

BEM Micro-credential



BEM content (for all partners)	Title/name of the credential	Coordinator of Agro-Tourism: Sustainable and Digital Practices in Rural Tourism
	Function of the micro-credentials / purpose	<p>Specialisation / Upskilling</p> <p>This micro-credential is designed to provide a unique opportunity for specialization in the agro-tourism sector, where participants acquire knowledge and skills to integrate agriculture into tourism experiences. The program offers insights into best practices in sustainable agriculture, enables the creation of "farm-to-table" experiences, and introduces digital and entrepreneurial skills to enhance the attractiveness and engagement of tourists. Through this credential, participants will become recognized as experts in advancing rural tourism by connecting tourists with authentic agricultural heritage and sustainable practices.</p> <p>Digital tools include:</p> <ul style="list-style-type: none"> • Utilizing social media platforms to promote events (Facebook, Instagram). • Developing and using online platforms for booking agro-tourism tours. • Using drones to create promotional materials (video content). • Focusing on sustainability through zero-waste organization of "farm-to-table" events.

	Possible target groups	<ul style="list-style-type: none"> • Farmers and local food producers interested in expanding into tourism • Tour operators and guides in rural areas • Staff of hotels and agro-tourism facilities • Entrepreneurs in the agro-tourism and rural development sector
	Branch/sector of application	Agriculture, tourism, and hospitality
	Fields of application / work environment	<ul style="list-style-type: none"> • Agro-tourism farms and rural tourist facilities • Restaurants and hotels offering "farm-to-table" experiences • Agricultural properties open for tourist visits • Eco-tourism agencies and organizations promoting sustainable tourism
	Typical work/professional tasks	<ul style="list-style-type: none"> • Planning and conducting tourist tours on working farms, focusing on authentic experiences and education • Organizing and promoting "farm-to-table" events with an emphasis on local ingredients • Educating tourists on sustainable agriculture principles and green practices • Creating digital content and promoting agro-tourism experiences through social media • Collaborating with local producers to create attractive agro-tourism packages

	Learning outcomes (personal and job related)	Knowledge: <ul style="list-style-type: none">• Sustainable agriculture,• Natural resources• Local agricultural techniques• Eco-tourism,• Digital marketing	Skills: <ul style="list-style-type: none">• Language skills <ul style="list-style-type: none">- Conveying the importance of sustainable agriculture to tourists and visitors <ul style="list-style-type: none">• Digital skills <ul style="list-style-type: none">- Promoting "farm-to-table" events, social media, digital menus, analytics tools <ul style="list-style-type: none">• Entrepreneurial skills <p>identifying opportunities in agro-tourism, managing revenue, adapting offerings to tourists</p>	Competences: <ul style="list-style-type: none">• Create innovative tourism packages in collaboration with local farmers, including education on sustainable practices• Create appealing content for promoting rural destinations• Advance rural tourism by promoting sustainable practices and digital content• Design agro-tourism experiences that engage visitors and support local communities• Develop partnerships with local communities to create integrated tourism experiences• Evaluate tourist tours and events through data collection from tourists• Manage tourist interactions using digital tools for feedback collection
	Validation	Criteria <ul style="list-style-type: none">• Successful organization and execution of farm tours with an emphasis on sustainable practices• Documented knowledge of local agricultural practices and sustainable principles• Organization of at least two agro-tourism tours with documented processes and participant evaluation through digital surveys	Procedures <ul style="list-style-type: none">• Formation of Examination Committee• Development of a practical project on a given topic• Assessment through practical demonstrations of work with tourists on a farm• Evaluation of the quality of "farm-to-table" events by experts in agriculture and tourism• Participants are required to develop specific digital campaigns that include content for social media and websites• Assessment of participant portfolios: promotional materials, photographs, and guest evaluations	

		<ul style="list-style-type: none"> • Development of promotional materials (e.g., video, social media content) reviewed and approved by mentors 	<ul style="list-style-type: none"> • Knowledge testing through quizzes on sustainable practices and digital tools for promotion
	Recognised/accepted (documented by MoU)	<ul style="list-style-type: none"> • VET Centre • Examination Centre • Name of companies: RDA for Bjelasica, Komovi and Prokletije • Tourist organisation Berane 	
	Provider(s)	Vocational schools, regional development agencies, and associations promoting agro-tourism	
Additional information (if needed)	Entry level / prerequisites	<p>Basic knowledge in agriculture or tourism; experience in agro-tourism or digital marketing is preferred</p> <ul style="list-style-type: none"> • Theoretical Instruction (20 hours): Basics of agro-tourism, sustainability, and digital tools • Practical Training (30 hours): Farm work, organizing "farm-to-table" events • Digital Modules (20 hours): Training for content creation and promotion • Independent Work and Preparation (30 hours): Creating promotional materials, event planning • Evaluation (10 hours): Portfolio, quizzes, and practical assessment <p>Total Hours: 110 hours</p> <p>4–6 weeks</p>	
	Possible duration (recommendation)		
Specific content (national) (if needed)	Position in the chain of educational programmes	Level IV of NQF	
	Reference to NQF Aligned with Montenegro's National		

	Qualifications Framework (NQF) level relevant to professional upskilling in tourism and marketing.	
	Number of credits 5 ECTS	