

# Green Tourism Education: Innovative way to Develop Rural Areas

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**Green Tourism Education:** Innovative ways 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 project started in November 2016 and the expected end date is October 2018.

## Modules

Green Tour Project is a knowledge transfer, the original project Nature Tourism as an Empowerment Tool – NATUR was coordinated by the Portuguese partner – AidLearn.

### The modules of Green Tour project are:

1. Introduction of green tourism
2. Green tourism, sustainability and ethical issues
3. Promotion of green tourism
4. Green tourism management
5. Tourism for disabled
6. Work in networks
7. Safety and quality in green tourism
8. Thematic tour

## Results of the country research

Consortium just finalised the country analysis in Bulgaria, Italy and Hungary. The main aim of this document is to provide an overview of the results from the conducted survey. The survey, on which the overall Country report is based was conducted in March, 2017. All partners had the task of compiling lists of stakeholders in their respective country and whom to contact in regard to filling the questionnaire.

The results presented in this report are based on 140 questionnaires gathered from representatives of the project target groups, namely entrepreneurs or future entrepreneurs, managers, technicians/professionals in the tourism sector and local development promoters, agents, etc. from 3 countries.

## Conclusions of country research

- Flexibility and conciseness of the content should be emphasised.
- The B-learning web platform should be as user friendly as possible and to integrate as many functions as possible.
- The form of assessment should be a practical assignment or individual project.
- The learning structure should be task specific
- The course should be rather short-term.
- In regard to learning tools interactive individual and group exercises could be elaborated.
- The most interesting topics for respondents: Tourism for disabled; Safety and Quality in green tourism; Green tourism, Sustainability and Ethical issues.
- The aforementioned 3 topics along with Work in networks and Green Tourism Management are the least familiar which indicates the necessity of more informational sources on the topics to increase the added value of the GreenTour end product.
- The tutor who is to teach the GreenTour course should have extensive knowledge and rich experience in the tourism field and if possible to be an entrepreneur in the tourism sector.

## Next steps

- Methodology of the training material
- Creation of the 8 modules draft version
- Creation of the Competence Validation Tool – questions to measure knowledge level
- Creation of Guidelines – how to use the training material
- Finalisation of the B-learning Platform – where participant can learn the Green Tour training material
- Training of the tutors
- Pilot testing

**If you need more information on the project, please visit our website or Facebook page, or contact one of the partner countries directly!**

**Ecocenter Foundation** – Hungary:  
[www.ecocenter.hu](http://www.ecocenter.hu)

**Szent István University** – Hungary:  
[www.szie.hu](http://www.szie.hu)

**European Centre of Quality** – Bulgaria:  
[www.ecq-bg.com](http://www.ecq-bg.com)

**LUISS University** – Italy:  
[www.luiss.it](http://www.luiss.it)

**AidLearn** – Portugal:  
[www.aidlearn.pt/pt/](http://www.aidlearn.pt/pt/)

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

**Facebook page:**  
[www.facebook.com/ProjectGreenTour](https://www.facebook.com/ProjectGreenTour)

