

Green Tourism Education:

Innovative Way to Develop Rural Areas

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Green Tourism Education: Innovative way to develop rural areas –GREEN TOUR is a European project implemented within the framework of the Erasmus+ Program, funded by the Hungarian National Agency. The project started in November 2016 and is to end in January 2019.

Tasks completed within the project:

- Finalizing the methodology and the training materials of the Blended (B)-learning training
- Creating the final version of the B-learning platform
- Finalizing the project guide for the B-learning platform
- Training the trainers/tutors
- Pilot testing of the B-learning platform
- Start of the training process
- Evaluation of the pilot test feedbacks, correction of the platform
- Preparation of „Thematic tour” booklet including the good practices as well as ecotourist attractions of the Partner countries
- Dissemination of project activities
- Organizing promotional events

Training the trainers/tutors:

In addition to the compilation of the documents necessary to start the training (modules, methodology, project guide), and the operation of the platform, training the trainers was a key activity in the project. One trainer/tutor in Italy, one in Bulgaria, while two trainers in Hungary are available to assist the learners. When selecting the trainer, his/her professional experience in tourism was an important selection criterion. Green tourism – within tourism – has special supply from several aspects, thus the trainers – during their training – had to learn about the structure and the content of the modules in details in addition to the objectives of the project. Special attention has been paid on how to use and handle the B-learning platform. After the training of trainers, they were ready for the pilot testing, meanwhile they also were using and studying further the B-learning platform. Trainers could provide detailed feedback about the content and the structure of the training as well as the use of the platform by filling in a questionnaire.

Pilot testing:

After the training of tutors, pilot testing has started with those interested in the Partner countries, except Portugal. During the training, the participants could learn the training content, do the competence validation test and the self-test at the end of each module in their own schedule. Additionally, the participants could have personal meetings with the trainers. Through studying the case studies in each module, the learners could learn about good practices which made it much easier to understand the topic. In addition to the case studies, each module contains useful links with additional reading materials to the core content. Glossary at the end of the modules provides detailed interpretation of the expressions and definitions in relation with the topic, while the exercises encourage the learners to carry out empirical research. Self-tests help a lot in reflecting the efficiency of studying.

Feedbacks:

Based on the questionnaires filled in by the trainers and the participants of the pilot testing, the followings can be listed regarding the content and the structure of the platform:

- project guide easy to follow
- user-friendly platform
- logical structure of training modules
- the content is suitable to deepen the professional knowledge in green tourism
- training materials were understandable, accurate and presented clearly
- vocabulary and terminology were appropriate
- the case studies, good practices and self-test questions were useful
- the practical aspect of the training and the team work were highly appreciated
- green tourism management module and tourism for disabled were the most interesting for the learners.

If you need more information on the project, please visit our website or Facebook page or contact one of the partners directly:

Ecocenter Foundation – Hungary:
www.ecocenter.hu

Szent István University – Hungary:
szie.hu

European Centre of Quality – Bulgaria:
www.ecq-bg.com

LUISS University – Italy:
www.luiss.it

AidLearn – Portugal:
www.aidlearn.pt/pt/

Website:
www.greentourproject.eu

Facebook page:
www.facebook.com/ProjectGreenTour

B-learning platform:
www.greentourproject.luiss.it

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