



Designing Innovative Tourism Stays

# An Educator's Guide to Epic Stays

Photo Credit: Farm Stay Pomona, Slovenia



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\* Please be mindful of ink and paper usage by printing only what you need to print, print in greyscale or black and white rather than in colour. Print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.



Designing Innovative Tourism Stays

# A Trainer's Guide

Trainer's Guide to Epic Stays  
Project Resources



## What's inside..

**1** About Epic Stays

**2** General Information for Trainers

**3** Epic Stays Course Modules

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# About Epic Stays

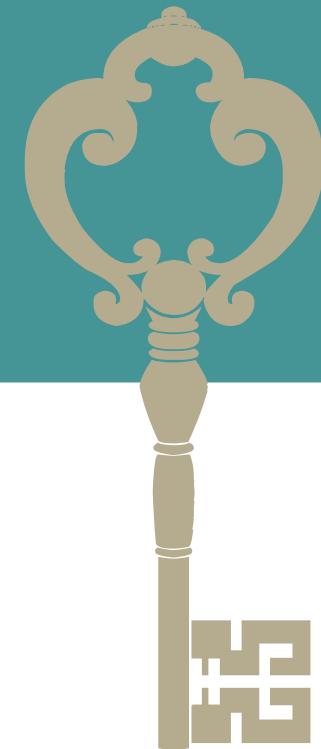


Photo Credit: Co. Leitrim, Ireland

# What is Epic Stays About?

**WELCOME TO THE EPIC STAYS PROJECT—AN INNOVATIVE GAME-CHANGER FOR TOURISM ACCOMMODATION AND AN INNOVATIVE CONTRIBUTOR TO RURAL ECONOMIES, MITIGATING CLIMATE CHANGE AND INVIGORATING EUROPE'S RURAL LANDSCAPES!**

Imagine a Europe where travellers can choose from an amazing diversity of one-of-a-kind stays, from reimagined farmhouses in remote villages to solar-powered treehouses and repurposed historic buildings. Epic Stays isn't just about places to sleep; it's about creating new novel wow and improved experiences that celebrate local culture, sustainability, and innovation in hospitality.

Epic Stays refers to Alternative Tourism Accommodation (ATA) that offers unique non-traditional sustainable accommodation options and personalised experiences distinct from standard hotels or resorts. Such properties may include eco-friendly lodges, bed and breakfasts, farm stays, vacation rentals, hostels, and boutique guesthouses.

Epic Stays aims to address key challenges facing European tourism, such as the tourism crisis, climate change, and the urgent demand for sustainable and circular tourism models. By focusing on alternative accommodation solutions, Epic Stays contributes meaningfully to Europe's tourism economy, tourism vocational education, and the global movement toward climate action.

# Epic Stays Partnership



HÓLAR UNIVERSITY  
(HU) ICELAND



university of  
applied sciences

NHL STENDEN  
UNIVERSITY OF  
APPLIED SCIENCES  
THE NETHERLANDS



**TUS**

Ollscoil Teicneolaíochta na Síonainne:  
Lár Tire, An tIarthaí Láir  
Technological University of the Shannon:  
Midlands Midwest

TECHNOLOGICAL  
UNIVERSITY OF THE  
SHANNON (TUS)  
IRELAND



MERIDAUNIA  
ITALY

momentum  
[educate + innovate]

MOMENTUM  
MARKETING  
SERVICES LTD. (MMS)  
IRELAND



VOCATIONAL COLLEGE  
FOR HOSPITALITY AND  
TOURISM (VSGT)  
SLOVENIA



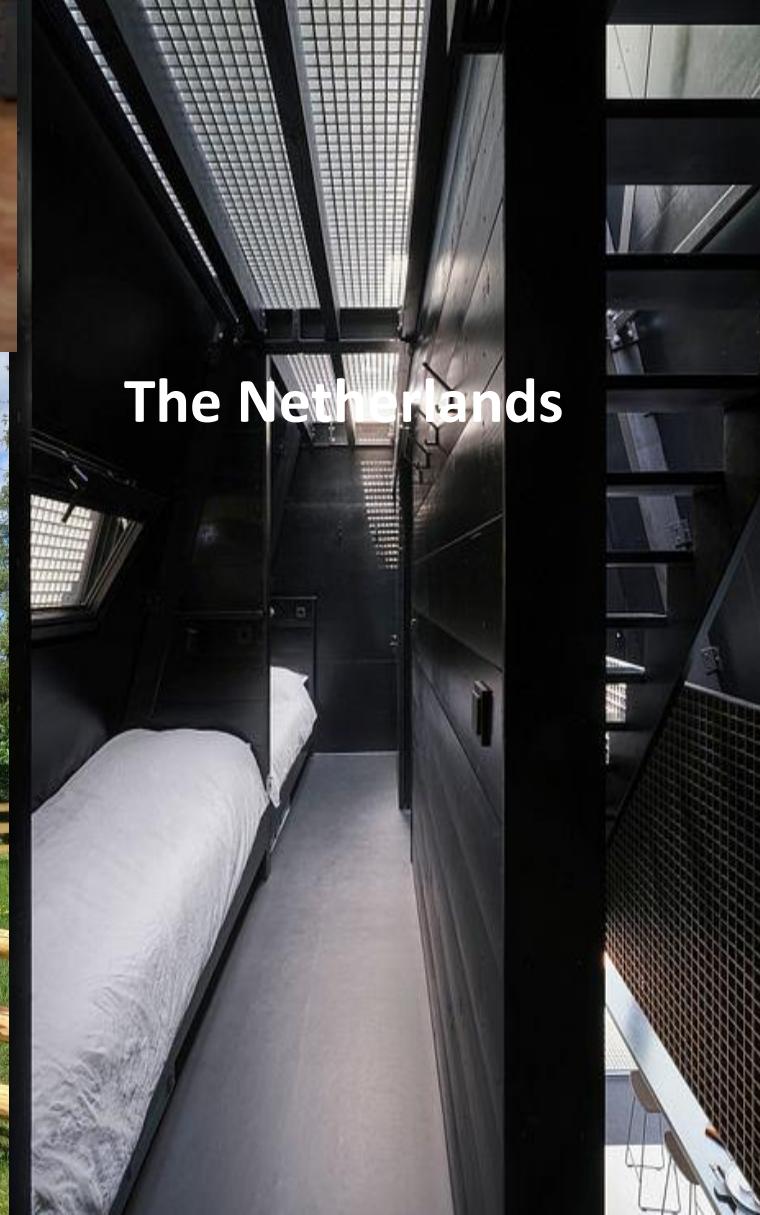
# Who Epic Stays is designed for?

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## Knowing the audience

This project offers innovative training resources and upskilling pathways for businesses, policy makers and educators including:

- 1. Tourism Entrepreneurs and Small Accommodation Owners** – Epic Stays provides a pathway to turning unique properties (like old barns, abandoned buildings, or eco-lodges) into viable, marketable businesses.
- 2. Tourism Policy Makers and Local Development Organisations** – Local governments, agencies and tourism boards can use Epic Stays' resources to promote sustainable tourism practices and attract a new wave of eco-conscious travelers.
- 3. Vocational Education and Training (VET) Educators** – Epic Stays offers ready-to-use educational materials that empower educators to teach the skills necessary for building a resilient, eco-friendly tourism sector.
- 4. Travellers and Digital Nomads** – While not the primary audience, travelers ultimately benefit from the unique, environmentally responsible accommodation developed through Epic Stays, giving them more choices that align with values of sustainability and authentic travel experiences.



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## General Information for Trainers

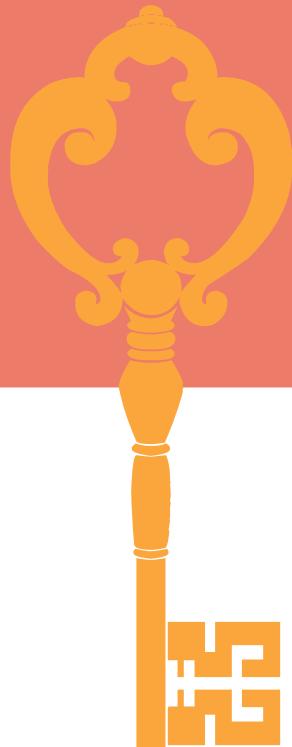


Photo Credit: Fossatun Pods & Cottages, Iceland

# General Information

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## About the Project Curriculum

**The Epic Stays Project Curriculum** was developed in alignment within the EntreComp framework, which represents the Entrepreneurship Competence Framework

This curriculum is designed to inform individuals, educators and tourism businesses. The Epic Stays Curriculum and the free to download materials are available in open access format for teachers, trainers and local communities to adopt and use.

### HOW WILL YOU BENEFIT?

These resources will support your professional growth as an educator or trainer by expanding knowledge and skills in alternative tourism accommodation. They can be also used to enrich teaching, business activities and tourism practices.

### WHAT THEY COMPRIZE?

These resources are provided as a collection of multimedia materials—including PowerPoint presentations, documents, and interactive challenges—and are organised into eight modules.

### IMPACT

The Epic Stays partners sincerely appreciate the support of ERASMUS+ funding, which has enabled us to make a meaningful impact. We believe it is important to share that vision with you. We are striving to bridge the shortage of tourism accommodation across Europe and address the need for rural tourism development and regeneration though education by:

**Empowering Tourism Accommodation Businesses in a New Era**

**Reviving Communities Through Tourism Entrepreneurship and Economic Development**

**Meeting The Needs of the ‘New Tourist’ Post Covid**

# General Information

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## Various Training Resources

The training materials and resources consists of **8 course modules** that are available on the Epic Stays Website:

<https://epicstays.eu/modules/>

**Comprehensive Case Studies** from Iceland, Ireland, Italy, the Netherlands, and Slovenia are available on the website. Each case study includes a detailed introduction, high quality photographs and direct links to other online resources.

**The Need for Alternative Tourism Accommodation across Europe Report** is available for viewing and download on the Epic Stays website: <https://epicstays.eu/download/2474/?tmstv=1731675537>

**Epic Stays EU Compendium of Good Practice in Alternative Tourism Accommodation** is available on:  
<https://epicstays.eu/download/2494/?tmstv=1731678579>

**Blogs and news** updated by the Epic Stays partners are regularly updated on the website.

# General Information

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## Develop Core Competencies

Epic Stays modules seek to develop 8 core competencies and hands-on skills directly linked to the daily management and functioning of sustainable alternative tourism accommodations:

### Core Competencies

- Sustainable Tourism Practices
- Environmental Impact Assessment
- Community Engagement and Collaboration
- Digital Marketing for Tourism
- Customer Service and Experience Design
- Customer Safety and Risk Management
- Financial Management and Budgeting
- Cultural Heritage Preservation Techniques

For further details: [Epic-Stays-WP2-Research-Report-2024-PDF \(2\).pdf](#)

# 03

## Epic Stays Course Modules

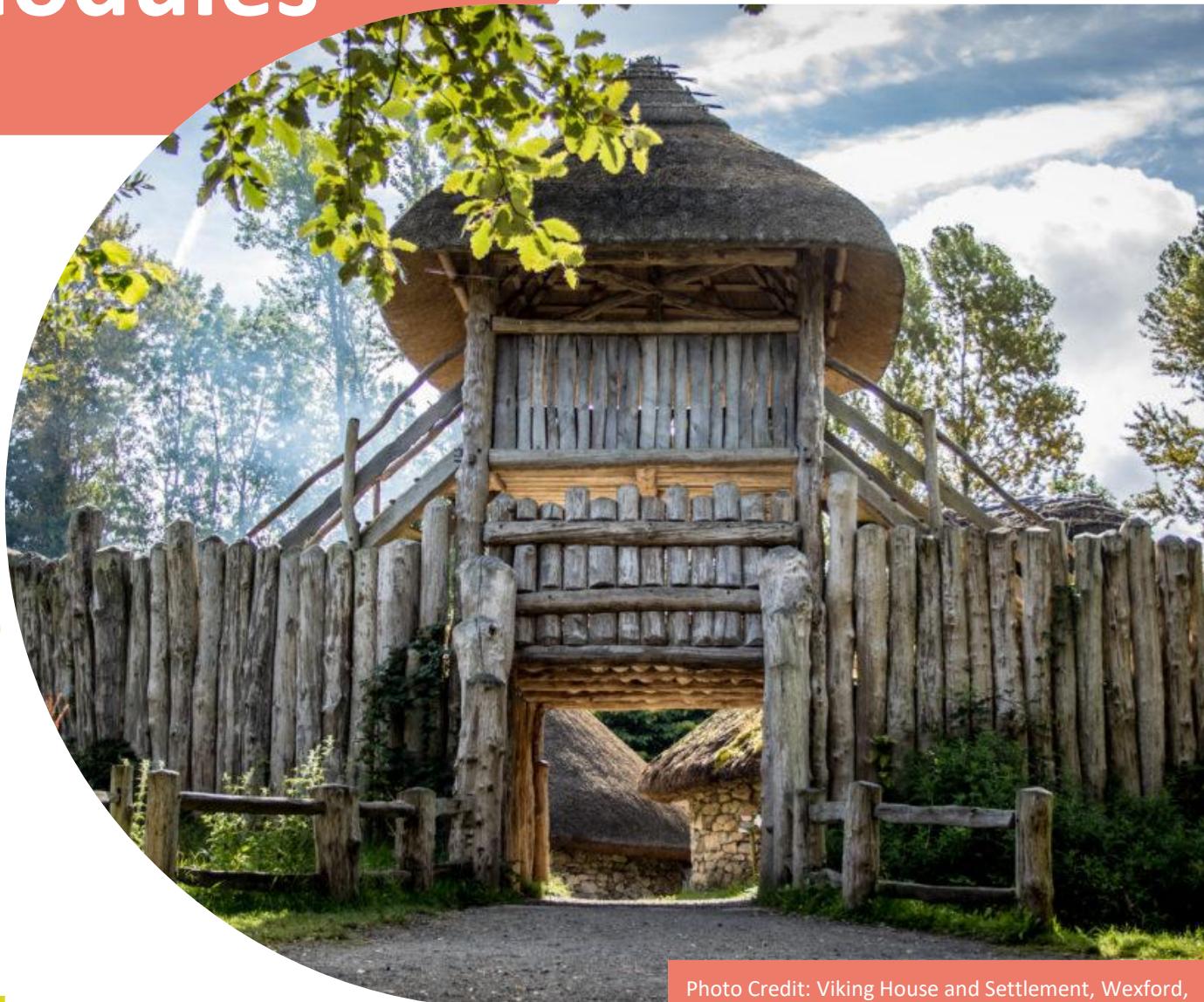
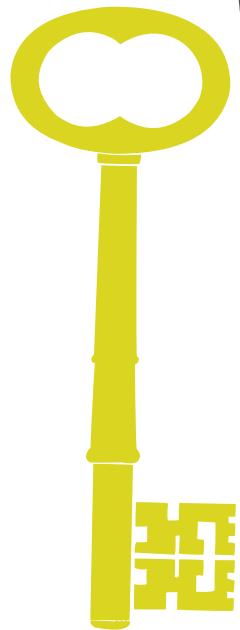


Photo Credit: Viking House and Settlement, Wexford, Ireland

# Modules

## 8 Modules available on Epic Stays Website

- **8 Modules**
- **27 Learning Areas**
- **30+ Case Studies**

Available at <https://epicstays.eu/modules/>

Designed for:

- **New entrepreneurs and start-ups** who want to launch an alternative tourism accommodation business.
- **Students and young professionals** interested in accommodation, eco-tourism, rural tourism, destination planning, future trends and fresh ideas.
- **Small business owners** currently running glamping, B&Bs, eco-lodges, or unique stays who want to grow and scale.
- **Communities and changemakers** looking to maximise the potential of alternative tourism accommodation opportunities in their localities.



Designing Innovative Tourism Stays

## Turn your tourism accommodation idea into an unforgettable stay!

- Start our course and turn your business idea into an unforgettable stay. This course takes you step by step through designing and running your own alternative tourism accommodation.
- Discover how to spot market opportunities, stand out in the marketplace, and deliver guest experiences that leave a lasting impression.
- Explore different funding options, strategic financial planning, and ways to launch and sustain a thriving business.



[Click here to see our Case Studies](#)



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### MODULE 1

#### Introduction to Alternative Tourism Accommodation

A practical starting point for launching an alternative tourism accommodation. Learn about this **high-demand trend** and how to spot opportunities.

##### Part 1

- Introduction to Alternative Accommodation
- Why It Matters Now: Guest Motivations & Market Shifts

##### Part 2

- Explore Different Business Models
- Spot Opportunities: Untapped Properties & Concepts

### MODULE 2

#### Market Research & Business Planning

Turn your idea into a clear, realistic business plan. Learn **market research**, define your concept, and shape a strong **value proposition**.

##### Part 1

- Understanding the Market, Your Guest & What They Want
- Define Your Concept & Value Proposition

##### Part 2

- Building a Viable Business Plan Using the Business Model Canvas

### MODULE 3

#### Designing Sustainable Place-Based Accommodation

Learn how to be sustainable and connected to local **identity**. Design **integration** that supports the environment and communities.

##### Part 1

- Smart Starts – Adapting Buildings & Using Pre-Built Units

##### Part 2

- Better Building Choices Design, Materials & Layout

##### Part 3

- Right-Sized Stays That Make a Local Impact

### MODULE 4

#### Building a Strong Brand, Storytelling & How to Get Bookings!

Learn how to build a brand that's personal, place-based, and memorable. Attract more bookings and make your accommodation stand out.

##### Module 4

- Building a Brand That Makes You Stand Out from the Crowd
- Local is the New Luxury – Connecting with Community through Curated Experiences
- Storytelling, Visual Identity and Building a Supportive Community

### MODULE 5

#### Guest Experience – Hosting with Heart, Impact & Viability

Get confident in delivering a great guest experience. Streamline daily tasks and business operations. Learn how to effectively manage the guest journey.

##### Part 1

- Managing the Guest Journey – Before, During & After their Stay

##### Part 2

- Tools & Systems for Efficient Operations
- Growing Smart – Partnerships, Upsells & Long-Term Planning

### MODULE 6

#### Financial Set Up & Launching Smart – Planning Your Start-Up & Capital Costs

Learn what it really takes to financially set up and launch, including site selection, buying vs leasing, realistic infrastructure costs and creating the wow factor.

##### Part 1

- Getting Started – Start Smart, Budget, Scale & Business Models

##### Part 2

- Understand Your Guests and What They're Willing to Pay

##### Part 3

- Understand Your Guests and What They're Willing to Pay

##### Part 4

- Sustainability, Investing in the WOW Factor & Support Tools

### MODULE 7

#### Finding the Funds That Fit – Funding & Finance Options

Explore financing options from self-funding to EU grants in different countries. Understand what funders seek and navigate funding applications.

##### Part 1

- Introduction to Private & European Funding Models

##### Part 2

- Spotlight on European Country Specific Funding

##### Part 3

- Investment Funding, Grant Applications & Pitching Your Idea

### MODULE 8

#### Making It Viable – Pricing, Planning & Long-Term Financial Health

Learn smart pricing, seasonal planning, and contingency strategies. Learn to make decisions that secure your business's future.

##### Part 1

- Introduction to Financial Management & Business Model Budgeting

##### Part 2

- Understanding Your Revenue & Booking Capacity

##### Part 3

- Understanding Your Costs & Setting Sustainable Prices

##### Part 4

- How Many Nights to Sell to Make a Profit

##### Part 5

- Boosting Revenue with Add-Ons and Financial Oversight

##### Part 6

- Managing Risks and Protecting Your Business

##### Part 7

- Green Investments for Long-Term Financial Health

# Module 1

## Introduction to Alternative Tourism Accommodation

### Module Overview

This module provides an in-depth exploration of alternative tourism accommodation focusing on its definition, key types, trends and business potentials.

Using case studies, industry examples, and practical insights, students will gain a comprehensive understanding of how alternative accommodations are reshaping the tourism industry.

### Learning Objectives

- Understand Alternative Tourism Accommodation and how such SMEs fit into the Hospitality Sector, trends, characteristics, and key themes.
- Learn how to define alternative accommodation and identify its key types, trends, and business potentials.
- Get familiar with how today's travellers seek more than just a place to sleep. Learn how they crave authentic, meaningful stays rooted in local culture, nature, and community.
- Learn how to tap into your area's unique story, uncover fresh business opportunities and build a more sustainable, place-based accommodation that truly connects with guests.

# Module 2

## Market Research & Business Planning

### Module Overview

This module explores how to turn your unique accommodation idea into a real business opportunity. Learners will gain practical skills to understand their guests better, research the market, develop a strong concept, and present it with confidence.

The journey begins with market research, introducing simple and effective tools to gather reliable insights about who your guests are, what they want, and what is already available in the local area.

### Learning Objectives

- Apply practical methods to gather reliable insights into their local tourism market.
- Use simple and effective research techniques to collect and interpret guest-related data.
- Conduct market research to identify target guests and their needs.
- Utilise guest-centred tools to analyse who is (or could be) visiting the area, what motivates them, and where accommodation supply gaps exist.
- Translate market research findings into a clear and compelling business idea using the Pitch Deck method.
- Identify the qualities of a strong concept and define a value proposition that highlights why guests would choose their accommodation.
- Develop a distinct concept and value proposition for their business.
- Create a short pitch deck to test the idea for funding or collaboration opportunities.
- Communicate your value proposition clearly to both guests and partners.

# Module 3

## Designing Sustainable & Place Based Accommodation

### Module Overview

Module 3 shows how alternative accommodation can be both sustainable and deeply connected to local identity. Discover how thoughtful design, material selection, and landscape integration not only support the environment but also empower communities and preserve culture. Learn how building choices can create unique, memorable tourism experiences—especially in rural or overlooked areas.

It covers 3 Key Sections:

1. Smart Starts: Adapting Buildings & Using Pre-Built Units
2. Better Building Choices - Materials, Layout & Flexibility
3. Right-Sized Stays That Make a Local Impact

### Learning Objectives

- Learn how to unlock the potential of existing spaces by repurposing existing or rural heritage buildings and disused areas.
- Explore how existing or rural heritage buildings are revitalising communities and economies.
- Explore modular, flexible solutions and low-impact construction methods that preserve local charm and support sustainable tourism.
- Learn how units can be adapted and reused, and how, as lightweight construction, they can preserve nature, celebrate local identity, and boost rural tourism.

# Module 4

## Building a Strong Brand, Storytelling & How to Get Bookings

### Module Overview

Alternative accommodation has a natural advantage when it comes to branding. Such properties are unique by nature, often personal, and typically rooted in a strong sense of place - all of which lend themselves to powerful, memorable brand stories.

In this module, you will learn how to promote your accommodation by aligning your brand with the local culture, supporting local economy, and creating authentic experiences by collaborating with local artisans, guides, and food producers.

### Learning Objectives

- You will learn how to identify your unique strengths and turn them into a brand that stands out, connects with your audience, and drives bookings.
- Learn how to offer authentic, sustainable and locally rooted experiences can add real value to your offering and brand identity, helping guests feel more connected and turning simple visits into lasting memories.
- Learn how to use strong visuals, authentic storytelling, community engagement, and digital platforms to build trust, create emotional connections, grow direct bookings, and support the long-term success of alternative rural accommodation.

# Module 5

## Guest Experience – Hosting with Heart, Impact & Viability

### Module Overview

This module focuses on delivering great guest experiences while keeping your business efficient and sustainable. You'll learn how to manage the complete guest journey and put simple systems in place to streamline daily tasks. It also explores ways to grow through partnerships, added value, and long-term planning..

### Learning Objectives

- Learn how to create a great guest experience from start to finish.
- Map the stages of the guest journey and identify opportunities to enhance the experience.
- Apply effective communication before, during, and after the stay to build trust and satisfaction.
- Use personal touches to make guests feel welcome and valued.
- Implement strategies that encourage guest loyalty and repeat bookings.
- Use simple tools to stay organised.
- Identify affordable tools that simplify day-to-day hosting tasks.
- Automate routine processes such as check-in instructions, reminders, and review requests.
- Organise operations efficiently to save time and reduce stress.
- Balance automation with personal service to maintain a high-quality guest experience.
- Grow your business sustainably with smart moves and local partnerships.
- Collaborate with local businesses to create partnerships that add value for guests.
- Design upsell opportunities that increase revenue while enhancing the guest experience.
- Apply long-term planning techniques that align business growth with personal goals and community impact.

# Module 6

## Financial Set Up & Launching Smart – Planning Your Start-up & Capital Costs

### Module Overview

This module is about to learn what it really takes to financially set up and launch, including site selections, buying vs leasing, realistic infrastructure costs and creating the wow factor. This module has 4 parts.

### Learning Objectives

- Identify different types of alternative tourism accommodation and understand what sets them apart from traditional models.
- Define your financial limits, startup budget, and preferred business model
- Evaluate how guest expectations and willingness to pay influence pricing, design, and experience planning.
- Match your offer to the right target audience and position your accommodation for success in a competitive, values-driven market.
- Understand zoning, planning, and permitting processes relevant to alternative accommodations.
- Assess land suitability based on terrain, drainage, soil, and buildability.
- Calculate realistic costs and options for connecting to (or replacing) infrastructure such as power, water, waste, and internet.
- Evaluate accessibility and transport considerations to ensure guest convenience and safety.
- Avoid common site-related pitfalls that lead to costly rework, delays, or lost revenue.
- Learn to weigh the short- and long-term financial impact of sustainable investments, and understand how eco-friendly choices can reduce costs or attract funding.
- Identify and design “WOW factor” features that enhance guest satisfaction, justify premium pricing, and improve marketing performance.
- Access and apply practical planning tools, including budgeting templates, zoning checklists, and guest appeal planners.
- Make strategic, cost-conscious decisions that align with both environmental goals and long-term business viability.
- Feel confident progressing from planning to implementation with the right support resources at hand.

# Module 7

## Finding the Funds That Fit – Funding and Finance Options

### Module Overview

This module will guide you through planning your finances and exploring funding options for your alternative accommodation business.

You'll discover a range of pathways—from personal savings and public grants to ethical lenders and green investors. Discover what funders seek, including robust business plans, measurable sustainability impact, and financial viability.

This module also explores tailored funding opportunities for alternative tourism accommodation across Ireland, Slovenia, Iceland, Italy, and the Netherlands.

### Learning Objectives

- Identify the main funding opportunities, including the Tourist Site Protection Fund, regional funds, rural loans, and NATA grants.
- Understand the role of infrastructure and environmental funding Epic Stays projects.
- Recognise how Nordic and EU-backed green loan guarantees support geothermal, eco-construction, and off-grid solutions.
- Assess how to align projects with each countries' priorities—nature protection, dispersal of tourism, and ecological sensitivity.
- Demonstrate strategies for reducing strain on natural sites.
- Strengthen project proposals through collaboration with local authorities.

# Module 8

## Making it Viable – Pricing, Planning & Long-Term Financial Health

### Module Overview

This module introduces the core principles of financial management to help you build a resilient and profitable business, whether you're just starting out or strengthening an existing venture. From choosing the right business model and identifying revenue sources to understanding costs, pricing strategies, and long-term risk management, this module provides the roadmap for creating a financially viable and values-driven accommodation offer.

### Learning Objectives

- Being able to understand financial management and business model budgeting.
- Being able to understand your revenue and booking capacity
- Understand your costs and setting sustainable prices
- Being able to understand how many nights to sell to make a profit.
- Being able to understand how to boost revenue with add-ons and have financial oversights
- Being able to manage risks and protect your business
- Being able to understand green investments for long term financial health

# Programme

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## Learning Outcome

**By the end of the course, trainers and students will be able to work together to:**

- Create a tailored business model that matches their business vision and mission.
- Develop a practical business plan with funding options.
- Have a confidence to pitch — from funding applications to presenting their business concept.
- Design a compelling brand identity built on insights and lessons from real businesses.
- Gain the skills to design unforgettable, impactful and sustainable guest experiences.

# Programme

## Learning Journey Map

Trainers and students will be able to work together throughout the programme by following a clear, structured and logical

## EPIC STAYS Learning Journey Map



# 04

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## Course Delivery Options

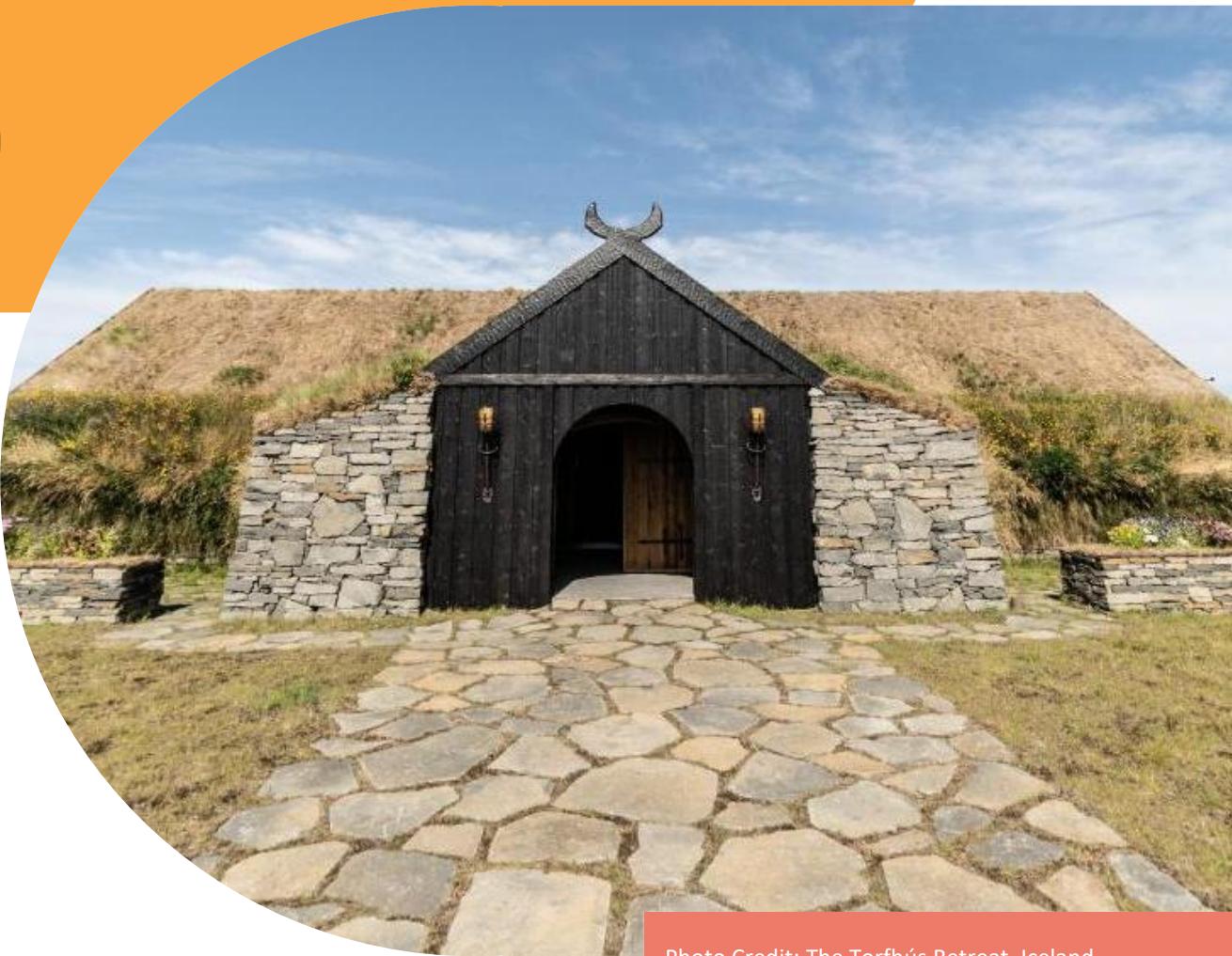
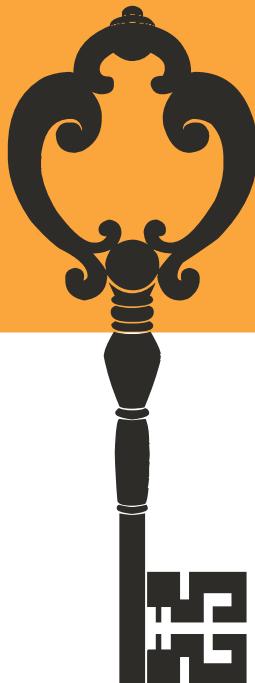


Photo Credit: The Torfhús Retreat, Iceland

# Delivery Options

## Classroom Training & Tools

8 Modules | 27 Learning Sections | Over 30 Inspirational Case Studies

Each module combines:

- **Ready to use tools and templates** designed for instant application.
- **Real-world case studies and videos** from across Europe with videos, images and more.
- **Practical strategies and exercises** to help design, fund, and grow new or existing businesses.
- **Step-by-step guidance** to turn new, big or small ideas into action and maximise potential.

Classroom Tool	Suggested Use in the Classroom	Additional Resources Required
PowerPoint © presentation	Training materials are developed in PowerPoint which are available on the project website. <a href="https://epicstays.eu/modules/">https://epicstays.eu/modules/</a> We suggest that these will be displayed on a large screen for classroom delivery	Laptop/ Computer Projector Large screen / wall
Videos	Videos are used to explain certain sections of the training content and to present case studies for discussion.	Audio / sound system
Whiteboard or Flip Chart	Invite learners to write on the board or ask them for feedback that you write on the board	Pens / markers
Assistive Technology	To increase Accessibility and Inclusivity	Screen readers, hearing aids, or voice recognition tools can aid differently-abled learners.
Evaluation Surveys	Regularly assess the effectiveness of the training modules and gather feedback for continuous improvement	

# Delivery Options

## Training delivery mechanisms

**Formal lectures:** introduce key concepts and set a common foundation for learning using Epic Stays structured presentations to outline the main themes, relevant examples, and highlight essential information.

**Small group discussions:** allow participants to deepen their understanding, apply new knowledge, and exchange perspectives in a more interactive setting.

**Collaborative/Peer-to-Peer Learning:** involves learners working together to build knowledge. Techniques like peer reviews allow participants to assess each other's work, share experiences, and learn from one another.

**Blended Learning:** combines online digital media with traditional classroom instruction. It requires the physical presence of both trainers and learners while allowing some learner control over timing, location, pace, or learning path. This approach integrates face-to-face sessions with computer-mediated activities to enhance both content delivery and engagement.

**Multimedia:** training materials tend to be more engaging and intellectually stimulating for adult learners. Trainers can make full use of all embedded features to maximize their effectiveness.

# Delivery Options

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## Other delivery options

### **Additional delivery options for delivering the Epic Stays course:**

**Flipped Classroom:** In a flipped classroom, learners can review module content before class, allowing in-class time to focus on exercises and assignments. This approach shifts knowledge transfer to online study, creating more opportunities during class for practice, clarification, and deeper exploration of the material

**Interactive Tools:** Learner engagement can be enhanced through interactive tools. Kahoot!, along with platforms like Quizizz and Mentimeter, are game-based or interactive learning tools. Such tools enable trainers to create quizzes and activities which participants can complete on their phones, tablets, or computers. This approach provides immediate feedback and results, making learning both fun and effective.

# Assessment

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## Strategies

**Formative Assessment** to monitor learning during the Epic Stays programme.

**Summative Assessment** to evaluate overall learning outcomes.

**Self-Assessment** to encourage reflection.

**Peer Assessment** to develop evaluation skills.

**Portfolio-Based Assessment** to showcase progress.

**Performance/Practical Assessment** to assess real-world alternative tourism accommodation skills.

# Assessment

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## Suggested tools & techniques

**Assessment tools and techniques are embedded in each module and where appropriate may include:**

- **Short quizzes** after online modules or training sessions.
- **Feedback sessions** on business plans or case study analyses.
- **Peer-review of practical assignments** e.g., sustainability strategies, marketing plans for accommodations).
- Final project reports demonstrating business or tourism strategy implementation.
- **Presentations** e.g. of a fully developed “epic stay” concept to trainers and stakeholders.
- **Self-rating of skills** e.g. entrepreneurship, hospitality management, and digital marketing.
- **Competence checklists** aligned with project learning outcomes.
- **Peer feedback** e.g. on business concept proposed.
- **Reflection diaries** documenting learning journey, challenges,

# Sample

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## Student Worksheet

### Part 1: Warm-Up

- Define **Alternative Tourism Accommodation (ATA)** in your own words.
- List three examples of ATA you know (e.g., eco-lodges, boutique hotels, farm stays).

### Part 2: Reading & Reflection

Review learning materials provided in Module 1 and then answer:

- What are the main differences between **traditional hotels** and **alternative accommodations**?
- Why is ATA becoming popular in Europe? Mention at least **two reasons**.

### Part 3: Types of ATA

Match the following types of ATA with their descriptions:

- **Eco-lodge**
- **Boutique Hotel**
- **Farm Stay**
- **Heritage Guesthouse**
- **Glamping Site**

Descriptions:

- a) Luxury camping experience in nature
- b) Small, stylish hotel with personalized service
- c) Accommodation promoting sustainability and nature conservation
- d) Stay on a working farm, often with local food experiences
- e) Historic building converted into guest accommodation

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# Other Resources

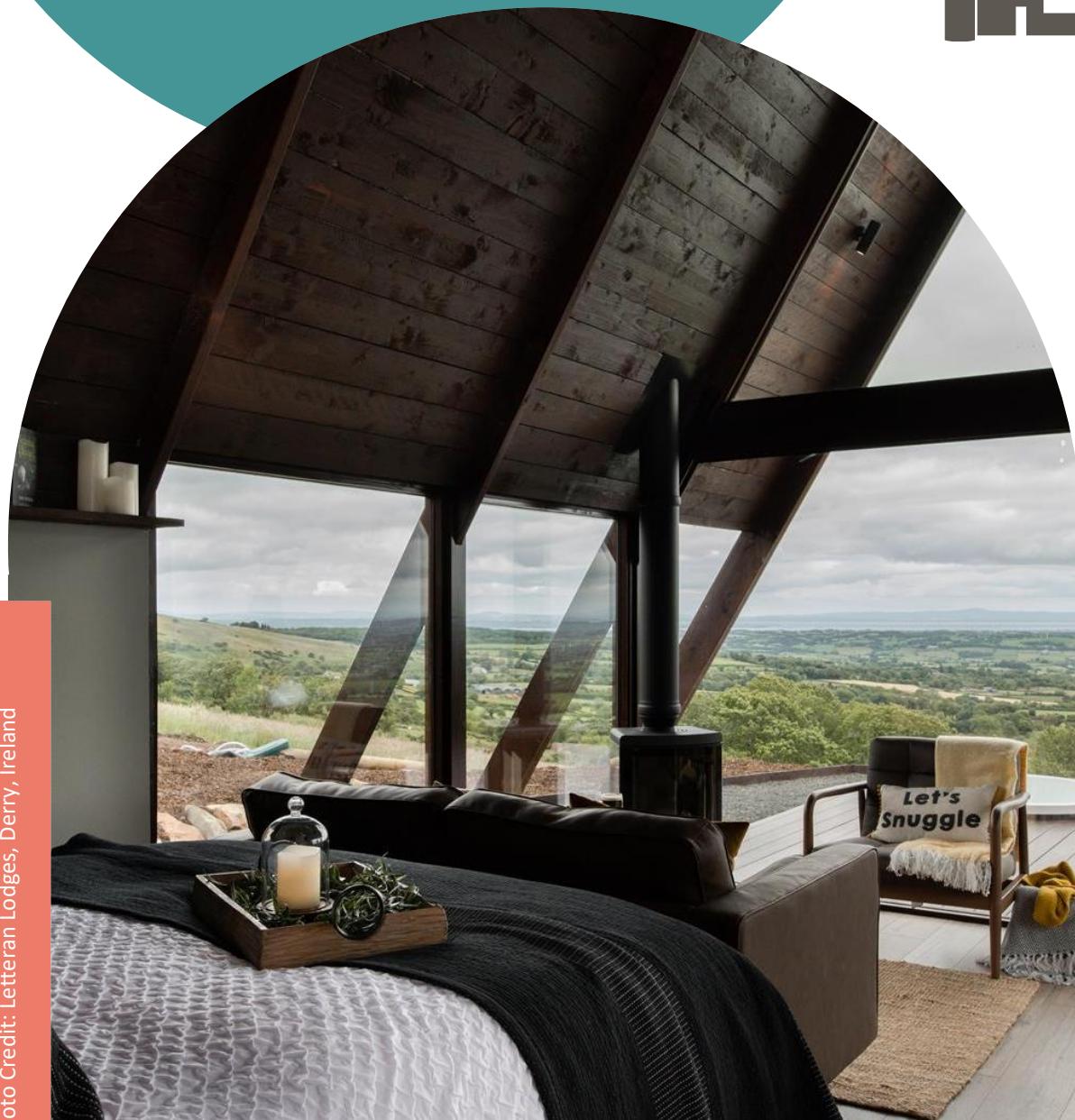
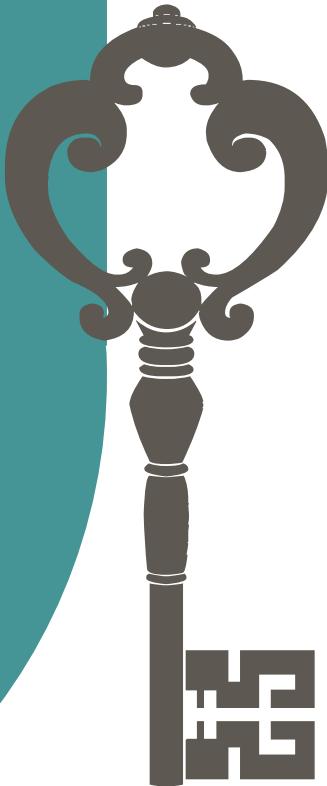


Photo Credit: Letteran Lodges, Derry, Ireland

# Research Report

## The need for Alternative Tourism Accommodation across Europe



This report provides a valuable training resource as it delves into a detailed analysis of the benefits, challenges, and key drivers shaping the demand for alternative tourism accommodation (ATA) across Europe.

With a particular focus on our partner countries of Iceland, Ireland, Italy, the Netherlands, and Slovenia, the report delves into a diverse set of regulatory environments, cultural approaches, and market dynamics.

### This report will benefit:

- SMEs in the Tourism Sector
- Vocational and Educational Training (VET) Providers
- Local Tourism Stakeholders

# Compendium of Good Practice

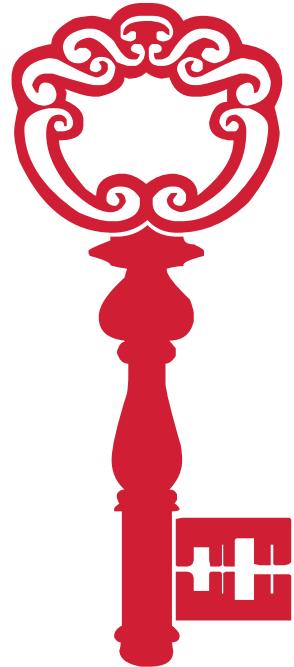
Showcasing examples of best practice in Alternative Tourism Accommodation



The Epic Stays EU Compendium of Good Practice in Alternative Tourism Accommodation is an inspiring showcase and learning resource designed to spark new ideas and elevate the potential within the alternative accommodation sector. This comprehensive resource serves as a guide for tourism industry professionals, policymakers, VET educators, and SMEs committed to sustainable and innovative accommodation models.

**These case studies demonstrate a commitment to responsible tourism that:**

- Supports local economies and creates new rural job opportunities
- Promotes community involvement and preserves cultural heritage.
- Protects the environment while providing immersive and locally rooted experiences.



# 06

## Sample Timetable



# Sample Timetables

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## 8 Modules Over 8 Weeks

It is recommended to keep each class or workshop to a maximum length of 3 hours and deliver the training across multiple weeks e.g. one evening per week over 8 weeks. This will enhance the training outcomes and provide participants with the opportunity to engage in various Epic Stays activities between sessions.

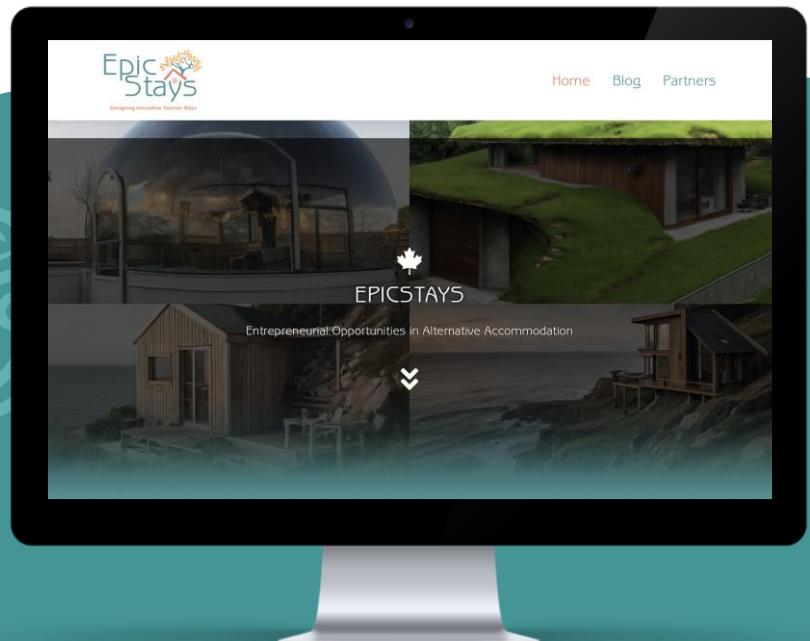
Depending on the training location, focusing more on certain countries/regions may be beneficial for participants. Pre training preparation is recommended, i.e. encourage participants to think of a place that can be converted into alternative accommodation, and design the experiences. It is highly recommended to include field trips, engage with alternative accommodation providers, invite guest speakers and conclude the programme with reflection activities to consolidate learning.

- **Week 1: Module 1 – Introduction to Alternative Tourism Accommodation**
- **Week 2: Module 2 – Market Research & Business Planning**
- **Week 3: Module 3 – Designing Sustainable Place-Based Accommodation**
- **Week 4: Module 4 – Building a Strong Brand, Storytelling & How to Get Bookings**
- **Week 5: Module 5 – Guest Experience – Hosting with Heart, Impact & Viability**
- **Week 6: Module 6 – Financial Set Up & Launching Your Start-Up & Capital Costs**
- **Week 7: Module 7 – Find the Funds That Fit – Funding & Finance Options**
- **Week 8: Module 8 – Making It Viable – Pricing, Planning & Long-Term Financial Health**

This timetable spans 8 weeks, dedicating each week to an individual module. Please adjust timings and activities as needed to suit your training needs.



Designing Innovative Tourism Stays



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