

1 day Training program: The importance of small farms in agro-ecotourism

Training plan for a 1-day training program on the importance of small farms in agro-ecotourism:

Morning Session (3 hours)

Introduction (30 minutes)

Introduce the trainer and participants

Overview of the training objectives and agenda

Understanding Small Farms in Agro-Ecotourism (1 hour)

Definition of small farms in agro-ecotourism industry

Importance of small farms in agro-ecotourism

Case studies of successful small farm agro-ecotourism projects

Challenges and Opportunities for Small Farms in Agro-Ecotourism (1 hour)

Discussion on the challenges and opportunities faced by small farms in agro-ecotourism projects

Strategies for addressing the challenges and capitalizing on the opportunities

Best Practices for Small Farms in Agro-Ecotourism (30 minutes)

Best practices for small farms in agro-ecotourism projects

Importance of quality standards and certifications

Examples of successful small farm agro-ecotourism projects

Lunch Break (1 hour)

Afternoon Session (3 hours)

Capacity Building for Small Farms (1 hour)

Types of capacity building for small farms in agro-ecotourism projects

Examples of capacity building programs for small farms

Discussion on how to design and implement capacity building programs for small farms in agro-ecotourism projects

Marketing and Promotion of Small Farms in Agro-Ecotourism (1 hour)

Strategies for marketing and promoting small farms in agro-ecotourism projects

Importance of branding and storytelling

Examples of successful marketing and promotion of small farm agro-ecotourism

projects

Building Partnerships and Networks for Small Farms (1 hour)

Importance of building partnerships and networks for small farms in agro-ecotourism projects

Strategies for building partnerships and networks with other actors in the agro-ecotourism industry

Examples of successful partnerships and networks for small farm agro-ecotourism projects

Conclusion and Feedback (30 minutes)

Summary of key points covered in the training

Feedback from participants on the training content and delivery

This training plan can be adjusted based on the specific needs and goals of the participants. It may also include interactive activities, site visits to small farm agro-ecotourism projects, and guest speakers from successful small farm agro-ecotourism projects in the area.

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