



# Blue Tourism Opportunities Innovative Education for an Accelerated Industry

2020-1-PL01-KA203-A13C2B73

## NEWSLETTER #3 JULY 2022

### ABOUT THE PROJECT

Blue tourism is a rising sector. Taking into consideration the annual economic report on the blue economy of the EU presented by the European Commission, "coastal tourism is the largest contributor in terms of jobs, value added and profits, contributing significantly more to jobs than to GVA and/or profits".

Thus, the blue tourism sector has a special potential to encourage the development of new companies. This entails the implementation of actions that benefit the improvement of the skills of graduates and university students with an entrepreneurial character in the knowledge of blue tourism. Universities will need to incorporate educational programs of entrepreneurship in blue tourism in their curricula with the corresponding active participation of their professors.

### AIMS OF THE PROJECT

- The improvement of business skills, including the business social skills of graduates in higher education.
- The implementation of curricula and training programs in universities that meet the needs of the blue tourism industry.
- The improvement of the professional competence of university professors in relation to the Massive Open Online Course (MOOC) method in areas related to entrepreneurship in blue tourism.
- The use of mentoring as a collaboration and supporting tool between the university and student on the blue tourism business spirit.





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### TARGET GROUP

- Universities linked to the tourism sector.
- Students and university graduates with entrepreneurial character.
- University teachers.
- Organizations and entrepreneur associations.
- Chambers of Commerce.
- Entrepreneur support centers, start-up incubators.

### PARTNERS



### PROJECT RESULTS

- Training course with two training modules related to entrepreneurship in blue tourism following the methodological framework of ECVET and EntreComp.
- Mentoring platform in blue tourism entrepreneurship.
- The use of innovative methodologies (MOOC) to improve the professional skills of users both at the student and teacher levels.

### FIND US ON

 [bluetourismopportunities.eu](http://bluetourismopportunities.eu)

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On May 23-27, 2022, training under the Blue Tourism Opportunities project took place.

It was attended by representatives of the BTO project partner countries from Romania, Malta, Spain, Portugal and Poland.

The participants included trainers and academics associated with the BTO project partners.

The main topic of the training was the MOOC course on blue tourism.

Participants had the opportunity to familiarize themselves with the course, see how it works, and during the discussion, several changes were suggested, which were then discussed at the TPM meeting in Warsaw in July 2022.

Getting to know the MOOC course will allow the participants of the training to effectively promote it, to make the course available to all target groups specified in the project as widely as possible.

