



Co-funded by the
Erasmus+ Programme
of the European Union



Professionals' innovation for pesca-tourism activities
Project Number 2020-1-LV01-KA202-077503

PESCAVET - Intellectual Output 3

**E-COURSE ON PESCA TOURISM
FOR YOUNG PEOPLE ON ENHANCING
ENTREPRENEURIAL SKILLS IN PESCA TOURISM**

lectures

interactive sessions

case studies

sustainable tourism

cultural heritage



management

marketing

active learning

self-assessment

teamwork

Table of Contents

General introduction of IO3

Training E-Course on Pesca tourism Introduction

Learning Outcomes of the Training E-course

Description of Training Modules (Guidelines)

Module 1: Introduction to tourism and coastal, maritime and pesca tourism

Module 2: Fisheries, tourism and business management in coastal economy

Module 3: Threats to sustainable pesca tourism

Module 4: Environmental impact of fisheries and aquaculture production^s

Module 5: Innovations and diversifications of fishing activities

Module 6: Business management, marketing strategies and business plan

Module 7: Production methods for design, review and promotion of products or services through pesca tourism

Module 8: Design of operational environment for aquaculture

Module 9: Introduction to International and European legislative framework for pesca-tourism activities. Legal framework and monitoring of aquaculture operations.

Module Presentations / Lectures

Module 1: Introduction to tourism and coastal, maritime and pesca tourism

Module 2: Fisheries, tourism and business management in coastal economy

Module 3: Threats to sustainable pesca tourism

Module 4: Environmental impact of fisheries and aquaculture production

Module 5: Innovations and diversifications of fishing activities

Module 6: Business management, marketing strategies and business plan

Module 7: Production methods for design, review and promotion of products or services through pesca tourism

Module 8: Design of operational environment for aquaculture

Module 9: Introduction to International and European legislative framework for pesca-tourism activities. Legal framework and monitoring of aquaculture operations.

Assessment / Evaluation Tests

Module 1: Introduction to tourism and coastal, maritime and pesca tourism

Module 2: Fisheries, tourism and business management in coastal economy

Module 3: Threats to sustainable pesca tourism

Module 4: Environmental impact of fisheries and aquaculture production

Module 5: Innovations and diversifications of fishing activities

Module 6: Business management, marketing strategies and business plan

Module 7: Production methods for design, review and promotion of products or services through pesca tourism

Module 8: Design of operational environment for aquaculture

Module 9: Introduction to International and European legislative framework for pesca-tourism activities. Legal framework and monitoring of aquaculture operations.

Assessment / Evaluation Tests Answers

Bibliography

General introduction of of project and IO3

PESCAVET project is co-funded by Erasmus + Programme of European Union. The project started on 1st december 2020 and ends on 30th November 2022. It is implemented by partnership of Latvijas Juras Akademija, Latvia, Promozione Internazionale Sicilia – Mondo PRISM, Italy, Enoros Consulting Ltd, Cyprus and Marine Cluster Bulgaria Sdruzhenie

PESCAVET's main objective is to create favourable conditions for increased opportunities for sustainable entrepreneurship in the pesca-tourism sector. The main target group addressed are **professionals either currently employed in or/and unemployed** desiring to enter the pesca-tourism sector wishing to develop their competences. PESCAVET will contribute to the development of coastal communities and the maritime sector in the Mediterranean and Black sea, through quality and innovative training courses for professionals related to pesca-tourism. It also contributes to society awareness about the problems of the marine sector

The Pescavet project (n° 2020-1-LV01-KA202-077503) has been funded with support from the European Commission.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

and the traditional fishing culture.

The aim of the IO3 is to develop a Training E-course on enhancing entrepreneurial skills in pesca-tourism with the goal to provide a practical framework for developing specific and targeted skills for the sector. The course is purposed to enhance and deepen the competences of professionals in the field of pesca-tourism.

The course's development is based on the research performed during the elaboration of IO1 linked to the level of knowledge of professionals regarding processes and marketing, techniques for designing, promoting and review of products or services in pesca-tourism.

Training E-course Introduction

Training E-course on Pesca tourism is oriented to professionals, employed or unemployed in fishing and tourism, mainly young people, desiring to enter the pesca-tourism sector and wishing to develop their competences. The E-course consists of 9 modules that include lectures, exercises, interactive sessions, case studies and a guidelines handbook. It will be digitalized through recorded lectures and on-line group discussions which will be included in the PESCAVET gateway (IO2). Each module is structured in the way to develop skills and competences which are necessary and useful for achieving the main goal of the training.

The E-course can be undertaken online as an independent trainee or in a framework with organized classes - online or even hybrid between online and in classroom. The modules can be studied in sequence or as separate sets of learning materials from these included in the other topics.

The training E-course includes two main parts:

- Part A Pesca tourism and coastal economy
- Part B Business development in pesca tourism

<i>The content of the E-course</i>					
<i>Part A Pesca tourism and coastal economy</i>	Module 1	Module 2	Module 3	Module 4	Module 5
<i>Part B Business development in pesca tourism</i>	Module 6	Module 7	Module 8	Module 9	

Each part include the follow modules:

Part A Pesca tourism and coastal economy

Module 1: Introduction to tourism and coastal, maritime and pesca tourism

Module 2: Fisheries, tourism and business management in coastal economy

Module 3: Threats to sustainable pesca tourism

Module 4: Environmental impact of fisheries and aquaculture production

Module 5: Innovations and diversifications of fishing activities

Part B Business development in pesca tourism

Module 6: Business management, marketing strategies and business plan

Module 7: Production methods for design, review and promotion of products or services through pesca tourism

Module 8: Design of operational environment for aquaculture

Module 9: Introduction to International and European legislative framework for pesca-tourism activities. Legal framework and monitoring of aquaculture operations

Description of Training Modules (Guidelines)

The common guideline for Training e-course consists of a summary of the module, goal and learning outcomes, content, description of e-learning sessions etc.

Each module includes:

- Guideline
- Presentation for lecture and e-learning sessions - learning content, links to videos, websites, information sources, literature, practice examples, case studies and paper/team work, checking questions, etc.
- Bibliography
- Assessment test

Participants will be engaged in a variety of sessions and activities amounting to 24 hours of face-to face interaction and e-learning overall for all modules:

- a. Lecture presentations (Question and Answer sessions): 9 hours (Synchronous)
- b. e-learning sessions: 9 hours (asynchronous)
- d. Quizzes to assess learning and performance of the outcomes and programme: 6 hours

Each module takes approx. 3 hours:

- Lecture presentations (Question and Answer sessions): 60 min
- b. e-learning sessions: 60 min
- d. Quizzes to assess learning and performance of the outcomes and programme: 40 min

The Pescavet project (n° 2020-1-LV01-KA202-077503) has been funded with support from the European Commission.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Learning outcomes of the Training E-course

Expected benefits from undertaking the course are:

- ✓ Fostering maritime and tourism entrepreneurship in local communities for professionals;
- ✓ Better understanding the role of diversification of fishing activities;
- ✓ Improved knowledge to design, promote and review of products or services in pesca tourism
- ✓ Improved knowledge to business development in tourism and fishing