



Work Package 3 & 4

Development of Training Materials for the blended course

“Answers to the questionnaire addressed to “Eumelia Organic Agrotourism Farm” in national context, targeting intangible contribution to WP4 (Implementation of Workshops for adult learners) described as “Creation of co-planning spaces, of community networks for shaping and designing community actions in regenerative tourism, and of community promotion.”

Answers to the questionnaire for “Eumelia Organic Agrotourism Farm” based on the Blended Course Developed Modules (WP3).

Summarised answers to questions relevant to Module 1. Sustainable tourism

Question 1: How does your organisation involve surrounding local communities in its operations and decision-making processes? Could you provide specific examples of how local community members contribute to and benefit from your regenerative tourism initiatives?

Summary: **Eumelia** engages local communities by offering experiential activities and promoting local products, contributing to their interaction with locals and their economic empowerment. Specifically, guests take part in activities such as olive harvesting and local cooking classes, while the hotel sources products from local producers, thus supporting the local economy. Local communities benefit by showcasing their products and traditions, while visitors appreciate the unique cultural experience.

Question 2: What experiential activities do you offer guests that promote awareness and understanding of regenerative practices? How do these activities contribute to both visitor experience and local sustainability goals?

Summary: Hands-on regenerative practices activities: Visitors to Eumelia take part in hands-on activities that introduce them to regenerative practices and local sustainability goals. One of the key activities is the sustainability tour, where visitors learn about water recycling, farming practices and the farm's philosophy. Cooking classes are offered where visitors gather ingredients from the garden and prepare local dishes, as well as olive oil and wine tastings from local producers. In addition, the connection with nature and understanding of regenerative practices is enhanced through wellness activities such as yoga in the olive grove and natural soap making.

Question 3: Could you elaborate on the specific regenerative agricultural practices

implemented at Eumelia Farm, such as composting, crop rotation, and natural pest control? Also, how do you measure the environmental and social impact of these practices?

Summary: Regenerative farming practices at Eumelia: The farm employs practices such as **water recycling**, the use of geese for pest control, crop rotation, and intercropping olive trees with almond trees and vines to maintain a healthy ecosystem. Composting also plays an important role, as kitchen waste is used as fertiliser for crops. These practices help maintain soil health and biodiversity, and visitors are actively involved in the process, increasing their understanding and awareness.

Summarised answers to questions relevant to Module 2. Local Producers and Regeneration

Question 1: Can you provide a brief overview of your business and how it integrates regenerative tourism principles?

Summary: Brief overview of the business: Eumelia is a model agritourism business that combines the philosophy of regenerative tourism with hands-on experiences that promote sustainability. The farm started 20 years ago with an emphasis on environmentally respectful practices, and for the last 15 years it has also operated as a hotel facility with a focus on regenerative tourism.

Question 2: What motivated you to transition from traditional tourism practices to regenerative tourism?

Summary: First steps towards a regenerative tourism experience: The farm has been designed to reflect a genuine way of life, avoiding superficial practices. The practices adopted are the result of genuine conviction rather than simple business strategy. **Motivation to move from traditional practices to regenerative tourism:** The transition occurred when the farm's founder, Francisco Karelás, was influenced by personal health experiences and modern lifestyles. This led to the creation of a sustainable and biodynamic farm, which later evolved into a regenerative tourism destination.

Question 3: What steps did you take in the initial planning phase to ensure your tourism experience was truly regenerative?

Summary: In the initial planning phase, the basic principle was to create a sustainable and biodynamic farm, which would operate with respect to nature and people. This was achieved through a conscious decision to incorporate practices that reduce dependence on external resources, such as organic farming and the use of natural resources without overexploitation. An important role was also played by the personal commitment of the owners, who aimed to promote a more conscious and healthier lifestyle for themselves and visitors alike. **Practices to protect the soil and the ecosystem:** The farm practices intercropping, crop rotation and the use of animals such as geese for natural pest control. Visitors are educated through these practices and are actively involved in the process.

Summarised answers to questions relevant to Module 3. Community-Led Regenerative Tourism Development

Question 1: How does Eumelia engage the local community in the planning and execution of its regenerative tourism practices? Could you share specific strategies or initiatives that have been successful in fostering community involvement and ownership?

Summary: Involving the local community in regenerative tourism practices: Although there have been difficulties in getting the local community to understand the practices, Eumelia continues to involve the local community in planning and implementing regenerative tourism practices by working with local producers, selecting local products such as cheese and oranges from small producers. It also offers experiences such as olive harvesting, where visitors participate in activities that highlight the local agricultural culture. These practices help the community to further appreciate local products and enhance visitors' interaction with the local culture.

Question 2: Eumelia emphasises educating visitors on sustainable practices. How do you balance educational activities with guest experiences to ensure both are

enriching and effective? What methods or tools have proven most successful in raising awareness and encouraging sustainable behaviours among both locals and tourists?

Summary: Strategies for awareness raising and sustainable behaviour:

Eumelia achieves a balance between educational activities and guest experiences by integrating immersive activities into daily stays, such as sustainability tours and tasting local products. Visitors are engaged in sustainable practices, such as composting and vegetable harvesting, that enhance their understanding of regenerative tourism. The most successful methods include hands-on activities that help visitors adopt sustainable behaviours, such as using natural materials and understanding organic farming. Hands-on activities and direct interaction with visitors help them understand the importance of sustainability. Through experiences such as wine tasting, visitors are introduced to practices that enhance environmental awareness.

Question 3: What approaches does Eumelia use to build and maintain strong networks with other local businesses, government agencies, and non-profit organisations? Can you provide examples of collaborative projects that have enhanced the farm's regenerative initiatives and promoted community-wide benefits?

Summary: Collaborations with other local businesses and initiatives: Eumelia

maintains strong networks with local businesses through commercial transactions, such as working with local organic farmers to supply vegetables when there is a shortage on the farm. At the same time, it financially supports small producers and integrates their services, such as local beekeeping courses. In addition, it has tried working with schools and with the municipality on social issues such as stray animal management, although the success of these activities depends on cooperation with local authorities.

Summarised answers to questions relevant to Module 4. Virtual Experiences

Question 1: Can you briefly describe how technology plays a role in your regenerative tourism experience?

Summary: The role of technology in the tourism experience: **Eumelia** takes a low-tech approach to the regenerative tourism experience, emphasising human contact rather than high technology. No touch screens or automated check-in/check-out processes are used. Instead, books, musical instruments and outdoor activities such as cinema are provided. Technology plays a larger role in management, with automatic booking and delivery systems, as well as e-shop operations, facilitating administrative management without impacting the guest experience.

Question 2: How have you used technology to build and strengthen community networks around your regenerative tourism initiatives?

Summary: Creating and strengthening local networks through technology: **Eumelia** uses technology in a targeted way to strengthen local networks through its social media and e-shop. Through these digital channels, it communicates its regenerative practices, attracts visitors, and promotes local products. Although the on-farm experience itself remains low-tech, digital technology facilitates administrative management and promotion of the business, connecting it to the wider public.

Question 3: Can you share examples of community actions or projects that have been enhanced through technological integration?

Summary: Technology-enhanced programmes: No specific examples of integrating technology into the local community to enhance programs or activities are reported. **Eumelia** uses technology primarily to promote and manage its products and seeks to strengthen the community through traditional methods such as social events and partnerships with local producers.

Question 4: How do you leverage technology to promote your regenerative tourism experience to a broader audience?

Summary: Promote the regenerative tourism experience: Eumelia uses technology primarily to communicate its regenerative tourism experience and attract a wider audience through social media, website and e-shop. This enables the dissemination of its practices, such as sustainable products and experiences offered on the farm. The use of these digital tools helps to promote the values of the business and attract customers interested in regenerative tourism, thus helping to increase awareness.

Question 5: How do you plan to further develop and innovate your regenerative tourism experience using technology in the future?

Summary: Growth through technological innovation: Eumelia plans to leverage technological innovations, such as smart farming, to improve its farming practices in the future. Although the farm operates mainly at "low tech" levels, the integration of new technologies, when required, could provide significant improvements in its operations. At the same time, technology already plays a role in administrative management, and further integration of technology is being considered for the future where it can enhance the regenerative tourism experience.

Summarised answers to questions relevant to Module 5. Resources for the development of community tourism and forward-looking learning centres + database of resources

Question 1: The goal of the Eumelia agritourism is to create a community of like-minded people who are passionate about sustainable living and environmental conservation. What are the initiatives, solutions, and opportunities created by this facility in order to pursue the educational goal to which it aspires?

Summary: Initiatives for educational objectives: Eumelia pursues its educational objective through the integration of hands-on activities that promote sustainable living, such as sustainability tours, cooking with local products and participating in the olive harvest. Visitors are encouraged to actively participate, while at the same

time emphasis is placed on communicating the reasons behind these practices. These experiences build a bridge of communication and encourage the creation of a community of people interested in sustainable living and encourage visitors to connect with local culture and nature.

Question 2: Do guests have the opportunity to have firsthand experiences that convey a forward-looking mindset? If so, what do they consist of?

Summary: Balancing educational activities and experiences: The farm takes a balanced approach, tailoring visitor experiences to the needs of the farm and the animals, while maintaining an authentic regenerative spirit. A progressive mindset in visitor experiences: Visitors actively participate in farm activities, from animal feeding to harvesting and cooking, engaging in an experience that brings them closer to regenerative practices.

Summarised answers to questions relevant to Module 6. Practical Tools with Sample Instruments for Experience Co-creation

Question 1: Could you describe a specific example where feedback from guests or community members led to a significant change or improvement in your services? What tools or methods did you use to collect and integrate this feedback?

Summary: Changes to services based on feedback: One particular example of a change came from visitor feedback on the farm tours, which were originally offered on request. After receiving negative feedback that the experience was not engaging enough, it was decided to incorporate the tours into the core visitor experience. This change has had a positive impact, with visitors feeling more connected to the experience and giving positive feedback after the tour. Various methods are used to collect and integrate this feedback, including verbal feedback and online evaluations.

Question 2: Can you share how storytelling is integrated into your guest experiences at Eumelia, particularly in communicating the importance of sustainable practices and local culture?

Summary: Storytelling in visitor experiences: Storytelling is incorporated into the visitor experience at Eumelia primarily through Francisco's personal stories during meals. These stories, describing his journey in creating the farm and the values of biodynamic farming, help communicate the importance of sustainable practices and local culture. Through guided tours and shared meals, visitors experience an atmosphere of camaraderie that facilitates an understanding and appreciation of the sustainable values promoted.

Question 3: How do you capture and narrate the 'behind-the-scenes' activities that support your sustainable tourism practices to your guests? What role does this transparency play in enhancing guest satisfaction and loyalty?

Summary: Transparency in “behind-the-scenes” activities: At Eumelia, “behind-the-scenes” activities that support sustainable practices are communicated to visitors through open tours of the farm, where visitors can see the production processes and sustainable practices up close. This transparency enhances trust and connection with visitors, facilitating their satisfaction and strengthening their loyalty as they directly experience the values and practices of the business.

Summarised answers to questions relevant to Module 7. Communication and Promotion

Question 1: Which communication and promotion strategies that you have implemented so far, have been the most effective in terms of highlighting your organisation's regenerative tourism practices? Could you provide some examples of successfully implemented campaigns?

Summary: Effective communication and promotion strategies: Eumelia's most effective communication and outreach strategies include creating a rich website with the right keywords and content around regenerative tourism practices. The website ranks in the top positions in searches for "organic farms in Greece". Also, the use of social media for daily communication and sending newsletters has proven to be effective, enhancing the connection with visitors and their loyalty. These strategies

have brought positive results, such as an increase in followers and recognition of Eumelia's work by the public.

Question 2: What are the best strategies that have worked for you to differentiate your offerings from conventional or sustainable tourism options?

Summary: Differentiation strategies from conventional tourism options: Eumelia differentiates itself by offering authentic experiences that combine the local element with sustainability, avoiding standardization and overly conventional tourism experiences. Strategies that have worked best for Eumelia in differentiating its offerings include incorporating immersive activities that promote connection with local culture, such as cooking classes with local products and wine tasting. Also, the e-shop for the sale of agricultural products such as olive oil and olives enhances diversification and creates an additional source of income. These practices help to set Eumelia apart from conventional or other sustainable tourism options.

Question 3: What strategies have you used to scale your business sustainably without losing your commitment to regenerative principles?

Summary: Sustainable expansion strategies: Eumelia has implemented strategies to expand its business in a sustainable way, while maintaining its commitment to regenerative principles, through the development of an eShop for the sale of agricultural products such as olive oil and olives. It also incorporates hands-on activities into visitors' stays, offering unique experiences that combine education and entertainment. These strategies enhance sustainability and connection with visitors without sacrificing regenerative practices. Eumelia is expanding in a sustainable manner, emphasising the preservation of its regenerative principles, the promotion of local products and continued partnerships with the local community.

Question 4: Have you collaborated with any eco-influencers or travel bloggers to reach a broader audience and add credibility?

Summary: Working with eco-influencers and bloggers: Eumelia has not worked specifically with eco-influencers but has worked with travel bloggers and mainstream lifestyle influencers. These collaborations have given them the opportunity to reach a new audience and increase their brand awareness. These influencers have

provided credibility to the company and helped to build recognition for the quality of their services, attracting a wider audience who may not have had previous experience with Eumelia and/or who are interested in sustainable tourism.

Summative Overview of Answers

Eumelia, an organic agritourism farm, focuses on promoting regenerative tourism through experiential activities, the use of local products and the active participation of visitors in regenerative practices. The farm uses sustainable agricultural practices such as crop rotation, composting and the use of natural pest control methods, and offers cooking classes, tastings and other activities that promote sustainability.

Eumelia has developed partnerships with the local community by sourcing local produce and participating in social activities and uses technology such as an e-shop and social media to promote its practices and strengthen local networks. At the same time, it plans to further improve the experience it offers by considering the use of technological innovations such as smart farming.

Its communication and outreach strategies, including the use of online content and partnerships with travel bloggers, have proved effective in highlighting its sustainable practices and attracting a wider audience.