

CoastalPro: Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism

PROMOTING BLUE CAREERS FOR A SUSTAINABLE BLUE ECONOMY
(EMFAF-2023-BLUE CAREERS) – BRUSSELS, 22 OCT 2023



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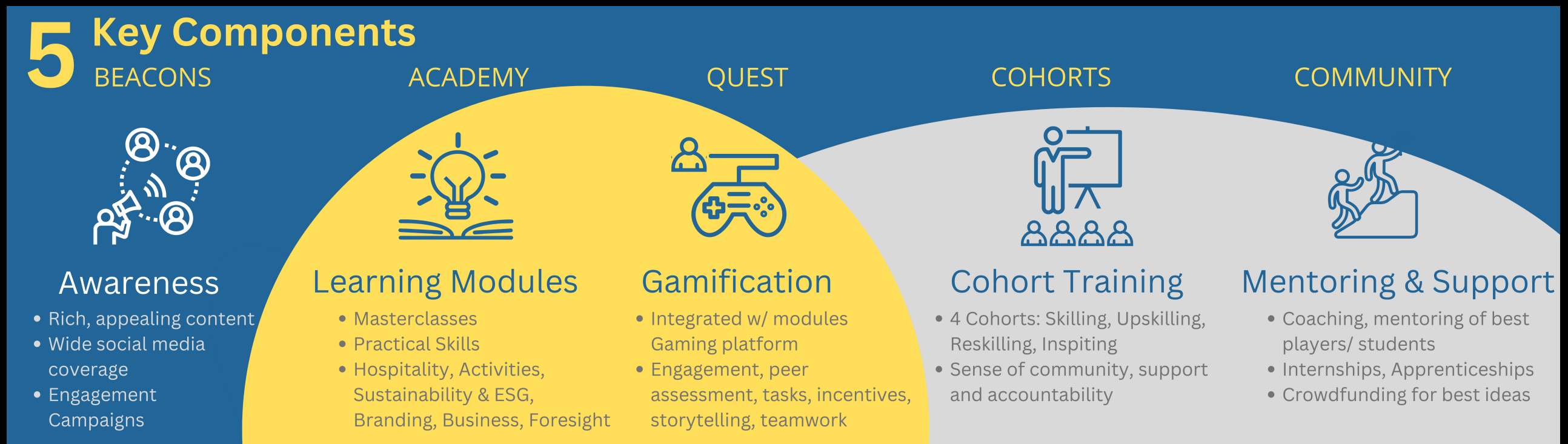


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From Concept to Project



Our components



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The Learning Components



01. The Stay

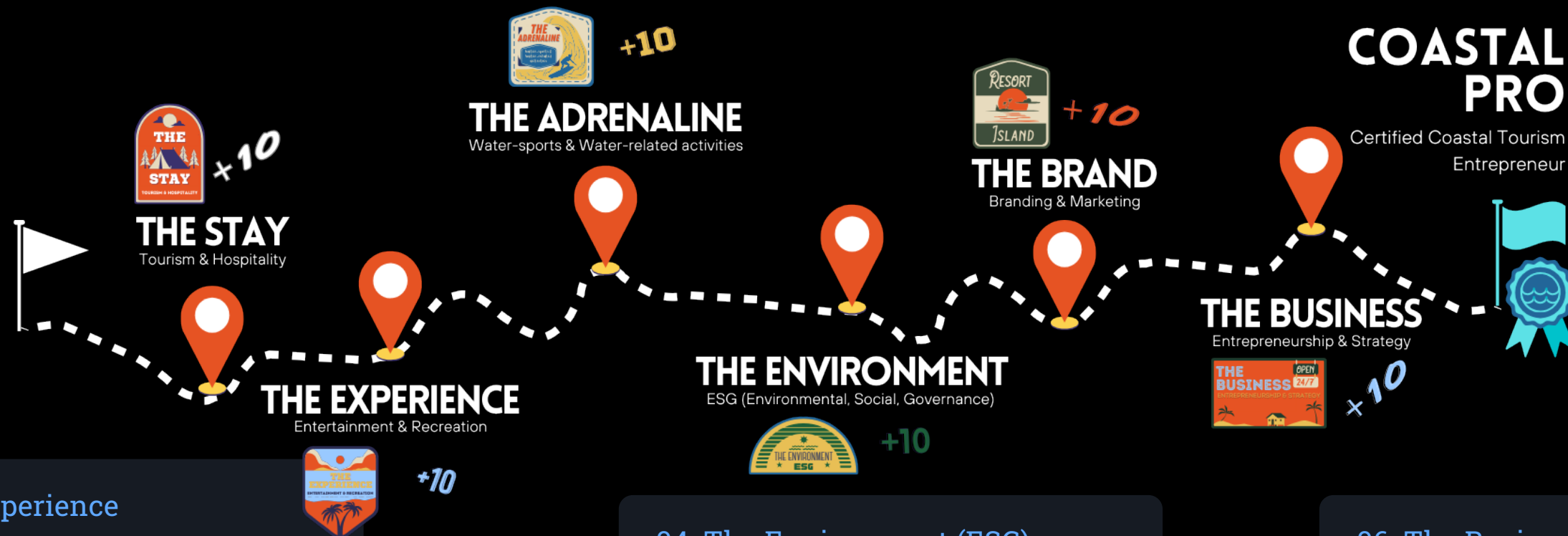
Learn about different types of tourism and how to create custom experiences using games and field research.

03. The Adrenaline

Water sports tourism, including extreme sports and beach-based activities, with a focus on safety and inclusiveness, health and wellness components.

05. The brand

Destination branding, marketing tactics, storytelling methods for effective communication with targeted audiences.



02. The Experience

Accommodation, food and beverage, transportation, and recreation and entertainment, and their interdependence.

04. The Environment (ESG)

ESG (**E**nvironmental, **S**ocial, **G**overnance) topics, environmental and social challenges, stakeholder roles, and material ESG characteristics for tourism businesses.

06. The Business

Recap of business tools and theory, with special attention given to strategy and foresight as a tool for risk mitigation.



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The CoastalPro simulation learning approach



The COASTALPRO simulation game is designed to be integrated with our training modules to provide a unified learning and educational experience. The game is not an arcade game but rather a playful learning experience that simulates a real scenario of building a tourism business.

1 A Simulation Game

Students work on specific personalized tasks and missions, simulating the setup of their own business. They design their own coastal tourism product, based on their own interests, location, area priorities.

2 Peer Evaluation

Their ideas will be evaluated by their peers. Players review and evaluate the work of other players.

3 Cohort learning

A sense of community and accountability. Every module starts with masterclasses from people from the industry.

4 Gaming Elements

Game mechanics will require students to consider various aspects of the tourism industry: marketing, customer service, and sustainability.

5 Speed & Flexibility

Brief and appealing 10–12 week program built on playful Interactive learning and simulation of real cases (ideation, co-design).

6 Skills & Certifications

A Tourism Skills framework that can lead to a recognised certification.



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Cohorts Training

CoastalPro prepares learners for the current and future demands of the job market by developing the following skills:

1 Skilling: New generation



Focus on **undergraduate students** that look for further skills and opportunities. Target students across sectors and disciplines that may be interested in expanding their career horizons.

2 Up-skilling: Young Graduates



Target **graduate students** from the hospitality and related industries who believe they need additional skills to boost their job prospects.

3 Re-skilling: Professionals



Young professionals and entrepreneurs, with some experience, in the start of their career, independent of sector that would like to advance their career.

4 Inspiring: Young Entrepreneurs



Inspiring young entrepreneurs Focus on young professionals and aspiring entrepreneurs that are interested in creating their own businesses



Community component



Support Mechanism

Coaching & mentoring with experts and professionals in the field. Career advise. Business coaching.

Crowdfunding

Ideas of the best students to be exposes into real situations and get a learn first-hand the elements of funding.

Internships/ Apprenticeships

Best students offered short placements and internships to industry.



What we promised



Components	KPIs
Academy / Quest	6+ original training modules
Training Modules & Material	2 programs targeting upskilling/ reskilling 6+ Micro- credentials created 80+ hours of masterclasses
Cohorts Training	1000 people attending our training program
Students	800+ successfully graduating 200+ Educators trained
Network / Stakeholders	400+ VET institutions invited to participate 400+ Internships 100+ EU organizations engaging in training
Awareness Campaigns & Events	100.000 outreach through social media campaign 35+ events participation 1000 ppl reached through events 5 Codesign Foresight Industry workshops
Impact	Tourism-Comp Framework Proposal 100+ Tourism Organisations recognizing our credentials



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Stay tuned for more!



 OS Personal Space on Notion 

CoastalPro Factsheet

CALL

