
DELIVERABLE 2.3

The Experience: Water Sports & related activities

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)	
CO	CONFIDENTIAL only for members of the consortium (including the Commission Services)	

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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
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The CoastalPro Training Program’s Module 3: **The Adrenaline: Water Sports & Water-related Activities** is designed to equip participants with essential skills and knowledge in coastal tourism. This module delves into the vibrant and exhilarating world of water sports tourism, including extreme sports and beach-based activities. Emphasizing safety, inclusiveness, health, and wellness, the module provides a comprehensive learning experience through a blend of webinars, asynchronous training videos, presentations, quizzes, and interactive game assignments. Participants will explore various water sports, analyse safety protocols, and develop strategies to enhance the water sports tourism experience, fostering a practical understanding of the dynamic field 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 3 of the CoastalPro Training Program, titled "**The Adrenaline: Water Sports & Water-related Activities**," delves into the vibrant and exhilarating world of water sports tourism. This module aims to provide participants with comprehensive insights into various water sports, including extreme sports and beach-based activities, while emphasizing safety, inclusiveness, health, and wellness.

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
M1 - The Stay: Tourism & Hospitality	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.
M2 - The Experience: Entertainment & Recreation	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.
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	
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

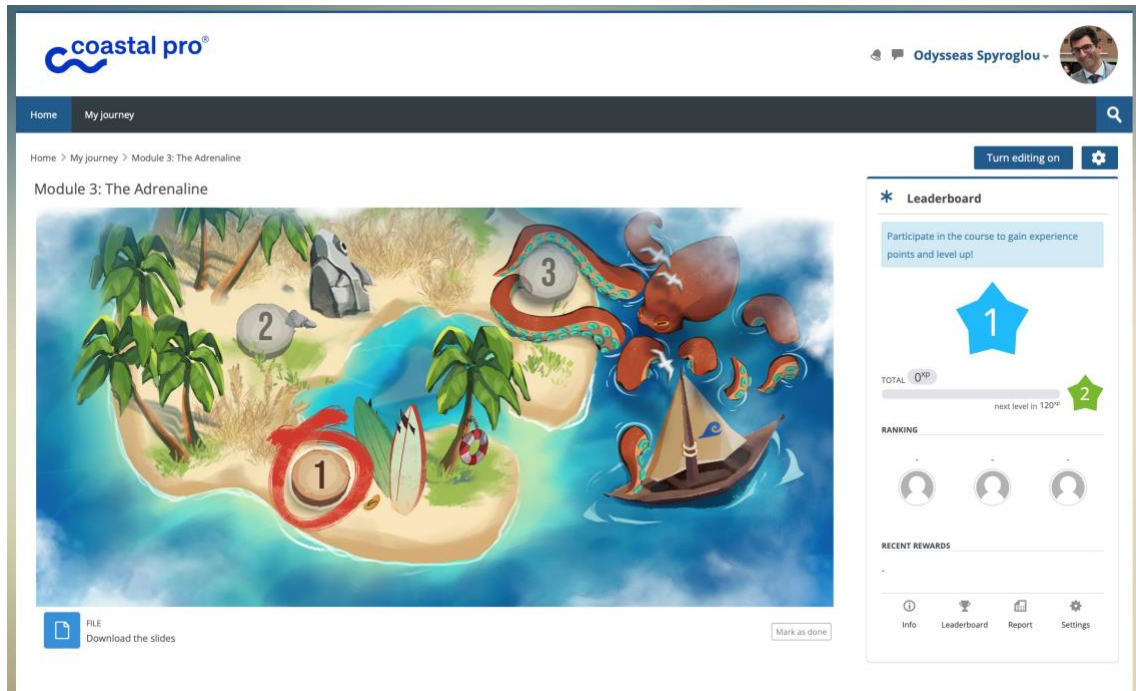
Our 10- to 12-week training programme is presented in a concise but engaging manner through a gamified platform based on Moodle. Its foundation is playful interactive learning, which also includes co-design and ideation exercises that simulate actual instances. All modules are delivered through a combination 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 (M3 – The Adrenaline)



Module	The Adrenaline: Water Sports & related activities
Aim	Provide participants with an in-depth understanding of water sports tourism, including various water-based activities, safety protocols, inclusiveness, and health and wellness benefits.
Objectives	<ul style="list-style-type: none"> • To explore a wide range of water sports and beach-based activities. • To identify and implement key safety protocols in water sports tourism. • To understand and promote inclusive practices in water sports. • To highlight the health and wellness benefits associated with water sports.
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 the different types of water sports and their specific requirements. • Implement safety measures and inclusive practices in water sports tourism. • Recognize the health and wellness benefits of engaging in water sports. • Develop comprehensive water sports activity plans for coastal destinations.
Study material	<ul style="list-style-type: none"> • Presentations & Video Lectures • Notes, Reports and Infographics
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quizzes • Game Assignment (After Module 2) • Peer Reviews

4 Lesson Breakdown (M3)

4.1 Lesson 1: Exploring Water Sports

Lesson	1 – Exploring Water Sports
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the definition and range of water sports activities. • Identify the different types of water sports and their specific requirements. • Explore factors to consider when choosing water sports destinations. • Recognize the physical and mental health benefits of engaging in water sports.
Prerequisites	<ul style="list-style-type: none"> • Basic understanding of tourism and hospitality concepts.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quiz on key concepts of coastal tourism. • Participation in discussions and reflection activities. • Assignment on developing strategies to address challenges in coastal tourism.
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction (5 minutes)

- 1.1. Definition: Water sports encompass a wide range of activities enjoyed in and on bodies of water.
- 1.2. Activities: Surfing, wakeboarding, kayaking, windsurfing, kiteboarding, paddleboarding, snorkeling, scuba diving, jet skiing, sailing, canoeing, rafting, fishing, swimming, water polo, water skiing, and more.
- 1.3. Intensity: Activities range from relaxing to adrenaline-pumping experiences.

2. Part 1: The Thrill of Water Sports

- 2.1. Surfing: Riding waves on a surfboard; requires balance, skill, and practice.
- 2.2. Wakeboarding: Similar to snowboarding but on water; riders towed behind a boat perform tricks and jumps.
- 2.3. Kayaking: Versatile water sport suitable for all ages and skill levels; offers peaceful exploration.
- 2.4. Windsurfing and Kiteboarding: Combine elements of sailing and surfing; participants harness wind power to propel across water; require skill, balance, and agility.

- 2.5. Paddleboarding: Standing or kneeling on a board and propelling oneself with a paddle; provides a full-body workout.
- 2.6. Snorkelling and Scuba Diving: Exploring underwater ecosystems; snorkeling involves swimming on the surface with a mask and snorkel, while scuba diving allows for deeper exploration with a breathing apparatus.
- 2.7. Jet Skiing: Riding personal watercraft at high speeds; offers an exhilarating experience suitable for thrill-seekers.

3. Part 2: Exploring Water Sports Destinations

- 3.1. Choosing a Destination: Factors to consider include skill level, weather conditions, and amenities.
- 3.2. Skill Level: Destinations vary in suitability for beginners and experienced athletes.
- 3.3. Weather Conditions: Coastal regions with consistent wind patterns are ideal for windsurfing and kiteboarding; clear, calm waters are suitable for snorkeling and paddleboarding.
- 3.4. Amenities: Look for facilities such as equipment rental shops, surf schools, and lifeguard services.

4. Part 3: Embracing Health and Wellness

- 4.1. Physical Benefits: Provides a full-body workout, strengthens muscles, and improves cardiovascular health.
- 4.2. Mental Well-being: Reduces stress, improves mood, and promotes relaxation; the calming sounds of waves and natural beauty of coastal environments positively impact mental health.

4.2 Lesson 2: Ensuring Safety in Water Sports Tourism

Lesson	2 – Safety in Water Sports Tourism
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand and manage risks associated with water sports tourism. • Recognize and mitigate potential hazards in water sports activities. • Implement proper training and equipment usage to enhance safety.
Prerequisites	<ul style="list-style-type: none"> • Successful completion of Lesson 1 quiz.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • Quiz on coastal tourism products and sustainability practices. • Participation in discussions and reflection activities. • Assignment on developing a sustainable tourism product or service.
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Understanding and Managing Risks

2. Identifying Potential Hazards

- 2.1. Strong currents: Understanding flow patterns and velocity to avoid risks.
- 2.2. Rough waves: Recognizing wave behavior to minimize injury risks.
- 2.3. Changing weather conditions: Monitoring forecasts to adjust plans for safety.
- 2.4. Marine life encounters: Awareness and reaction strategies for potential risks.

3. Mitigation Strategies

- 3.1. Adhering to safety protocols and procedures.
- 3.2. Assessing weather forecasts before and during activities.
- 3.3. Conducting pre-activity equipment checks.
- 3.4. Ensuring appropriate safety gear usage.
- 3.5. Abstaining from alcohol consumption.
- 3.6. Proper Training and Equipment

4. Certified Training Programs

- 4.1. Correct equipment usage and adjustment.
- 4.2. Essential safety procedures and risk assessment.
- 4.3. Emergency response techniques and first aid.

5. Essential Safety Gear

- 5.1. Types of Safety Equipment
- 5.2. Risk Management and Emergency Procedures

6. Effective Risk Management

- 6.1. Clear Emergency Procedures
- 6.2. Communication protocols, emergency contact information, and evacuation plans.
- 6.3. Promoting a Culture of Safety and Responsibility

7. Safety Awareness Initiatives

- 7.1. Educational campaigns and pre-activity safety briefings
- 7.2. Encouraging Responsible Behaviour
- 7.3. Avoiding risky behaviors and taking ownership of safety

4.3 Lesson 3: Operations of a Water Sports Training Camp

Lesson	3 – Operations of a Water Sports Training Camp
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the general operations of a water sports training camp. • Explore the key components necessary for running a successful water sports training facility. • Analyse the role of safety, training, and customer service in camp operations. • Examine Surf Club Keros as a case study for effective water sports camp management.
Prerequisites	<ul style="list-style-type: none"> • Basic understanding of water sports activities and safety protocols.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • Quiz on coastal tourism products and sustainability practices. • Participation in discussions and reflection activities. • Assignment on developing a sustainable tourism product or service.
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction

- 1.1. Overview of the lesson and its objectives.
- 1.2. Engage learners with a brief activity or thought-provoking question about their experiences with water sports training camps.

2. Part 1: Key Components of a Water Sports Training Camp

2.1. Facilities and Infrastructure

- 2.1.1. Overview of necessary facilities such as classrooms, equipment storage, and waterfront access.
- 2.1.2. Importance of maintaining high-quality infrastructure to support various water sports activities.

2.2. Equipment and Gear

- 2.2.1. Types of equipment required for different water sports.
- 2.2.2. Procedures for equipment maintenance and safety checks.
- 2.2.3. Importance of having the latest and safest gear.

2.3. Staff and Instructors

- 2.3.1.Roles and responsibilities of camp staff and instructors.
- 2.3.2.Qualifications and training required for instructors.
- 2.3.3.Importance of ongoing professional development and training for staff.

3. Part 2: Safety and Training Protocols

3.1. Safety Procedures:

- 3.1.1.Implementing comprehensive safety protocols for all activities.
- 3.1.2.Conducting regular safety drills and emergency response training.
- 3.1.3.Importance of maintaining a high safety standard to protect participants.

3.2. Training Programs:

- 3.2.1.Structure of training programs for different skill levels.
- 3.2.2.Importance of personalized training plans to cater to individual needs.
- 3.2.3.Methods for evaluating and improving training effectiveness.

4. Part 3: Customer Service and Experience

4.1. Customer Engagement:

- 4.1.1.Techniques for engaging with customers before, during, and after their visit.
- 4.1.2.Importance of clear communication and setting expectations.

4.2. Enhancing Customer Experience:

- 4.2.1.Providing additional services such as accommodation, food, and transportation.
- 4.2.2.Creating a welcoming and supportive environment.
- 4.2.3.Collecting and responding to customer feedback.

5. Part 4: Case Study - Surf Club Keros

5.1. Overview of Surf Club Keros:

- 5.1.1.Location and facilities of Surf Club Keros.
- 5.1.2.Range of water sports activities offered.

5.2. Operational Strategies:

- 5.2.1.Safety protocols and training programs implemented at Surf Club Keros.
- 5.2.2.Customer service strategies to enhance participant experience.
- 5.2.3.Community engagement and sustainability practices.

5 Conclusions

Module 3: The Adrenaline: Water Sports & Water-related Activities will provide participants with a thorough understanding of the various facets of water sports tourism, emphasizing the importance of safety, inclusiveness, and health benefits. Through a combination of theoretical knowledge and practical exercises, learners have explored a wide range of water sports, from surfing and kayaking to kiteboarding and snorkelling. They will gain insights into the operational aspects of running a water sport training camp, including essential safety protocols, proper equipment usage, and the importance of customer service and experience. By examining Surf Club Keros as a case study, participants will see firsthand how these elements come together to create a successful and sustainable water sports destination.

Once this module is concluded, participants will be encouraged to apply their newly acquired knowledge and skills to real-world scenarios, whether in their current roles or future endeavours in the coastal tourism industry. The emphasis on safety and inclusiveness ensures that they can promote water sports activities that are accessible and enjoyable for all, while the focus on health and wellness highlights the positive impact of these activities on both physical and mental well-being. By integrating the principles learned in this module, participants will be well-equipped to contribute to the growth and sustainability of water sports tourism, creating memorable and safe experiences for enthusiasts worldwide.