

Next Destination Balkans: Agritourism Landscapes Development

LANDS



Erasmus+



Project
description



Linking agriculture and tourism is the best way to overcome rural poverty. It's multi-sectoral and multi-layered.

- ENA HARVEY, Agritourism Specialist at the
Inter-American Institute for Cooperation on Agriculture

LANDS

set up
points



Funded under: EU Erasmus + program

Key Action: Cooperation for Innovation and Exchange of Good Practices

Action: Capacity Building in Higher Education

Type: Joint Project – Regional coverage

Priorities/themes:

Strengthening of relations between HEIs and the wider economic and social environment with focus on agritourism development and promotion in the Western Balkans

Timeframe:

October 2017 – September 2020

Budget: cca. 780000 EUR

PREPARED and
IMPLEMENTED by

15 consortium partners

Visoka
poljoprivredno-
prehrambena
škola strukovnih
studija Prokuplje,
Serbia VPPŠ

Visoka poslovno-
tehnička škola
strukovnih studija
Užice, Serbia,
VPTŠ

Univerzitet u
Banjoj Luci,
B&H, UNIBL

Regionalna
razvojna
agencija Niš,
Serbia RRAN

Univerzitet
Džemal Bjedić
u Mostaru,
B&H, UDB

Regional
Development
Agency for
Hercegovina,
B&H, REDAH

Univerza na
Primorskem
Universita del
Litorale,
Slovenia, UPU

Agricultural
University of
Athens,
Greece, AUA

Univerzitet u
Sarajevu,
B&H, US

Sarajevska
regionalna
razvojna
agencija, B&H
SERDA

Western
Balkans
Institute,
Serbia,
WEBIN

Visoka
turistička škola
strukovnih
studija, Serbia,
VTŠ

Slovenska
Polnohospodar
ska Univerzita
v Nitre,
Slovakia, SPU

Regionalna
razvojna
agencija
Zlatibor,
Serbia, RRAZ

Universitatea
Transilvania
Din Brasov,
Romania, UTB

PREPARED and
IMPLEMENTED by

A multisectoral partnership:

Higher education institutions (HEIs)

7 Universities + 3 vocational
colleges in the field of
agriculture, tourism and
economics

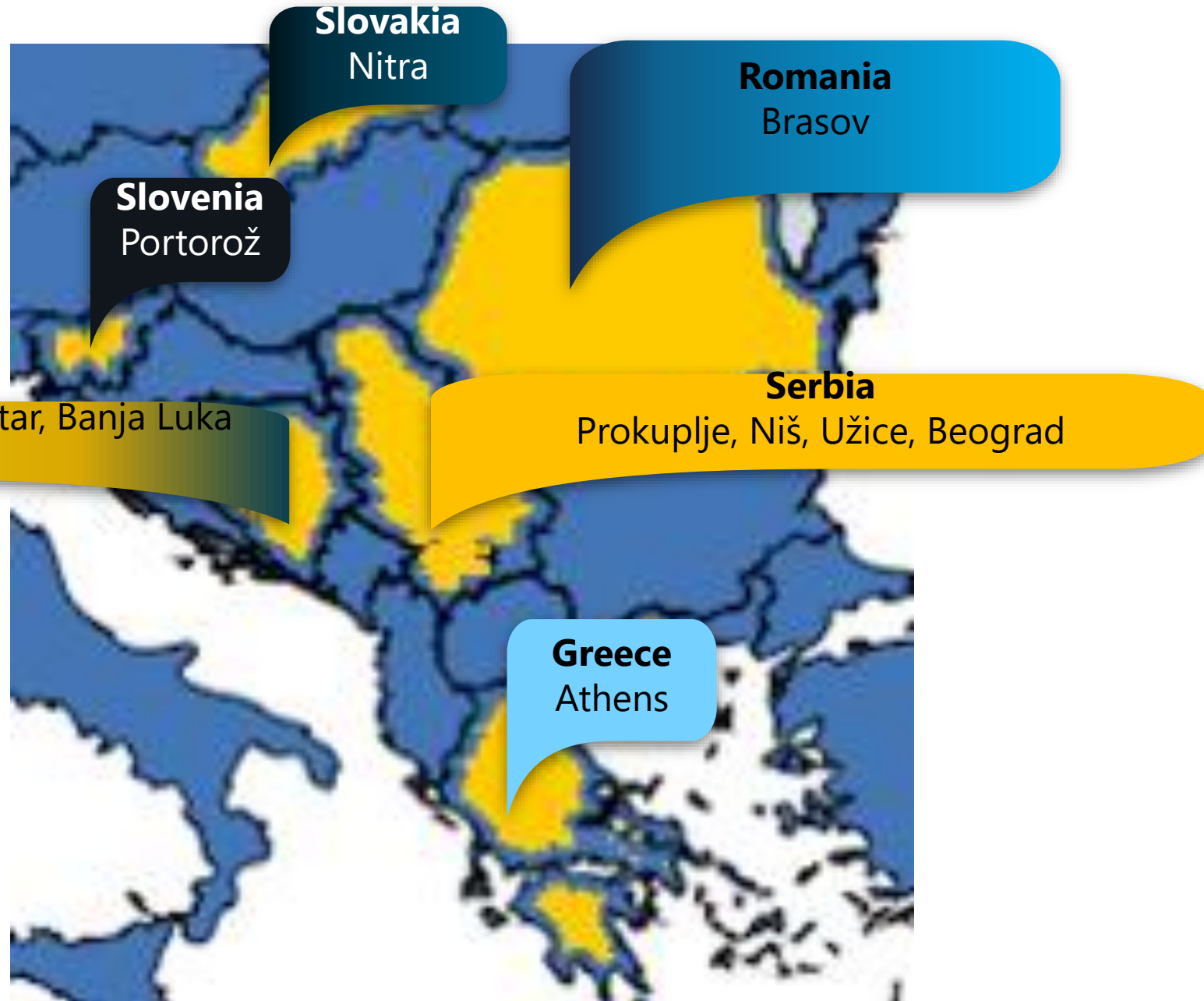
Regional Development Agencies (RDSa)

2 in Serbia + 2 in B&H

Non-governmental organization (NGO)

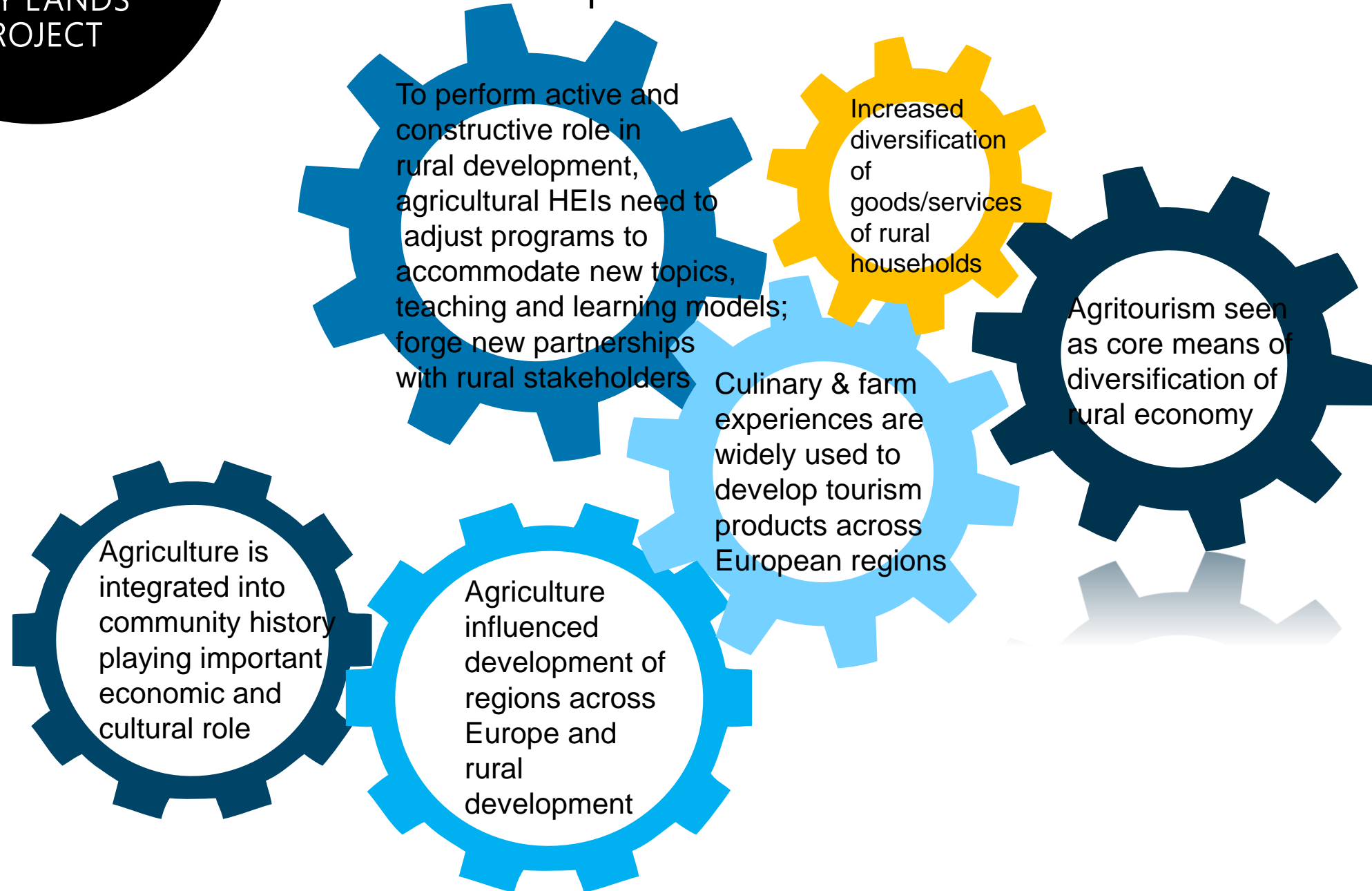
1 seated in Serbia with regional
coverage

WHERE DO WE
WORK?



WHY LANDS PROJECT

has been developed?



WHAT DO WE DO

to foster agritourism development in Serbia and B&H?

Boosting agritourism operations across the region

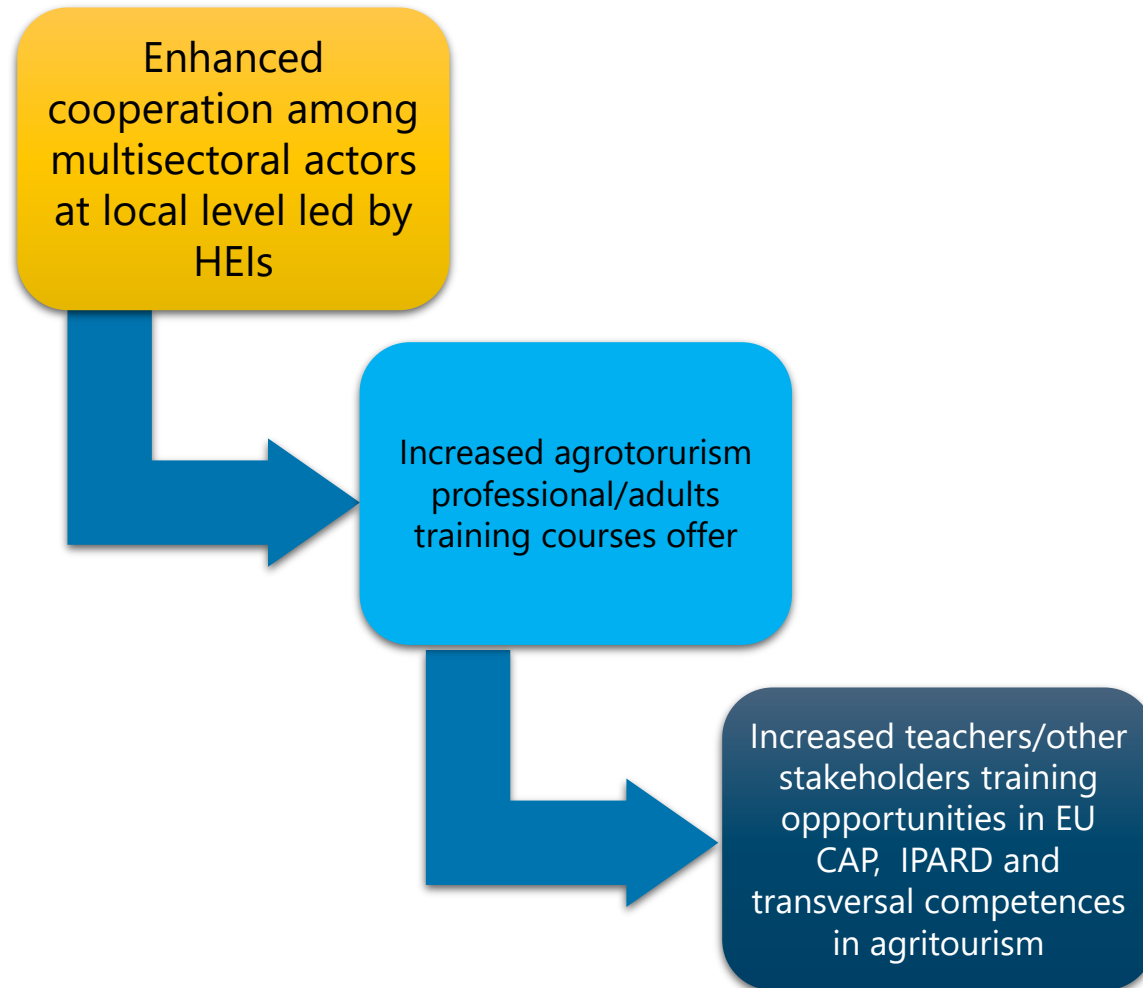
Capacity building –
Training delivery to
multi sectoral stakeholders
in the field

Agritourism toolkits development –
Interactive contents on moodle platform on
agritourism and transversal competences

Situational analysis –
understanding agritourism sector and agritourists,
review of local initiatives, courses, stakeholders,
identification of product development and area
potentials

HOW DO WE DO IT?

LANDS approach to agritourism development and promotion is based on:



WHO DO WE DO IT
FOR/WITH?

LANDS project targets the following stakeholders:

Entrepreneurs, agritourist households,
chambers of commerce,
organic and slow-food producer,
agricultural and tourist associations,

Extension
services
staff

RDAs staff

HEIs staff



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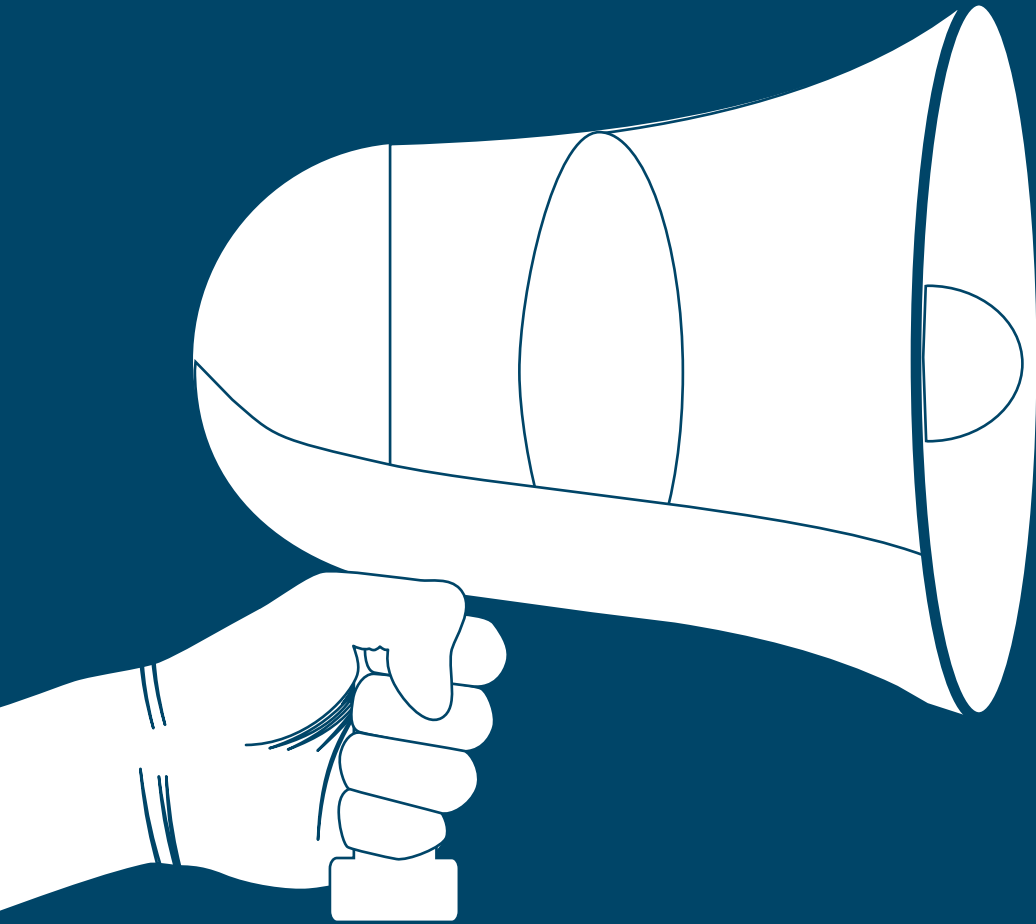
intervention
logic



1 Overall and 3 specific objectives

**7 Work packages (WPs)
consisting of 33 activities out of
which 6 are milestones**

26 Results & 3 Outcomes



Overall objective

To build the capacity of higher education to play an active role in the development of society aiming at improving the quality of life in rural areas through diversification of rural economy

Specific objective 1

To develop and accredit a range of professional courses in the field of agritourism

Specific objective 2

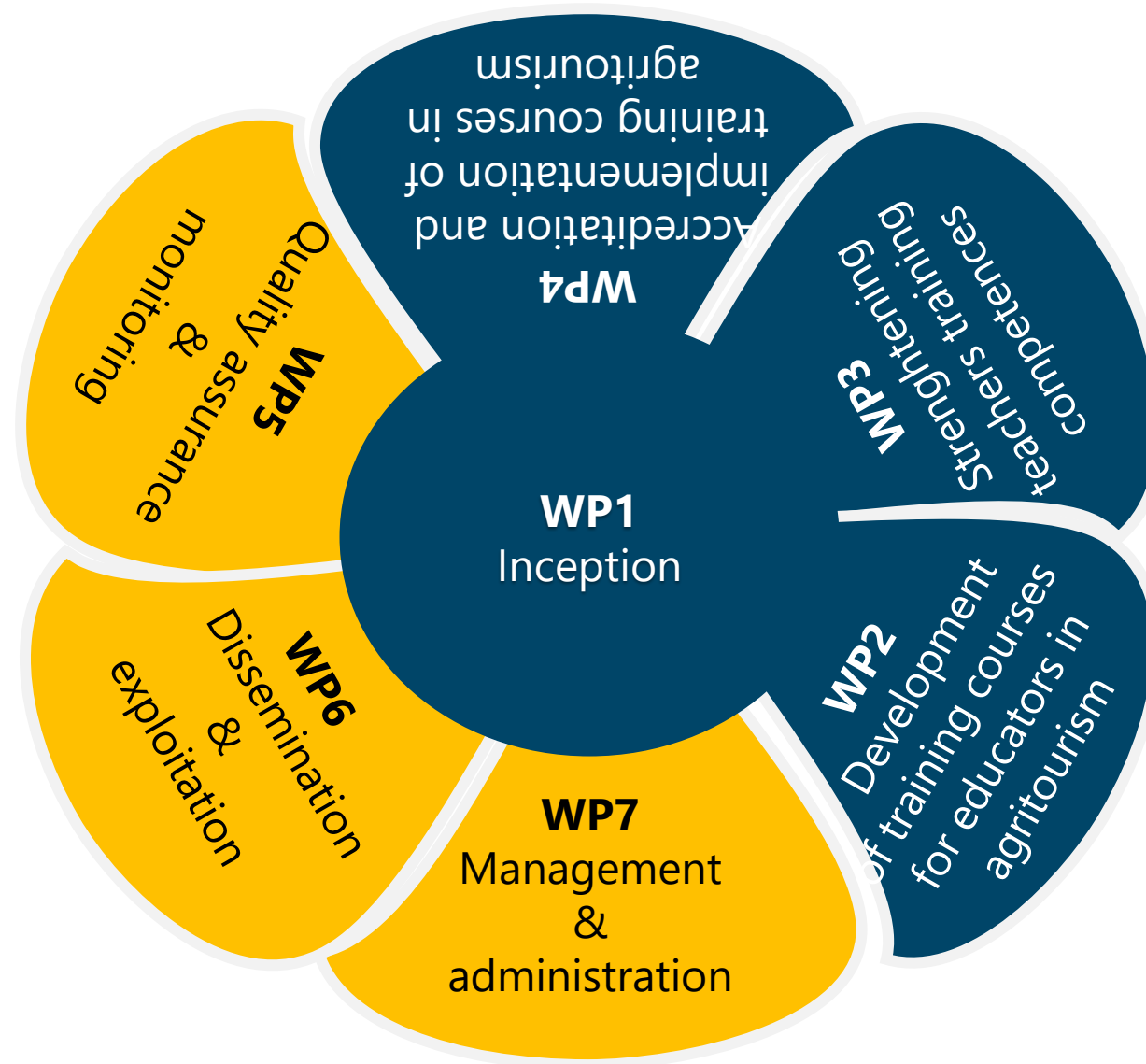
To strengthen the teaching and pedagogical skills of academic staff to train educators in the field of agritourism and rural economy through the use of ICT

Specific objective 3

To strengthen the capacity and competences (incl. ICT) of agritourism educators

LANDS WORK PACKAGES

Include 4 developmental and 3 cross cutting:



ACTIVITY	RESULT
1.1. Mapping of agritourism development potential in RS and BA	1.1. Report on agritourism development potential in RS and BA
1.2. Assessment of needs for agritourism competences and courses	1.2. Needs assessment report of agritourism competences and training courses
1.3. Stakeholders analysis in RS and BA	1.3. Stakeholders analysis report
1.4. Introduction conference on agritourism in RS, BA and EU	1.4. Policy recommendations

WP2 Development Of Training Courses For Educators In Agritourism

ACTIVITY	RESULT
2.1. Introduction seminar on Moodle training courses development	2.1. Improved teacher competences in Moodle course development
2.2. Creation of courses, incl. Moodle courses 2.3. Creation of training materials 2.4. Piloting of training courses 2.5. Upgrading of courses	2.2. Created agritourism training courses, incl. Moodle courses 2.3. Created training materials

WP3 Strengthening Teacher Training Competences and Creation of Trainers Pool

ACTIVITY	RESULT
3.1. Seminar on teacher training and adults education methodology 3.2. Teacher training of trainers	3.1. Improved training competences of teachers
3.3. Development of ToT materials and manual	3.2. Created ToT materials and manual
3.4. Training of agritourism educators	3.3. Improved knowledge and training skills of agritourism educators
3.5. Creation of pools of trainers in agritourism	3.4. Created pool of trainers in agritourism

WP4 Accreditation and Implementation of Agritourism Training Courses

ACTIVITY	RESULT
4.1. Accreditation of training courses	4.1. Accredited agritourism training courses
4.2. Purchase and installation of equipment	4.2. Equipment purchased and installed
4.3. Releasing of call for participants and promotion of training program 4.4. Training of rural households and prospective entrepreneurs 4.5. Training of agritourism professionals	4.3. Improved agritourism competences of rural households and prospective entrepreneurs 4.4. Improved competences of agritourism professionals improved

WP5 Quality Assurance & Monitoring

ACTIVITY	RESULT
5.1. Development of QA manuals and quality plan	5.1. QA manuals and quality plan
5.2. QA Committee meetings 5.3. Activity M&E	5.2. Quality assured in project implementation & management
5.4. Progress evaluations	5.3. Progress evaluation reports
5.5. External and internal evaluations	5.4. External and internal evaluation reports

WP6 Dissemination & Exploitation

ACTIVITY	RESULT
<p>6.1. Website programming & dissemination</p> <p>6.2. Internal institutional dissemination</p> <p>6.3. Media promotion & newsletter</p> <p>6.4. Signing of long-term cooperation agreements on agritourism training development between academic institutions and RDAs</p> <p>6.5. Dissemination conference</p>	<p>6.1. Project website</p> <p>6.2. Internal institutional dissemination carried out</p> <p>6.3. Cooperation agreements signed</p> <p>6.4. Project results disseminated</p>

WP7 Management & Administration

ACTIVITY	RESULT
7.1. Kick off meeting	7.1. Project kick off meeting held, project teams constituted, rules and procedures agreed
7.2. Creation of Project /Finance Management Manual	7.2. Project/Finance Management Manual created and distributed
7.3. Steering Committee meetings 7.4. Daily project management and administration	7.3. Smooth project management, administration and reporting ensured

LANDS MILESTONES

Activities, results & outcomes

Mapping of
agritourism
development
potential in RS
& BU

Assessment of
needs for
agritourism
competences
and courses

Introduction
seminar on
Moodle training
courses
development

teacher
training and
adults
education
methodology

Accreditation
of training
courses

Purchase and
installation of
equipment

Situational
analysis in
agritourism

Development
of training
courses

Capacited
educators for
training
delivery



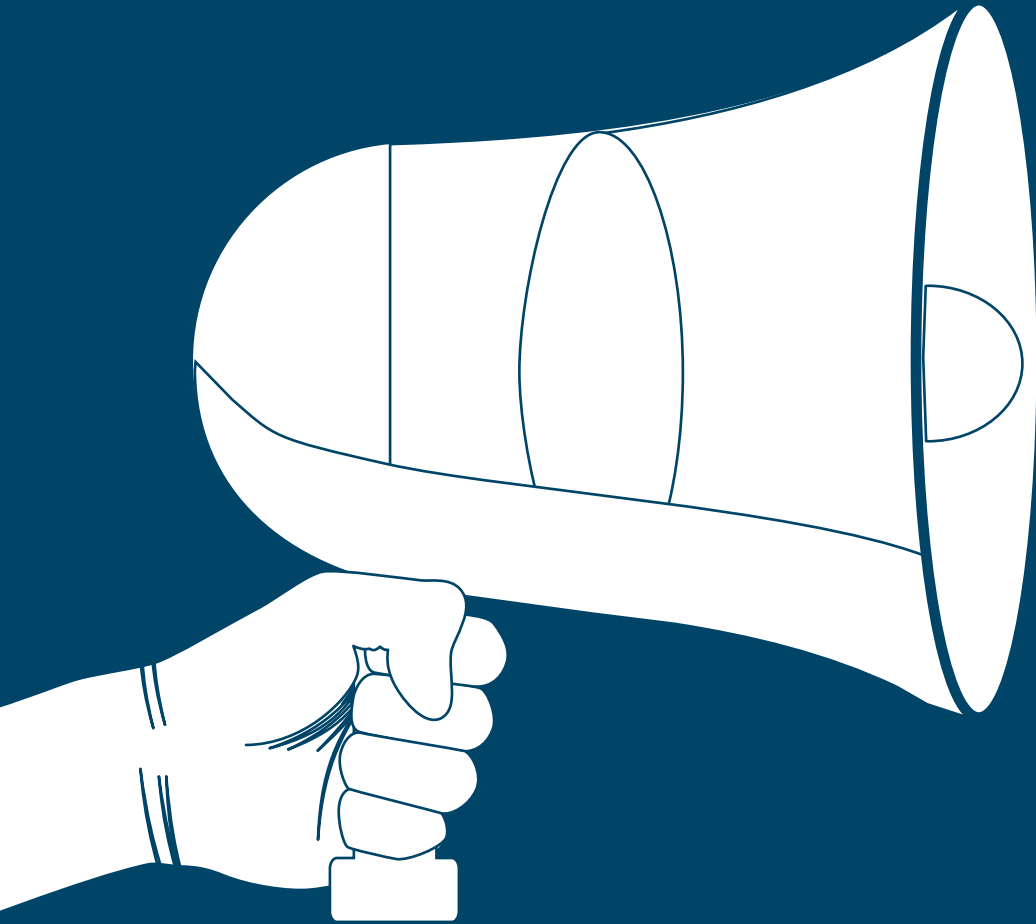
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implementation
framework



Roles & responsibilities

Project bodies



WP #	WP TITLE	INSTITUTION	COORDINATOR
WP.1	INCEPTION	UNIBL Banja Luka	Mr. Miljan Cvetković
WP.2	DEVELOPMENT OF TRAINING COURSES FOR EDUCATORS IN AGRITOURISM	AUA Athens	Mr. Nikolaos Emmanouil
WP.3	STRENGTHENING TEACHER TRAINING COMPETENCES AND CREATION OF TRAINERS POOL	SUA Nitra	Mr. Peter Bielik
WP.4	ACCREDITATION AND IMPLEMENTATION OF AGRITOURISM TRAINING COURSES	RDAZ Uzice	Ms. Danijela Jandrić
WP.5	QUALITY ASSURANCE & MONITORING	WEBIN Belgrade	Mr. Marko Stojanović
WP.6	DISSEMINATION & EXPLOITATION	REDAH Mostar	
WP.7	MANAGEMENT & ADMINISTRATION	VPPS Prokuplje	Mr. Nebojša Zlatković

Project bodies

PROJECT MANAGEMENT UNIT

- * VPPS Prokuplje
- * Office where project documentation is stored and managerial and administrative activities are done

PROJECT STEERING COMMITTEE

- * Composed of one decision-making representative of each partner institution
- * Entitled to make decisions that will impact the project implementation
 - * Chaired by VPPS Prokuplje

QUALITY ASSURANCE COMMITTEE

- * Composed of one representative of each partner institution (preferably who doesn't directly participate in other project activities)
 - * 2 x Progress reports
 - * 1 x Internal evaluation report
 - * Chaired by WEBIN Belgrade



Contact

Get your project facts straight
with

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