



## Project Overview

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| <b>Project Name</b>              | BTO - Blue Tourism Opportunities  |                             |
| <b>Project Number</b>            | 2020-1-PL01-KA203-081692  |                             |
| <b>Project Website</b>           | <a href="http://www.bluetourismopportunities.eu/">http://www.bluetourismopportunities.eu/</a> |                             |
| <b>Programme</b>                 | Erasmus Plus – Strategic Partnerships for Higher Education                                    |                             |
| <b>Project Duration:</b> 2 years | <b>Start Date:</b> 01/12/2020   | <b>End Date:</b> 30/11/2022 |

## Project Summary

Blue tourism sector has a special potential to encourage the development of new companies, which entails the implementation of actions that benefit both the improvement of the professional skills of graduates and university students with an entrepreneurial character in the knowledge of blue tourism as a greater involvement of the universities in the incorporation of educational programs of entrepreneurship in blue tourism in their curricula and the corresponding active participation of their professors.

- 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 MOOC method in areas related to entrepreneurship in blue tourism.
- The use of mentoring as a collaboration and support tool between the university / professor /student on the blue tourism business spirit.

The transnationality of the present project is fundamental to make known the objectives of the project as well as the results obtained and the different products developed, for this reason we have formed an international and multidisciplinary consortium with sufficient experience in both blue tourism and innovative teaching tools

# Partners

- Szkola Glowna Turystyki i Hotelarstwa Vistula (Poland)
- INNETICA - Asociación de Innovación Emprendimiento y Tecnologías de la Información y la Comunicación (Spain)
- Institut National de Cercetare Dezvoltare în Turism (Romania)
- Skills Zone Malta co.Limited (Malta)
- Glandrive, Unipessoal LDA (Portugal)
- ISAG - Instituto Superior de Administração e Gestão (Portugal)

# Outputs - Project Deliverables

## **IO1 MOOC on Entrepreneurship in Blue Tourism**

This online course will increase the chances of self-employment of the graduates or in professional training in businesses related to blue tourism, as well as the improvement of skills and professional competences in this field of application, as well as enhance the attractiveness of mobility between different EU countries and environments of young entrepreneurs wishing to dedicate their professional activity to the field of blue tourism.

The use of innovative training tools such as a learning method in entrepreneurship and skills development allows the incorporation of training modules related to entrepreneurship in blue tourism in the curricula and training programs of Universities and Vocational Training Centers.

## **IO2 COLLABORATIVE MENTORING PLATFORM**

The creation of the collaborative mentoring platform will allow the interconnection between entrepreneurial students and professors, encouraging dialogue and discussion. The creation of a mentoring space is essential in which the universities and teachers advise and support the start-up of blue tourism businesses, thus guaranteeing its sustainability and its scope at a European level. The mentoring platform is an open nature, being enough that the student or graduate with interest in creating a start-up related to blue tourism.



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