

Curriculum for Coastal Entrepreneurs Developing a Tourist Destination (Hiiumaa)

Learning outcomes

At the end of this course the learner:

1. ...acknowledges and appreciates local environment, community and cultural space
2. ...develops collaboratively a profitable product or service using local heritage and resources
3. ...prepares and budgets a marketing plan for this product/service and implements it

Content	Volumes (in academic hours)	
	Contact lessons	Independent studies
Module I		
Coastal areas as global, national and regional tourist destinations		
Myself as a (tourism) entrepreneur - a self-discovery journey	2	2
Trends in global and national tourism - what influences my products and/or services? How?	2	0
Positioning my destination against "big picture" - coastal tourism in the world	2	0
Positioning my company regionally, nationally, globally. Insight into umbrella organizations, networks, quality labels - which ones should I join, and how to apply?	4	2
Module I	10	4
Module II		
Developing a product/service considering the destination		
Opportunities and challenges of cooperative development of coastal destinations (different models, incl sharing economy)	2	0
Establishing my target groups, their cultural background and demand	3	2

Developing my product/service in cooperation with other learners	4	0
Effective cooperation in developing a product/service Opportunities of maritime tourism	6	2
Module II	15	4
Module III Added value to the product/service in progress		
- Enhancing the product/service by using cultural heritage	8	1
- Environmental and ecological sustainability	6	1
- Utilizing nature as a resource	8	1
Budgeting and preparing a marketing plan	8	2
Module III	30	5
Module IV Marketing the product/service of the destination		
Trends and specifics of tourism marketing (incl <i>sharing economy</i>), case studies of good practice	6	2
Marketing tools and channels of the created product/service	8	0
Assessment and conclusion of modules I-IV	4	0
Module IV	18	2
Module V Assessment and outcomes of the course		
Study trip to the learners' businesses for feedback and course evaluation	7	0
Total volume (academic hours)	80	15

Additional information

- ✓ This curriculum has been prepared as an initiative of RECORDI project and implemented as a free state-funded in-service training course at Hiiumaa Vocational School in May-July 2016. The target groups were already operating entrepreneurs in need of a boost (new ideas, better marketing, etc), and people with a business plan about to launch their operation.
- ✓ This curriculum has been developed in close collaboration by Ly Kaups, Jane Üksik, Aivar Ruukel, Liis Juust, Piret Hion and Signe Leidt. Neither Hiiumaa Vocational School nor developers claim ownership, or impose any restrictions and/or limits to its use, amendment, adjustment or any other process in connection with this curriculum.
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