy efficiency, and environmental responsibility within business operations.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Renewable Energy (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Topic: What renewable energy practices are in use in your business? Instructions: - Form small groups of 3 to 5 participants. - Discuss the types of renewable energy sources your business uses (e.g., solar panels, wind turbines, geothermal systems).	15 minutes	Blank paper and pens



	- Share how these practices are implemented and their impact on operations. - Identify any challenges or opportunities for improvement. - Prepare a summary to present to the larger group.		
4.	Individual Activity: Instructions: 1. List current energy-consuming practices in your business. 2. Identify areas where energy is being wasted. 3. Brainstorm at least 3 strategies to reduce energy consumption (e.g., LED lighting, smart thermostats, energy audits). 4. Estimate potential cost savings for each strategy. 5. Share your findings with the group	15 minutes	Blank paper and pens
5.	Renewable Energy Quiz	10 minutes	Renewable Energy Quiz Sheets & Answer Key

Materials:

- Recorded Power Point
- Renewable Energy Quiz and answer key
- Renewable Energy Quiz

1.	Which of the following is a renewable energy source?	Tick ✓
a.	Coal	
b.	Natural gas	
c.	Solar	
d.	Nuclear	
2.	What is the main benefit of using renewable energy in business?	Tick ✓
a.	Higher emissions	
b.	Increased energy waste	
c.	Reduced environmental impact	
d.	Higher costs	
3.	Which technology converts sunlight directly into electricity?	Tick ✓
a.	Wind turbine	
b.	Geothermal pump	
c.	Photovoltaic pane	
d.	Biomass boiler	
4.	What is a common barrier to adopting renewable energy in businesses?	Tick ✓
a.	Lack of sunlight	
b.	High initial investment	
c.	Too much wind	
d.	Low electricity demand	
5.	Which of the following helps reduce energy costs?	Tick ✓
a.	Leaving lights on	
b.	Using outdated equipment	
c.	Conducting energy audits	
d.	Ignoring energy bills	

- Renewable Energy Solutions Quiz Answer Key

1. Which of the following is a renewable energy source?
Answer C. Solar
2. What is the main benefit of using renewable energy in business?
Answer C. Reduced environmental impact.
3. Which technology converts sunlight directly into electricity?
Answer C. Photovoltaic panel.
4. What is a common barrier to adopting renewable energy in businesses?
Answer B. High initial investment.
5. Which of the following helps reduce energy costs?
Answer C. Conducting energy audits.

Exercise 7 – Eco-friendly Transportation

Learning outcome: Learners will understand the importance of eco-friendly transportation in tourism and identify practical ways to reduce carbon emissions through sustainable travel choices for both visitors and supply chains.

Target audience: Transportation coordinators, guest service managers, and sustainability teams.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Echo-Friendly Transportation (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: In your group, discuss the following: - How do visitors currently travel to your business? - How are supplies delivered to your business? - What are the environmental impacts of these transport methods? - What changes could be made to reduce emissions?	15 minutes	Blank paper and pens
4.	Individual Activity: Reducing Transport Needs: List three ways your business could reduce the need for transport or introduce eco-friendly alternatives: 1. _____ 2. _____ 3. _____ Bonus: Identify one local supplier or service that could help reduce transport emissions: _____	15 minutes	Blank paper and pens
5.	Echo-friendly transport Quiz (In pairs)	10 minutes	Eco-friendly Transportation Quiz Sheets & Answer Key

Materials:

- Recorded Power Point
- Eco-friendly Transportation Quiz and answer key
- Eco-friendly Quiz

1.	Which of the following is an example of eco-friendly transportation?	Tick ✓
a.	Diesel-powered tour bus	
b.	Electric shuttle	
c.	Private jet	
D	Gasoline rental car	
2.	What is a benefit of using bicycles for local travel in tourism?	Tick ✓
a.	Increases fuel consumption	
b.	Reduces traffic congestion and emissions	
c.	Requires expensive infrastructure	
d.	Limits tourist mobility	
3.	How can businesses reduce the carbon footprint of supply deliveries?	Tick ✓
a.	Order supplies daily	
b.	Use local suppliers and consolidate deliveries	
c.	Import goods from overseas	
d.	Use air freight for speed	
4.	Which transport method has the highest carbon emissions per passenger?	Tick ✓
a.	Train	
b.	Electric car	
c.	Airplane	
d.	Bicycle	
5.	What is a strategy to encourage guests to use public transport?	Tick ✓
a.	Provide free parking	
b.	Offer shuttle service from transit hubs	
c.	Recommend car rentals	
d.	Avoid giving directions	

- Renewable Energy Solutions Quiz Answer Key

1. Which of the following is an example of eco-friendly transportation?
Answer B. Electric shuttle.
2. What is a benefit of using bicycles for local travel in tourism?
Answer B. Reduces traffic congestion and emissions.
3. How can businesses reduce the carbon footprint of supply deliveries?
Answer B. Use local suppliers and consolidate deliveries.
4. Which transport method has the highest carbon emissions per passenger?
Answer C. Airplane
5. What is a strategy to encourage guests to use public transport?
Answer B. Offer shuttle service from transit hubs.

Exercise 8 – Community Engagement and Education

Learning outcome: Learners will understand the importance of community engagement and education in Agritourism and explore ways their business can positively contribute to the local community.

Target audience: Community outreach coordinators, guest service managers, and business owners.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Community Engagement in Agritourism (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: In small groups, discuss the following question: How can we educate visitors about green hospitality in agritourism in a way that is engaging and effective? Consider: - What methods can be used (e.g., signage, tours, digital media)? - How can staff be involved in the education process? - What roles do local stories and traditions play in sustainability education?	15 minutes	Blank paper and pens
4.	Individual Activity: Activity: Identify 3 ways your business could engage positively with the local community. 1. _____ 2. _____ 3. _____ Think about: - Supporting local events or charities - Collaborating with local artisans or farmers - Offering educational experiences for visitors.	15 minutes	Blank paper and pens
5.	Community Engagement Quiz (In pairs)	10 minutes	Community Engagement & Education Quiz Sheet & Answer Key

Materials:

- Recorded Power Point
- Eco-friendly Transportation Quiz and answer key
- Community Engagement and Education Quiz

1.	Which of the following is a good example of community engagement?	Tick ✓
a.	Ignoring local customs	
b.	Hiring staff from the local area	
c.	Importing all supplies	
d.	Avoiding local partnerships	
2.	What is one way to educate visitors about green hospitality?	Tick ✓
a.	Provide no information	
b.	Use posters and signage	
c.	Discourage questions	
d.	Hide sustainability practices	
3.	Which of these supports local economic development?	Tick ✓
a.	Buying imported goods	
b.	Using only online suppliers	
c.	Partnering with local producers	
d.	Avoiding local markets	
4.	How can a business reduce its environmental impact?	Tick ✓
a.	Waste water	
b.	Use single-use plastics	
c.	Implement recycling programs	
d.	Keep lights on all day	
5.	Why is educating guests about sustainability important?	Tick ✓
a.	It increases waste	
b.	It reduces awareness	
c.	It encourages responsible behaviour	
d.	It confuses visitors	

- Community Engagement and Education Quiz Answer Key

1. Which of the following is a good example of community engagement?
Answer B. Hiring staff from the local area.
2. What is one way to educate visitors about green hospitality?
Answer B. Use posters and signage.
3. Which of these supports local economic development?
Answer C. Partnering with local producers.
4. How can a business reduce its environmental impact?
Answer C. Implement recycling programs.
5. Why is educating guests about sustainability important?
Answer C. It encourages responsible behaviour.

Exercise 9 – Green Event Planning

Learning outcome: Learners will understand the principles of green event planning and be able to identify sustainable practices that minimize environmental impact while engaging the local community through events.

Target audience: Event planners, guest service managers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Event Planning (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Activity: Identify 3 Ways to Incorporate Events into Your Business Think about how your business can use events to engage the community and promote sustainability. List three ideas below: 1. _____ 2. _____ 3. _____	15 minutes	Blank paper and pens
4.	Group discussion: In small groups, discuss how to promote green events in your local community while minimizing environmental impact. Consider the following: - What types of events are most suitable for green practices? - How can you educate attendees about sustainability during the event? - What partnerships or resources can help support green event planning?	15 minutes	Blank paper and pens
5.	Green Events Quiz (In pairs)	10 minutes	Green Event Planning Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Event Planning Quiz and answer key
- Green Event Planning Quiz

1.	What is a key feature of a green event?	Tick ✓
a.	Single-use plastic decorations	
b.	Locally sourced food and materials	
c.	Unlimited printed flyers	
d.	No waste management plan	
2.	Which of the following helps reduce the carbon footprint of an event?	Tick ✓
a.	Encouraging carpooling or public transport	
b.	Providing bottled water for all guests	
c.	Using diesel generators	
d.	Hosting events in remote locations	
3.	How can you promote sustainability at a local event?	Tick ✓
a.	Avoiding local suppliers	
b.	Ignoring recycling practices	
c.	Partnering with eco-conscious vendors	
d.	Using disposable tableware	
4.	What is an example of a low-impact event activity?	Tick ✓
a.	Fireworks display	
b.	Virtual guest speakers	
c.	Helicopter rides	
d.	Imported catering services	
5.	Why is it important to involve the local community in green events?	Tick ✓
a.	It increases waste	
b.	It reduces participation	
c.	It fosters local support and sustainability	
d.	It complicates logistics	

- Green Event Planning Quiz Answer Key

1. What is a key feature of a green event?
Answer B. Locally sourced food and reusable materials.
2. Which of the following helps reduce the carbon footprint of an event?
Answer B. Digital tickets and signage.
3. How can you promote sustainability at a local event?
Answer B. Partner with local vendors and artists.
4. What is an example of a low-impact event activity?
Answer B. Shuttle buses and bike parking.
5. Why is it important to involve the local community in green events?
Answer B. To reduce environmental impact and raise awareness.

Exercise 10 – Water Conservation Techniques

Learning outcome: Learners will apply water conservation strategies in agritourism and business settings.

Target audience: Facility managers, maintenance staff, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Water Conservation (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Discuss the following: - What are the main demands for water use in agritourism? - What challenges exist in conserving water in this agritourism? - Share examples of successful water conservation practices from your own businesses.	15 minutes	Blank paper and pens
4.	Individual Activity: Instructions: - Think about your business operations and identify three initiatives that could help save water. - For each initiative, describe: * What it is * How it works * The expected benefits	15 minutes	Blank paper and pens
5.	Water Conservation Quiz (In pairs)	10 minutes	Water conservation quiz & answer key

Materials:

- Recorded Power Point
- Water Conservation Quiz and Answer Key
- Water Conservation Quiz



1.	What is the primary goal of water conservation?	Tick ✓
a.	Increase water bills	
b.	Reduce water usage and waste	
c.	Promote water sports	
d.	None of the above	
2.	Which of the following is a water-saving technique?	Tick ✓
a.	Leaving taps running	
b.	Using low-flow fixtures	
c.	Watering lawns at noon	
d.	Ignoring leaks	
3.	Drip irrigation is effective because it:	Tick ✓
a.	Floods the field	
b.	Uses large amounts of water	
c.	Delivers water directly to plant roots	
d.	Requires no maintenance	
4.	Which sector benefits most from water conservation in agritourism?	Tick ✓
a.	Entertainment	
b.	Agriculture	
c.	Fashion	
d.	Technology	
5.	Rainwater harvesting involves:	Tick ✓
a.	Disposing of rainwater	
b.	Collecting and storing rainwater for reuse	
c.	Using rainwater for swimming pools	
d.	Ignoring rainfall	

• Water Conservation Quiz Answer Key

1. What is the primary goal of water conservation?
Answer B. Reduce water usage and waste.
2. Which of the following is a water-saving technique?
Answer B. Using low-flow fixtures
3. Drip irrigation is effective because it:
Answer C. Delivers water directly to plant roots.
4. Which sector benefits most from water conservation in agritourism?
Answer B. Agriculture
5. Rainwater harvesting involves:
Answer B. Collecting and storing rainwater for reuse.

Exercise 11 – Waste Management Strategies

Learning outcome: Learners will understand key waste management strategies, identify methods to reduce waste in agritourism, and implement practical initiatives to minimize environmental impact in their business operations.

Target audience: Facility managers, housekeeping staff, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Waste Management (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Instructions: - Form small groups and discuss practical ways to reduce waste in agritourism settings. - Consider how to educate visitors about waste reduction through signage, workshops, and interactive a- Share examples from your own experiences or research.	15 minutes	Blank paper and pens
4.	Individual Activity: Instructions: Think about your business operations and identify three initiatives you could implement to reduce waste. 1. _____ 2. _____ 3. _____	15 minutes	Blank paper and pens
5.	Waste Management Quiz (In pairs)	10 minutes	Waste Management Quiz & Answer Key

Materials:

- Recorded Power Point
- Waste Management Quiz and Answer Key
- Waste Management Quiz

1.	What is the main purpose of waste management?	Tick ✓
a.	To increase landfill sites	
b.	To reduce and manage waste effectively	
c.	To promote littering	
D	None of the above	
2.	Which of the following is a waste reduction strategy?	Tick ✓
a.	Single-use plastics	
b.	Recycling and composting	
c.	Burning waste	
d.	Ignoring waste	
3.	In agritourism, waste can be reduced by:	Tick ✓
a.	Providing disposable items	
b.	Educating visitors on recycling	
c.	Using non-recyclable materials	
d.	Avoiding waste separation	
4.	What is a benefit of reducing waste in agritourism?	Tick ✓
a.	Increased pollution	
b.	Higher operational costs	
c.	Improved sustainability	
d.	More waste generation	
5.	Which of the following helps in educating visitors about waste reduction?	Tick ✓
a.	No signage	
b.	Clear recycling instructions	
c.	Hidden bins	
d.	Lack of information	

- Waste Management Quiz Answer Key

1. What is the main purpose of waste management?
Answer b. To reduce and manage waste effectively.
2. Which of the following is a waste reduction strategy?
Answer b. Recycling and composting.
3. In agritourism, waste can be reduced by:
Answer b. Educating visitors on recycling.
4. What is a benefit of reducing waste in agritourism?
Answer c. Improved sustainability.
5. Which of the following helps in educating visitors about waste reduction?
Answer b. Clear recycling instructions.

Exercise 12 – Bio-diversity Conservation

Learning outcome: Learners will understand the importance of biodiversity conservation and be able to identify how agritourism business practices can impact local ecosystems.

Target audience: Agritourism business owners, groundskeepers, landscapers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Bio-diversity Conservation (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How does your business impact the flora and fauna in your locality? - Discuss the types of flora and fauna present in your local area. - Identify how your business operations may affect these species. - Share ideas on how to minimize negative impacts and promote biodiversity.	15 minutes	Blank paper and pens
4.	Activity Sheet: Task: Identify 3 steps you could take to include biodiversity in your business model. Instructions: - Reflect on your current business practices. - Think about how you can support local ecosystems. - Write down three actionable steps that promote biodiversity. 1. _____ 2. _____ 3. _____	15 minutes	Blank paper and pens
5.	Bio-diversity Quiz (In pairs)	10 minutes	Bio-diversity Quiz & Answer Key

Materials:

- Recorded Power Point
- Bio-diversity Conservation Quiz and Answer Key
- Bio-diversity Conservation Quiz

1.	What is biodiversity?	Tick ✓
a.	The variety of plant and animal life in a particular habitat	
b.	The number of people in a city	
c.	The amount of rainfall in a region	
D	The diversity of buildings in an area	
2.	Why is biodiversity important?	Tick ✓
a.	It reduces the need for agriculture	
b.	It supports ecosystem services and resilience	
c.	It increases pollution	
d.	It limits food production	
3.	Which of the following is a threat to biodiversity?	Tick ✓
a.	Habitat destruction	
b.	Organic farming	
c.	Wildlife sanctuaries	
d.	Reforestation	
4.	How can businesses help conserve biodiversity?	Tick ✓
a.	By using more plastic packaging	
b.	By supporting monoculture farming	
c.	By reducing habitat destruction and pollution	
d.	By increasing fossil fuel use	
5.	What is an example of a biodiversity-friendly practice?	Tick ✓
a.	Deforestation	
b.	Planting native species	
c.	Overfishing	
d.	Urban sprawl	

- Bio-diversity Conservation Quiz Answer Key

1. What is biodiversity?
Answer A. The variety of plant and animal life in a particular habitat
2. Why is biodiversity important?
Answer B. It supports ecosystem services and resilience.
3. Which of the following is a threat to biodiversity?
Answer A. Habitat destruction.
4. How can businesses help conserve biodiversity?
Answer C. By reducing habitat destruction and pollution
5. What is an example of a biodiversity-friendly practice?
Answer B. Planting native species.

Exercise 13 – Green Building Design

Learning outcome: Learners will be able to understand the principles of green building design and identify practical steps to enhance the environmental performance of buildings within their business operations.

Target audience: Agritourism business owners, architects, interior designers, and facility managers.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Building Design (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How 'Green' are the buildings you operate in your businesses? Instructions: - Form small groups of 3-5 participants. - Discuss the current environmental performance of your business premises. - Identify areas where improvements can be made. - Share examples of green features already implemented.	15 minutes	Blank paper and pens
4.	Individual Activity: Instructions: - Reflect on your current building design and operations. - List three actionable steps you can implement to improve sustainability. - Consider aspects such as energy efficiency, water conservation, and material use. 1. _____ 2. _____ 3. _____	15 minutes	Blank paper and pens
5.	Green Building Design Quiz (In pairs)	10 minutes	Green Building Design Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Building Design Quiz and Answer Key
- Green Building Design Quiz

1.	What is the primary goal of green building design?	Tick ✓
a.	Reduce construction costs	
b.	Improve aesthetic appeal	
c.	Minimize environmental impact	
D	Increase building height	
2.	Which of the following is a feature of green buildings?	Tick ✓
a.	High energy consumption	
b.	Use of non-renewable materials	
c.	Efficient water usage	
d.	Lack of insulation	
3.	What is a common renewable energy source used in green buildings?	Tick ✓
a.	Coal	
b.	Solar power	
c.	Diesel	
d.	Natural gas	
4.	Which certification is commonly associated with green buildings?	Tick ✓
a.	ISO 9001	
b.	LEED	
c.	OSHA	
d.	FDA	
5.	What is one benefit of green building design?	Tick ✓
a.	Increased pollution	
b.	Higher utility bills	
c.	Improved indoor air quality	
d.	Reduced daylight access	

- Green Building Design Quiz Answer Key

1. What is the primary goal of green building design?
Answer C. Minimize environmental impact.
2. Which of the following is a feature of green buildings?
Answer C. Efficient water usage.
3. What is a common renewable energy source used in green buildings?
Answer B. Solar power.
4. Which certification is commonly associated with green buildings?
Answer B. LEED
5. What is one benefit of green building design?
Answer C. Improved indoor air quality.

Exercise 14 – Sustainable Landscaping

Learning outcome: Learners will be able to understand the principles of sustainable landscaping and identify practical ways to implement eco-friendly landscaping practices in agritourism businesses.

Target audience: Agritourism business owners, landscapers, groundskeepers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Landscaping (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How can agritourism businesses incorporate sustainable landscaping? Instructions: In small groups, discuss practical ways agritourism businesses can implement sustainable landscaping. Consider plant selection, water use, soil health, and visitor education. Share examples from your local area or business.	15 minutes	Blank paper and pens
4.	Individual Activity: Activity Sheet: Identify 3 ways in which you could incorporate sustainable landscaping into your business: 1. _____ 2. _____ 3. _____	15 minutes	Blank paper and pens
5.	Sustainable Landscaping Quiz (In pairs)	10 minutes	Sustainable Landscaping Quiz & Answer Key

Materials:

- Recorded Power Point
- Sustainable Landscaping Quiz and Answer Key

- Sustainable Landscaping Quiz

1.	What is the main goal of sustainable landscaping?	Tick ✓
a.	Increase water usage	
b.	Promote biodiversity and reduce environmental impact	
c.	Use synthetic fertilizers	
d.	Remove native plants	
2.	Which of the following is a sustainable landscaping practice?	Tick ✓
a.	Planting invasive species	
b.	Using chemical pesticides	
c.	Composting organic waste	
d.	Overwatering lawns	
3.	What type of plants are best suited for sustainable landscaping?	Tick ✓
a.	Exotic plants	
b.	Native and drought-tolerant plants	
c.	High-maintenance flowers	
d.	Non-flowering shrubs	
4.	How can mulching benefit sustainable landscaping?	Tick ✓
a.	Increases soil erosion	
b.	Reduces water retention	
c.	Helps retain moisture and suppress weeds	
d.	Attracts pests	
5.	Why is it important to reduce lawn areas in sustainable landscaping?	Tick ✓
a.	Lawns are easy to maintain	
b.	Lawns require less water	
c.	Lawns support biodiversity	
d.	Lawns consume high water and chemical inputs	

- Sustainable Landscaping Quiz Answer Key

1. What is the main goal of sustainable landscaping?
Answer b. Promote biodiversity and reduce environmental impact.
2. Which of the following is a sustainable landscaping practice?
Answer c. Composting organic waste.
3. What type of plants are best suited for sustainable landscaping?
Answer b. Native and drought-tolerant plants.
4. How can mulching benefit sustainable landscaping?
Answer c. Helps retain moisture and suppress weed.
5. Why is it important to reduce lawn areas in sustainable landscaping?
Answer d. Lawns consume high water and chemical input.

Exercise 15 – Green Hospitality Certification

Learning outcome: Learners will be able to explain the key benefits and requirements of Green Hospitality Certification and identify practical changes needed within a hospitality business to meet certification standards.

Target audience: Agritourism business owners, managers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Certification (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic 1: Discuss how Green Certification could benefit your business in terms of: - Cost savings - Marketing and branding - Customer loyalty - Staff engagement Topic 2: In the same groups, discuss why visitors might care about Green Certification. - Consider: - Environmental awareness - Ethical travel choices - Influence of online reviews and sustainability ratings	20 minutes	Blank paper and pens
4.	Indi Activity Sheet: Planning for Green Certification Instructions: Think about your current hospitality business or a hypothetical one. Identify three changes you might need to make to apply for Green Certification. 1. _____ 2. _____ 3. _____	10 minutes	Blank paper and pens
5.	Green Hospitality Certification Quiz (In pairs)	10 minutes	Green Hospitality Certification Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Hospitality Certification Quiz and Answer Key
- Green Hospitality Certification Quiz

1.	What is the primary goal of Green Hospitality Certification?	Tick ✓
a.	Increase profits through marketing	
b.	Reduce environmental impact and promote sustainability	
c.	Improve customer service ratings	
d.	Comply with tax regulations	
2.	Which of the following is typically a requirement for Green Certification?	Tick ✓
a.	Offering 24-hour room service	
b.	Using only local suppliers	
c.	Implementing energy and water conservation measures	
d.	Providing luxury amenities	
3.	One benefit of Green Certification for a hospitality business is:	Tick ✓
a.	Higher staff turnover	
b.	Increased utility costs	
c.	Enhanced brand reputation	
d.	Reduced guest satisfaction	
4.	Visitors are more likely to choose a certified green business because:	Tick ✓
a.	It offers cheaper rates	
b.	It aligns with their environmental values	
c.	It has more entertainment options	
d.	It is government-owned	
5.	Which of the following is NOT a typical area assessed in Green Certification?	Tick ✓
a.	Waste management	
b.	Staff uniforms	
c.	Energy efficiency	
d.	Water conservation	

- Green Hospitality Certification Quiz Answer Key

1. What is the primary goal of Green Hospitality Certification?
Answer B. Reduce environmental impact and promote sustainability.
2. Which of the following is typically a requirement for Green Certification?
Answer C. Implementing energy and water conservation measures.
3. One benefit of Green Certification for a hospitality business is:
Answer C. Enhanced brand reputation.
4. Visitors are more likely to choose a certified green business because:
Answer B. It aligns with their environmental values.
5. Which of the following is NOT a typical area assessed in Green Certification?
Answer B. Staff uniforms.

Exercise 16 – Sustainable Tourism Practices

Learning outcome: Learners will be able to describe the principles of sustainable tourism and explain how the UNWTO's Sustainable Development Goals (SDGs) guide responsible tourism practices.

Target audience: Agritourism business owners, tourism managers, guest service managers, and marketing teams.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Tourism (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Discuss the meaning of sustainable tourism in your own words. Explore how the UN's Sustainable Development Goals (SDGs) relate to tourism. Consider examples of how tourism businesses can align with SDGs such as: SDG 12: Responsible Consumption and Production; SDG 13: Climate Action; SDG 8: Decent Work and Economic Growth	15 minutes	Blank paper and pens
4.	Individual Activity: Think about your current tourism or hospitality business (or a hypothetical one). Complete the table below by identifying: 3 SDGs you are currently supporting. 1. _____ 2. _____ 3. _____ 3 SDGs you could begin supporting by making changes to your business model. 1. _____ 2. _____	15 minutes	Blank paper and pens

	3. _____		
5.	Sustainable Tourism Quiz (In pairs)	10 minutes	Sustainable Tourism Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Hospitality Certification Quiz and Answer Key
- Sustainable Tourism Practices Quiz

1.	What is the main goal of sustainable tourism?	Tick ✓
a.	Maximize tourist numbers	
b.	Minimize environmental and cultural impact	
c.	Increase luxury offerings	
d.	Focus only on economic growth	
2.	Which of the following is a key principle of sustainable tourism?	Tick ✓
a.	Building more resorts in protected areas	
b.	Encouraging short-term profits	
c.	Respecting local cultures and communities	
d.	Promoting mass tourism	
3.	The UNWTO's SDGs are designed to:	Tick ✓
a.	Increase tourism taxes	
b.	Provide travel insurance	
c.	Promote global sustainable development	
d.	Limit international travel	
4.	Which SDG is most directly related to climate action in tourism?	Tick ✓
a.	SDG 1 – No Poverty	
b.	SDG 13 – Climate Action	
c.	SDG 4 – Quality Education	
d.	SDG 8 – Decent Work and Economic Growth	
5.	A sustainable tourism business is likely to:	Tick ✓
a.	Use single-use plastics for convenience	
b.	Employ only international staff	
c.	Support local suppliers and reduce waste	
d.	Focus only on luxury travellers	

- Sustainable Tourism Practices Quiz Answer Key

1. What is the main goal of sustainable tourism?
Answer B. Minimize environmental and cultural impact.
2. Which of the following is a key principle of sustainable tourism?
Answer C. Respecting local cultures and communities.
3. The UNWTO's SDGs are designed to:
Answer C. Promote global sustainable development.
4. Which SDG is most directly related to climate action in tourism?
Answer B. SDG 13 – Climate Action
5. A sustainable tourism business is likely to:
Answer C. Support local suppliers and reduce waste.

Exercise 17 – Green Hospitality Technology

Learning outcome: Learners will be able to identify and evaluate the role of technology in promoting environmentally sustainable practices within the hospitality industry and propose practical solutions for greener operations.

Target audience: Agritourism business owners, IT managers, facility managers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Hospitality Technology (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Discuss the types of technology currently used in your business or workplace. Reflect on how these technologies impact sustainability, efficiency, and customer experience. Each group should appoint a spokesperson to summarize and share key points with the larger group.	15 minutes	Blank paper and pens



4.	Individual Activity: Individually, brainstorm three specific ways technology could help your business reduce its environmental footprint. Consider areas such as: Energy and water usage Waste reduction Guest engagement and education Supply chain and procurement. Write down your ideas and explain how each one contributes to sustainability.	15 minutes	Blank paper and pens
5.	Green Technology Quiz (In pairs)	10 minutes	Green Technology Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Hospitality Certification Quiz and Answer Key
- Sustainable Tourism Practices Quiz

1.	What is one primary benefit of using smart thermostats in hospitality settings?	Tick ✓
a.	Increase room service orders	
b.	Reduce energy consumption	
c.	Improve guest entertainment options	
d.	Track employee attendance	
2.	Which of the following technologies helps reduce food waste in hotel kitchens?	Tick ✓
a.	Virtual reality tours	
b.	AI-powered inventory management systems	
c.	High-speed internet	
d.	Smart TVs	
3.	What is a key feature of green building management systems (BMS)?	Tick ✓
a.	Automated lighting and HVAC control	
b.	Guest loyalty tracking	
c.	Online booking integration	
d.	Social media marketing	
4.	Which of these is a sustainable benefit of digital check-in systems?	Tick ✓
a.	Increases upselling opportunities	
b.	Reduces paper usage and front desk congestion	
c.	Enhances minibar sales	
d.	Improves room cleaning speed	
5.	What role does water-saving technology play in green hospitality?	Tick ✓
a.	Increases guest satisfaction scores	
b.	Reduces operational costs and environmental impact	
c.	Enhances Wi-Fi connectivity	
d.	Improves laundry turnaround time	

- Sustainable Tourism Practices Quiz Answer Key

1. What is one primary benefit of using smart thermostats in hospitality settings?
Answer b. Reduce energy consumption.
2. Which of the following technologies helps reduce food waste in hotel kitchens?
Answer b – AI-powered inventory management systems.
3. What is a key feature of green building management systems (BMS)?
Answer a – Automated lighting and HVAC control.
4. Which of these is a sustainable benefit of digital check-in systems?
Answer b – Reduces paper usage and front desk congestion.
5. What role does water-saving technology play in green hospitality?
Answer b – Reduces operational costs and environmental impact.

Exercise 18 – Guest Engagement in Green Practices

Learning outcome: Learners will be able to identify and apply strategies to actively engage guests in sustainable and environmentally responsible practices within tourism and hospitality settings.

Target audience: Agritourism business owners, guest service managers, marketing teams, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Guest Engagement in Green Practices (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How can agritourism businesses get guests to engage in green practices? Instructions: Form small groups of 3–5 participants. Discuss the following prompts: What green practices are most relevant in an agritourism setting?	15 minutes	Blank paper and pens



	How can these practices be communicated to guests in a friendly and engaging way? What role can storytelling, demonstrations, or firsthand activities play? Each group should prepare a summary of their ideas to share with the class.		
4.	Individual Activity: Task: Identify 3 strategies that you could adopt to encourage guests to engage with your business in sustainable practices. Instructions: Reflect on your own business or a tourism business with which you are familiar. Write down three specific strategies that could be implemented to promote guest participation in sustainability. For each strategy, briefly explain: What the strategy involves, why it would be effective, how it could be communicated to guests	15 minutes	Blank paper and pens
5.	Guest Engagement in Green Practices Quiz (In pairs)	10 minutes	Guest Engagement in Green Practices Quiz & Answer Key

Materials:

- Recorded Power Point
- Green Hospitality Certification Quiz and Answer Key
- Guest Engagement in Green Practices Quiz

1.	Why is guest engagement important in green practices?	Tick ✓
a.	It reduces staff workload	
b.	It enhances guest satisfaction and environmental impact	
c.	It increases room rates	
d.	It shortens guest stays	
2.	Which of the following is an effective way to encourage guests to participate in green practices?	Tick ✓
a.	Mandatory participation in all programs	
b.	Offering incentives for eco-friendly behaviour	
c.	Avoiding communication about sustainability	
d.	Limiting guest choices	
3.	What is a common barrier to guest engagement in sustainability?	Tick ✓
a.	Too many green options	
b.	Lack of awareness or understanding	
c.	High guest motivation	
d.	Overuse of digital tools	
4.	Which of the following is a green practice guests can easily engage in?	Tick ✓
a.	Using disposable toiletries	
b.	Leaving lights and AC on when leaving the room	
c.	Participating in towel and linen reuse programs	
d.	Requesting daily room cleaning	
5.	What role does staff play in promoting guest engagement in green practices?	Tick ✓
a.	Ignoring guest questions	
b.	Enforcing rules strictly	
c.	Educating and encouraging guests	
d.	Avoiding sustainability topics	

- Guest Engagement in Green Practices Quiz Answer Key

1. Why is guest engagement important in green practices?
Answer b. It enhances guest satisfaction and environmental impact.
2. Which of the following is an effective way to encourage guests to participate in green practices?
Answer b. Offering incentives for eco-friendly behaviour.
3. What is a common barrier to guest engagement in sustainability?
Answer b. Lack of awareness or understanding.
4. Which of the following is a green practice guests can easily engage in?
Answer c. High guest motivation.
5. What role does staff play in promoting guest engagement in green practices?

Answer c. Educating and encouraging guests.

Exercise 19 – Financial Benefits of Green Hospitality

Learning outcome: Learners will be able to identify and explain how implementing green hospitality practices can lead to long-term financial savings and improved operational efficiency.

Target audience: Agritourism business owners, financial managers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Financial Benefits of Green Hospitality (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How can adopting green hospitality practices save you money? Instructions: • In small groups of 3–5 participants. • Discuss real or potential examples from your workplace or industry. • Consider areas such as energy, water, waste, and procurement. • Reflect on both short-term and long-term financial impacts. • Appoint a spokesperson to summarize your group's key points.	15 minutes	Blank paper and pens
4.	Individual Activity: Instructions: 1. Individually or in pairs, brainstorm three green initiatives that could be implemented in your business. 2. For each initiative, briefly explain: - What it involves - How it contributes to sustainability - How it would save money overtime	15 minutes	Blank paper and pens



	3. Write your ideas on a worksheet or flipchart. 4. Share your top idea with the group.		
5.	Financial Benefits Quiz (In pairs)	10 minutes	Financial Benefits Quiz & Answer Key

Materials:

- Recorded Power Point
- Financial Benefits of Green Hospitality Quiz and Answer Key

1.	How can energy-efficient lighting benefit a hospitality business financially?	Tick ✓
a.	Increases maintenance costs	
b.	Reduces electricity bills	
c.	Requires frequent replacements	
d.	Increases in guest complaints	
2.	Which of the following is a financial benefit of reducing water usage in hospitality operations?	Tick ✓
a.	Higher laundry costs	
b.	Increased water bills	
c.	Lower utility expenses	
d.	Reduced guest satisfaction	
3.	Which of the following green practices can lead to long-term cost savings?	Tick ✓
a.	Using single-use plastics	
b.	Installing solar panels	
c.	Offering unlimited laundry service	
d.	Printing all guest communications	
4.	Why might investing in staff sustainability training save money?	Tick ✓
a.	Staff will demand higher wages	
b.	It reduces staff turnover	
c.	It improves compliance and reduces waste	
d.	It increases marketing costs	
5.	How can waste reduction strategies impact a business financially?	Tick ✓
a.	Increase disposal fees	
b.	Reduce purchasing and disposal costs	
c.	Require more storage space	
d.	Increase food waste	

- Financial Benefits of Green Hospitality Quiz Answer Key

1. How can energy-efficient lighting benefit a hospitality business financially?
Answer b – Reduces electricity bills.
2. Which of the following is a financial benefit of reducing water usage in hospitality operations?
Answer c – Lower utility expenses.
3. Which of the following green practices can lead to long-term cost savings?
Answer b – Installing solar panels.
4. Why might investing in staff sustainability training save money?
Answer c – It improves compliance and reduces waste.
5. How can waste reduction strategies impact a business financially?
Answer b – Reduce purchasing and disposal costs.

Exercise 20 – Continuous Improvement in Green Hospitality

Learning outcome: Learners will be able to identify opportunities for continuous improvement in green hospitality practices and develop strategies to enhance sustainability efforts within their operations.

Target audience: Agritourism business owners, managers, and sustainability coordinators.

Step-by-step instructions:

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Continuous improvement in Green Hospitality (Presentation)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: Topic: How do you keep up to date on developments in green practices? Instructions: - Form small groups. - Share how you currently stay informed about green hospitality trends and	15 minutes	Blank paper and pens



	innovations. - Discuss the sources you use (e.g., industry publications, training, conferences). - Identify one new method each group member could try to stay updated.		
4.	Individual Activity: Instructions: 1. Reflect on your current business operations. 2. Identify three specific areas where you believe improvements can be made in terms of green practices and sustainability. 3. For each area, describe the current practice, the proposed improvement, and the expected sustainability benefit. 4. Share your findings with the group or post them on a shared board.	15 minutes	Blank paper and pens
5.	Continuous Improvement in Green Hospitality Quiz	10 minutes	Continuous Improvement in Green Hospitality Quiz & Answer Key

Materials:

- Recorded Power Point
- Continuous Improvement in Green Hospitality Quiz and Answer Key

1.	Why is continuous improvement important in green hospitality?	Tick ✓
a.	It helps maintain the status quo	
b.	b. It ensures compliance with outdated regulations	
c.	It drives innovation and enhances sustainability performance	
D	It reduces the need for staff training	
2.	What is one way to measure progress in green hospitality initiatives?	Tick ✓
a.	Guest complaints	
b.	Staff turnover	
c.	Sustainability audits and performance metrics	
d.	Number of social media followers	
3.	Which of the following supports continuous improvement?	Tick ✓
a.	Ignoring feedback	
b.	Regularly reviewing and updating practices	
c.	Avoiding new technologies	
d.	Relying solely on past successes	
4.	How can staff contribute to continuous improvement in sustainability?	Tick ✓
a.	By resisting change	
b.	By reporting inefficiencies and suggesting improvements	
c.	By avoiding training	
d.	By focusing only on their assigned tasks	
5.	What role does guest feedback play in continuous improvement?	Tick ✓
a.	It is irrelevant to sustainability	
b.	It helps identify areas for enhancement	
c.	It should be ignored	
d.	It only affects marketing strategies	

- Continuous Improvement in Green Hospitality Quiz Answer Key

1. Why is continuous improvement important in green hospitality?
Answer c – It drives innovation and enhances sustainability performance.
2. What is one way to measure progress in green hospitality initiatives?
Answer c – Sustainability audits and performance metrics.
3. Which of the following supports continuous improvement?
Answer b – Regularly reviewing and updating practices.
4. How can staff contribute to continuous improvement in sustainability?
Answer b – By reporting inefficiencies and suggesting improvements.
5. What role does guest feedback play in continuous improvement?
Answer b – It helps identify areas for enhancement.