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If you need more information on the project, please visit our website or follow us at our Facebook page!

Website GreenTour:

[www.greentourproject.eu](http://www.greentourproject.eu)

Facebook GreenTour :

[www.facebook.com/ProjectGreenTour](http://www.facebook.com/ProjectGreenTour)

Hungary - Ecocenter Foundation:

[www.ecocenter.hu](http://www.ecocenter.hu)

Hungary - Szent István University:

[www.szie.hu](http://www.szie.hu)

Bulgaria- European Centre of Quality:

[www.ecq-bg.com](http://www.ecq-bg.com)

Italy- LUISS University:

[www.luiss.it](http://www.luiss.it)

Portugal - AidLearn:

[www.aidlearn.pt/pt/](http://www.aidlearn.pt/pt/)



## Green Tourism Education:

Innovative way to Develop Rural Areas

**GREEN TOUR** is a European project implemented within the framework of the Erasmus+ Programme, funded by the **Hungarian National Agency**.

The main product of the project implementation is a specialised **Blended training** course of green tourism including 8 modules.



**Start date:**  
November 2016



**End date:**  
January 2019



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## THE AIMS OF THE GREENTOUR PROJECT ARE:

- to create an online and interactive B-learning training system;
- to create training materials that put great emphasis both on the theoretical and practical aspects;
- to emphasize the importance of promotional and valorization aspects, marketing aspects, the website, e-newsletters, applications and IT-tools;
- to supplement the existing ecotourism and green tourism initiatives in the Partner countries.

## ACHIEVEMENTS OF THE PROJECT:

- Country research: before preparing the training materials, country researches had been carried out in Hungary, Bulgaria and Italy including targeted survey analysis, review of the existing legislation, education and literature connected to green tourism, whose results justified the need for the training and helped the creation of the structure of the training;
- Training materials: 8 modules have been created in English, Italian, Bulgarian, Portuguese and Hungarian languages covering issues from the basics of green tourism to specific areas, focusing on both theoretical and practical information;
- „thematic tour” booklet: including ecotourist attractions of all the Partner countries in English;
- Online training course: the training is based on blended-learning methods;
- Training the trainers in each Partner country (except Portugal) to assist the learning of participants;
- Pilot testing of the B-learning platform in the Partner countries (except Portugal).

## THE FEATURES OF THE B-LEARNING PLATFORM ([HTTP://WWW.GREENTOURPROJECT.LUISS.IT/](http://www.greentourproject.luiss.it/)):

- 8 training modules in English, Italian, Portuguese, Bulgarian and Hungarian
- ppt presentation for each module in English
- online competence validation tool that can be completed before, during and after the training
- user-friendly structure
- self-test at the end of each module
- qualified trainers/tutors assist the learners
- case studies, exercises, useful links at the end of each module
- forum is available for chatting with other learners and tutors
- rich in graphical design and pictures/photos
- certificate can be issued about obtaining competence after successful completion of courses.

## FEEDBACKS OF PARTICIPANTS IN PILOT TESTING:

- easy to follow project guide
- 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