



# Blue Tourism Opportunities

## Innovative Education for an Accelerating Industry

2020-1-PL01-KA203-A13C2B73

NEWSLETTER #1 JUNE 2021

### WHAT IS THE PROJECT A ABOUT?

Blue tourism as 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.





## THE PARTNERSHIP:

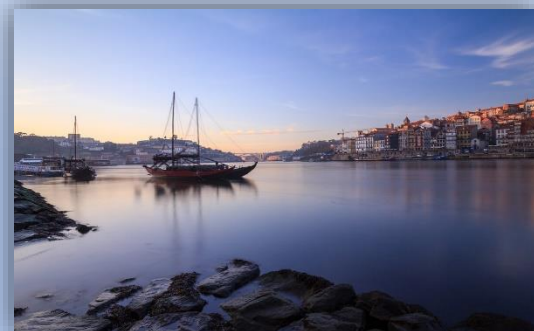
- Project Coordinator:
  - The Main School of Tourism and Hotel Management Vistula (Poland).
- Partner Organizations:
  - INNETICA (Spain)
  - INCDT -National Institute of Research Development in Tourism (Romania).
  - ISAG –Ensino Superior Empresarial (Portugal)
  - Skills Zone (Malta).
  - Glandrive (Portugal).

## WHAT HAS BEEN DONE:

- Kick-Off Transnational Meeting (Online due to pandemic).
- Two online Follow-Up Meetings.
- Project website.
- Project social media, corporate identity, and communication strategy.

## IN PROGRESS:

- The preparation of a training module that universities can include in their curricula so students can improve their professional skills in blue tourism entrepreneurship.
- Conversion of course contents to MOOC.
- Planning next Transitional Meeting in Oporto.



## WHERE TO FIND US:



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