



greentour

Sustainability
in Hospitality

Work package 3: Trainers' Toolkit on Green Entrepreneurship and Ecotourism

A4. Integration and Implementation of Green Entrepreneurship in Classes

Project N°2023-2-FR02-KA220-YOU-000185429



Green Tour Project

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A4. Guide for Integration and Implementation of Green Entrepreneurship in Classes

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INTRODUCTION



Introduction

Guide Overview

The present Guide is developed in the framework of the project 'Green Tour: Sustainability in Hospitality', co-funded by the European Commission under the Erasmus+ Programme, Cooperation partnerships in Youth, Ref. no.: 2023-2-FR02-KA220-YOU-000-185429.

The Green Tour Project's main aim is to support youth workers, teachers, and academicians who teach in tourism areas by equipping young people with green entrepreneurship skills and sustainability awareness. Through an ecotourism-based approach, the project seeks to foster active engagement and meaningful participation of youth in sustainable development practices within the tourism sector.

This Guide presents a compilation of the activities, methodologies, and approaches that are used in the Green Entrepreneurship and Ecotourism training and how they are used for the integration and implementation of Green Entrepreneurship and Ecotourism in the lessons. Specifically, the guide:

- Offers a comprehensive document on Green Entrepreneurship skills and Ecotourism approach, to upskill the trainers and enrich their training.
- Presents current methodologies, teaching approaches, along with the best training examples from five project partner countries -France, Türkiye, Greece, Portugal, and Spain.
- Describes how to integrate Green Entrepreneurship and Ecotourism approaches into lessons through the step-by-step implementation of the Green Tour Project's outputs: Training Content and Practical Activities.

The Guide is structured into three main sections:

<p>Green Tour Project's Overview</p>	<p>Analysis of Green Entrepreneurship Trainings Across the Europe</p>	<p>Manual on the Training Content & Integration Guide</p>
<p>Introduces the Green Tour Project, outlining its objectives, e-learning platform, and key results.</p>	<p>Up-to-date data enriched with training in this field from France, Türkiye, Greece, Portugal, and Spain, along with their activities, methodologies, and approaches.</p>	<p>Step-by-step suggestions on how to plan your training effectively by using the Training Content of Green Tour Project.</p>

GREEN TOUR PROJECT



Green Tour Project

Project Overview



The GREEN TOUR Project has developed a series of educational outputs focused on sustainability, green entrepreneurship, and ecotourism to engage young people, particularly those from disadvantaged backgrounds, in addressing environmental and social challenges. These themes are essential components of a sustainable and inclusive European future. The aim of the project is to provide youth workers, educators, and trainers with the tools and methodologies necessary to explore these topics in a meaningful, practical, and transformative way that promotes inclusion, develops key competencies, and fosters active citizenship. Specifically, the project emphasizes an experiential learning approach that encourages observation, critical thinking, and real-world application through case studies, local engagement, and eco-conscious practices.

Project Objectives and Goals

The GREEN TOUR Project focuses on developing practical tools and educational content, including the 'Training Content on Green Entrepreneurship and Ecotourism', the 'Trainers' Toolkit on Green Entrepreneurship', and the E-Learning Platform to support trainers and youth workers in the tourism field. Its goal is to strengthen the link between education and the labour market by addressing the current lack of sustainability and innovation in the tourism industry. By equipping young people with green entrepreneurship skills, the project aims to foster the development and promotion of sustainable products and services, particularly in the tourism sector, while encouraging environmentally friendly practices, such as using renewable energy, implementing waste reduction and recycling policies, in the growing green economy.

We believe that empowering youth to engage in green entrepreneurship, which is the practice of starting and managing environmentally and socially responsible businesses, is key to building sustainable communities.

Another key objective of the GREEN TOUR Project is to contribute to economic growth and revitalize the tourism sector by diversifying practices through ecotourism. The project addresses this goal by upskilling young people, enabling them to seize opportunities to establish their own tourism enterprises or join existing environmentally responsible businesses. Currently, many young people—



including tourism graduates and those from disadvantaged backgrounds—struggle to find their place in the sector. By equipping them with green entrepreneurship skills, enhancing their competencies, and increasing their awareness of sustainability and the green transition, the project aims to boost youth employability while supporting a more innovative and sustainable tourism economy.

As global demand for sustainable travel grows, the ecotourism sector increasingly enhances youth employability by creating diverse opportunities in eco-guiding, sustainable hospitality, local product development, nature conservation, and green entrepreneurship.

Relevance to EU Priorities

The Green Tour Project has been developed to align closely with the European Union's key strategic priorities, particularly the European Green Deal, the Digital Transition, and Lifelong Learning. By promoting green entrepreneurship and ecotourism, the project's outputs and dissemination activities contribute to the EU's climate objectives, supporting the vision of a climate-neutral Europe through environmentally responsible practices. The use of digital tools such as e-learning platforms and multimedia resources advances the goals of the Digital Education Action Plan by enhancing accessibility and flexibility across EU member states. Moreover, the educational resources of the Green Tour Project created by the project consortium are designed to enable the integration into formal, non-formal, and lifelong learning environments, reinforcing the EU's dedication to inclusive, competency-based education that equips individuals for a sustainable and resilient future.

How to explore the GREEN TOUR Project?

GREEN TOUR Project's outputs are designed to support trainers, academicians, and youth workers to enrich their lesson plans on Ecotourism, and young people to explore Ecotourism to upskill their green entrepreneurship skills.

By visiting the project's website, <https://greentourproject.eu/>, you will find out the project's description, project consortium, three main project results, project news, contact information, and E-Learning Platform. The platform presents you a set of informative videos on Green Entrepreneurship, Sustainability, and Ecotourism taken by the project consortium with experts.

- If you are an academician, teacher, or youth worker in the field of tourism, or
- If you are seeking career guidance in sustainable tourism and green entrepreneurship, the three key outputs of the GREEN TOUR Project have been designed specifically to support you:



Figure 1:Green Tour Project's results

GREEN TOUR Project's Results

1. Training Content on Green Entrepreneurship and Ecotourism

The GREEN TOUR Project consortium designed this training content as a key resource, offering essential knowledge and must-have skills tailored for the tourism sector, with a strong focus on ecotourism. The training content is structured into five modules, progressing from the fundamentals of ecotourism to advanced topics in green entrepreneurship. The modules are as follows:

- Introduction to Ecotourism and Sustainable Development
- Business Planning and Management in Ecotourism
- Marketing and Promotion in Ecotourism
- Environmental Conservation and Sustainable Practices
- Leadership and Community Engagement

2. Trainers' Toolkit on Green Entrepreneurship and Ecotourism

The Trainers' Toolkit is designed for teachers, academicians, and youth workers involved in tourism education, while the Training Content serves both young people seeking career guidance and educators in the tourism sector. The Toolkit offers 'A Set of Practical Activities' and 'A Guide for Integrating and Implementing Green Entrepreneurship in the Classes'.



A set of practical activities
Three hands-on exercises for each
module of the Training Content

Guide (this document)
Strategies for applying the 'Training
Content' and 'A Set of Practical
Activities', best practices from partner
countries, and additional supporting
resources to enhance the learning
experience

3. A set of Short Informative Videos on Green Entrepreneurship, Sustainability, and Ecotourism

The videos, produced by project partners, are intended to raise awareness among young people, and provide extra material to trainers. They feature short interviews with academicians, tour guides, travel agencies, and tourism business owners. These videos are created to inspire young people who aspire to build a career in the tourism sector.

Trainers can use the videos as supplementary material alongside the Training Content, with *three videos* provided for each module—*fifteen videos in total*.

**ANALYSIS OF GREEN
ENTREPRENEURSHIP
TRAININGS ACROSS
THE EUROPE**



Analysis of Green Entrepreneurship Trainings

Understanding Green Entrepreneurship



Green entrepreneurship refers to a special subset of entrepreneurship that aims at creating and implementing solutions to environmental problems and to promote social change so that the environment is not harmed (Saari, U.A., Joensuu-Salo, S. (2019)). It involves applying innovative, eco-friendly solutions to address environmental challenges while generating value.

(Figure 2: Sustainable Development Goals' figures. Source: [Freepik](#))

Entrepreneurial skills are among the eight key competences identified by the EU, including creativity, risk-taking, opportunity recognition, business planning, networking, adaptability, and ethical responsibility. In parallel, the European Green Deal highlights priorities such as efficient resource use, the shift to a clean and circular economy, climate change mitigation, biodiversity restoration, and pollution reduction. Within this context, green entrepreneurship stands out as a vital focus area for the EU, combining innovation with environmental responsibility. It represents a strategic approach to building a sustainable and resilient future in line with EU priorities.

Green Entrepreneurship in Tourism

Green entrepreneurs implement environmentally friendly practices in the tourism sector by prioritizing sustainability. This includes the use of renewable energy sources, effective waste management, and efforts to reduce the carbon footprint during travel. These practices are closely linked to *ecotourism*, a form of tourism that aims to conserve natural environments while supporting the well-being of local communities.

By offering innovative and eco-conscious solutions, green entrepreneurs play a vital role in promoting and expanding ecotourism.



Green entrepreneurship combines three main pillars:

1. **Leadership:** *To drive the change*
2. **Sustainable Tourism:** *To promote eco-friendly travel*
3. **Environmental Awareness:** *To foster responsible actions toward the planet*



Figure 3: Green Entrepreneurship's three main pillars

The Green Tour Project aims to enhance training on Green Entrepreneurship, with a specific focus on the tourism sector, by developing educational materials and promoting key concepts such as ecotourism and green skills to raise awareness. This guide is designed to support trainers working in the fields of Ecotourism and Green Entrepreneurship. The following section presents examples of Green Entrepreneurship training practices from the Green Tour Project partner countries, France, Türkiye, Portugal, Greece, and Spain, with their activities, methodologies, and approaches.



Green Entrepreneurship Trainings Across the Europe (France, Türkiye, Portugal, Greece, Spain)

France



Training Programs in France

Professional Bachelor's Degree "Ecotourism and Environmental Discovery"

Training Provider: University of Angers

Target Audience: Students holding a two-year university diploma (Bac+2) wishing to specialize in ecotourism.

Delivery Format: In-person

Main Topics Covered:

- Development of Ecotourism products and services
- Environmental interpretation techniques
- Management of projects in natural areas

Certification:

Certification Process: Students must validate all course units (UE), complete a professional internship, and defend a thesis before a panel.

Type of Certification: National diploma equivalent to a three-year university degree (Bachelor's level).

Accrediting Body: Ministry of Higher Education and Research, delivered by the University of Angers.

Qualification and Experience of the Trainers:

The instructors for this program are primarily university academics specializing in geography, social sciences, and tourism management. They hold advanced degrees (Master's, PhDs) and have expertise in areas such as scientific mediation, communication, tourism organization and management, as well as environmental and tourism law.

For more information: University of Angers

Training Provider: Ecolodge La Belle



	<p>Training Program "Creating and Opening an Ecolodge"</p>	<p>Verte</p> <p>Target Audience: Entrepreneurs and project leaders aiming to establish sustainable tourist accommodations.</p> <p>Delivery Format: Hybrid (e-learning and in-person)</p> <p>Main Topics Covered: -Business model of an ecolodge - Creating a business plan -Practical aspects of managing an ecological accommodation</p> <p>Certification: Certification Process:At the end of the training, participants receive a certificate of completion attesting to their participation in the course modules.</p> <p>Type of Certification: Certificate of completion.</p> <p>Accrediting Body: Ecolodge La Belle Verte</p> <p>Qualification and Experience of the Trainers: This training is led by H�el�ene Roz�e, founder of Ecolodge La Belle Verte, and Caroline Heller, an expert in sustainable tourism and corporate social responsibility (CSR). H�el�ene Roz�e brings hands-on experience in founding and managing an ecolodge, while Caroline Heller provides expertise in CSR consulting and communication within the sustainable tourism sector.</p> <p>For more information: Ecolodge La Belle Verte</p>
	<p>Training Provider: Paris-Saclay University</p> <p>Target Audience: Master's students wishing to specialize in sustainable tourism</p>	



	<p style="text-align: center;">Master's Degree "Engineering in Tourism and Ecological Transition"</p>	<p>development.</p> <p>Delivery Format: In-person</p> <p>Main Topics Covered:</p> <ul style="list-style-type: none"> -Management of ecotourism projects -Sustainable development -Biodiversity -Event planning related to sustainable tourism <p>Certification: Certification Process: Students must successfully complete all modules, undertake a final internship, and present a research or professional thesis before a jury.</p> <p>Type of Certification: National Master's degree (equivalent to Bac+5)</p> <p>Accrediting Body: Paris-Saclay University.</p> <p>Qualification and Experience of the Trainers: This Master's program is delivered by teacher-researchers from Paris-Saclay University, specialized in territorial management, local development, environmental sciences, and social sciences. They typically hold doctorates and conduct research in fields related to ecological transition and sustainable tourism development.</p> <p>For more information: Paris-Saclay University</p>
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<p style="text-align: center;">Train the Trainer Programs in France</p>	<p>At present, there are no dedicated or fully specialized "train-the-trainer" programs available in France that are specifically and exclusively focused on the fields of Green Entrepreneurship and Ecotourism. While some existing programs may include elements related to sustainability, entrepreneurship, or tourism, none of them have been designed with the sole purpose of preparing trainers to teach and mentor others in these two areas.</p>
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<p>Barriers to Access to training Programs in France</p>	<ul style="list-style-type: none"> • Financial barriers: High training costs and lack of appropriate financial support. • Low awareness: Limited knowledge of available opportunities and lack of visibility of the sector among young people. • Demanding prerequisites: Academic qualifications, prior experience, or digital skills required may be too high for some young individuals. • Regulatory constraints: Complex administrative procedures and difficulties obtaining official recognition of diplomas or certificates. • Technological obstacles: Limited internet access, inadequate equipment, or insufficient mastery of digital tools required for online or hybrid training.



Türkiye



Training Programs in Türkiye

Ecotourism and Wildlife Protection in Tourism

Training Provider: Sakarya University of Applied Sciences Lifelong Education Centre

Target Audience: Anyone who is willing to have a career in this field.

Delivery Format: Online/asynchronous participation

Main Topics Covered:

- Protection of Natural Areas
- Biodiversity and Conservation of Ecosystems
- Supporting Local Culture and -Communities Sustainable Tourism Practices.

Certification:

There is an exam at the end of the course. Participants who get at least a 50 grade can access the certificate at e-government, which is a resource (<https://www.turkiye.gov.tr/>) that provides access to government services in Türkiye. There is no accrediting body for the certificate.

For more information: [Sakarya University](#)

GSTC(Global Sustainable Tourism Council) Sustainable Hotel Training

Training Provider: Cappadocia University

Target Audience: Tourism business owners and professionals, tourism investors, managers and consultants, academicians.

Delivery Format: Online/live – 4 days/12 hours

Main Topics Covered:

- Sustainable Tourism
- Turkey Sustainable Tourism Program and GSTC
- Management, communication, and reporting on sustainable tourism



		<p>-Socioeconomic impacts, benefits and opportunities in sustainable tourism -Culture and heritage in sustainable tourism, possible impacts, opportunities, and challenges -Natural resource dimension of sustainable tourism, efficiency and possible impacts -Reduction of waste and pollution in tourism, waste management -Impacts of tourism on the ecosystem, biodiversity, and natural environment</p> <p>Certification: The course allows participants to receive a Participation Certificate if they attend all classes -absences of up to 60 minutes are allowed. The Certificate is accredited by the Global Sustainable Tourism Council and Kapadokya University. Participants will be able to receive the certificate from the e-government.</p> <p>For more information: Cappadocia University</p>
	<p>Ecotourism Awareness Training</p>	<p>Training Provider: Republic of Türkiye South Aegean Development Agency</p> <p>Target Audience: Open to everyone with a shared Zoom link</p> <p>Delivery Format: Online/live 7 days/28 hours</p> <p>Main Topics Covered: -Ecotourism Concept and Features -Clustering and Resource Planning in Ecotourism -Destination Management in Ecotourism -Branding Processes in Ecotourism -Sales Marketing Strategies in Ecotourism -Ecotourism Investment Practices and Financing Methods -Permit and License Processes for Ecotourism Investments</p> <p>Certification:</p>



	<p>This course does not provide any certificate. It just aims to raise awareness among people.</p> <p>For more information: Republic of Türkiye South Aegean Development Agency</p>
<p>Train the Trainer Programs in Türkiye</p>	<p>In Türkiye, train-the-trainer programs' providers can be divided into two headlines: National & International Organizations.</p> <ul style="list-style-type: none"> National Organizations that provide train-the-trainer programs in Türkiye: Universities in big cities (Istanbul, Ankara, Izmir) and regions with high tourism, Ministry of Culture and Tourism, Turkish Tourism Agencies Association (TURSAB), Turkish Foundation for Combating Soil Erosion (TEMA). International Organizations that provide train-the-trainer programs in Türkiye: Worldwide Fund for Nature (WWF), United Nations Development Program (UNDP), World Tourism Organization (UNWTO).
<p>Barriers to Access to Training Programs in Türkiye</p>	<ul style="list-style-type: none"> Financially, many programs are costly and scholarships are limited or funding options make them inaccessible to youth with lower-income. Awareness is also a challenge, as many young people, particularly in rural areas, are unaware of available opportunities, and there could be misconceptions about the career prospects in these fields. Prerequisite barriers, such as specific educational requirements or gaps in foundational skills, can exclude those who do not meet the criteria. Additionally, regulatory issues, including limited government support or complex application processes, can deter youth from applying. Lastly, there is a limited number of courses available in this field, and current offerings do not meet the growing demand. To encourage young people to practice ecotourism, the availability of such courses should significantly be raised.





Portugal



Training Programs in Portugal

Green Skills & Jobs – IEFP, I.P.

Training Provider: IEFP's training centres (both directly managed and co-managed); Certified training providers by DGERT (General Directorate for Employment and Labour Relations)

Target Audience: Employees from companies or other employers directly or indirectly affected by rising energy costs or undergoing energy transition and efficiency processes. Also open to unemployed individuals aged 18 and over registered with the Institute for Employment and Vocational Training (IEFP, I.P.).

Delivery Format: Primarily in-person via training centres; some online modules emerging

Main Topics Covered:

- Energy Efficiency
- Water Efficiency
- Renewable Energy
- Sustainable Mobility
- Circular Economy

Certification:

Promoted by IEFP (Institute for Employment and Vocational Training). This programme supports the training and upskilling of workers and unemployed individuals in the fields of energy transition and efficiency. Training activities are delivered by IEFP-certified training providers, ensuring the quality and recognition of the qualifications obtained. Although the programme's specific regulations do not explicitly detail the individual certification process for trainees, it is standard practice for participants to receive a qualification certificate issued by the training provider upon successful completion of the course. This certificate is recognized by the IEFP.



		<p>Qualification and Experience of the Trainers:</p> <p>The Institute for Employment and Vocational Training (IEFP) is Portugal's national public employment service. Its mission is to promote job creation and quality employment while combating unemployment through the implementation of active labour market policies, particularly vocational training. Under the IEFP's "Green Skills & Jobs" programme, trainers must meet the following qualifications and experience requirements:</p> <p>Pedagogical Certification</p> <ul style="list-style-type: none"> • Certificate of Pedagogical Competence (CCP): Trainers are required to hold this certificate (or an equivalent) or have a formal exemption from it. <p>Technical Expertise and Professional Experience</p> <ul style="list-style-type: none"> • Experience in the Training Area: Trainers must have professional experience in the subjects they teach, ensuring a practical connection to the training content. These requirements ensure that trainers involved in the programme have the necessary pedagogical certification and relevant technical expertise to deliver high-quality training in energy transition and sustainability. <p>For more information: IEFP, I.P.</p>
	<p>Sustainability Management,</p>	<p>Training Provider: FormaçaãOnline (Certified by DGERT)</p> <p>Target Audience: Professionals seeking to integrate sustainable practices into their organisations or projects. Ideal for managers, entrepreneurs, consultants, HR professionals, environmental engineers, and anyone involved in implementing sustainability strategies.</p>



Circular Economy, and Decarbonisation - Training Course in Sustainability Management – FormaçaOnline

Delivery Format: Online (e-learning)

Main Topics Covered:

- Operationalizing Sustainable Development
- Climate Change and Current Climate Policies
- Sustainability Frameworks
- Green Economy, and the Practical Implementation of Sustainable Development

Certification:

Promoted by FormaçaOnline (a registered trademark of Vezillum, Lda). FormaçaOnline is a training provider certified by DGERT (General Directorate for Employment and Labour Relations).

This certification confirms that the organization possesses the necessary technical and organizational capacity to deliver training in the fields it offers. Upon successful completion of the course, participants are awarded a professional training certificate recognized by FormaçaOnline.

Qualification and Experience of the Trainers:

The Directorate-General for Employment and Labour Relations (DGERT) is responsible for certifying training providers in Portugal, ensuring the quality of vocational training services. To be certified by DGERT, training providers must ensure that their trainers meet specific qualification and experience requirements, including:

Certificate of Pedagogical Competence (CCP): Mandatory for all trainers. It is obtained by completing an initial trainer education course authorized by the IEFP.

Academic Qualifications: Trainers must have a higher education degree to ensure a solid scientific, technical,



		<p>and practical foundation, tailored to the specific needs of each training area.</p> <p>Professional Experience: In training components focused on operational skills, it is acceptable for the trainer to have a qualification equivalent to that of the trainees, provided they have at least 5 years of professional experience in the relevant area.</p> <p>Personal and Social Skills: Trainers are expected to demonstrate strong communication skills, proficiency in online platforms, collaboration and teamwork, entrepreneurial spirit, initiative, creativity, autonomy, and flexibility.</p> <p>Meeting these standards allows training providers to obtain DGERT certification and deliver effective, high-quality vocational training.</p> <p>For more information: FormaçãOnline</p>
	<p>Sustainable Entrepreneurship Programme</p>	<p>Training Provider: Citeforma</p> <p>Target Audience: Professionals interested in understanding sustainable entrepreneurship pathways to position or reframe their business models.</p> <p>Delivery Format: Online</p> <p>Main Topics Covered:</p> <ul style="list-style-type: none"> -What is Sustainable Entrepreneurship -GEM Study on Entrepreneurship in Portugal -Characteristics of the Sustainable Entrepreneur -Techniques for Generating Sustainable Ideas -Developing a Business Idea -Success Stories of Sustainable Entrepreneurship in Portugal -The Green Economy -The 2030 Agenda for Sustainable Development



<p>Train the Trainer Programs in Portugal</p>	<p>-Green Marketing vs. Greenwashing vs. Social Marketing</p> <p>Certification: Promoted by Citeforma. This programme is delivered by Citeforma, a training organization certified by APCER (Portuguese Certification Association). APCER certifies that the organization meets quality standards in the design and delivery of professional training services. To obtain certification in this course, participants must complete a credit unit as outlined in the course syllabus.</p> <p>Qualification and Experience of the Trainers: Citeforma, the Centre for Professional Training of Office, Commerce, Services and New Technologies Workers, is a publicly governed training centre created through a protocol between SITESE (the Services Sector Workers Union) and the IEFP. Citeforma is a non-profit legal entity under public law, with administrative and financial autonomy and its assets. For the "Sustainable Entrepreneurship" programme promoted by Citeforma, the specific qualifications and experience required for trainers are not publicly disclosed.</p> <p>For more information: Citeforma Programme Brochure</p>
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<p>Train the Trainer Programs in Portugal</p>	<p>Currently, no specialized Train-the-Trainer programs exist in Portugal for green entrepreneurship or ecotourism. However, the CCP remains the national baseline for trainer eligibility. To scale efforts, it's recommended that Portugal:</p> <ul style="list-style-type: none"> ● Develop specialized green pedagogy modules within CCP ● Create online repositories of ecotourism case studies and simulations ● Incentivize trainers to specialize in sustainability via micro-credentials <p>To work as a trainer in Portugal, it is mandatory to obtain the Certificate of Pedagogical Competence (CCP), formerly known as the Certificate of Pedagogical Aptitude (CAP). This certificate</p>
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is awarded upon the successful completion of an initial pedagogical training course for trainers, with a minimum duration of 90 hours, authorized by the Institute for Employment and Vocational Training (IEFP).

Barriers to Access to Training Programs in Portugal

Young people may face several challenges when trying to access training programmes related to Green Entrepreneurship and Ecotourism. These obstacles can be grouped into different categories:

1. Economic Barriers
 - High programme costs
 - Lack of financial support or scholarships
 - Difficulty balancing work responsibilities with training schedules
2. Informational Barriers
 - Lack of awareness about available opportunities
 - Absence of vocational guidance and career counselling
3. Access Requirement Barriers
 - Strict or demanding admission criteria
 - Complex and time-consuming bureaucratic procedures
4. Regulatory Barriers
 - Lack of official recognition of training programmes or qualifications
 - Unclear or underdeveloped regulatory frameworks for aspiring green entrepreneurs
5. Technological Barriers
 - Limited access to necessary equipment and reliable internet
 - Inequality in digital literacy and mastery of online tools



Greece



Training Programs in Greece

Sustainable Tourism Development: Heritage, Environment, Society” Master’s Programme

Training Provider: Harokopio University of Athens, University of the Aegean and IREST - Université Paris 1 Panthéon-Sorbonne

Target Audience: Postgraduate students, tourism professionals and entrepreneurs

Delivery Format: Face-to-face

Main Topics Covered:
 -Sustainable Development of Tourism - Cultural Tourism
 -Heritage Management and Marketing - Development and Management of Tourist Destinations
 -Economy of Tourism
 -Environmental Protection of Tourist Areas

Certification:
 Type of certification: Master’s degree

Accrediting body: Harokopio University of Athens in collaboration with University of the Aegean and IREST - Université Paris 1 Panthéon-Sorbonne

Process: Course completion, written exams, thesis

For more information:
Harokopio University

MSc International Sustainable

Training Provider: Aegean College & University of Essex – private sector

Target Audience: Postgraduate students, tourism professionals and entrepreneurs

Delivery Format: Face-to-face

Main Topics Covered:
 -Economics of Sustainable Tourism - Strategic Management in Tourism - Destination Management and Marketing



	<p>Tourism</p> <ul style="list-style-type: none"> -Sustainable Tourism Development and Planning in an International Context - Tourist Behaviour: Theory and Practice - Sustainable Tourism -Environmental Ethics and Climate Change -Culture, Heritage and Creativity in International Sustainable Tourism <p>Certification: Type of certification: Master’s degree</p> <p>Accrediting body: Aegean College in collaboration with University of Essex.</p> <p>Degree recognition: Autonomous Department for the Implementation of European Legislation (Greek abbreviation AT.E.E.N.) at the Greek Ministry of Education.</p> <p>Process: course completion, paid internship, written exams, dissertation</p> <p>For more information: Aegean College</p>
<p>“Circular Economy, Green Innovation & Entrepreneurs hip” 60 hr Training</p>	<p>Training Provider: National Technical University of Athens, UNESCO Chair on Green Innovation and Circular Economy</p> <p>Target Audience: Youth, university students, tourism professionals and entrepreneurs</p> <p>Delivery Format: Online</p> <p>Main Topics Covered:</p> <ul style="list-style-type: none"> -Circular economy: concept, definitions and limitations -New climate regulations – Carbon Footprint and Reduction Strategies -The role of Logistics and the supply chain in the circular economy and sustainability -Sustainable water management - Wastewater treatment and reuse - Exploitation of organic waste and biomass for energy



	<p>Certification: Type of certification: Certificate of specialized training</p> <p>Accrediting body: National Technical University of Athens, Centre of Continuing Education and Lifelong Learning</p> <p>Process: completion of synchronous and asynchronous modules, final exams</p> <p>For more information: National Technical University of Athens</p>
<p>Train the Trainer Programs in Greece</p>	<p>Examples of specialized train-the-trainer programs for Green Entrepreneurship and Ecotourism in Greece:</p> <ul style="list-style-type: none"> - B-ECO-Start-up Eco Entrepreneurs EU Project: online training covering topics like Business Model Canvas, Marketing, Finance Planning, Green Management, Legal Forms and Procedures for Establishing a Company, Sources of Funding, Environmental Entrepreneurship and Digitalization of Business. - Cultoura Bridges EU Project: aims to upscale VET institutions mainly in Africa, but also in Europe, in order to improve their ability to use qualification profiles, digital tools and quality standards, to enhance their connection to the labour market, and to empower them to create a joint educational curriculum and a joint course on green, cultural tourism among the partner countries. - R.I.S.T.o.VET – “Rural Innovative Sustainable Tourism for VET” EU Project: e-learning platform with resources on Sustainable Development, Sustainable Tourism, Digital Tourism and Soft and Practical Skills. - DGI Tourism EU Project: training course with free resources on the Evolution and Trends of the Tourism Market, Environmental, Social and Economic Sustainability in Tourism, and Digitalization as a Tool for the Development of the Tourism Sector.
<p>Barriers to Access to Training</p>	<ul style="list-style-type: none"> • Financial barriers: High course fees for specialized programs without sufficient scholarship options. • Awareness issues: Lack of career guidance about green sector opportunities in secondary education.



Programs in Greece

- Geographical barriers: Concentration of training opportunities in Athens, limiting access for youth from remote regions.
- Prerequisite knowledge: Some programs require prior business or science background.
- Language barriers: Advanced international certifications often delivered only in English.
- Technological limitations: Unreliable internet access for online training programs in some remote areas.



Spain



Training Programs in Spain

Programa Empreverde+

Training Provider: Fundación Biodiversidad

Target Audience: Workers and companies

Delivery Format: Hybrid format (online and face-to-face)

Main Topics Covered:
 -Green business planning and eco-innovation
 -Environmental impact
 -Sustainable business models

Certification:
 After completing it, participants receive a certificate of participation. The programme is accredited by Fundación Biodiversidad, a Spanish non-governmental organization supported by the Spanish government, dedicated to promoting biodiversity conservation and environmental sustainability.

For more information:
[Fundación Biodiversidad \(Biodiversity Foundation\)](http://www.fundacionbiodiversidad.es)

Master's in Sustainability and Business Transformation

Training Provider: Instituto de Empresa

Target Audience: Entrepreneurs, tourism professionals and students who are interested in sustainable tourism.

Delivery Format: Online

Main Topics Covered:
 -Principles of ecotourism and the development of sustainable tourism practices
 -Managing sustainable tourist destinations and the integration of ecotourism into conservation efforts and biodiversity protection



Emprendimiento Verde y Empresa Sostenible	<p>Certification: Participants who complete the program receive a certificate issued by IE Business School, a university officially recognized by the Spanish education authorities, allowed to grant both University Official Degrees (bachelor’s, master’s and PhD degrees), which are specifically regulated and accredited by the Spanish Ministry of Education, and University Private Degrees (master’s degrees).</p> <p>For more information: Empresa Business School</p>
	<p>Training Provider: Burgos University</p> <p>Target Audience: Students, young entrepreneurs and professionals seeking to adopt sustainable practices or shift to green business models.</p> <p>Delivery Format: Online</p> <p>Main Topics Covered: -The fundamentals of circular economy and eco-entrepreneurship, business -Strategies for eco-friendly startups - Environmental management systems - Models of success in green entrepreneurship</p> <p>Certification: This course provides training in green and eco entrepreneurship, covering topics such as the Circular Economy and Sustainable Rural Development. If completed, participants receive a diploma from Burgos University.</p> <p>The certification you get after completing the master’s program it’s a very valuable indicator that may help you enter the workplace in this area.</p>



	<p>Also, the other two certifications may help you gain more knowledge and offer added value on the topic.</p> <p>For more information: Burgos University</p>
<p>Train the Trainer Programs in Spain</p>	<p>Yes, Spain has actively supported the development of Green Entrepreneurship and Ecotourism through different train-the-trainer programs. These initiatives are built to train educators and professionals with the skills and knowledge to form sustainable tourism practices for other interested people. For instance, the ECOViP project emphasizes teaching methodologies to promote sustainable entrepreneurship in tourism, equipping educators with practical exercises to enhance curriculum development and teaching methodologies.</p> <p>There's also the UNWTO Tourism Academy's "Train the Trainer" Program, which is an online course covering fundamental training concepts, trainer attributes, learning theories and the use of assessment tools to enhance training programs.</p>
<p>Barriers to Access to Training Programs in Spain</p>	<p>Limited financial resources can prevent youth from enrolling in specialized training programs. While some initiatives offer scholarships or financial aid, such opportunities may not be accessible to all interested individuals. For example, the Jovenes Talentos program by Agbar, provides scholarships to the best students from low-income families.</p> <p>Some training programs (for example, the master's mentioned in the second question) have entry requirements, such as specific educational backgrounds or prior knowledge, which can exclude interested youth. Also, some experts have said that these are the challenges they've encountered:</p> <ul style="list-style-type: none"> • To navigate bureaucratic obstacles and competitive pressures through regulations and support mechanisms for small businesses in sustainable tourism. • Acknowledging the gap between theoretical knowledge and practical implementation, emphasizing the need for more education and support structures aligned with local tourism sectors.



Comparative Analysis and Key Insights from Partner Countries

The above review of green entrepreneurship and ecotourism training across France, Türkiye, Portugal, Greece, and Spain highlights both shared trends and varying national strategies to build sustainability competencies in tourism. Based on the training examples; France, Greece, and Spain prioritize accredited academic programs at the bachelor's and master's levels, delivered by public universities and recognized institutions. In contrast, Portugal and Türkiye focus more on vocational and professional training, offering modular and practical content for entrepreneurs, adults, and jobseekers. Each country also shows thematic strengths, such as green skills related to energy transition, ecotourism entrepreneurship.

Online and hybrid delivery formats are growing across the board, particularly in Portugal, Spain, and Türkiye, increasing access and flexibility.

Trainer qualification systems further reveal diversities. France and Portugal have structured, nationally regulated certification systems requiring pedagogical and technical credentials. Conversely, Türkiye, Greece, and Spain mostly rely on EU-funded, project-based train-the-trainer initiatives without cohesive national frameworks.

Common barriers persist across regions. Financial limitations, lack of awareness, and regulatory complexity affect access, particularly in France, Greece, and Spain. Geographic and technological inequalities disproportionately impact rural youth in Türkiye and Greece.

Despite these challenges, significant opportunities remain. Green Tour's digital resources (the Training Content, Guide, and E-learning Platform) can be integrated into vocational and lifelong learning programs in Türkiye and Portugal and used as supplementary materials in academic programs in France, Spain, and Greece.

- See Annex 1 for detailed recommendations on effective integration strategies.

EU-level train-the-trainer modules, the promotion of micro-credentials, and modular content (as seen in Portugal) can enhance mobility and engagement. Strengthening public-private partnerships, as seen with Fundación Biodiversidad in Spain or Citeforma in Portugal, can further align training with labour market needs.

In conclusion, while national differences exist, all five countries are making meaningful progress in green entrepreneurship and ecotourism training. Their shared challenges and overlapping themes offer clear pathways for collaboration, curriculum integration, and policy alignment. The Green Tour Project is well-positioned to support this transformation through accessible, learner-focused content that promotes wider participation and advances the EU's goals for sustainable tourism and green growth.



In the present module, Green Tour Project's consortium aimed to share examples of training practices and to offer practical insights into how green entrepreneurship and Ecotourism concepts can be implemented in real educational settings, reflecting diverse national experiences and approaches.

In the next module, **"Manual on the Training Content & Integration Guide"**, the project consortium provides a structured approach for systematically implementing the GREEN TOUR Training Content within various educational and training environments.

MANUAL ON THE TRAINING CONTENT & INTEGRATION GUIDE



Manual on the Training Content

Manual Overview

This manual is designed to guide trainers, educators, and facilitators through the effective delivery of the Green Tour Project's training content on green entrepreneurship and ecotourism. Each module of the Training Content is specified with clear objectives, step-by-step session plans, and recommended teaching methods to support diverse learning styles and settings. We encourage you to adapt the materials and activities to suit their local context and the specific needs of learners while maintaining the core competencies and learning outcomes outlined in each module. The manual supports integration across formal, non-formal, and lifelong learning environments, providing flexibility for trainers working in vocational education, community programs, and professional development. Assessment and evaluation suggestions aim to help trainers measure participant engagement and knowledge retention, but these can be tailored to fit different group sizes and educational contexts. For best results, trainers are encouraged to review the entire manual before delivering sessions, prepare the necessary materials in advance, and foster an interactive and inclusive learning environment. (Figure 4: User Manual. Source: [istock](#))



Highlights of the Training Content

The Green Tour Project partners developed this training content that serves as a comprehensive guide for youth workers, educators, and tourism professionals who seek to promote sustainable tourism through green entrepreneurship and ecotourism. It offers a practical, hands-on approach that blends theoretical insights with real-world applications, empowering participants to develop environmentally responsible and community-centered tourism initiatives. The content is organized into key thematic areas such as sustainable business models, social responsibility, and strategies to minimize tourism's environmental impact. Each section includes case studies, interactive activities, and actionable tools designed to inspire and support learners in turning sustainability principles into practice. By the end of the training, it is aimed to equip participants to design and implement ecotourism projects that contribute to local development and global sustainability goals.

The "Training Content on Green Entrepreneurship and Ecotourism" is structured into five modules, inseparable components that gradually build knowledge and skills in green entrepreneurship and ecotourism.



Figure 3: Green Tour Training Content's Modules Names

Target Audience of the Training Content

This training content has been designed for a diverse range of individuals and professionals engaged in or entering the fields of tourism, education, and sustainable development. The primary target groups for this initiative include vocational education and training (VET) learners, youth workers, teachers, and trainers. The goal is to improve these groups' ecotourism and green entrepreneurship knowledge and abilities. Furthermore, the content is suitable for local authorities, NGOs, community leaders and entrepreneurs interested in integrating sustainability into tourism practices. The training caters to a range of experience levels, from entry-level learners to professionals seeking to enhance their involvement in responsible, community-based, and environmentally conscious tourism initiatives.

The training content developed by the project consortium is intended to facilitate integration across formal, non-formal, and lifelong learning settings, supporting the EU's commitment to inclusive, competency-based education that prepares individuals for a sustainable and resilient future.



Overview of The Training Content's Modules

Module 1: Introduction to Ecotourism and Sustainable Development

This module is designed to introduce participants to the core principles, benefits, and challenges of ecotourism, with a focus on its key role in advancing sustainable development. It aims to build essential competencies, environmental awareness, community engagement, and cultural sensitivity, particularly for those teaching in the field of tourism or exploring career opportunities in sustainable tourism.

Module 2: Business Planning and Management in Ecotourism

This module focuses on equipping participants with the essential skills and tools needed to develop and manage sustainable tourism businesses. It covers critical areas such as business planning tailored to ecotourism, entrepreneurial thinking, risk assessment, financial management, and understanding legal and regulatory frameworks. It is aimed to teach how to integrate sustainability principles into business strategies, create financially viable plans, and ensure compliance with environmental and cultural standards. Ideal for aspiring entrepreneurs and tourism professionals, this module builds a strong foundation for launching and managing responsible tourism ventures.

Module 3: Marketing and Promotion in Ecotourism

This module aims to equip learners with the skills to design and implement authentic marketing campaigns for ecotourism that effectively communicate sustainability and engage diverse audiences. It emphasizes core competencies such as ethical communication to build trust and avoid greenwashing, digital storytelling to create compelling multimedia content, and stakeholder collaboration to involve local communities and partners in developing impactful, measurable campaigns. This module is essential for professionals seeking to promote ecotourism responsibly and effectively.

Module 4: Environmental Conservation and Sustainable Practices

This module is designed to help learners critically analyze environmental challenges and develop sustainable practices and business models that integrate conservation principles with the Triple Bottom Line framework, balancing economic, social, and environmental outcomes. Core competencies include mastering sustainability concepts, applying strategic frameworks to design and improve sustainable tourism initiatives, and demonstrating ethical leadership focused on long-term ecological and community well-being. This module is essential for those aiming to lead responsible and impactful sustainability efforts in tourism.



Module 5: Leadership and Community Engagement

This module equips participants with the leadership skills and community engagement strategies necessary to promote sustainable ecotourism practices that ensure meaningful local involvement and socio-economic benefits. Learners will develop a deep understanding of leadership roles and styles in ecotourism, the importance of community participation, and key principles of ethical leadership. The module also covers various leadership models and project management stages, enabling participants to inspire collaboration, align projects with local values, and foster long-term environmental and community well-being. This module is essential for those aiming to lead and empower sustainable tourism initiatives.

Guide for Trainers

As the main beneficiaries of the "Training Content on Green Entrepreneurship and Ecotourism", youth workers, teachers, and trainers in the Tourism fields, we encourage you to review each module in advance, prepare the necessary materials, and adapt the content where appropriate to foster an inclusive, engaging, and impact-driven learning experience.

Below is the table providing an overview of the structure and key characteristics of the training modules.

Module No	Module Title	Duration	EQF Level
1	Introduction to Ecotourism and Sustainable Development	2-3 hours	EQF 4-5
2	Business Planning and Management in Ecotourism	3-4 hours	EQF 4-5
3	Marketing and Promoting in Ecotourism	2-3 hours	EQF 4-5
4	Environmental Conservation and Sustainable Practices	2-3 hours	EQF 4-5
5	Leadership and Community Engagement	2-3 hours	EQF 4-5



The following five sections are designed to present you with each training content module in detail. Each module includes clear learning objectives, defined target groups, expected outcomes, suggested materials, and a structured session plan to support effective delivery. These modules are designed to be adaptable across various learning environments and can be tailored based on the learners' needs, available resources, and local context.

Module 1: Introduction to Ecotourism and Sustainable Development

Purpose & Learning Objectives	The aim of this module is to introduce participants to the fundamental principles of Ecotourism and its role in Sustainable Development.
Duration	2-3 hours
Target Group	Young people interested in tourism, as well as young people looking for career opportunities in sustainable tourism.
Learning Outcomes	<ul style="list-style-type: none"> -Raising awareness of ecological principles, environmental challenges, and cultural sensitivity -Understanding the concept and the fundamental competencies of Ecotourism -Recognizing the benefits and risks of Ecotourism -Connecting Ecotourism practices to Sustainable Development Goals (SDGs)
Materials	<ul style="list-style-type: none"> • Papers and pencils • Whiteboard or flipchart • A computer accessing the Internet • Handouts for participants: Case Study & Ecotourism Adventure Map Guide Worksheet
Steps to Follow	<p>Preparation:</p> <ul style="list-style-type: none"> - First of all, review the theoretical framework and the four practical activities carefully, before you start the session. Together, Training Content & Practical Activities forms a holistic educational curriculum. - Before you begin the session we recommend you print all the required materials: including handouts, Ecotourism Adventure Map Activity Instructions, the SDG overview, and the guidelines for the 4 practical activities (available at the end of this guide). - Prepare materials for group work in advance, such as flipcharts, markers, post-its, and evaluation forms. - Additionally, make sure you have a computer



accessing the internet to explore further supplementary resources and informative videos on the GREEN TOUR platform.

Introduction (10 minutes):

Start the session with an icebreaker about previous travel, and nature-related experiences of the participants.

Introduce briefly "Ecotourism" and "Sustainable Development". Ask questions like:

-What does "Ecotourism" mean to you?

-Why should we give importance to sustainability in tourism?

Interactive Presentation (20-30 minutes):

Present following key topics from the Training Content: Principles of the Ecotourism (the 4Cs: Commerce, Community, Conservation, and Culture), Benefits and possible threats of Ecotourism, Future of Ecotourism: Trends and Opportunities, Negative Environmental Impacts of Tourism, Sustainable Development and SDGs related to Tourism (highlighting SDG8, 12, 15, 17), and Actionable Tips and Strategies for applying ecotourism principles.

To ensure an interactive and engaging lesson, use a variety of visuals, and give real-world examples and ask assumption-based questions.

Interactive and Practical Activity (45-60 minutes):

Before starting the "Ecotourism Adventure Map" interactive group activity, present the case study on CAPPADOCIA (Turkey), a well-known ecotourism destination featured in the Training Content. By doing so, participants will better understand the important features of an ecotourism area, while also offering a visual reference to CAPPADOCIA's ecotourism map.

-Ecotourism Adventure Map:

Divide the class into 3-5 people per group, hand out a copy of an Ecotourism Adventure Map Guide Worksheet to each group (see the annex 1 at the end of the guide for the worksheet).

Materials needed: Large sheet of paper, markers

-Group Presentations:

Once all groups have completed their adventure maps, let each group present their Adventure map with sustainable activities options, Eco-friendly accommodations, community involvement, and etc. Encourage the audience to ask questions or give constructive feedback.



Summing Up The Session (20 minutes):

Summarize key takeaways from the group presentations, highlighting the diversity of ideas and what could be better.

Introduce additional resources:

- Practical Activities at the end of the present guide
- Informative Videos on the GREEN TOUR E-Learning Platform

Note: If you have enough time, we encourage you to implement all four practical activities at the end of the present guide, or select the ones that best suit your participant group.

Teaching Methods & Activities

Interactive presentation, group discussion, case study analysis

Assessment & Evaluation

Active participation throughout the lesson
 Creation and presentation of an Ecotourism Adventure Map at the end of the session
 Evaluation of the 4 practical activities included in the Trainers' Toolkit

Note: Evaluation questions are provided at the end of the manual as Annex 2.

Module 2: Business Planning and Management in Ecotourism

Purpose & Learning Objectives

This module is aiming to present participants the must-know elements of business planning and management tailored to ecotourism ventures.

Duration

3-4 hours

Target Group

Young people aiming to start a career in green tourism especially as an eco-entrepreneur.

Learning Outcomes

- Understanding the fundamentals of business planning and financial management
- Exploring effective tools for planning and managing green tourism businesses
- Gaining insight into feasibility analysis, budgeting, and resource planning

Materials

- Papers and pencils
- Whiteboard or flipchart
- A computer accessing the Internet
- Post-its
- Printed Blank Business Model Canvas



templates (see the example Canvas on page 30 at the Training Content).

Steps to Follow

Preparation:

Before starting the session, review both the Training Content-Module 2 and the Practical Activities (Four activities per module). Print necessary handouts, prepare the materials for group work, and ensure internet access for exploring resources and the GREEN TOUR platform.

Introduction (15 minutes):

Start the session with inclusive questions to assure an interactive environment.

Introduce the concept of "Green Business Planning" and the differences with traditional tourism business models.

Ask questions like:

-Which element do you think makes a tourism business sustainable?

-What is the most common challenge faced by eco-entrepreneurs?

Interactive Presentation (40-50 minutes):

Present following key topics from the Training Content: Business Planning for Ecotourism, Sustainable Financial Management, Sustainable Business Model Canvas, Actionable Tips and Strategies, SWOT Analysis for a successful tourism business.

To ensure an interactive and engaging lesson, use a variety of visuals, and give real-world examples and ask assumption-based questions.

Interactive and Practical Activity (90 minutes):

Before starting the "Building a Sustainable Tourism Business Model Canvas" activity, present the Garden Village Bled Eco-Resort (Slovenia) case study. This real-world example will help participants understand the challenges businesses face and the actions taken in response. It offers valuable insights into risk assessment, financial management, and regulatory compliance, which participants can apply to their own ventures.

-Building a Sustainable Tourism Business Model Canvas:

Divide participants into groups of 4-5. Hand out a Business Model Canvas template and sticky notes to each group. Let them design an ecotourism venture set in a sensitive coastal environment, aiming to



protect marine life, respect local communities, and attract eco-conscious visitors.

Materials needed: Blank Business Model Canvas templates, sticky notes, markers, pens, reference sheets with definitions of key BMC elements and sustainability criteria

-Group Presentations:

Groups briefly present their canvases to the class. Allow participants to reflect on differences between the approaches, share insights, and consider new ideas.

Summing Up The Session (20 minutes):

Summarize the most important lessons from presentations, by highlighting the innovative business ideas. Encourage participants to test their own ideas using the canvas tool.

Introduce additional resources:

- Practical Activities at the end of the present guide
- Informative Videos on the GREEN TOUR E-Learning Platform

Note: If you have enough time, we encourage you to implement all four practical activities at the end of the present guide, or select the ones that best suit your participant group.

Teaching Methods & Activities

Interactive presentation, case-based group work

Assessment & Evaluation

Active participation during group work and evaluation of the Business Model Canvas presentation.

Note: Evaluation questions are provided at the end of the manual as Annex 2.

Module 3: Marketing and Promotion in Ecotourism

Purpose & Learning Objectives

This module aims to equip participants with the vision and practical strategies knowledge for effectively marketing and promoting sustainable tourism practices.

Duration

2-3 hours

Target Group

Young people and entrepreneurs in the tourism sector, who are aiming to develop creative strategies.



Learning Outcomes

- Understanding the core strategies of marketing and promotion in the Ecotourism context
- Developing effective communication skills for successful business management
- Enhancing skills in digital marketing, branding, and storytelling
- Learn to balance creativity and environmentally responsible approach

Materials

- A computer accessing the Internet
- Canva
- Google slides
- Social media simulators

Steps to Follow

Preparation:

- First of all, review the theoretical framework and the four practical activities carefully, before you start the session.
- Before you begin the session, prepare visual materials, and ensure internet access to explore further supplementary resources and informative videos on the GREEN TOUR platform.
- Prepare materials for group work in advance, such as flipcharts, markers, post-its, and evaluation forms.

Introduction (10 minutes):

Begin with a brainstorming question like:

- Which aspects of an ecotourism experience are the most appealing to travelers?

Introduce the importance of marketing in sustainable tourism initiatives, making them more visible and appealing.

Interactive Presentation (40-50 minutes):

Present the following topics from the Training Content: Cause Marketing, Building Effective and Sustainable Tourism Campaigns, Actionable Tips and Strategies, Greenwashing, Best Communication Approaches, and Content Ideas.

Use relevant visuals and ask open-ended questions to engage participants and relate to real-world experiences.

Interactive and Practical Activity (60 minutes):

Before starting the "Design Your Ecotourism Campaign" activity, present the DOT2DOT case study from Greece. This real-world example will show how marketing strategies can be effectively balanced with



transformative goals for both the business and the community.

-Design Your Ecotourism Campaign:

Participants will create a simple marketing plan specifying a target audience, key messages, and creative elements that align with sustainable tourism principles. Participants are asked for choosing one theme out of:

- Protecting natural resources
- Supporting local communities
- Low-impact travel experiences

Materials needed: Computer accessing internet, LMS discussion forum or Collaborative Platform (Moodle, Blackboard, Canvas, etc.)

-Group Presentations:

Participants present their plan to the class. Encourage constructive peer feedback on message clarity, creativity, and feasibility.

Summing Up The Session (20 minutes):

Conclude the session by highlighting key marketing tools that support green entrepreneurship. Offering participants digital resources or tools for continued learning will add extra value for participants.

Note: If you have enough time, we encourage you to implement all four practical activities at the end of the present guide, or select the ones that best suit your participant group.

Teaching Methods & Activities

Interactive presentation, brainstorming, peer feedback and review

Assessment & Evaluation

Active engagement during the session, especially brainstorming and discussion, and presentation of the basic marketing plan.

Note: Evaluation questions are provided at the end of the manual as Annex 2.

Module 4: Environmental Conservation and Sustainable Practices

Purpose & Learning Objectives

It is aimed to raise participants’ awareness and knowledge of environmental conservation principles and practical sustainability practices in the ecotourism sector, by this module.



Duration

2-3 hours

Target Group

Young people studying or working in tourism, as well as aspiring entrepreneurs, who seek to learn about environmental issues and sustainable practices.

Learning Outcomes

-Understanding the fundamental concepts of sustainability, including environmental protection and resource conservation
 -Learning how to design and implement effective strategies for managing waste, conserving energy, and optimizing water usage
 -Fostering a mindset that values the balance between human development and natural resource conservation

Materials

- Whiteboard or flipchart
- Markers
- Post-its
- A computer accessing the Internet
- Printed worksheets on the Triple Bottom Line (Handout)

Steps to Follow

Preparation:

- Firstly, review the theoretical framework and the four practical activities carefully, before you start the session.
- Secondly, prepare printed materials for the interactive and practical activity.
- Additionally, make sure you have a computer accessing the internet to explore further supplementary resources and informative videos on the GREEN TOUR platform.

Introduction (10 minutes):

To make the session inclusive and encourage active participation, begin with engaging brainstorming questions such as:

- What environmental problems are most common do you think in heavily visited touristic areas?

Interactive Presentation (20-30 minutes):

Present the following topics from the Training Content: Definition of Sustainability, Three Pillars of Sustainability, Environmental Sustainability and Conservation, Sustainable Tourism and Green Entrepreneurship, Destination Life Cycle, and Actionable Tips and Strategies.



Use relevant visuals and ask open-ended questions to engage participants and relate to real-world experiences.

Interactive and Practical Activity (60 minutes):
 Before beginning the “Build a Sustainable Business Model” activity, introduce the Donostia Green Destination – San Sebastian case study from Spain. This real-life example provides valuable insights into effective business management through sustainable practices in accommodation, dining, transportation, and leisure services.

-Build a Sustainable Business Model:
 Divide participants into small groups and assign each a business scenario, such as a new cafe, an eco-friendly tour agency. Ask them to fill out the business plan template provided in the activity section of the Training Content- Module 4.

-Group Presentations:
 Let groups present their findings and recommended management strategies. Encourage peer feedback on feasibility and creativity of presented actions.

Summing Up The Session (20 minutes):
 End the session with highlighting the key sustainability principles and creative solutions. Introduce additional resources:
 -Practical Activities at the end of the present guide
 -Informative Videos on the GREEN TOUR E-Learning Platform

Note: If you have enough time, we encourage you to implement all four practical activities at the end of the present guide, or select the ones that best suit your participant group.

Teaching Methods & Activities	Interactive presentation, group work
Assessment & Evaluation	Participation in group work Note: Evaluation questions are provided at the end of the manual as Annex 2.



Module 5: Leadership and Community Engagement

Purpose & Learning Objectives

This module is designed to develop participants' leadership skills and promote meaningful community engagement within the Ecotourism and Green Entrepreneurship.

Duration

2-3 hours

Target Group

Young people interested in taking active roles in their communities through tourism, and green entrepreneurs aim to enhance their leadership abilities and foster stronger collaboration within their communities.

Learning Outcomes

Materials

- Whiteboard or flipchart
- Markers
- Printed scenario sheets for each participant
- A computer accessing the Internet
- Printed materials related to Arcturos and Nymfaio (Optional, you can show via Computer)

Steps to Follow

Preparation:

Review both the Training Content and the four practical activities for this module at the end of the Guide. Prepare materials for group work and ensure access to the internet for further visual materials, and videos on the GREEN TOUR platform.

Introduction (15 minutes):

Before briefly introducing the importance of leadership and community partnerships in ecotourism, ask participants' opinions for a reflective discussion:

- Who are the leaders in communities and what makes them effective?

Interactive Presentation (20-30 minutes):

Present the key topics from the training Content: Leadership in Sustainable Tourism, Community Engagement and Partnerships, Leadership Styles, and Actionable Tips and Strategies.

Use relevant visuals and ask open-ended questions to engage participants and relate to real-world experiences.



Interactive and Practical Activity (60 minutes):

Before starting the “Role-play Stimulation for Sustainable Tourism” activity, present the case study from Greece named “Arcturos Bear Sanctuary in Nymfaio”. This real-world example will allow participants to gain insight on balancing the sustainable tourism growth with environmental conservation.

-Role-play Simulation for Sustainable Tourism:

Divide participants into groups representing different stakeholders, such as local community members, wildlife guardians, government representatives, tour operators. Distribute scenario sheets to each group. Encourage each group to discuss their challenges and opportunities, negotiating with other groups to agree on sustainable ecotourism practices.

-Group Presentations:

Each group will present their main goals, challenges and the outcomes of their negotiations. Let participants to analyse how the proposed decisions could affect the real-world application of sustainable tourism practices in Nymfaio.

Summing Up The Session (20 minutes):

Note: If you have enough time, we encourage you to implement all four practical activities at the end of the present guide, or select the ones that best suit your participant group.

Teaching Methods & Activities	Interactive presentation, scenario-based group activity
Assessment & Evaluation	Active participation in group activity Note: Evaluation questions are provided at the end of the manual as Annex 2.



Ecotourism Adventure Map Guide Worksheet

Tour Information

- ✓ Name of the region
- ✓ Brief description of the location (landscape, key features, ecosystems)
- ✓ Tour Guide's name and contact information
- ✓ Date of map creation

Destination Geography

- ✓ Specify the Landmarks on the map
- ✓ Put marks for the main species or animal/plant species and habitat
- ✓ Give brief information on the importance of those animals and plant species
- ✓ Put marks for recommended specific interests (e.g., birdwatching, photography, cultural experiences)
- ✓ Mark the main and backup routes on the map
- ✓ Specify the areas that are off-limits to tourists

Safety and Risk Management

- ✓ Put an attention mark on the map for hazards to be aware of
- ✓ Write emergency contact numbers below the map
- ✓ Recommend proper outfit tips for the region (e.g., proper footwear, sunscreen, insect repellent)

Cultural and Community Highlights

- ✓ Put cultural landmarks and heritage sites
- ✓ Give brief information on local traditions and activities
- ✓ Prioritize being respectful towards the local

Sustainability Practices

- ✓ Give the locations where tourists can refill water bottles, use composting toilets, or dispose of waste reduction
- ✓ Give Eco-Friendly practices
- ✓ Exemplify local restaurants and shopping stops
- ✓ Recommend Eco-Friendly Accommodations or Campsite

Module 1 - Introduction to Ecotourism and Sustainable Development

Evaluation

Question 1: Choose the best definition of Ecotourism.

- A. Travelling responsibly to natural areas by conserving the natural environment and sustaining the well-being of host communities
- B. Environment-based tourism
- C. staying at a green-labelled hotel
- D. It's tourism that is just focused on discovering new spots on the earth

Question 2: Which of the following groups benefit from ecotourism?

- A. Tourists
- B. Tour guides
- C. The local community
- D. All the above

Question 3: Which of the following is not from the 4Cs of Ecotourism?

- A. Culture
- B. Conservation
- C. Commerce
- D. Capacity

Question 4: Fill in the blanks with the best option.

Sustainable Tourism does not refer to a _____ of Tourism; rather, it is an _____ for all tourism forms to be sustainable for the next generations.

- A. form/ complementary
- B. kind/ heading
- C. type/ aspiration
- D. aspiration/ type

Question 5: Which of the following is one of the Ecotourism benefits?

- A. Promotes environmental awareness
- B. Education for both locals and tourists
- C. Fosters respect and appreciation for cultures and traditions
- D. All the above



Question 6: Choose the best actionable tip to practise Ecotourism and become more sustainable.

- A. Suggest travelers give a chance to a local restaurant
- B. Show your respect and appreciation for the local cuisine
- C. Encourage visitors to consume local food and be open to new tastes
- D. Arrange a cooking class with a local; encourage them to choose local restaurants; and take the lead in composting their waste

Question 7: What does “greenwashing” mean in terms of tourism?

- A. Dilution of local cultures
- B. Exploiting local sources
- C. A business claims to be eco-friendly or sustainable, but they are misleading
- D. Attitude that visitors do not respect nature and indigenous people

Question 8: What is one of the key results of the CAPPADOCIA destination initiative?

- A. To increase the number of international visitors
- B. To publish the Sustainable Tourism Guidelines, increase sustainable practices: using solar energy, reducing waste, and conserving water
- C. To improve the city’s infrastructure services
- D. To increase the quality of tourism services

Question 9: According to the “Net Zero Carbon” statement, which way of transportation below is the best option?

- A. Private Car
- B. Motorcycle
- C. Public Transportation
- D. Bicycle

Question 10: How are the “Slow Travel” approach and Ecotourism similarly a style of travel?

- A. Traveling to nearby places using only bicycles
- B. Rather than traveling too far to see just the popular tourist places, connected with local people, culture, food and music
- C. Spending most of the trip resting and moving slowly
- D. Traveling to places where friends and relatives are living, so both to see loved ones and to see new places

Solution

1-A 2-D 3-D 4-C 5-D 6-D 7-C 8-B 9-D 10-B



Module 2 - Business Planning and Management in Ecotourism

Evaluation

Question 1: Which of the following best describes a sustainable business plan in ecotourism?

- A. A plan focused solely on profit maximization
- B. A plan that integrates environmental stewardship, social responsibility, and economic viability
- C. A plan that ignores community input and local regulations
- D. A plan that prioritizes mass tourism over environmental concerns

Question 2: What is the primary purpose of conducting a risk assessment for an ecotourism venture?

- A. To justify ignoring environmental regulations
- B. To identify and prioritize potential challenges affecting sustainability and profitability
- C. To eliminate all competition in the market
- D. To ensure that only mass-market travelers are attracted

Question 3: Which tool would best help an entrepreneur regularly stay updated on new sustainability regulations and market trends?

- A. Ignoring all sources of information
- B. Regularly checking social media hashtags only
- C. Using information monitoring tools such as Feedly, Inoreader, or EUR-Lex
- D. Waiting for competitors to share their market research

Question 4: Incorporating local communities in ecotourism planning primarily aims to:

- A. Increase resource depletion for quick gains
- B. Ensure local traditions and natural resources are exploited without constraints
- C. Promote fair benefit-sharing, cultural authenticity, and stakeholder engagement
- D. Dissuade locals from participating in tourism activities

Question 5: Which of the following is a recognized method to reduce environmental impact in an ecotourism operation?

- A. Using renewable energy sources and efficient waste management systems
- B. Relying solely on fossil fuels to reduce energy costs
- C. Ignoring water conservation practices to meet immediate demands
- D. Discouraging visitor education on sustainability



Question 6: What is the primary benefit of achieving an eco-certification (e.g., the European Eco-Label) for an ecotourism business?

- A. It guarantees the business will never face risks or competition
- B. It ensures customers will always pay higher prices regardless of quality
- C. **It provides credibility, guiding improvements in sustainability and appealing to eco-conscious guests**
- D. It eliminates the need for community engagement

Question 7: When applying financial management principles in ecotourism, a key strategy is to:

- A. Invest only in short-term profit-making ventures and disregard long-term sustainability
- B. Integrate resource efficiency and cost monitoring to maintain long-term economic viability
- C. Avoid diversification of revenue streams and rely on a single service
- D. Never track energy or water consumption costs

Question 8: Which of the following best exemplifies ethical and responsible behavior in sustainable tourism?

- A. Conducting misleading marketing to appear eco-friendly
- B. Disregarding local cultural norms and traditions
- C. Ensuring fair wages, supporting community welfare, and protecting natural habitats
- D. Overcrowding sensitive areas to maximize tourist numbers

Question 9: A SWOT analysis in the context of ecotourism helps entrepreneurs:

- A. Identify internal strengths and weaknesses, as well as external opportunities and threats
- B. Ignore long-term planning and focus only on current profits
- C. Determine which laws to break without consequences
- D. Eliminate the need for stakeholder consultation

Question 10: Why is engaging with stakeholders such as NGOs, local communities, and environmental organizations beneficial for an ecotourism business?

- A. It allows businesses to bypass regulations more easily
- B. It ensures that decision-making reflects diverse perspectives, enhancing credibility and sustainability
- C. It removes the need for market research and customer feedback
- D. It guarantees immediate financial gain without effort

Solution

1-B 2-B 3-C 4-C 5-A 6-C 7-B 8-C 9-A 10-B



Module 3 – Marketing and Promotion of Ecotourism

Evaluation

Question 1: What is the main goal of cause marketing in sustainable tourism?

- A) Promote products with discounts
- B) Strengthen the brand while benefiting society and the environment
- C) Ensure an increase in sales at any cost
- D) Target only local tourists

Question 2: Why is it important to educate visitors about local communities?

- A) To increase tourism business profits
- B) To value and preserve culture and the environment
- C) To avoid visitor-resident interaction
- D) To promote new products

Question 3: What percentage of travelers intend to make their trips more sustainable?

- A) 50%
- B) 60%
- C) More than 75%
- D) 100%

Question 4: What is greenwashing?

- A) A method to promote sustainability honestly
- B) An ethical marketing strategy
- C) A deceptive practice that falsely claims sustainability
- D) A tool to promote international travel

Question 5: What are the consequences of greenwashing?

- A) Improved company reputation
- B) Strengthened public trust
- C) Damage to reputation and legal repercussions
- D) Immediate sales growth



Question 6: What is a good practice to avoid greenwashing?

- A) Use vague terms like "eco-friendly" without proof
- B) Prioritize economic interests over sustainability
- C) Obtain external certifications for sustainability claims
- D) Make unrealistic promises

Question 7: How can communication engage visitors in sustainable tourism?

- A) Only through ads
- B) Highlighting community impact and sustainable tourism benefits
- C) Concealing local culture information
- D) Offering discounts only

Question 8: What is a recommended approach to working with local communities?

- A) Ignore residents' input
- B) Include their contributions and preserve local heritage
- C) Focus only on international tourists
- D) Act without consultation

Question 9: Why is it important to collaborate with businesses that share a sustainability vision?

- A) To create an economic monopoly
- B) To form partnerships that strengthen sustainable tourism and local economies
- C) To compete with other tourism companies
- D) To hide unsustainable practices

Question 10: How can key leaders or community influencers contribute to sustainable tourism marketing?

- A) Ignoring local concerns and acting independently
- B) Collaborating in activities and helping to build authentic narratives
- C) Promoting sustainability without proof or concrete actions
- D) Avoiding direct participation in sustainability efforts

Solution

1-B 2-B 3-C 4-C 5-C 6-C 7-B 8-B 9-B 10-B



Module 4 - Environmental Conservation and Sustainable Practices

Evaluation

Question 1: What is the primary goal of sustainability, as defined in the Brundtland Report of 1987?

- A. To promote economic growth at any cost
- B. To ensure technological development outweighs environmental concerns
- C. To focus on social welfare and economic distribution only
- D. To meet present needs without compromising the ability of future generations to meet their own needs

Question 2: Which of the following best describes the role of the environmental pillar in sustainability?

- A. It focuses exclusively on economic development
- B. It prioritizes urban expansion over conservation
- C. It ensures the long-term health of ecosystems and natural resources
- D. It only applies to governmental policies

Question 3: What is the Butler Destination Life Cycle Model primarily used to understand?

- A. The financial impact of tourism on local economies
- B. The evolution of tourism destinations and how sustainable practices can be integrated
- C. The social challenges of tourism in urban environments
- D. The role of international tourism regulations

Question 4: Choose the best example of green entrepreneurship in tourism:

- A. Using private transportation to accommodate more tourists
- B. Building more tourist attractions and accommodations
- C. Encouraging local sourcing in businesses
- D. Importing high-tech resources and devices into your accommodation

Question 5: Which of the following is a core initiative for managing materials and waste in an environmentally sustainable way?

- A. Reducing the use of renewable resources
- B. Promoting the principle of "Reduce, Reuse, and Recycle"
- C. Increasing the use of single-use plastics



- D. Limiting the use of recycled materials in production

Question 6: According to the 2030 Agenda for Sustainable Development, what is one of the key objectives related to sustainable tourism?

- A. Creating jobs and promoting local culture and products
- B. Increasing the number of hotels in tourist destinations
- C. Reducing air travel to limit the number of tourists
- D. Establishing a global tax on tourism activities

Question 7: What is an example of a circular economy strategy in tourism?

- A. Using the cheapest plastic materials in hotels and restaurants to increase earnings
- B. Supporting initiatives to increase the number of flights to boost international tourism
- C. Expanding tourism infrastructure regardless of environmental reality
- D. Promoting reuse, recycling, and composting in tourism businesses

Question 8: Which of the following best describes the main objective of the Donostia Green Destination initiative in San Sebastián, Spain?

- A. To promote tourism that preserves local culture, supports the environment, and reduces the ecological footprint
- B. To increase the number of international visitors
- C. To focus on promoting high-quality tourism experiences
- D. To improve the city's financial and economic performance through tourism

Question 9: What is an example of sustainable mobility in tourism?

- A. Increasing the availability of rental cars in major tourist areas to provide more travel flexibility.
- B. Developing transportation options that reduce environmental impact, such as electric buses and cycling networks, while encouraging walkable destinations.
- C. Advancing policies that favour personal vehicle use by tourists to support local economies.
- D. Expanding highway capacity to accommodate the expected rise in private car traffic from tourism.

Question 10: What is one of the key results of San Sebastián's Donostia Green Destination initiative?

- A. A minor increase in the city's green spaces
- B. A reduction in the city's public transportation network
- C. An increase in the urban waste selective collection rate to 41%
- D. A decrease in the number of bike lanes

Solution

1-D 2-C 3-B 4-C 5-B 6-A 7-D 8-A 9-B 10-C



Module 5-

Leadership and Community Engagement

Evaluation

Question 1: What is the primary role of leadership in ecotourism?

- A. Maximizing tourism revenue
- B. Bringing together diverse participants for sustainable tourism experiences
- C. Managing daily operations
- D. Marketing tourism destinations

Question 2: Which of the following is a key function of management rather than leadership in ecotourism?

- A. Creating and communicating vision
- B. Building relationships
- C. Implementing sustainable practices
- D. Inspiring innovation

Question 3: During which project stage should environmental guidelines be established?

- A. Implementation stage
- B. Monitoring stage
- C. Planning stage
- D. Evaluation stage

Question 4: Which leadership model emphasizes putting the community and environment's needs first?

- A. Transformational leadership
- B. Servant leadership
- C. Traditional leadership
- D. Collaborative leadership

Question 5: What is the primary benefit of community engagement in ecotourism?

- A. Increased international marketing
- B. Lower ticket prices
- C. Protection and promotion of authentic cultural experiences
- D. Faster decision-making processes



Question 6: What is a key characteristic of collaborative leadership in ecotourism?

- A. Focusing on environmental conservation
- B. Making decisions without community input
- C. Facilitating cooperation among diverse stakeholders
- D. Working independently from stakeholders

Question 7: Community engagement is optional in ecotourism projects and only necessary for large-scale initiatives.

TRUE / FALSE

Question 8: Leaders in ecotourism must balance both environmental protection and community benefits.

TRUE / FALSE

Question 9: Transformational leadership and servant leadership serve the same purpose in ecotourism projects.

TRUE / FALSE

Question 10: Strong partnerships in ecotourism projects can lead to shared resources and enhanced project credibility.

TRUE / FALSE

Solution

1-B 2-C 3-C 4-B 5-C 6-C 7-FALSE 8-TRUE 9-FALSE 10-TRUE



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