

14 DAYS VOYAGE CHALLENGE

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	20 ECTS
Duration	534 hours

PROGRAMME	ECTS	HOURS	Pre-task VOYAGE	LAND/7 DAYS	SEA/ 7 DAYS	after-14 days Challenge
Entrepreneurship	5	134	5	46	65	18
<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	12
<i>managerial and leadership skills</i>					20	2
<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		4
Consumer Behaviour in the Market of Tourism and Recreational Services	3	80	10	20	10	40
<i>consumer's screening and his influence</i>				6		15

<i>what consumers want if usually they do not know it themselves</i>			10	4		5
<i>the change of consumers' habit: do we need it or not?</i>				2		
<i>consumers' coaching and implementation of it</i>				8	10	20
Development of Tourism Products and Offers	3	80	10	50	10	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		2
<i>decision making</i>				5		4
<i>coaching sessions</i>			10	5		2
<i>key success factors for tourism products</i>				8		
<i>test in real environment/ prototyping</i>				10	10	2
Marketing in Tourism	3	80	12	16	0	52
<i>how much marketing activities are important for tourism market: how to win adverts war?</i>				2		4
<i>needs of nowadays tourist "what consumers want to hear"</i>				4		6
<i>importance of keywords and message</i>				2		8
<i>how to communicate with consumers "how to choose most appropriate communication channels"?</i>				2		10
<i>content marketing: how to find the right person and right wording?</i>				2		8
<i>creative solutions</i>			12	2		8
<i>modern communication - persona marketing</i>				2		8
Practice	6	160	12	44	75	29
<i>experiential tasks in real environment</i>					75	
<i>measurement of performance indicators</i>						7
<i>test in virtual environment tools "shellify.com", "pitchcanvas.com"</i>				4		
<i>identify risks and avoid</i>				4		
<i>different entrepreneurial tools; the importance of time and how to choose right</i>						4
<i>producing advertising material</i>				8		2

<i>real negotiations</i>				4		8
<i>interviewing tourists</i>				8		
<i>personal coaching sessions and reflections</i>			12	4		8
<i>interviewing tourism business owners</i>				10		
<i>pitching to investors</i>				2		
	20	534	49	176	160	149

LEARNING OUTCOMES	
KNOWLEDGE	K_W01, K_W05, K_W09, K_W10, K_W11, K_W13, K_W14, K_W15, K_W17
SKILLS	K_U04, K_U05, K_U07, K_U08, K_U09, K_U10, K_U11, K_U12
SOCIAL COMPETENCES	K_K01, K_K02, K_K04, K_K05, K_K06, K_K08

<i>Entrepreneurship - Learning outcomes</i>		<i>Reference to field specific learning outcomes approved by the Senate</i>
KNOWLEDGE		
W1	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	K_W15
SKILLS		
U1	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	K_U10
U2	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	K_U011
SOCIAL COMPETENCES		
K1	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)	K_K08

<i>Consumer Behaviour in the Market of Tourism and Recreational Services - Learning outcomes</i>		<i>Reference to field specific learning outcomes approved by the Senate</i>
KNOWLEDGE		
W1	Has basic knowledge about man as object and subject in social relations, necessary for the development of tourism and recreation	K_W05
W2	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.	K_W10

W3	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.	K_W17
SKILLS		
U1	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.	K_U04
U2	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.	K_U05
SOCIAL COMPETENCES		
K1	Can recognize the problems the profession associated with tourism and recreation.	K_K04
K2	Recognizes the value of entrepreneurial thinking and action; is willing to take the risk related to voice their opinion.	K_K06

<i>Development of Tourism Products and Offers - Learning outcomes</i>		<i>Reference to field specific learning outcomes approved by the Senate</i>
KNOWLEDGE		
W1	Knows and understands the economic conditions of transformation of tourism especially in relation to the process of creating tourist attractions.	K_W09
W2	Knows and understands the socio-cultural conditions of transformation of tourism in relation to the process of creating tourist attractions.	K_W10
W3	Has an extended knowledge of the tourist attractions.	K_W11
SKILLS		
U1	Can assess the suitability of geographical space in the context of its use for the creation of new tourist attractions.	K_U08
U2	Has the ability to present their views on the changes attractions.	K_U11
U3	Can prepare a written work on new tourist attractions.	K_U12
SOCIAL COMPETENCES		
K1	Understands that the knowledge and skills acquired during the study period rapidly become obsolete and therefore recognizes the need for lifelong learning.	K_K01
K2	Recognizes the value of entrepreneurial thinking and action.	K_K06
K3	Is able to assist in the assembly taking in the different roles.	K_K02

<i>Marketing in Tourism - Learning outcomes</i>	<i>Reference to field specific learning</i>
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		<i>outcomes approved by the Senate</i>
KNOWLEDGE		
W1	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	K2_W01
W2	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	K2_W07
W3	Knows and understands the social, cultural, economic, environmental and spatial conditions for activities related to tourism, recreation, the hotel business and food services	K2_W11
W4	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	K2_W09
SKILLS		
U1	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	K2_U04
U2	Is able to identify environmental, social, cultural, religious, ethnic and economic conditions relating to work in tourism, recreation, the hotel business and food services	K2_U07
SOCIAL COMPETENCES		
K1	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	K2_K01
K2	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	K2_K02
K3	Is able to predict the effects of his or her professional activities in various aspects	K2_K05
K4	Shows entrepreneurial thinking	K2_K06
K5	Is able to present opinions on various aspects of work in tourism, recreation, the hotel business and food serving services	K2_K08

<i>Tourism in practice -Learning outcomes</i>		<i>Reference to field specific learning outcomes approved by the Senate</i>
KNOWLEDGE		
W1	Knows and understands the social, cultural and historical conditions of the development of tourism as individual and social activities of modern man	K_W10
W2	Knows and understands the psychosomatic conditions of the development of tourism as individual and social activities of modern man	K_W13
SKILLS		
U1	Is able to organise a tourism event; is able to work with various groups under diverse environmental conditions	K_U09

U2	Has the skill to present personal views on selected issues in tourism in a foreign language	K_U11
U3	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	K_U12
SOCIAL COMPETENCES		
K1	Has the skill to prioritise tasks in terms of achieving the goal	K_K03
K2	Is able to recognise problems relating to the performance of tourism jobs or own interests and to attempt to solve them	K_K04
K3	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)	K_K05
K4	Values entrepreneurial thinking and acting; is inclined to take the risk involved in action and to assume the responsibility for the project undertaken	K_K06

<i>Sailing - Learning outcomes</i>		<i>Reference to field specific learning outcomes approved by the Senate</i>
KNOWLEDGE		
W1	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	K_W14
W2	Knows the sailing as form of recreation	K_W14
SKILLS		
U1	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	K_U10
SOCIAL COMPETENCES		
K1	Is able to interact in a team (group), assuming different roles	K_K02

METHODS FOR ASSIGNMENTS	
Active participation in assignments during the training	14 DAYS VOYAGE CHALLENGE
Individual tasks	PRE-VOYAGE, 14 DAYS VOYAGE CHALLENGE, AFTER VOYAGE
Group tasks	14 DAYS VOYAGE CHALLENGE, AFTER VOYAGE
Final report on training and self-progress	AFTER VOYAGE
Final work	AFTER VOYAGE

Grading scheme, evaluation and, if available, grade distribution guidance:

Pass/Fail system	Marking system	Definition
Pass	10 (excellent)	Excellent performance, outstanding knowledge and skills
	9 (very good)	Strong performance, good knowledge and skills
	8 (good)	Above the average performance, good knowledge and skills
	7 (average)	The average performance, knowledge and skills with unessential shortcomings
	6 (satisfactory)	Below the average performance, knowledge and skills with substantial shortcomings
	5 (sufficient)	Knowledge and skills meet minimum criteria
Fail	4-1 (insufficient)	Knowledge and skills do not meet minimum criteria

Evaluation of graduate (characteristics of approx. 100 words):

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
After 14 days	Prepare in-depth market analysis
After 14 days	marketing CANVAS in Shellify for registered users
After 14 days	business CANVAS in Shellify for registered users
After 14 days	prepare presentation for pitch
After 14 days	video (group outcome, video with the advertising of tourism product/service)
After 14 days	Plan of fundraising for the 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

After 14 days – tasks that have to be implemented during 3 months after 14 days VOYAGE challenge