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BTO project to boost innovative entrepreneurship in the Blue Tourism sector.

Maltese organisation Skills Zone Malta, has announced that it has officially partnered up with five international organisations from Spain, Poland, Portugal and Romania to boost the much needed entrepreneurship opportunities within the Blue Tourism sector.

Recently identified by and presented by the European Commission in the annual economic report on the blue economy of the EU, was that coastal tourism is a significantly larger contributor in terms of jobs and profits than any other tourism sector in Europe. It represents a whopping 5.4 million jobs in Europe and a gross added value of almost 500,000 million euros per year.

With the blue tourism sector's special potential to encourage the development of new companies, the Blue Tourism Opportunities Erasmus+ project seeks to give tourism graduates and university students a head start within the industry, particularly those with entrepreneurial potential.

BTO project will offer graduates in higher education an opportunity to excel in their business skills within the blue tourism industry whilst also encouraging and focusing on sustainable practises, by implementing a free training program via innovative digital learning platform MOOCs (Massive Open Online Courses).

Director of Skills Zone Malta, training hub for self development and EU Projects, Maryrose Francica said:

"The BTO free MOOC's training program will bring entrepreneurial knowledge and skills to students all over Europe who may not have access otherwise due to the cost restrictions higher education can often pose, whilst still complimenting traditional university learning standards.. students will have more knowledge without the bureaucratic obligations".

The BTO program will also aim to improve the professional competences of university professors in relation to teaching with technology as they will be supported by the project consortium on how to use the MOOC platform for themselves.

The launch of the BTO MOOC course on entrepreneurship in blue tourism is set to see the enrollment of 125 students in its first year, 250 the second year and 300 in its third.

The consortium is still in the development stages of creating the education program which will be under review within the following months.

The project is set to run for 3 years.

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Skills Zone Malta is a training hub of professional trainers in the field of Entrepreneurship, personal development and soft skills.

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For further information, please contact -

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