

Transnational Educational Network for Young People - New Technologies and Entrepreneurial Thinking in the Tourism Industry

Term: Summer | Date: September 05, 2018



TABLE OF CONTENTS

1. THE PROJECT
2. THE MISSION
3. THE ANALYSES
4. THE STRATEGY
5. SECOND MEETING OF THE TRANS-EDU-NET TEAM
6. THE SIGNIFICANT NEWS IN BRIEF

THE PROJECT

The TRANS-EDU-NET project - Transnational Educational Network for young people - new technologies and entrepreneurial thinking in the tourism industry", project code Project code: BMP1/1.3/2290/2017, funded under the TCP "INTERREG Balkan-Mediterranean 2014-2020", is being implemented during the period August 2018 – July 2019.

The "Balkan-Mediterranean 2014-2020" is a new cooperation programme that promotes participation in the area. The programme brings together four countries – two EU member states (MS), Bulgaria and Greece, and two candidate countries (CC), Albania and the Former Yugoslav Republic of Macedonia. TRANS-EDU-NET aims to foster the educational and entrepreneurial skills of young people in the field of tourism. Its second stage was focused on the elaboration of analyses and transnational strategy. Both actions contribute to the assessment of the educational needs of young people in the field of tourism and the vocational education systems and related curricula.



THE MISSION

The mission of the project partners is to provide opportunities for joint initiatives for vocational education and trainings of young people aged 16-30 for the needs of the tourism industry. This includes innovative training and modern tools for education, online activities, practical initiatives, a simulation business game, transnational educational camps and start-up competition. These actions aim to cultivate entrepreneurial thinking and sustainable development knowledge in young people that would, in turn, lead to a more competitive business environment in the region.

This Is Your Chance to Change Your Perspective of the Tourism Industry!

THE ANALYSES

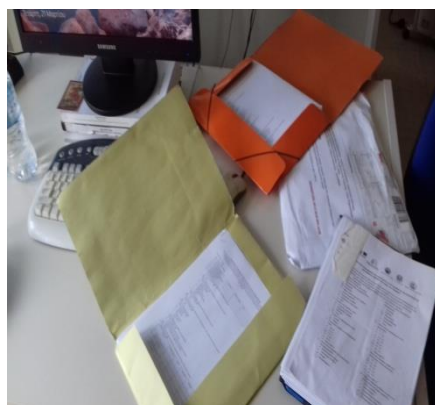
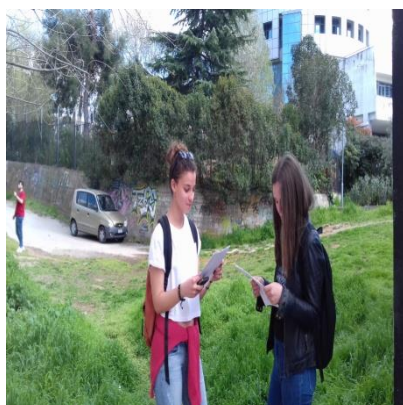
Studies on local curricula in the field of tourism and on entrepreneurial tourism profiles have been finalized in all partner countries. The analyses aimed to assess the curricula related to entrepreneurship in the field of tourism as it focuses on the needs and challenges of students and to map the needs and opportunities of the sector, including the human capital, shaping the profile of the tourism enterprises – their number and size, service type, type of ownership, etc. General characteristics of entrepreneurship in the field of tourism in the partner countries have been outlined. The profile of entrepreneurs has been further analyzed taking into account criteria like educational level, qualification, education of the business owners and background, employers' education, etc. Based on the analyses a joint Transnational Strategy has been prepared.

THE STRATEGY

“Transnational Strategy for organization of trainings and curricula towards growth and employment of young people in the tourism” was drafted following the conduction of a transnational study on the current state-of-the-art in the field of tourism education, including curriculum assessment and institutional profile; analysis of the profile and needs of the students in tourism specializations and tourism entrepreneurs from four Balkan countries. More than 370 respondents have been interviewed or surveyed, with the objective to derive common conclusions on what changes and adaptations are necessary for the improvement of the existing curriculum in the transnational region of Bulgaria, Greece, Albania, and FYRoM.

Recommendations based on the Strategy:

- Effective use of digital and distant training/educational tools
- Promotion of the opportunities for youth scholarships and financial mechanisms to support youth entrepreneurship
- Integrating practical experience from the earliest stage of study cycles
 - Increasing the interaction with entrepreneurs
- Synchronization between local tourism specifics and market needs. Standardisation of the teaching content by the CVEs
- Introduction of the existing investment opportunities to support green innovation and specialized tourism
 - Learn how to maximize profit and internalize business by partnering with major internet service providers in the tourism
- Introduce subjects related to the latest trends for ICT utilization in tourism
- Provide students with the knowledge and skills to understand and research the circular economy in tourism, etc.



SECOND MEETING OF THE TRANS-EDU-NET TEAM

The meeting was hosted by [AULEDA](#) - Local Economic Development Agency of Vlora Region, which took place in Vlora, Albania on 27th April 2018. The four partners— [National Tourism Cluster "Bulgarian Guide"](#), Bulgaria, [AULEDA](#), Albania, [Aristotle University of Thessaloniki](#), Greece, [Municipality of Kichevo](#) in FYRoM were assembled to introduce the results of the analyses on entrepreneurship and tourism educational program and share knowledge and best practices from the accomplice nations.

The data has given an outline on the human elements, the mentality of youngsters towards the enterprise and developments and their advantage and preparation to begin their own business, particularly in the field of tourism. In view of this information the partners will recognize an expansive extent of potential business openings in the field of tourism. A road-map for the educational materials and features will be drafted.



The main purpose for this gathering was that TRANS-EDU-NET project points are to delineate instructive needs of youngsters in the field of tourism at all levels of instruction (professional school, four year college education, bachelor degree and master degree) and as results multilingual training materials and adopted curricula will be outlined.



THE SIGNIFICANT NEWS IN BRIEF

- The TRANS-EDU-NET Project had a flying start: All partners quickly embraced the initiative and established an immediate cooperation.
- The Partners' Meeting took place in April in Vlora, Albania. The main objectives of the meeting were to present the results of the analyses and share knowledge and best practices from the partner countries.
- The Partners conducted in-depth analyses of the local curricula and entrepreneurial profiles
- The Partners elaborated a Transnational Strategy for the organization of trainings and curricula towards growth and employment of young people in the tourism sector.



Transnational Educational Network for young people - new technologies and entrepreneurial thinking in the tourism industry

For further information:

[Facebook page](#)

