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OLLSCOIL NA GAILLIMHE
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VET Training Practices

Section title:

Exercises for performing education about green hospitality through the use of edutainment.

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5.0 Introduction

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.



5.1 List of 20 VET Training Practices

1. Introduction to Green Hospitality in Agri-tourism	11. Waste Management Strategies
2. Sustainable Resource Management	12. Bio-diversity Conservation
3. Eco-friendly Accommodation Practices	13. Green Building Design
4. Green Marketing Strategies	14. Sustainable Landscaping
5. Sustainable Food Practices	15. Green Hospitality Certification
6. Renewable Energy Solutions	16. Sustainable Tourism Practices
7. Eco-friendly Transportation	17. Green Hospitality Technology
8. Community Engagement and Education	18. Guest Engagement in Green Practices
9. Green Event Planning	19. Financial Benefits of Green Hospitality
10. Water Conservation Techniques	20. Continuous Improvement in Green Hospitality

Table 5.1 List of 20 VET Training Practices.

5.2 Introduction to Green Hospitality in Agri-Tourism

This exercise is designed as an overview of green hospitality, its benefits, and the environmental impact of traditional practices. The ideal group size is 9-15 participants. Participants will learn about key initiatives and develop a basic action plan.

5.2.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of green hospitality, including its principles, benefits, and environmental impacts, and to empower them to identify and implement key green practices in agritourism through the development of actionable plans.

The target audience is agritourism business owners, managers, and staff new to green hospitality concepts.

5.2.3 Learning Outcomes

1. Understand the basics of green hospitality and its importance to agri-tourism.
2. Give examples of how bad practice might damage the environment.
3. Design an action plan that incorporates green hospitality best practice.
4. Discuss key benefits of green hospitality in the context of their own agri-tourism businesses.
5. Present in front of a group.

5.2.4 Required Resources

- Adhesive labels for name badges
- Laptop
- Protector/monitor
- Flip chart self-adhesive sheets (to illustrate and show their action plans)
- Markers of assorted colours

5.2.5 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
4.	Presentation of action plans	20 minutes	Wall space to display flip chart sheets

Table 5.2.5 Step-by-step instructions, Timings and Resources Needed.

5.2.6 Evaluation and Assessment Methods

- Peer Review Workshop: Participants assess each groups action plan to check for best practice.



5.3 Introduction to Sustainable Resource Management

This exercise focuses on managing resources like water and energy sustainably. Participants will explore conservation techniques and waste reduction strategies and create a resource management plan.

5.3.1 Objectives and Target Audience

To equip learners with the knowledge and skills necessary to implement sustainable resource management practices in agritourism. This includes understanding the significance of sustainability, identifying key resources that can be managed sustainably, learning techniques for conserving water and energy, exploring waste reduction strategies, and developing a comprehensive resource management plan tailored to an agritourism business.

The target audience(s) is agritourism facility managers, maintenance staff, and sustainability coordinators.

5.3.2 Learning Outcomes

1. Explain the principles of sustainability in agri-tourism.
2. Identify key resources for sustainable management.
3. Apply energy and water conservation techniques.
4. Evaluate and Implement Waste Reduction Strategies.
5. Develop a Sustainable Resource Management Plan.

5.3.3 Required Resources

- Adhesive labels for name badges
- Laptop
- Projector/monitor
- Blank sheets of paper and pens
- Resource Management Plan Templates



5.3.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Resource Management (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group Activity (examples of best practice in agri-tourism)	15 minutes	Blank paper and pens
4.	Resource Management Plan (Individual activity)	15 minutes	Blank Management plan templates & pens
5.	Fun Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.3.4 Step-by-step instructions, Timings and Resources Needed

5.3.5 Evaluation and Assessment Methods

- Individual Activity: Resource Management Plan
- Group Activity: Fun Kahoot Quiz

5.4 Introduction to Echo-Friendly Accommodation Practices

This exercise covers principles of eco-friendly accommodations, including materials, energy-efficient designs, and carbon footprint reduction. Participants will develop an implementation plan.

5.4.1 Objectives and Target Audience

To equip learners with comprehensive knowledge and practical skills in eco-friendly accommodation practices, including understanding the principles of sustainable living, identifying, and utilizing eco-friendly materials and products, designing energy-efficient buildings, reducing the carbon footprint of accommodations, and developing actionable plans to implement eco-friendly practices effectively.

The target audience is accommodation managers, interior designers, and housekeeping staff.

5.4.2 Learning Outcomes

1. Understand the principles of eco-friendly accommodation.
2. Identify eco-friendly materials and products for accommodations.
3. Learn about energy-efficient building designs.
4. Explore ways to reduce the carbon footprint of accommodations.
5. Develop a plan for implementing eco-friendly practices in accommodations.

5.4.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Participants own laptops
- Blank sheets of paper
- Pens

5.4.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Echo-Accommodation (Video)	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 Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.4.4 Step-by-step instructions, Timings and Resources Needed



5.4.5 Evaluation and Assessment Methods

- Group activity: Digital Mood Board
 - Group activity: Kahoot Quiz
 - Individual activity: Examples of best practice in design
-

5.5 Introduction to Green Marketing Strategies

This exercise teaches the importance of green marketing, key strategy elements, and communication techniques. Participants will create a green marketing plan.

5.5.1 Objectives and Target Audience

To provide learners with a thorough understanding of green marketing principles and strategies, enabling them to identify key elements of effective green marketing, communicate sustainable practices to customers, utilize digital marketing tools to promote green hospitality, and develop comprehensive green marketing plans tailored for agritourism businesses.

The target audience is marketing teams, social media managers, and business owners.

5.5.2 Learning Outcomes

1. Understand the importance of green marketing.
2. Identify key elements of a green marketing strategy.
3. Learn how to communicate green practices to customers.
4. Explore digital marketing tools for promoting green hospitality.
5. Develop a green marketing plan for an agritourism business.

5.5.3 Required Resources

- Adhesive labels for name tags
- Laptop

- Projector/monitor
- Participants own laptops
- Blank sheets of paper
- Pens
- Marketing plan templates

5.5.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Marketing (Video)	10 minutes	Laptop/Projector/Monitor
3.	Roleplay in pairs (how to communicate green practices to customers)	15 minutes	Blank paper and pens
4.	Develop a green marketing plan for your business	15 minutes	Marketing plan templates
5.	Green Marketing Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.5.4 Step-by-step instructions, Timings and Resources Needed

5.5.5 Evaluation and Assessment Methods

- Group activity: Roleplay in pairs
- Group activity: Kahoot Quiz
- Individual activity: Green Marketing Strategy



5.6 Introduction to Sustainable Food Practices

This exercise explores sustainable food practices, including sourcing local and organic options, reducing food waste, and promoting these practices to guests. Participants will develop a sustainable food plan.

5.6.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of sustainable food practices, including the principles of sustainability, identification of locally sourced and organic food options, techniques for reducing food waste, methods for promoting sustainable food practices to guests, and the development of a sustainable food plan tailored for an agritourism business.

The target audience is chefs, kitchen staff, and food service managers.

5.6.2 Learning Outcomes

1. Understand the principles of sustainable food practices.
2. Identify locally sourced and organic food options.
3. Learn techniques for reducing food waste.
4. Explore ways to promote sustainable food practices to guests.
5. Develop a sustainable food plan for an agritourism business.

5.6.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.6.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Food (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion (what sustainable food practices do you observe in your businesses)	15 minutes	Blank paper and pens
4.	Individual Activity (List all the ways in which you could reduce food waste in your business)	15 minutes	Blank paper and pens
5.	Food waste Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.6.4 Step-by-step instructions, Timings and Resources Needed

5.6.5 Evaluation and Assessment Methods

- Group activity: Group discussion on sustainable food practices
- Group activity: Kahoot Quiz
- Individual activity: Ways to reduce food waste



5.7 Introduction to Renewable Energy Solutions

Introduces renewable energy benefits and sources, implementation in agritourism, and cost-effective solutions. Participants will create a renewable energy plan.

5.7.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of renewable energy, including its benefits, types of renewable energy sources, implementation strategies in agritourism, cost-effective solutions, and the development of a tailored renewable energy plan for agritourism businesses.

The target audience is facility managers, sustainability coordinators, and business owners.

5.7.2 Learning Outcomes

1. Understand the benefits of renewable energy.
2. Identify types of renewable energy sources.
3. Learn about the implementation of renewable energy in agritourism.
4. Explore cost-effective renewable energy solutions.
5. Develop a renewable energy plan for an agritourism business.

5.7.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.7.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Renewable Energy (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion (what renewable energy practices are available for your businesses)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify, 3 energy saving initiatives you could implement in your business)	15 minutes	Blank paper and pens
5.	Food waste Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.7.4 Step-by-step instructions, Timings and Resources Needed

5.6.5 Evaluation and Assessment Methods

- Group activity: Group discussion on renewable energy practices
- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 energy saving initiatives



5.8 Introduction to Eco-Friendly Transportation

This exercise explores the environmental impact of transportation and eco-friendly options. Participants will learn promotion techniques and develop a transportation plan.

5.8.1 Objectives and Target Audience

To equip learners with a thorough understanding of the environmental impact of transportation, the ability to identify eco-friendly transportation options, techniques for promoting sustainable transportation to guests, strategies for reducing the carbon footprint of transportation, and the development of a comprehensive transportation plan that includes eco-friendly options.

The target audience is transportation coordinators, guest service managers, and sustainability teams.

5.8.2 Learning Outcomes

1. Understand the impact of transportation on the environment.
2. Identify eco-friendly transportation options.
3. Learn techniques for promoting eco-friendly transportation to guests.
4. Explore ways to reduce the carbon footprint of transportation.
5. Develop a transportation plan that includes eco-friendly options.

5.8.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens



5.8.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Echo-Friendly Transportation (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion (How to visitors/supplies come to your business)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify, 3 ways that you could reduce the need for transport/introduce eco- friendly alternatives, in your business)	15 minutes	Blank paper and pens
5.	Echo-friendly transport Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.8.4 Step-by-step instructions, Timings and Resources Needed

5.8.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 eco-friendly transport alternatives for their business



5.9 Introduction to Community Engagement and Education

This exercise highlights the importance of community involvement in green practices and guest education. Participants will explore local partnerships and create an engagement plan.

5.9.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of the importance of community engagement in green hospitality, including identifying effective ways to involve the local community in sustainable practices, techniques for educating guests about green hospitality, exploring partnerships with local organizations for sustainability, and developing a tailored community engagement plan for an agritourism business.

The target audience is community outreach coordinators, guest service managers, and business owners.

5.9.2 Learning Outcomes

1. Understand the importance of community engagement in green hospitality.
2. Identify ways to involve the local community in green practices.
3. Learn techniques for educating guests about green hospitality.
4. Explore partnerships with local organizations for sustainability.
5. Develop a community engagement plan for an agritourism business

5.9.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.9.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Community Engagement (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion (How to educate visitors about green hospitality)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify, 3 ways that your business could engage positively, with the local community)	15 minutes	Blank paper and pens
5.	Community Engagement Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.9.4 Step-by-step instructions, Timings and Resources Needed

5.8.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 ways to positively engage positively with the local community



5.10 Introduction to Green Event Planning

This exercise focuses on planning eco-friendly events, reducing environmental impact, and promoting green events to guests. Participants will develop a green event plan.

5.10.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of green event planning principles, including identifying eco-friendly event practices, techniques for reducing the environmental impact of events, methods for promoting green events to guests, and the development of a tailored green event plan for an agritourism business.

The target audience is event planners, guest service managers, and sustainability coordinators.

5.10.2 Learning Outcomes

1. Understand the principles of green event planning.
2. Identify eco-friendly event practices.
3. Learn techniques for reducing the environmental impact of events.
4. Explore ways to promote green events to guests.
5. Develop a green event plan for an agritourism business.

5.10.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.10.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Event Planning (Video)	10 minutes	Laptop/Projector/Monitor
3.	Individual Activity (Identify, 3 ways that your business could incorporate events into the business)	15 minutes	Blank paper and pens
4.	Group discussion (How to promote green events in your local community, while also having minimum impact on the environment)	15 minutes	Blank paper and pens
5.	Green Events Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.10.4 Step-by-step instructions, Timings and Resources Needed

5.10.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 ways to incorporate events into the business



5.11 Introduction to Water Conservation Techniques

This exercise covers water conservation importance, techniques, and efficient fixtures. Participants will learn guest education methods and create a water conservation plan.

5.11.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of water conservation, including its importance, techniques for conserving water in agritourism, knowledge of water-efficient fixtures and systems, methods for educating guests about water conservation, and the development of a tailored water conservation plan for an agritourism business.

The target audience is facility managers, maintenance staff, and sustainability coordinators.

5.11.2 Learning Outcomes

1. Understand the importance of water conservation.
2. Identify techniques for conserving water in agritourism.
3. Learn about water-efficient fixtures and systems.
4. Explore ways to educate guests about water conservation.
5. Develop a water conservation plan for an agritourism business.

5.11.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens



5.11.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Water Conservation (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (Ways to conserve water in agri-tourism)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 water saving initiatives you could adopt in your business)	15 minutes	Blank paper and pens
5.	Water Conservation Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.11.4 Step-by-step instructions, Timings and Resources Needed

5.11.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 water saving initiatives

5.12 Introduction to Waste Management Strategies

Teaches waste reduction, reuse, recycling, and composting. Participants will explore guest promotion techniques and develop a waste management plan.

5.12.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of waste management principles, including techniques for reducing, reusing, and recycling waste, the benefits of composting, methods for promoting waste management practices to guests, and the development of a tailored waste management plan for an agritourism business.

The target audience is facility managers, housekeeping staff, and sustainability coordinators.

5.12.2 Learning Outcomes

1. Understand the principles of waste management.
2. Identify techniques for reducing, reusing, and recycling waste.
3. Learn about composting and its benefits.
4. Explore ways to promote waste management practices to guests.
5. Develop a waste management plan for an agritourism business.

5.12.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.12.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Waste Management (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (Ways to reduce waste in agri-tourism and educating visitors on reducing waste)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 ways that you could reduce waste in your business)	15 minutes	Blank paper and pens
5.	Waste Management Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.12.4 Step-by-step instructions, Timings and Resources Needed



5.12.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
 - Individual activity: Identifying 3 ways to reduce waste
-

5.13 Introduction to Biodiversity Conservation

This exercise discusses protecting local flora and fauna, creating wildlife-friendly environments, and conservation partnerships. Participants will develop a biodiversity conservation plan.

5.13.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of biodiversity conservation, including its importance, methods for protecting local flora and fauna, techniques for creating wildlife-friendly environments, exploring partnerships with conservation organizations, and developing a tailored biodiversity conservation plan for an agritourism business.

The target audience is groundskeepers, landscapers, and sustainability coordinators.

5.13.2 Learning Outcomes

1. Understand the importance of biodiversity conservation.
2. Identify ways to protect local flora and fauna.
3. Learn techniques for creating wildlife-friendly environments.
4. Explore partnerships with conservation organizations.
5. Develop a biodiversity conservation plan for an agritourism business.

5.13.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor

- Blank sheets of paper
- Pens

5.13.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Bio-diversity Conservation (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How does your business impact on the flora and fauna in your locality)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 steps you could take to include biodiversity in your business model)	15 minutes	Blank paper and pens
5.	Biodiversity Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.13.4 Step-by-step instructions, Timings and Resources Needed

5.13.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 steps to include biodiversity in your business model



5.14 Introduction to Green Building Design

This exercise covers principles of green building design, eco-friendly materials, and energy-efficient techniques. Participants will create a green building design plan.

5.14.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of green building design principles, including identifying eco-friendly building materials, learning energy-efficient building techniques, exploring methods to reduce the environmental impact of buildings, and developing a tailored green building design plan for an agritourism business.

The target audience is architects, interior designers, and facility managers.

5.14.2 Learning Outcomes

1. Understand the principles of green building design.
2. Identify eco-friendly building materials.
3. Learn about energy-efficient building techniques.
4. Explore ways to reduce the environmental impact of buildings.
5. Develop a green building design plan for an agritourism business.

5.14.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.14.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Building Design (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How “Green” are the buildings you operate in your businesses)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 steps you could take to make your buildings “greener”)	15 minutes	Blank paper and pens
5.	Green Building Design Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.14.4 Step-by-step instructions, Timings and Resources Needed

5.14.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 steps to make your buildings “greener”

5.15 Introduction to Sustainable Landscaping

This exercise focuses on sustainable landscaping principles, native plants, and water-efficient techniques. Participants will develop a sustainable landscaping plan.

5.15.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of sustainable landscaping principles, including identifying native plants and their benefits, learning water-efficient landscaping techniques, exploring methods to create wildlife-friendly landscapes, and developing a tailored sustainable landscaping plan for an agritourism business.

The target audience is landscapers, groundskeepers, and sustainability coordinators.



5.15.2 Learning Outcomes

1. Understand the principles of sustainable landscaping.
2. Identify native plants and their benefits.
3. Learn techniques for water-efficient landscaping.
4. Explore ways to create wildlife-friendly landscapes.
5. Develop a sustainable landscaping plan for an agritourism business.

5.15.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.15.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Landscaping (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How can agri-tourism business incorporate sustainable landscaping)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 ways in which you could incorporate sustainable landscaping into your business)	15 minutes	Blank paper and pens
5.	Sustainable Landscaping Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.15.4 Step-by-step instructions, Timings and Resources Needed



5.15.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
 - Individual activity: Identifying 3 ways to incorporate sustainable landscaping
-

5.16 Introduction to Green Hospitality Certification

This exercise explores the benefits and requirements of green hospitality certification. Participants will learn promotion techniques and develop a certification plan.

5.16.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of the benefits of green hospitality certification, including identifying various certification programs, learning the requirements for certification, exploring methods to promote certification to guests, and developing a tailored plan for achieving green hospitality certification.

The target audience is business owners, managers, and sustainability coordinators.

5.16.2 Learning Outcomes

1. Understand the benefits of green hospitality certification.
2. Identify different certification programs.
3. Learn about the requirements for certification.
4. Explore ways to promote certification to guests.
5. Develop a plan for achieving green hospitality certification.



5.16.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.16.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Certification (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (Discuss: 1. the benefits to your business of getting Green Certification. 2. The importance of Green Certification to visitors)	20 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 changes you might need to make to your business to be able to apply for Green Certification)	10 minutes	Blank paper and pens
5.	Green Certification Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.16.4 Step-by-step instructions, Timings and Resources Needed

5.16.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 changes needed to be able to apply for Green Certification



5.17 Introduction to Sustainable Tourism Practices

This exercise teaches sustainable tourism principles, guest promotion techniques, and environmental impact reduction. Participants will create a sustainable tourism plan.

5.17.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of sustainable tourism principles, including identifying effective ways to promote sustainable tourism to guests, learning techniques for reducing the environmental impact of tourism, exploring partnerships with local tourism organizations, and developing a tailored sustainable tourism plan for an agritourism business.

The target audience is tourism managers, guest service managers, and marketing teams.

5.17.2 Learning Outcomes

1. Understand the principles of sustainable tourism.
2. Identify ways to promote sustainable tourism to guests.
3. Learn techniques for reducing the environmental impact of tourism.
4. Explore partnerships with local tourism organizations.
5. Develop a sustainable tourism plan for an agritourism business.

5.17.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens



5.17.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Sustainable Tourism (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (What does sustainable tourism mean and how do the UNWTO's SDGs guide tourism practices)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 SDGS that you are currently following and identify 3 that you could start following if you made changes in your business model)	15 minutes	Blank paper and pens
5.	Sustainable Tourism Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.17.4 Step-by-step instructions, Timings and Resources Needed

5.17.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: Identifying 3 SDGS that are currently being followed and identify 3 that could be followed if changes were made to the business model



5.18 Introduction to Green Hospitality Technology

This exercise discusses the role of technology in green hospitality, eco-friendly technologies, and integration methods. Participants will develop a technology implementation plan.

5.18.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of the role of technology in green hospitality, including identifying eco-friendly technologies for agritourism, learning about energy-efficient and water-saving technologies, exploring methods to integrate technology into green practices, and developing a tailored plan for implementing green hospitality technology.

The target audience is IT managers, facility managers, and sustainability coordinators.

5.18.2 Learning Outcomes

1. Understand the role of technology in green hospitality.
2. Identify eco-friendly technologies for agritourism.
3. Learn about energy-efficient and water-saving technologies.
4. Explore ways to integrate technology into green practices.
5. Develop a plan for implementing green hospitality technology.

5.18.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.18.4 Step-by-step instructions

Step	Activity	Time	Resources Needed
1.	Welcome and Introductions	10 minutes	Blank labels for name tags
2.	Green Hospitality Technology (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (What role, if any, does technology play in your business)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 ways in which technology could make your business greener and more sustainable)	15 minutes	Blank paper and pens
5.	Green Technology Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.18.4 Step-by-step instructions, Timings and Resources Needed

5.18.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: 3 Ways in which technology could make the business greener and more sustainable



5.19 Introduction to Guest Engagement in Green Practices

This exercise highlights the importance of guest engagement, involvement techniques, and education methods. Participants will create a guest engagement plan.

5.19.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of the importance of guest engagement in green practices, including identifying effective ways to involve guests in sustainability efforts, learning techniques for educating guests about green hospitality, exploring interactive activities for guest engagement, and developing a tailored guest engagement plan for an agritourism business.

The target audience is guest service managers, marketing teams, and sustainability coordinators.

5.19.2 Learning Outcomes

1. Understand the importance of guest engagement in green practices.
2. Identify ways to involve guests in sustainability efforts.
3. Learn techniques for educating guests about green hospitality.
4. Explore interactive activities for guest engagement.
5. Develop a guest engagement plan for an agritourism business.

5.19.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.19.4 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 (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How can agri-tourism business get guests to engage)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 strategies that you could adopt to encourage guests to engage with your business)	15 minutes	Blank paper and pens
5.	Green Engagement Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.19.4 Step-by-step instructions, Timings and Resources Needed

5.19.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: 3 strategies to encourage guests to engage



5.20 Introduction to Financial Benefits of Green Hospitality

This exercise explores the financial benefits, cost-saving practices, and government incentives. Participants will learn stakeholder marketing techniques and develop a financial plan.

5.20.1 Objectives and Target Audience

To equip learners with a comprehensive understanding of the financial benefits of green hospitality, including identifying cost-saving green practices, learning about government incentives and grants, exploring methods to market the financial benefits to stakeholders, and developing a tailored financial plan for implementing green practices.

The target audience is business owners, financial managers, and sustainability coordinators.

5.20.2 Learning Outcomes

1. Understand the financial benefits of green hospitality.
2. Identify cost-saving green practices.
3. Learn about government incentives and grants.
4. Explore ways to market the financial benefits to stakeholders.
5. Develop a financial plan for implementing green practices.

5.20.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.20.4 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 (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How can adopting green hospitality practices save you money)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 green initiatives you could implement that would over time, save you money)	15 minutes	Blank paper and pens
5.	Financial Benefits Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.20.4 Step-by-step instructions, Timings and Resources Needed

5.20.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: 3 green initiatives that can save agri-tourism business money

5.21 Introduction to Continuous Improvement in Green Hospitality

This exercise focuses on continuous improvement, measuring success, ongoing training, and staying updated on trends. Participants will create a continuous improvement plan.

5.21.1 Objectives and Target Audience

To provide learners with a comprehensive understanding of the importance of continuous improvement in green hospitality, including identifying ways to measure the success of green practices, learning techniques for ongoing training and development, exploring methods for staying updated on

green hospitality trends, and developing a tailored plan for continuous improvement in green hospitality.

The target audience is business owners, managers, and sustainability coordinators.

5.21.2 Learning Outcomes

1. Understand the importance of continuous improvement.
2. Identify ways to measure the success of green practices.
3. Learn techniques for ongoing training and development.
4. Explore methods for staying updated on green hospitality trends.
5. Develop a plan for continuous improvement in green hospitality.

5.21.3 Required Resources

- Adhesive labels for name tags
- Laptop
- Projector/monitor
- Blank sheets of paper
- Pens

5.21.4 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 (Video)	10 minutes	Laptop/Projector/Monitor
3.	Group discussion: (How do you keep up to date on developments in green practices)	15 minutes	Blank paper and pens
4.	Individual Activity (Identify 3 areas of your business that you feel you could make improvements in, with regards to green practices and sustainability)	15 minutes	Blank paper and pens
5.	Continuous Improvements Kahoot Quiz (In pairs)	10 minutes	Laptop & Participants own smart phone

Table 5.21.4 Step-by-step instructions, Timings and Resources Needed

5.21.5 Evaluation and Assessment Methods

- Group activity: Kahoot Quiz
- Individual activity: 3 areas in the business to make improvements with regards to green practices and sustainability