

RESEARCH AIMS & OBJECTIVES

The Country research report (O1) has been developed under the framework of the project “Green Tourism Education: Innovative way to Develop Rural Areas” and is based on an international research carried out in Hungary, Italy and Bulgaria. Its main objectives were:

- ➔ to identify training needs and learning preferences of the GreenTour project target groups in the 3 countries with regard to the development of a Blended learning course in the field of green tourism
- ➔ to make a comparative analysis of the educational gaps in the fields of green tourism
- ➔ To make a comparative analysis of national legal frameworks in the field of green tourism in the 3 countries
- ➔ To carry out a literature review on information sources which provide foundation for development of comprehensive training course on the topic of green tourism
- ➔ Conduction of a legislation review on regulations in the tourism sector in Hungary, Italy and Bulgaria and documenting the findings in a comparative report
- ➔ Conduction of a review of educational opportunities in the field of green tourism available in Hungary, Italy and Bulgaria and documenting the findings in a comparative report
- ➔ Conduction of a literature review on relevant information sources in the field of green tourism

☀ *Respondents from all 3 countries find the topic “Tourism for disabled” to be the most interesting.*

☀ *The least familiar topics are “Safety and Quality in green tourism” and “Tourism for disabled”*

☀ *The biggest barrier to participate in a green tourism course is the lack of time.*

RESEARCH ACTIVITIES

To address these goals, the GreenTour project consortium carried out the following activities:

- ➔ Conduction of a survey among GreenTour project target groups. The total responses which form the main findings on the needs and preferences were from 140 respondents from: Hungary (95); Italy (22) and Bulgaria (23).



KEY FINDINGS

Survey

- Respondents have clear understanding of the term “green tourism”
- Respondents have good level of computer literacy which will enable them to effectively use an e-learning platform
- Main barriers to enrolling a course on green tourism are lack or inconvenience of time; no availability at local level, hence an emphasis on flexibility and conciseness of the GreenTour course content shall be put.
- The most favoured features of an e-learning environment are Ease of use; Availability of the learning materials; and Interactiveness, therefore the GreenTour platform should be practical, user-friendly and interactive.
- Most preferred learning tools are E-Learning / online learning (interactive course) and Practical assignments.
- Most preferred type of training (learning structure) is task specific, short-term training.
- The most familiar topic to respondents is Promotion of green tourism - foreign languages; effective communication techniques and IT tools for more efficient marketing.
- The least familiar topic is “Tourism for disabled” and is also one of the most interesting along with Safety and Quality in green tourism”.
- Very diverse preferences on the type of tutor to lead the course. Hence, the optimal profile should be of a person with extensive knowledge and rich experience in the tourism field and if possible to be an entrepreneur in the tourism sector.

Legislation review

- No specific regulations regarding green tourism companies – only general legislation about tourism.
- Only in Bulgaria registering a tour operator company is somehow differentiated because tour operators are required to enter a Register of Tour Operators and Travel Agents which is public.
- In Bulgaria there is no labour legislation aimed at practitioners/ companies in the tourism sector. In Hungary there is even higher minimum wage (min. 10% higher than the national average) for all the employees in tourism and catering stipulated.
- In all partner countries there is no environmental legislation directly addressing tourism activities. Legislation concerning nature protection, etc. is common for companies no matter the economic sector, they operate in.
- In all countries there are no legal requirements addressing standards for sustainable/ quality tourism, certification under different standards is completely voluntary.
- No specific tax laws favouring specifically tourism companies engaged in green/sustainable/quality tourism, most of the laws favour tourism companies in general not particularly those applying green or sustainable practices to their operations.
- The main source of funding of projects related to sustainable/ quality/ green tourism are EU structural funds in the respective partner countries.



Review of educational opportunities

- A common observation in all partner countries is the unavailability of sustainable, eco and/or respectful tourism in any school.
- Common topics in the existing training curricula at schools in the partner countries comprise hospitality management, foreign languages, management, catering.
- A lot of programmes on the topic of tourism are offered on tertiary level, however very few are solely focused on green/ eco/ sustainable/ quality tourism.
- Various non-formal courses on the topic of green tourism are available in partner countries. Most of them are elaborated under EU projects focused on the topic.
- The GreenTour training will be of great interest for potential users in Hungary. As based on the research conducted there is no equivalent of the training. There are a number of programmes focused on tourism, but very few are focused on green/ sustainable and/or respectful tourism.
- The training materials to be developed under the GreenTour project will be complementary to the existing training programmes in all partner countries with regard to all education levels.
- The modular structure of the GreenTour course can be easily adapted as part of other already existing courses. The exercises and case studies can be used as examples during classes or as sources for additional reading.

Literature review

Partners from each country have reviewed various information sources comprising of the following:

- Journal articles
- Books
- Conference proceedings
- Government and corporate reports
- Newspapers / Magazines
- Internet
- Websites devoted to the topic

From Hungary a total of 42 information sources were identified; from Bulgaria 24 and from Italy 16.

PROJECT CONSORTIUM

The research was carried out by the GreenTour project consortium:

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