

14 DAYS VOYAGE CHALLENGE

NON-FORMAL TRAINING PROGRAM

Entrepreneurial travel VOYAGE Information / TRAININGS	
Name of trainings	Sailing is like business, lessons learned improve your chances to succeed
To whom	Entrepreneurs in tourism business, willing to become entrepreneurs of tourism business
Qualification value	Non formal education certificate issued after VOYAGE
Duration	385 hours

PROGRAMME	ECTS	HOURS	Pre-task VOYAGE	LAND/7 DAYS	SEA/ 7 DAYS
Entrepreneurship	5	134	5	46	65
<i>key success entrepreneurial skills ensuring the success of tourism product</i>				8	
<i>importance of entrepreneurship as a key success factor in tourism business</i>				8	
<i>leadership coaching as a tool</i>			5	10	10
<i>managerial and leadership skills</i>					20
<i>the importance of relationships and networks: the art of key partners selection</i>					20
<i>smart entrepreneur</i>				10	
<i>reputation management: how much personal life and interests influences the success of tourism business (in the context of an owner and team)</i>				10	
Consumer Behaviour in the Market of Tourism and Recreational Services	3	80	10	20	10
<i>consumer's screening and his influence</i>				6	
<i>what consumers want if usually they do not know it themselves</i>			10	4	
<i>the change of consumers' habit: do we need it or not?</i>				2	
<i>consumers' coaching and implementation of it</i>				8	10

Development of Tourism Products and Offers	3	80	10	50	10
<i>the important of problem identification, how to define the problem and indicate the real need to solve it</i>				8	
<i>tourism product evaluation criteria, how to define if the product has a potential ? Idea Audit</i>				6	
<i>the importance of "to be different" and how to find own identity?</i>				8	
<i>decision making</i>				5	
<i>coaching sessions</i>			10	5	
<i>key success factors for tourism products</i>				8	
<i>test in real environment/ prototyping</i>				10	10
Marketing in Tourism	3	80	12	16	0
<i>how much marketing activities are important for tourism market: how to win adverts war?</i>				2	
<i>needs of nowadays tourist "what consumers want to hear"</i>				4	
<i>importance of keywords and message</i>				2	
<i>how to communicate with consumers "how to choose most appropriate communication channels"?</i>				2	
<i>content marketing: how to find the right person and right wording?</i>				2	
<i>creative solutions</i>			12	2	
<i>modern communication - persona marketing</i>				2	
Practice	6	160	12	44	75
<i>experiential tasks in real environment</i>					75
<i>measurement of performance indicators</i>					
<i>test in virtual environment tools "shellify.com", "pitchcanvas.com"</i>				4	
<i>indentify risks and avoid</i>				4	
<i>different entrepreneurial tools; the importance of time and how to choose right</i>					
<i>producing advertising material</i>				8	
<i>real negotiations</i>				4	
<i>interviewing tourists</i>				8	
<i>personal coaching sessions and reflections</i>			12	4	

<i>interviewing tourism business owners</i>				10	
<i>pitching to investors</i>				2	
	20	534	49	176	160

LEARNING OUTCOMES
KNOWLEDGE
SKILLS
SOCIAL COMPETENCES

<i>Entrepreneurship - Learning outcomes</i>
KNOWLEDGE
Has basic knowledge on the principles of creation and forms of individual entrepreneurship; knows what the determinants for setting up own firm under the national law are; has indispensable knowledge of an effective running own business
SKILLS
Can recognise the determinants and various risks connected with a launch of business, has the skill to organise them; can carry out a SWOT analysis connected with establishment of a new firm
Can design a simple activity indispensable for fulfilment of organisation's objectives; has the skill to professionally manage the projects connected with organisation's functioning; can professionally manage human resources
SOCIAL COMPETENCES
Has the skill to present own and other people's views on the phenomena from the sphere of organisation theory; has the skill to communicate with the environment (also in the multicultural environment)

<i>Consumer Behaviour in the Market of Tourism and Recreational Services - Learning outcomes</i>
KNOWLEDGE
Has basic knowledge about man as object and subject in social relations, necessary for the development of tourism and recreation
Knows and understands the socio-cultural conditions of the development of tourism and recreation as activities of individual and social modern man. Knows how to adjust the product depending on the type of client.
Has in-depth knowledge of the subject object used to perform professional tasks; has in-depth knowledge of their other interests related to the chosen field of study.
SKILLS
Can use the knowledge about the social processes in their analysis, interpretation and forecasting; Has the ability to use basic terms that describe the behaviour of consumers in the market.
Can use the knowledge to understand the special place and role of man creating the socio-economic, with particular emphasis on organizational structures in the field of tourism and recreation.
SOCIAL COMPETENCES
Can recognize the problems the profession associated with tourism and recreation.
Recognizes the value of entrepreneurial thinking and action; is willing to take the risk related to voice their opinion.

<i>Development of Tourism Products and Offers - Learning outcomes</i>
KNOWLEDGE
Knows and understands the economic conditions of transformation of tourism especially in relation to the process of creating tourist attractions.
Knows and understands the socio-cultural conditions of transformation of tourism in relation to the process of creating tourist attractions.
Has an extended knowledge of the tourist attractions.
SKILLS
Can assess the suitability of geographical space in the context of its use for the creation of new tourist attractions.
Has the ability to present their views on the changes attractions.
Can prepare a written work on new tourist attractions.
SOCIAL COMPETENCES
Understands that the knowledge and skills acquired during the study period rapidly become obsolete and therefore recognizes the need for lifelong learning.
Recognizes the value of entrepreneurial thinking and action.
Is able to assist in the assembly taking in the different roles.

<i>Marketing in Tourism - Learning outcomes</i>
KNOWLEDGE
Has detailed knowledge of the nature of selected social sciences, physical culture sciences and natural sciences as well as of other selected fields of science, with particular focus on their importance to research in tourism, recreation, hotel business and food services
Knows the general rules for the creation and development of individual entrepreneurship, has detailed knowledge of the development of individual entrepreneurship in tourism, recreation, the hotel business and food services
Knows and understands the social, cultural, economic, environmental and spatial conditions for activities related to tourism, recreation, the hotel business and food services
Understands and diagnoses the lifestyles and selected patterns of tourism and recreation behaviour of individuals, understands the cultural conditions of needs and problems of individuals and social groups in the context of the above-mentioned activities
SKILLS
Has the skill to use the acquired knowledge of tourism, recreation, the hotel business and food serving services in various scopes and forms, as well as to critically analyse the effectiveness and usefulness of the knowledge applied
Is able to identify environmental, social, cultural, religious, ethnic and economic conditions relating to work in tourism, recreation, the hotel business and food services
SOCIAL COMPETENCES
Understands the need for lifelong learning in various professional activities; is able to independently and critically develop knowledge and skills, also in the interdisciplinary aspect

Is able to cooperate and work in a group, adopting different roles, including those of the leader and organiser; particularly with regard to work in tourism, recreation, the hotel business and food services
Is able to predict the effects of his or her professional activities in various aspects
Shows entrepreneurial thinking
Is able to present opinions on various aspects of work in tourism, recreation, the hotel business and food serving services

<i>Tourism in practice -Learning outcomes</i>
KNOWLEDGE
Knows and understands the social, cultural and historical conditions of the development of tourism as individual and social activities of modern man
Knows and understands the psychosomatic conditions of the development of tourism as individual and social activities of modern man
SKILLS
Is able to organise a tourism event; is able to work with various groups under diverse environmental conditions
Has the skill to present personal views on selected issues in tourism in a foreign language
Is able to prepare a written thesis in a foreign language, on selected issues in tourism using basic theoretical frameworks as well as a variety of sources
SOCIAL COMPETENCES
Has the skill to prioritise tasks in terms of achieving the goal
Is able to recognise problems relating to the performance of tourism jobs or own interests and to attempt to solve them
Appreciates the need to become involved in the implementation of university projects or undertakings responding to the needs of external entities (businesses, non-governmental organisations, public administration)
Values entrepreneurial thinking and acting; is inclined to take the risk involved in action and to assume the responsibility for the project undertaken

<i>Sailing - Learning outcomes</i>
KNOWLEDGE
Has knowledge about sailing cross-international waters, sea terms and parts of a boat, her rigging and sails, sail handling, rope-work, fire precautions and fighting, personal safety equipment, man overboard, emergency equipment, meteorology, seasickness, helmsman-ship, general duties, manners and customs, rules of the road, dinghies
Knows the sailing as form of recreation
SKILLS

Is able to steer, handle sails, keep a lookout, row a dinghy, assist in all the day to day routines and to carry out selected sailing forms of recreation

SOCIAL COMPETENCES

Is able to interact in a team (group), assuming different roles

ASSIGNMENTS

Training period	Assignment/ task
Pre-	Video- selfie
Pre-	Questionnaire (assignment depends on a call)
Sea	Knots tying
Sea	Negotiation
Sea	Rescue training
Sea	Simulations
Sea	Creativity task
Sea	Navigation
Sea/ Land	Fill out logbook (a diary with particular questions to be answered)
Sea/ Land	Prepare final report: personal reflection with all group members about results of the training.
Land	Choose a business idea
Land	Research about competition
Land	Define target group, target market
Land	Define product/ service
Land	Prepare marketing strategy
Land	Prepare preliminary business plan
Land	Interviews with entrepreneurs
Land	Workshops
Land	Presentation of the developed tourism business idea

Land – 7 days training on the land during the 14 days VOYAGE challenge

Sea - 7 days training in the sea during the 14 days VOYAGE challenge

Pre- - tasks that have to be prepared before 14 days VOYAGE challenge