
DELIVERABLE 2.2

The Experience

M10 – JUN 2024

PROJECT: COASTAL PRO

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

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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)	
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1 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

2 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
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The CoastalPro Training Program's **Module 2: The Experience: Entertainment & Recreation** focuses on Entertainment & Recreation in tourism and hospitality. It includes all travel experiences that might offer a competitive advantage to a destination. These experiences mix physical human activity, natural environment, and cultural immersion. Whether it is a passive experience such as bird watching, or attending a local sports event, or an active experience such as participating in a local dance festival or meditating in the forest, these experiences influence future travel decisions, construct destination images, and may promote a destination.

The module is divided into three levels of difficulty.

The general objective of level 1 is to familiarize course participants with destinations' assets and resources that could become tourism products and services. Participants will understand how the tourism experience is constructed and will be equipped with the tools to assess and examine the potential of a travel destination.

Level 2 will provide knowledge and inspiration for various types of tourism that exist around the world, particularly in coastal destinations. Participants will learn about the requirements, the stakeholders, and the tourists' profiles and will explore some good practices and examples.

In level 3 participants will assess and examine their chosen destination and coastal area's assets' potential, risks, and threats, to design tourism products and services. E.g. In regions with a rich history and memories of wars and battles, they may create dark tourism experiences. Ecotourism or birdwatching in biodiversity hotspots; Wine and olive tours in agriculture communities combined with gastronomy and local customs; Volunteering and eco-tourism activities in damaged destinations due to climate change; Desert tourism and Astro tourism in places with no infrastructure and without light pollution; Rock climbing tourism in rocky environments, wellness tourism experiences in hot spring areas, etc.

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.

3 Introduction to CoastalPro Training Modules

3.1 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 of 6 **Training Modules**, each one focusing on a key element of Coastal Tourism emphasizing both building the 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
M1 - The Stay: Tourism & Hospitality	The module examines various sectors, such as accommodation, food and beverage, transportation, 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.
M2 - The Experience: Entertainment & Recreation	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.
M3 - The Adrenaline: Water Sports & Water-related activities	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.
M4 - The Environment: Sustainability and ESG	This module covers important ESG (Environmental, Social, Governance) topics, such as environmental and social challenges, stakeholder roles, and material ESG characteristics for corporations.
M5 - The Brand: Branding & Marketing	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.
M6 - The Business: Entrepreneurship & Strategy	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	
ASYNCH 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.

3.2 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 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 who are looking for further skills and opportunities. Target students across sectors, and 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, at 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 who are interested in creating their businesses

4 Module Overview (M2 – The Experience)

Module	The Experience: Entertainment & Recreation
Aim	<p>Understand the components that contribute to creating memorable tourism experiences and how to intentionally design these experiences to enhance tourism destinations' competitiveness and customer loyalty.</p> <p>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.</p>
Objectives	<ul style="list-style-type: none"> • To understand what constitutes the 'tourism experience' • To learn about the passive and active forms of tourism • To get inspiration from good practices and examples of types of tourism • To get information about the different types of tourism, the tourists' profile, the stakeholders, and the necessary infrastructure and equipment • To learn how to conduct a SWOT analysis and examine a destination • To design and develop a tourism product or service idea
Total duration	1 week
Learning Outcomes	<p>On successful completion of this module, participants will be able to:</p> <ul style="list-style-type: none"> • Understand what constitutes a 'tourism experience' • Identify and analyse a travel destination • Design and develop a tourism product or service idea
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes • Case studies • Reports
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quizzes • Peer Reviews

5 Lesson Breakdown (M2)

5.1 Level 1: Building Knowledge

Lesson	1 – Introduction to the concept of the Tourism Experience
Game Setting	On the Island of Tourism Experiences- Participants arrive and get acquainted with the concept of tourism experience.
Duration	15 minutes
Learning Objectives	<ul style="list-style-type: none"> • To understand what constitutes the ‘tourism experience’ • To learn about the passive and active forms of tourism
Study material	<ul style="list-style-type: none"> • Presentation • Weblinks with examples and good practices • Suggested reading
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quiz
Feedback and Support	<ul style="list-style-type: none"> • Self-study and self-paced instruction • Peer-support and moodle platform guidance

Content Outline

Video Lecture – 5 minutes

1. Introduction to tourism experience
2. Components of Memorable Experiences
3. Case Studies of Unique Tourism Experiences
4. Designing Tourism Experiences
5. Key Components for Designing Experiences
6. Special Types of Tourism

Self-Assessment Quiz – 5 minutes

Study material (weblinks) - 5 minutes

Supplementary study material for offline, self-paced further knowledge (on demand): 1-2 hours

5.2 Level 2: Building Knowledge and getting inspired by good practices

Lesson	2 – Types of tourism in coastal destinations
Game Setting	On the Island of Tourism Experiences- Participants have the role of travelers and explore island ‘paths’ that lead them to different tourism experiences. These paths lead them to the center of the island, the coast, and the local settlements.
Duration	2 hours
Learning Objectives	<ul style="list-style-type: none"> • To get knowledge and inspiration from good practices and examples of types of tourism • To get information about the different types of tourism, the tourists’ profile, the stakeholders, and the necessary infrastructure and equipment
Study material	<ul style="list-style-type: none"> • Flash Presentations /Video Lectures • Notes • Weblinks with real-world case studies and good practices
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quizzes
Feedback and Support	<ul style="list-style-type: none"> • Self-study and self-paced instruction • Peer-support and moodle platform guidance

Content Outline

- Flash presentations on sustainable types of tourism that can be developed on an island) – 40 min
 - Eco/ agri tourism,
 - hiking/walking/trekking tourism,
 - cycling tourism,
 - rock climbing tourism,
 - forest-bathing/ wellness tourism,
 - bird-watching tourism,
 - dark tourism,
 - coffee/tea tourism.
- Flash presentations on sustainable types of tourism that can be developed in a coastal area- 30 min
 - Coastal hiking,
 - astro tourism,
 - lighthouse tourism,
 - fishing tourism,
 - whale/dolphin watching tourism,
 - beach yoga tourism.
- Flash presentations on sustainable types of tourism that can be developed on an island at the local settlements – 30 min
 - Cultural tourism,
 - heritage tourism,
 - festivals,
 - culinary/food tourism,
 - wine tourism,
 - film tourism.

Self-Assessment Quizzes – 20 minutes

Supplementary study material for offline, self-paced further knowledge (on demand): 1-5 hours

5.3 Level 3: Mapping the terrain to design a product

Lesson	3 – Examining a travel destination
Duration	30 min online – offline individual self-paced work (1-3 hours)
Learning Objectives	<ul style="list-style-type: none"> • To learn how to conduct a SWOT analysis and examine a destination • To design and develop a tourism product or service idea
Prerequisites	<ul style="list-style-type: none"> • The previous 2 levels
Study material	<ul style="list-style-type: none"> • Presentation with information about the mission • Guiding templates • Weblinks with examples • Notes
Assessment	<ul style="list-style-type: none"> • Mission • Idea pitching, peer reviewing and group-evaluation
Feedback and Support	<ul style="list-style-type: none"> • forum within the gamified platform • Scoreboard and peer-review

Content Outline

1. Presentation about SWOT analysis (study material)- 20 min
2. Mission and template information – 5 min
3. Idea pitching instructions- 5 min

6 Conclusions

The CoastalPro Training Program's **Module 2: The Experience: Entertainment & Recreation** has been crafted to provide a comprehensive understanding of the different types of sustainable coastal tourism. These types of tourism represent experiences that mix physical human activity, natural environment, and cultural immersion and can offer a competitive advantage to a destination.

Throughout the three levels of difficulty, participants familiarize themselves with destinations' assets and resources that could become tourism products and services. Participants understand how the tourism experience is constructed and are equipped with the tools to assess and examine the potential of a travel destination. Moreover, they get knowledge and inspiration for various types of tourism that exist around the world and learn about the requirements, the stakeholders, and the tourists' profiles to design such tourism products and services.

The 3rd level requires more active engagement as it includes a mission. Participants are asked to choose a travel destination and analyse it with the tools they have learned within the module. It is time to start developing an idea for a tourism product and the first step is to map the terrain.