



Farms' Charm

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Diversification of Entrepreneurial
Activities as the Pathway to the
Sustainable Farming at Rural Areas



The Farms' Charm project aims to develop learning materials to educate small and medium-sized farmers in possible ways of starting their agritourism activities which will help them not only diversify their incomes but also promote their farm products directly to consumers. All that while reviving the rural areas and local communities and promoting a sustainable way of tourism which is in line with the tendencies of slowing down and staying longer at one area.

Within the FARMS' CHARM project we develop the following outcomes:

- Insight Educational Guidelines for mentors in agritourism
- Creative Micro-learning Videos
 - Inspirational Case Studies
 - Training Platform & Piloting



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