COURSE OUTLINE

Hosting well: a homestay and agritourism workshop

A facilitator plan for turning local hospitality into a thoughtful visitor experience. Work through hosting, resources, local products and destination cooperation, drawing on the Jeti Oguz workshops of 2023 and 2024.

English facilitator edition 1.0

Edited learning material / September 2026

Prepare to welcome guests

The 2023 material uses guest reviews to discuss how cleanliness, food and service influence a stay. It then introduces responsiveness, empathy and clear communication. Invite hosts to describe a welcome that worked well and a misunderstanding they would handle differently.

The 2024 plan adds preparation of accommodation and services, initial ecotourism packages and the needs of environmentally conscious travellers. Keep the discussion grounded in what the host can actually provide and explain clearly.

Workshop: walk through arrival, the room or yurt, meals and departure. Identify one expectation to explain before booking and one improvement to make before the next guest.

Care for resources and local relationships

The sources connect ecotourism to conservation, community participation and learning. The resource-management block covers daily logistics, awareness of local natural resources, waste reduction, agricultural practices and local products.

Use local examples rather than treating sustainability as a label. The short French partner-training notes also name waste, hygiene and water. Discuss which changes a household can make itself and which require cooperation with neighbours or destination partners.

Workshop: map where supplies come from and where waste goes. Choose one practical change, name the person responsible and decide how the group will review it.

Make a homestay-plus-activity offer

The 2024 workshop proposes a homestay-plus-one-activity package, agritourism products and a cooking experience using local produce. Participants can use these topics to develop an offer that fits the household and the season.

Editorial offer worksheet: name the activity, the host, the guest's participation, the season, the time needed, the group size and what is included. Explain any practical requirements. Agree the role of each partner before presenting the offer.

Workshop: describe the offer to another participant as if they were a first-time guest. Ask them to repeat what they expect to do, eat, learn and pay for; resolve unclear expectations.

Build a shared action plan

Destination cooperation appears throughout the Jeti Oguz plans: shared promotion, online visibility, year-round offers and relationships with tour operators and regional partners. The conclusion asks participants to define next steps and evaluate the training.

Close with one action for the household and one for the group. The source also contains a regulatory and certification discussion block; a facilitator should use current local advice for that session rather than treat the old outline as a statement of today's requirements.

Workshop: write an action, an owner and a review date. At the follow-up, discuss what changed in the guest experience and what support is still needed.

SOURCE RECORD

Sources and edition

Adapted from Training 24 & 26 Nov 2023 and Training 12 FEB Sanatorium Jeti Oguz, developed for Nomad's Land and the Kyzyl Djar association / DMO Jeti Oguz, with the short French Formation des partenaires locaux notes. Obsolete venue details, budgets, unfinished placeholders and conflicting event dates are omitted. Exercises are adaptations of the workshop topics; the offer worksheet is an editorial addition.

Source documents

Training 24 & 26 Nov 2023

Training 12 FEB Sanatorium Jeti Oguz

Formation des partenaires locaux.docx