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# DELIVERABLE 2.1

## The Stay: Tourism & Hospitality

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M9 – JUN 2024

PROJECT: COASTAL PRO

Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism

GA No: 101124745

DURATION (Months): 36

CALL: EMFAF-2023-BlueCareers



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Dissemination level		
PU	PUBLIC	X
PP	Restricted to other PROGRAMME PARTICIPANTS (including the Commission Services)	
RE	RESTRICTED to a group specified by the consortium (including the Commission Services)	
CO	CONFIDENTIAL only for members of the consortium (including the Commission Services)	

## Revision History

V #	Date	Description / Reason of change	Author
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V0.2	25/05/2024	Prefinal Version	O Spyroglou
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Contributors at this WP are the end user partners. WP1 provides feedback to technical partners.

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# Glossary

Abbreviation / Acronym	Meaning
AUTH/SJMC	Aristotle University of Thessaloniki/ School of Journalism and mass media
CINEA	European Climate, Infrastructure and Environment Executive Agency
EC	European Commission
EMFAF	European Maritime and Fisheries Fund
ENAT	European Network for Accessible Tourism
ETIS	European Tourism Indicators System
GA	Grant Agreement
GEJI	Global Environmental Journalism Initiative
IKO	International Kitesurf Organisation
PC	Project Coordinator
PO	Project Officer (EC)
PSB	Project Steering Board
QA	Quality Assurance
UAG	User Advisory Group
UC	Usage Cases
WPL	Work Package Leaders

# 1 Executive Summary

ACRONYM	COASTALPRO
PROPOSAL TITLE	CoastalPro: Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism
GA No.	101124745
CALL	EMFAF-2023-BlueCareers / EMFAF-2023-BlueCareers
COORDINATOR	SURF CLUB KEROS IKE
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The CoastalPro Training Program’s **Module 1: The Stay: Tourism & Hospitality** is designed to equip participants with essential skills and knowledge in coastal tourism. This module delves into the diverse types of tourism worldwide, exploring how these can be combined to create unique, customized tourism products and services for coastal destinations. Through a blend of webinars, asynchronous training videos, presentations, quizzes, and interactive game assignments, participants will engage in a comprehensive learning experience. They will explore seaside destinations, conduct field research, and promote these destinations within their online learning community, fostering a practical understanding of the intricacies of coastal tourism.

The program is tailored to **four distinct cohorts**: undergraduate students, recent graduates from hospitality-related fields, young professionals and entrepreneurs, and aspiring entrepreneurs. Each cohort receives content and exercises adapted to their specific needs, ensuring a relevant and impactful learning experience.

Module 1 focuses on understanding the significance and economic impact of coastal tourism, analysing key destinations, and addressing challenges such as seasonality and accessibility. By promoting sustainable practices and effective destination management, the module prepares participants to contribute to the sustainable development of coastal tourism. Upon completion, learners will possess the practical skills and knowledge necessary to innovate and excel in the coastal tourism sector, driving growth and sustainability in coastal communities.

## 2 Introduction to CoastalPro Training Modules

### 2.1 Modules Structure

Our training program is built upon a solid foundation provided by the vast experience of 4 partners: 01-SCK, 02-AUTH, 04-EPLO and 09-ELC in defining the necessary skills for professionals, implementing successful business models in tourism and working in and with the hospitality industry. The core of our program is a set around **6 Training Modules**, each one focusing on a key element of Coastal Tourism giving emphasis on both building the much necessary skills for the existing personnel but also attracting new talent and promoting a new generation of entrepreneurs.



Figure 1: CoastalPro Training Modules gamified flow

The COASTALPRO ACADEMY creates a new curriculum that consists of 6 modules:

Module	Description
<b>M1 - The Stay: Tourism &amp; Hospitality</b>	This module aims to provide knowledge and inspiration about various types of tourism that exist around the world, and how different types of tourism may be combined to produce tailor-made products and services for each destination, while utilizing game-based hands-on activities to explore their seaside destination, conduct field research, and promote the destination in their online learning community.
<b>M2 - The Experience: Entertainment &amp; Recreation</b>	The module examines various sectors, such as accommodation, food and beverage, transportation, and recreation and entertainment, and their interdependence, while also covering the positive and negative impacts of domestic, inbound, and outbound visitors on nearby communities and the environment.
<b>M3 - The Adrenaline: Water Sports &amp; Water-related activities</b>	This module covers water sports tourism, including extreme sports and beach-based activities, with a focus on safety and inclusiveness, and also includes health and wellness components.
<b>M4 - The Environment: Sustainability and ESG</b>	This module covers important ESG (Environmental, Social, Governance) topics, such as environmental and social challenges, stakeholder roles, and material ESG characteristics for corporations.
<b>M5 - The Brand: Branding &amp; Marketing</b>	This module covers destination branding, marketing tactics, and storytelling methods for effective communication with targeted audiences, with an emphasis on developing a nonfiction story to promote a place and planning awareness campaigns.
<b>M6 - The Business: Entrepreneurship &amp; Strategy</b>	This module covers a recap of business tools and theory, with special attention given to strategy and foresight as a tool for risk mitigation.

The curriculum includes micro-credentials and certificates based on industry demands. We believe that these modules will provide participants with practical and usable knowledge on a wide range of topics, including ideation, hospitality management, activity design, branding, digital tools, sustainability and ESG, crisis management, and foresight.

WEEKS	1	2	3	4	5	6	7	8	9	10	11	12
SUGGESTED DATE	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec
MODULE	1-STAY	2-EXPERIENCE	RECAP	3-ADRENALINE	PEER REVIEW	4-ESG	5-BRAND	RECAP	PEER REVIEW	6-BUSINESS	RECAP	FINAL WEEK
WEBINAR	Welcome to the Course		Masterclass (KEROS Story)			Masterclass (ESG)	Masterclass (Branding)			Masterclass	Masterclass	
ASYNC TRAINING VIDEOS	X	X		X		X	X			X		
PRESENTATIONS	X	X	X	X		X	X			X		
QUIZ	X	X		X		X	X			X	X	
GAME (ASSIGNMENT)			Assignment 1		Peer Review		Assignment 2		Peer Review	Assignment 3 Capstone		Peer Review

Our 10- to 12-week training programme is presented in a concise but engaging manner through a gamified platform based on Moodle. Its foundation is playful interactive learning, which also includes co-design and ideation exercises that simulate actual instances. All modules are delivered through a combination of webinars, asynchronous training videos, presentations, and quizzes. After every two modules, participants engage in a game assignment, applying the concepts they've learned to practical scenarios. Peer reviews of these assignments foster collaboration and deeper understanding.

## 2.2 Cohorts

The CoastalPro Training Program is designed to serve four distinct cohorts: Cohort 1, students from any discipline; Cohort 2, focusing on upskilling recent graduates from hospitality and related fields; Cohort 3, aimed at reskilling young professionals and entrepreneurs early in their careers; and Cohort 4, inspiring young entrepreneurs eager to start their own businesses. While the core content of the program remains consistent across all cohorts, ensuring a solid foundation of essential skills and knowledge in coastal tourism, we will adapt the material and the game-based exercises to meet the specific needs of each group. These adjustments will make the learning experience more relevant and impactful, allowing participants to effectively apply their knowledge and advance in their respective professional journeys within the coastal tourism sector.

Skilling: New generation	Up-skilling: Young Graduates	Re-skilling: Professionals	Inspiring: Young Entrepreneurs
Focus on undergraduate students that look for further skills and opportunities. Target students across sectors, disciplines interested in expanding their career horizons.	Target graduate students from the hospitality and related industries who believe they need additional skills to boost their job prospects.	Young professionals and entrepreneurs, with some experience, in the start of their career, independent of sector that would like to advance their career.	Inspiring young entrepreneurs. Focus on young professionals and aspiring entrepreneurs that are interested in creating their own businesses

### 3 Module Overview (M1 – The Stay)

The screenshot displays the 'coastal pro' Learning Hub interface. At the top, there's a navigation bar with 'Home' and 'My journey' options. The main content area is titled 'Module 1: The Stay' and features a colorful illustration of a tropical island with a hut, a boat, and numbered markers (1, 2, 3). Below the illustration, there's a section titled 'Introduction to Coastal Pro Rules' with introductory text and bullet points. On the right side, a sidebar contains a 'Leaderboard' section showing a progress bar (54% total, next level at 66%), a ranking of 7, and a list of 'RECENT REWARDS' including 'Course viewed' and 'Course module viewed' dated May 17. Navigation icons for 'Info', 'Leaderboard', 'Report', and 'Settings' are at the bottom of the sidebar.

<b>Module</b>	<b>The Stay: Tourism &amp; Hospitality</b>
<b>Aim</b>	Provide participants with a comprehensive understanding of the diverse types of tourism that exist globally, and how these can be combined to create unique, tailor-made tourism products and services for coastal destinations.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Introduce the fundamental concepts and significance of coastal tourism.</li> <li>• Analyse key coastal tourism destinations and their unique attributes.</li> <li>• Develop and integrate various tourism products and services to enhance visitor experiences.</li> <li>• Explore strategies to address the challenges faced by coastal tourism, such as seasonality and accessibility.</li> <li>• Promote sustainable practices that protect the environment and support local communities.</li> <li>• Equip participants with practical skills in destination management and development through field research and community engagement.</li> <li>• 7. Foster an understanding of the economic impacts of coastal tourism and the importance of creating sustainable tourism models.</li> </ul>
<b>Total duration</b>	1 week



<p><b>Learning Outcomes</b></p>	<p>On successful completion of this module, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the significance and impact of coastal tourism on the global economy.</li> <li>• Identify and analyse key destinations and their unique selling points.</li> <li>• Develop sustainable tourism products and services that enhance visitor experiences while preserving the environment.</li> <li>• Apply effective destination management practices to ensure long-term success and resilience of coastal tourism destinations.</li> </ul>
<p><b>Study material</b></p>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Video Lectures</li> <li>• Notes</li> <li>• Infographics</li> <li>• Reports</li> </ul>
<p><b>Assessment</b></p>	<ul style="list-style-type: none"> <li>• Self-Assessment Quizzes</li> <li>• Game Assignment (After Module 2)</li> <li>• Peer Reviews</li> </ul>

## 4 Lesson Breakdown (M1)

### 4.1 Lesson 1: Introduction to Coastal Tourism

<b>Lesson</b>	<b>1 – Introduction to Coastal Tourism</b>
<b>Duration</b>	1 hour
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Understand the significance and impact of coastal tourism on the global economy.</li> <li>• Identify key coastal tourism destinations and their unique attributes.</li> <li>• Analyse the challenges faced by coastal tourism destinations and propose sustainable practices to address them.</li> </ul>
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>• Basic understanding of tourism and hospitality concepts.</li> </ul>
<b>Study material</b>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Video Lectures</li> <li>• Notes</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Self-Assessment Quiz on key concepts of coastal tourism.</li> <li>• Participation in discussions and reflection activities.</li> <li>• Assignment on developing strategies to address challenges in coastal tourism.</li> </ul>
<b>Feedback and Support</b>	<ul style="list-style-type: none"> <li>• Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions.</li> <li>• For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.</li> </ul>

#### Content Outline

- 1. Introduction (5 minutes)**
  - 1.1. Overview of the lesson and its objectives.
  - 1.2. Engage learners with a brief activity or thought-provoking question about their favorite coastal destination and why.
- 2. Defining Coastal Tourism (15 minutes)**
  - 2.1. Explain the concept of coastal tourism.
  - 2.2. Include examples of activities and attractions.
  - 2.3. Provide a short quiz to reinforce the definition and examples.
- 3. Significance of Coastal Tourism (15 minutes)**
  - 3.1. Discuss the economic impact of coastal tourism, including revenue generation and job creation.
  - 3.2. Use visuals and real-world examples of successful coastal destinations like Hawaii, Canary Islands, and the Caribbean.
  - 3.3. Reflection activity: How does coastal tourism benefit local economies and communities?
- 4. Key Destinations and Their Advantages (15 minutes)**
  - 4.1. Introduce major coastal tourism destinations and their unique selling points.
  - 4.2. Use case studies and scenarios to illustrate geographical and meteorological advantages.
  - 4.3. Discussion forum: What makes a coastal destination attractive to tourists?
- 5. Challenges Faced by Coastal Tourism Destinations (15 minutes)**

- 5.1. Cover the challenges such as seasonality and accessibility.
- 5.2. Provide examples of how these challenges affect tourism destinations.
- 5.3. Assign a project: Develop strategies to mitigate the effects of seasonality and improve accessibility for a chosen coastal destination.

**6. Conclusion (10 minutes)**

- 6.1. Summarize the main points of the lesson.
- 6.2. Provide additional resources for further learning.
- 6.3. Encourage learners to apply their new knowledge or skills by exploring and presenting a coastal tourism destination.

*4.2 Lesson 2: Introduction to Coastal Tourism*

<b>Lesson</b>	<b>2 – Coastal Tourism Products and Services</b>
<b>Duration</b>	1 hour
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Identify and develop unique coastal tourism products and services.</li> <li>• Utilize local resources to enhance tourism offerings.</li> <li>• Apply sustainable practices in developing tourism products and services.</li> </ul>
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>• Basic understanding of tourism and hospitality concepts.</li> </ul>
<b>Study material</b>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Video Lectures</li> <li>• Notes</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Quiz on coastal tourism products and sustainability practices.</li> <li>• Participation in discussions and reflection activities.</li> <li>• Assignment on developing a sustainable tourism product or service.</li> </ul>
<b>Feedback and Support</b>	<ul style="list-style-type: none"> <li>• Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions.</li> <li>• For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.</li> </ul>

Content Outline

**1. Introduction (5 minutes)**

- 1.1. Overview of the lesson and its objectives.
- 1.2. Engage learners with a brief activity or thought-provoking question about their favourite coastal tourism product or service.

**2. Unique Tourism Products and Services (15 minutes)**

- 2.1. Explain the various tourism products and services in coastal regions.
- 2.2. Include examples of accommodations, food, and activities.
- 2.3. Provide a short quiz to reinforce learning.

**3. Case Study: Surf Club Keros (15 minutes)**

- 3.1. Discuss the location, accommodations, activities, and sustainability practices of Surf Club Keros in Limnos, Greece.
- 3.2. Use visuals and real-world examples to illustrate the key elements of a successful coastal tourism business.
- 3.3. Reflection activity: What makes Surf Club Keros a successful coastal tourism business?

**4. Strategies for Sustainability (15 minutes)**

- 4.1. Introduce strategies for sustainability in coastal tourism, including renewable energy, water conservation, and support for local suppliers.
- 4.2. Use case studies and scenarios to illustrate these strategies.
- 4.3. Discussion forum: How can coastal tourism businesses implement sustainable practices?

**5. Conclusion (10 minutes)**

- 5.1. Summarize the main points of the lesson.
- 5.2. Provide additional resources for further learning.
- 5.3. Encourage learners to apply their new knowledge or skills by exploring and presenting a sustainable coastal tourism product or service.

*4.3 Lesson 3: Destination Development and Management*

<b>Lesson</b>	<b>3 – Destination Development and Management</b>
<b>Duration</b>	1 hour
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Understand the stages of the Destination Lifecycle Model and their implications for coastal tourism.</li> <li>• Identify strategies for sustainable destination development and management.</li> <li>• Recognize the roles of different stakeholders in shaping and managing coastal tourism destinations.</li> </ul>
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>• Basic understanding of tourism and hospitality concepts.</li> </ul>
<b>Study material</b>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Video Lectures</li> <li>• Notes</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Quiz on coastal tourism products and sustainability practices.</li> <li>• Participation in discussions and reflection activities.</li> <li>• Assignment on developing a sustainable tourism product or service.</li> </ul>
<b>Feedback and Support</b>	<ul style="list-style-type: none"> <li>• Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions.</li> <li>• For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.</li> </ul>

Content Outline

**1. Introduction (5 minutes)**

- 1.1. Provide an overview of the lesson and its objectives.
- 1.2. Engage learners with a brief activity or thought-provoking question about their favorite coastal destination.

**2. Destination Lifecycle Model (15 minutes)**

- 2.1. Explain the Destination Lifecycle Model, including the stages of introduction, growth, maturity, decline, and renewal/rejuvenation.
- 2.2. Include examples and visuals to illustrate each stage.
- 2.3. Provide a short quiz to reinforce understanding of the model.

**3. Strategies for Sustainable Destination Development (15 minutes)**

- 3.1. Discuss the importance of environmental conservation, community engagement, and stakeholder collaboration.
- 3.2. Use case studies and scenarios to illustrate these strategies.
- 3.3. Reflection activity: How can coastal destinations implement sustainable development practices?

**4. Effective Destination Management Practices (15 minutes)**

- 4.1. Introduce tourism planning and regulation, marketing and promotion, and visitor experience management.
- 4.2. Include practical applications and real-world examples.
- 4.3. Discussion forum: What are effective management practices for coastal tourism destinations?

**5. Stakeholder Collaboration (15 minutes)**

- 5.1. Explain the roles of government agencies, businesses, NGOs, and local communities in destination management.
- 5.2. Use examples to show how collaboration can address common challenges.
- 5.3. Assign a project: Develop a stakeholder collaboration plan for a chosen coastal destination.

**6. Conclusion (10 minutes)**

- 6.1. Summarize the main points of the lesson.
- 6.2. Provide additional resources for further learning.
- 6.3. Encourage learners to apply their new knowledge or skills by exploring and presenting a plan for sustainable destination management.

## 5 Conclusions

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The CoastalPro Training Program's Module 1: **The Stay: Tourism & Hospitality** has been crafted to provide a comprehensive understanding of coastal tourism. This module offers participants insights into the **diverse types of tourism around the globe and demonstrates** how these can be combined to create unique, tailor-made tourism products and services. Through a blend of theoretical knowledge and practical, game-based hands-on activities, learners will explore their seaside destinations, conduct field research, and promote these destinations within their online learning community.

The structured approach of this module ensures that learners gain a thorough understanding of the foundational concepts of coastal tourism, the **significance of various coastal destinations**, and the economic impacts of the tourism industry. Moreover, the module addresses the challenges faced by coastal tourism destinations and proposes **sustainable practices** to overcome these obstacles. The emphasis on sustainability, community engagement, and stakeholder collaboration prepares participants to contribute meaningfully to the development and management of coastal tourism destinations.

Through the gamified learning platform, **participants engage in interactive and immersive learning experiences** that foster collaboration and deeper understanding. The tailored content for different cohorts ensures that the training is relevant and impactful, catering to the specific needs of students, graduates, professionals, and aspiring entrepreneurs. By the end of this module, participants will be equipped with practical skills and knowledge to innovate and excel in the dynamic field of coastal tourism, ultimately contributing to the sustainable development of coastal regions.