



General Information about the Course

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| LLL Pilot Course Name: | Agritourism: Wine Tourism in Armenia |
| University: | Armenian National Agrarian University |
| Target student group: | Students studying in the faculty of Agribusiness |
| Mode of delivery: | <input checked="" type="checkbox"/> Face-to-face <input type="checkbox"/> Blended learning <input checked="" type="checkbox"/> Distance learning <input checked="" type="checkbox"/> Other: Individual |
| Length of the LLL course: | 45 academic hours |
| ECTS awarded: | - |
| Start date: March, 2017 | End date: April, 2017 |

Course Overview

Give a short information about the course (max. 200 words)

Armenia is considered to be an agricultural country, which has more than 10000 years of experience in agriculture and 6000 years of experience in wine-making. Additionally, it has amazing nature – surrounded with hundreds of mountains. It is distinguished by its complex relief and varied natural conditions, making it an attractive place for agrotourism. Involvement in agrotourism particularly in wine tourism can become the key to success and rural development, as it creates new opportunities for poorer regions starting from new job opportunities up to creation of new businesses. ANAU LLL course “Agritourism: Wine tourism in Armenia”, is dedicated to the promotion of the development of agritourism and wine tourism in Armenia. The LLL course aims at developing entrepreneurial skills through engagement in the mentioned fields of tourism,

The course will provide stakeholders from different regions of Armenia with prospective, practical and theoretical knowledge for developing their particular region, and the country as a whole.

Course Details

• What skills will students acquire as a result of the training?

At the successful completion of the course the participants will have a basic knowledge of Agritourism and its economic, social and ecological aspects. They will gain entrepreneurial skills, will have basic understanding of how to form agritourism particularly wine tour packages, how to create their own business in the field of agritourism and how to promote it.

• What are the benefits of the course?

The course will provide the participants with theoretical and practical knowledge about agritourism and wine tourism. The participants will gain entrepreneurial skills which will promote their personal and professional growth as well as the development of the sector of Agritourism in Armenia. This knowledge and experience gain during the course will help them to establish their own agritourism business.

• What will students study on this course? (e.g. Number of modules, Module topics etc.)

The following modules are included in the course:



- Agritourism and its types
- Beekeeping as a basis for development of Agritourism
- Winemaking sector of Armenia and opportunities of Wine Tourism development
- The planning process in the field of Agritourism
- Creation of wine tours/development of business concept
- Direct and indirect services
- What is wine, and what should the tour developer know about it
- Promotion of Wine Tourism
- Individual work

Course materials will be uploaded on Moodle platform (<http://elearning.anau.am/?lang=en>).

At the beginning of the course the participants can have theoretical knowledge of Agritourism. They will be provided with information about beekeeping as an important branch of agriculture, and as a significant factor of the development of Agritourism. They will learn how to establish small business in Armenia in the fields of Agritourism and Wine tourism.

In the middle of the course the trainers will provide basic information about planning process in Agritourism. The participants will work in groups and will prepare their business plans in the field of Agritourism and Wine Tourism.

As the wine production is a crucial branch of the Armenian economy and the development of Wine Tourism is considered to be an essential tool for promoting the development of wine production sector, in the end of the course the participants will know how to create wine tour package and how to promote it.

Entry requirements

- All interested stakeholders
- Course participants are selected based upon the evaluation of their application forms

Career prospects

Acquiring the necessary skills during the course the participants will have a chance to increase incomes by establishing their small business in the field of agritourism, wine tourism or to work in the tour companies developing incoming tourism in Armenia.

