



Creating a Successful Agritourism Destination: FAO-EBRD Guide with Case Studies from Jordan, Georgia, and Italy

Presented by
FAO

Date
9 April 2025



FAO and EBRD have engaged in agritourism and local sourcing

In recent years in Montenegro, Jordan, Georgia

Support rural development by diversifying resources for farmers

Contribute to stop rural areas desertification

Revitalize rural communities and retain youth in agriculture by creating business opportunities

Participate to biodiversity, landscapes and traditional know-how preservation

Develop efficient and qualitative short value chains and enhance local producer market access

Boost the country and its HORECA/ tourism players brand image

Add impact to EBRD's investments in the HoReCa sector by strengthening linkages with local economy



Methodology

Needs assessment (SWOT analysis)

Identification of local partners and continuous stakeholders' mobilization on field

Definition of the agritourism concept/vision with national stakeholders and support to the agritourism governance at regional and national levels (roadmap, constitution of an agritourism working group or task force)

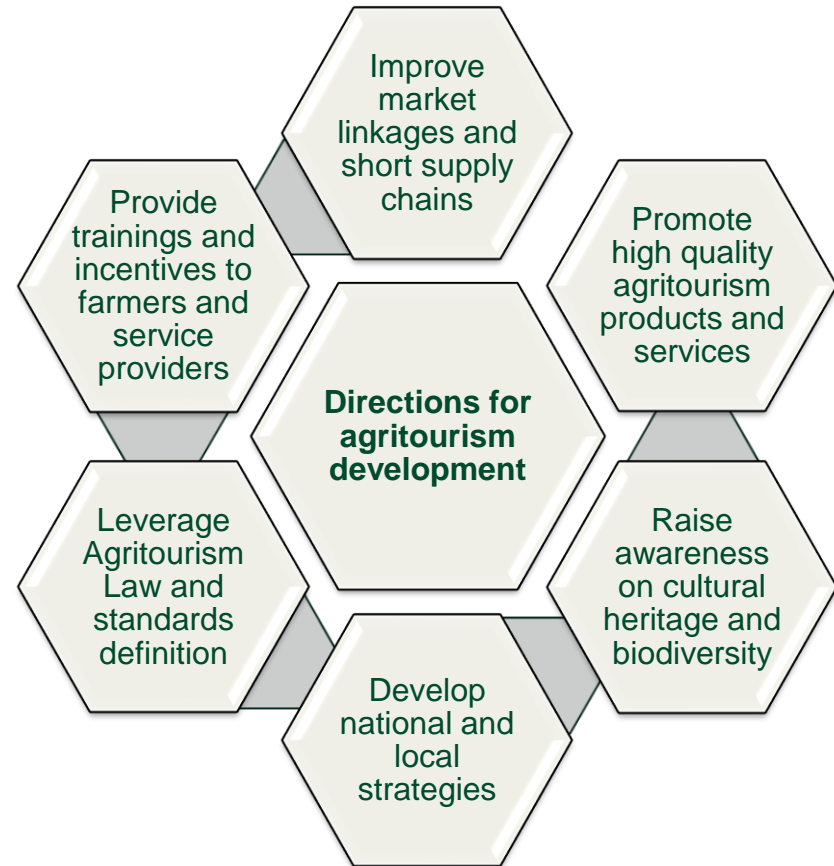
Identification of target products with potential for local sourcing and agritourism

Consolidation of existing resources (e.g. development of Catalog of agritourism itineraries in Samtskhe-Javakheti and in Jordan, guide to build successful agritourism)

Provision of additional resources (webinars on agritourism development, capacity building on food safety, marketing and promotion, chefs-to-producers trainings, promotional activities and participation to international events) + lots of comms about it



Suggested actions



CREATING SUCCESSFUL AGRITOURISM EXPERIENCES

a practical guide

Jocilia Calbraya

A key output

Provides strategic pathways for farmers and rural tourism SMEs to integrate tourism services into their farming activities, promoting sustainable agritourism.

Developed collaboratively by FAO and EBRD, it highlights key learning points, opportunities, and tools for agritourism business success.

Identifies the benefits of agritourism, potential barriers, and practical investment tools for farmers and rural tourism enterprises.

Supports FAO-EBRD initiatives to develop short agrifood supply chains, quality labels, and geographical indications across Eastern and Central Europe, Central Asia, and the Mediterranean.

Includes international best practices, emphasizing the connection between agribusiness, tourism, and gastronomy to foster rural economic growth.



Guide highlights

Key steps identified for a successful agritourism activity

- Assess available resources (evaluate farm assets, location, and skills)
- Develop a unique experience (create authentic, engaging activities that reflect local culture and agriculture)
- Build a sound business plan (define objectives, target audience, pricing, and financial projections)
- Promote the agritourism activity (utilize marketing strategies to reach potential visitors)

Main challenges

- Regulatory compliance and insurance requirements
- Developing necessary skills for customer service and business management
- Collaborating with local tourism ecosystems

Case studies included

- Caroub House in Madaba, Jordan
- Santa Cinnara in Soveria Simeri, Italy

Methodology

- Combines practical steps with real-life examples from diverse agritourism operations to illustrate best practices and common challenges



**For
more
information**

https://activate.org/project_archive/archive-jordans-traditional-foods-added-to-the-development-menu/

Thank you!



Panel discussion: Exploring how to create a top agritourism experience



*Rakan Mehyar, Agritourism
Business Operator in Carob
House, Madaba, Jordan*



*Lela Kharatishvili,
Agritourism Development
Expert and Associate
Professor at Illia State
University of Georgia*



*Giuseppe Savino, Agritourism
Business Operator in Cascina
Savino, Puglia, Italy*

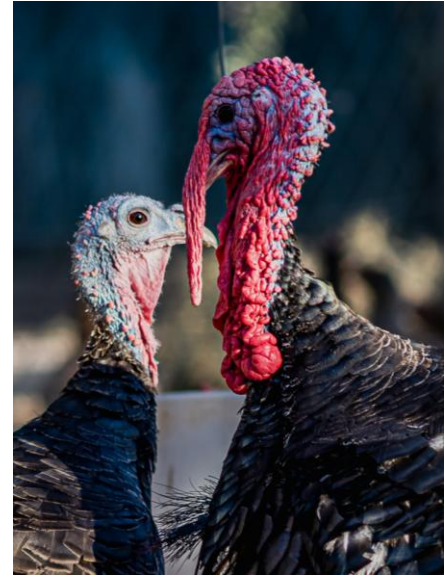
بيت الخروب CAROB HOUSE

A farm-to-table restaurant,
community kitchen, café, and cultural
space in Madaba, Jordan

A grassroots initiative bridging
ecological farming, local food systems,
and educational agritourism
experiences



Carob House: Regenerative Farming Experience



Carob Table: Local Gastronomy



Carob Kids Farm Experience



Carob Cooking Experience



My story

My name is Giuseppe. I've been driving a tractor since I was five years old.

As a kid, I hated watching my father suffer because he had to sell his grapes and tomatoes at very low prices. I promised myself that one day, I would try to change the way we do agriculture.

I fought hard to bring this vision to life. When you have a dream, at first, you're alone. Only after a long journey do people start to join you.

I left my job working with helicopters to follow this dream.



Vazapp – The Farmers' Dinners

After quitting my job, I started a project with a group of young professionals from different backgrounds. We wanted to change agriculture starting from its heart: the farmers. So we began by listening – sitting in farmers' homes, one by one. And we discovered something powerful: the biggest problem for farmers is not the market... it's loneliness. The more land a farmer owns, the more alone they become. And the lonelier they are, the lower the price they receive. So, we started organizing **Farmers' Dinners** – 20 people per evening. We've now listened to over **1,000 farmers** and even published scientific studies on their needs. The biggest innovation in agriculture is not technology. **It's connection.**



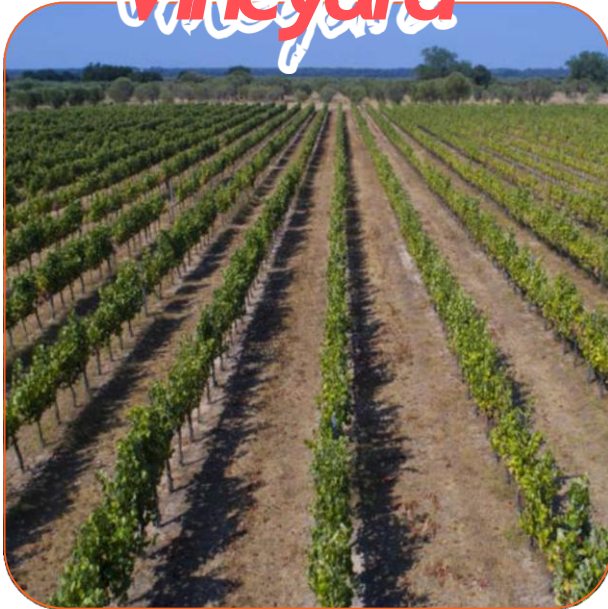
Look at these fields. Remember them

Here's a vineyard, a sunflower field, and a pomegranate orchard. Do they make you feel something? Why is agriculture given so little space? Maybe the answer is: "We should produce more in less space." But if we don't have space, we're forced to sell outside our fields.

What if we had space to sell inside our fields?

So we asked ourselves: **Instead of productivity per hectare, what if we created happiness per hectare?**

Vineyard



Sunflower



Pomegranate



Cascina Savino – Relationship Farming – The Vineyard

I asked my father for one hectare of land to create my vision.

The question we asked was: What stories do we have here that no one else has?

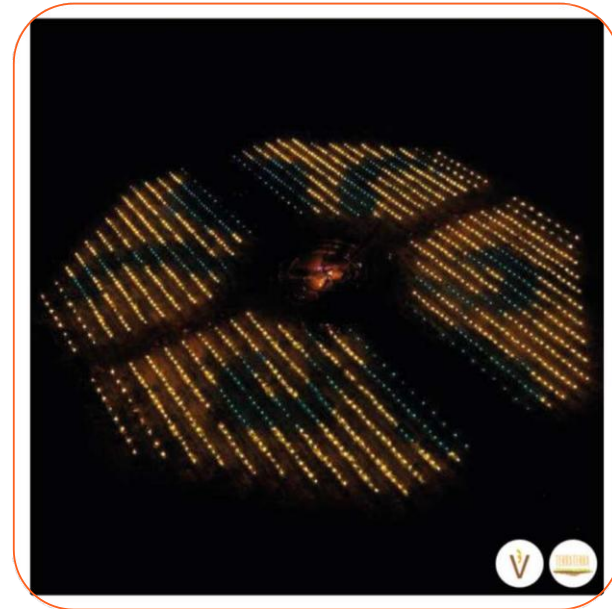
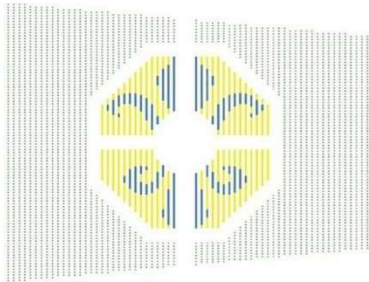
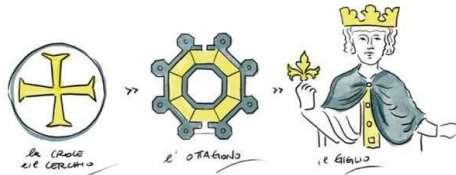
Just 20 km away lies Castel Fiorentino, the place where Emperor Frederick II died. His symbols were:

1) the Greek cross - 2) the octagon of Castel del Monte - 3) and the fleur-de-lis.

What if we brought those symbols back to life inside a vineyard?

This is the result – by day and by night. At night, the fleur-de-lis appears through the vineyard design, something agronomically almost impossible. Would you come have a glass of wine in a vineyard like this?

We started from grapes worth just a few cents... and created a vineyard that's one-of-a-kind.





Cascina Savino - Relationship

Farming

A sunflower field designed to tell you a story:

A story inspired by a nearby cathedral.

When you arrive, we welcome you. You disconnect from your phone, collect flowers, read messages that speak to your soul, write your thoughts on white sheets hanging in the wind.

There are many sunflower fields in the world...

But almost none that you're allowed to enter.

Sunflower



Cascina Savino - Relationship Farming



A lavender field that finally has space — not to produce more, but to welcome people.

Why do we usually make fields smaller? To produce more.

Why make them bigger? To let people come, walk, feel, and harvest a small bouquet of lavender by hand.

And maybe even enjoy a local farmer's aperitivo under the sunset sky.



Cascina Savino - Relationship Farming

Pomegranate

One year earlier, my father sold these pomegranates for 40 cents a kilo.

Now, people taste the juice and then go harvest their own fruit. They know where it comes from – they picked it. They meet the farmer.

And if they want, they can buy fresh juice that lasts just 3 days. 100% natural. 100% organic.

The most beautiful part? This field now has zero waste.

Opened fruits are juiced, and visitors understand their value.

We've moved from perfect fruit to loved fruit.





Georgia

Tusheti PL



Georgia

Rural and AgriTourism in Georgia

- The first Rural Tourism Network, since 2006
- Service Quality Standards and Training Materials for RTN members



Family Guest Houses



Guesthouse "Tianeti"

Location: Mtskheta-Mtianeti

Category: ●●

More detail —



Guest house "Shina"

Location: Kakheti

Category: ●●●

More detail —



Guesthouse Sioni Lake

Location: Mtskheta-Mtianeti

Category: ●●●

More detail —

www.ruraltourism.ge



The Future is Relationship



We are now building a **new model**: an agricultural **franchise** to multiply these kinds of fields across Italy and Europe.

Yes, there are other "You-Pick" farms.

But many of them have become like shopping malls in the countryside.

Our goal is different:

We want to **heal people**, heal land, help young people stay, involve elders and vulnerable communities.



When people leave their homes, they're not just looking for food.

They're looking for **life**.

For words that **uplift**, for experiences that **inspire**.

In our fields, visitors are welcomed at the entrance and thanked when they leave. We ask them how they're doing. We invite them to feel something real, deep, and lasting.

Today, the European Union finances **tractors**.

But we believe it should start financing **attractors** — experiences that bring people back to the land.

With Vazapp, we are building a training path in **motivational agriculture**.

Not agriculture 4.0 or 5.0...

But agriculture of **human relationships**.

The future belongs not to those who produce the most...

But to those who produce **food that heals**.



Thank you

Vazapp - Cascina Savino

Social



Address : Foggia - Puglia - Italy

Email : info@cascinasavino.it





Georgia

Main Assets



DOWNLOAD THE APPLICATION

CULTURAL ROUTES
GEORGIA



Android



iOS

Unique Aspects



Traditional Farming, Cultural Heritage





Added Value of a Traditional Product of Regional Origin



Creative offer





EXPERIENCES IN MADABA

Agritourism in Jordan



CAROB HOUSE COOKING EXPERIENCE

CAROB HOUSE, MADABA

At Carob House's kitchen they have a passion for crafting delicious homemade meals and savouring the simple joys of good food. Immerse yourself in the culinary experience, learning the secrets behind some of their delightful recipes, all in the warm embrace of a cozy setting.

Upon arrival, a friendly welcome awaits, followed by a tour of their beautifully restored 1930s house. Gather around the kitchen island for a refreshing welcome drink and a friendly chat with the chef Sarah. She will walk you through the cooking plan, assign tasks, and help you prepare the lunch you will all share.

Given that the dishes are prepared together, take a seat at the communal table to take pleasure in the flavours and the camaraderie. Cherish the organic ambiance of Carob House, making every morsel a moment to remember.



DURATION

3 hours



GROUP SIZE

Minimum group size: 2 persons

Maximum group size: 15 persons



AVAILABILITY AND BOOKING

Phone: +962 7 9778 4433

Email: team@carob.earth

Website: www.carob.earth



AVAILABLE FOOD PRODUCTS

Olive oil, pomegranate molasses, carob molasses, tahini, local white cheese, jameed, labneh, sumac, honey, chili pickles, as well as wool handicrafts, and native plants seedlings.



PROXIMITY TO ATTRACTION SITES

200 meters from Madaba's ancient Mosaic Map church and 10 km from Mount Nebo.

