



STRATEGIS

Maritime ICT Cluster Piraeus, Greece

A Catalyst of Regional Growth



Established, Feb. 2016 www.strategis-cluster.com



Friday
9th
JULY
09:30 – 12:30
CEST

**EUSAIR INVESTMENT IN SKILLS AND EDUCATION:
WHICH ROADMAP FOR A MORE SUSTAINABLE BLUE
ECONOMY IN THE ADRIATIC-IONIAN REGION?**

STRATEGIS Perspective on

“Blue Skills focusing on sustainable ship-and boat-building in the AI Region”

Gregory S. Yovanof

director@strategis-cluster.com

In cooperation with



STRATEGIS Maritime ICT Cluster

A Catalyst of Regional Blue Growth



VISION

To become a world-class Maritime ICT Cluster & Technology Flagship of the Greek Shipping Industry in the Digital Age

Established, Feb. 2016

www.strategis-cluster.net

21st Century Services & Synergies for Growth

- R&D in Digital Shipping
- Strategy Consulting
- Commercialization of Emerging Technologies
- Education & Training
- Networks of Innovation



Contributing to Piraeus Maritime Cluster & Blue-Growth Digital Innovation Hub (BG-DIH)

STRATEGIS - Extended Network



STRATEGIS - Maritime ICT Cluster

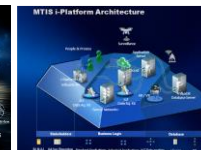


Knowledge

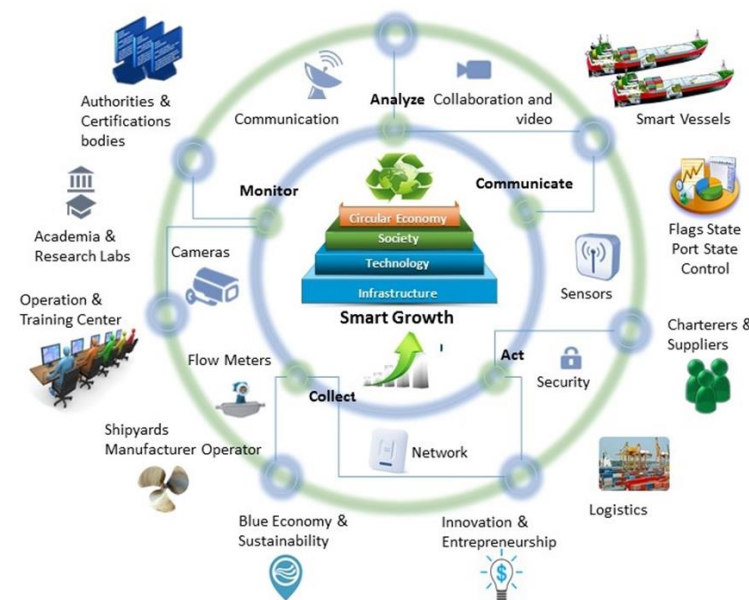
CREATION

COMMUNICATION

CAPITALIZATION



MARITIME DIGITALIZATION





ERASMUS+

MAQUAM

International Qualification on
Marine and Tourism for the
Mediterranean harbours



Co-funded by the
Erasmus+ Programme
of the European Union



Partners

- [Provincia di Livorno Sviluppo](#) srl
- [NAVIGO](#)
- [Strategis](#) Maritime ICT
- [Mediterranean Tourism Foundation](#) (Malta)
- [IBIS](#) Foundation (Albania)

MaQuaM ERASMUS+ Project for Nautical & Coastal Tourism

- MaQuaM – “International Qualification on Marine and Tourism for the Mediterranean Harbours”
 - ERASMUS+ project: Duration 2020-10-01 to 2023-04-30
n. 2020-1-IT01-KA202-008459

Aim: To increasingly integrate boating and tourism and at the same time promote the mobility of young people within Europe in the search for job opportunities and new sea professions

Deliverable: Training program developing the professional profile of “Manager of integrated services for boating and coastal tourism”



New Skills Agenda for Europe – European Defence Skills Partnership [EDSP]



- STRATEGIS participated in the EDSP project on "Defence-related skills: Building evidence on skills shortages, gaps and mismatches and defining the sector's strategy on skills," led by RAND Europe [Jan 2018 – May 2019]
- Focus on Dual-use Technologies [Big Data, AI, Robotics, Autonomous systems, Blockchain, ...]



Greece - Setting the Stage for a Maritime Overhaul



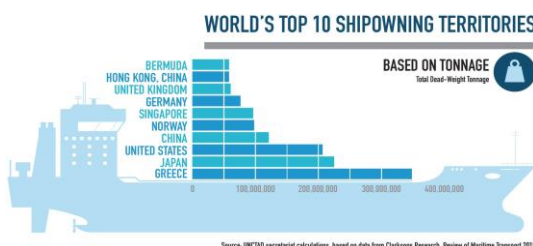
“Greece’s most outward looking industry is set for a major transformation,” says Yiannis Plakiotakis, Greece’s Minister of Maritime Affairs and Insular Policy [GIG Team Interview, September 15, 2020].

The goals are:

- A new flag gain policy
- The privatization of strategic infrastructure assets
- The **upgrading of Greece’s yachting industry**, with a homeporting strategy
- The **upgrading of maritime education**
- Long-term competitiveness of the industry with the uptake of digitization and automation

Funding tools:

- Greece 2.0: Recovery & Resilience National Plan
- EU Blueprint for Local Green Deals - “Transforming the EU's Blue Economy for a Sustainable Future”, May 17, 2021



Nation	Gross Tonnage	Net Tonnage	Deadweight Tonnage	Ships	Ships per 1,000,000 Gross Tonnage
Greece	1,052,227	874,432	146,796	17,493	0.0165
Japan	804,721	640,780	119,434	10,115	0.0125
China	590,873	333,332	220,535	17,295	0.0273
Singapore	449,966	111,280	116,452	10,154	0.0225
Norway	448,854	16,091	12,025	2,451	0.0054
USA	344,519	8,916	14,110	4,089	0.0118
Germany	281,440	16,405	13,130	1,947	0.0069
South Korea	210,007	10,769	6,780	5,659	0.0269
UK	229,028	13,047	13,227	8,264	0.0360
Denmark	223,028	2,003	14,929	8,988	0.0403



OUTCOMES AND INSIGHTS TO PROMOTE SKILLING IN SHIPBUILDING AND BOATBUILDING

- Risk of losing traditional shipbuilding skills at macro-regional level due to closure of many large shipyards
 - Focus on shipbuilding for short-sea shipping where the region offers a competitive advantage
- Need for a macro-regional strategy to develop skills for sustainable shipbuilding and boating
 - With strong engagement of stakeholders from the government, industry & academia
- Industry fragmentation and lack of standards hinder knowledge transfer and worker mobility
 - Cross-sectoral collaboration is required to create skill profiles that can be transferrable across industries
 - ECVET certified programs enable human capital mobility
- Leverage and adopt existing and future funding mechanisms

MaQuaM - ERASMUS+ Project for Nautical & Coastal Tourism

Gregory S. Yovanof, PhD

STRATEGIS - Maritime Center of Excellence, Piraeus Greece



MaQuaM - ERASMUS Project for Nautical & Coastal Tourism



ERASMUS+
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- Training course developing the professional profile of “*Manager of integrated services for boating and coastal tourism*”

Partners

- [Provincia di Livorno Sviluppo](#) srl
 - Economic development & training
- [NAVIGO](#)
 - company for the innovation and development of yachting
- [Strategis](#) - Maritime Center of Excellence (Nautical Cluster, Greece)
- [Mediterranean Tourism Foundation](#) (Malta)
- [IBIS](#) Foundation (Albania)

Provincia di Livorno Sviluppo s.r.l.

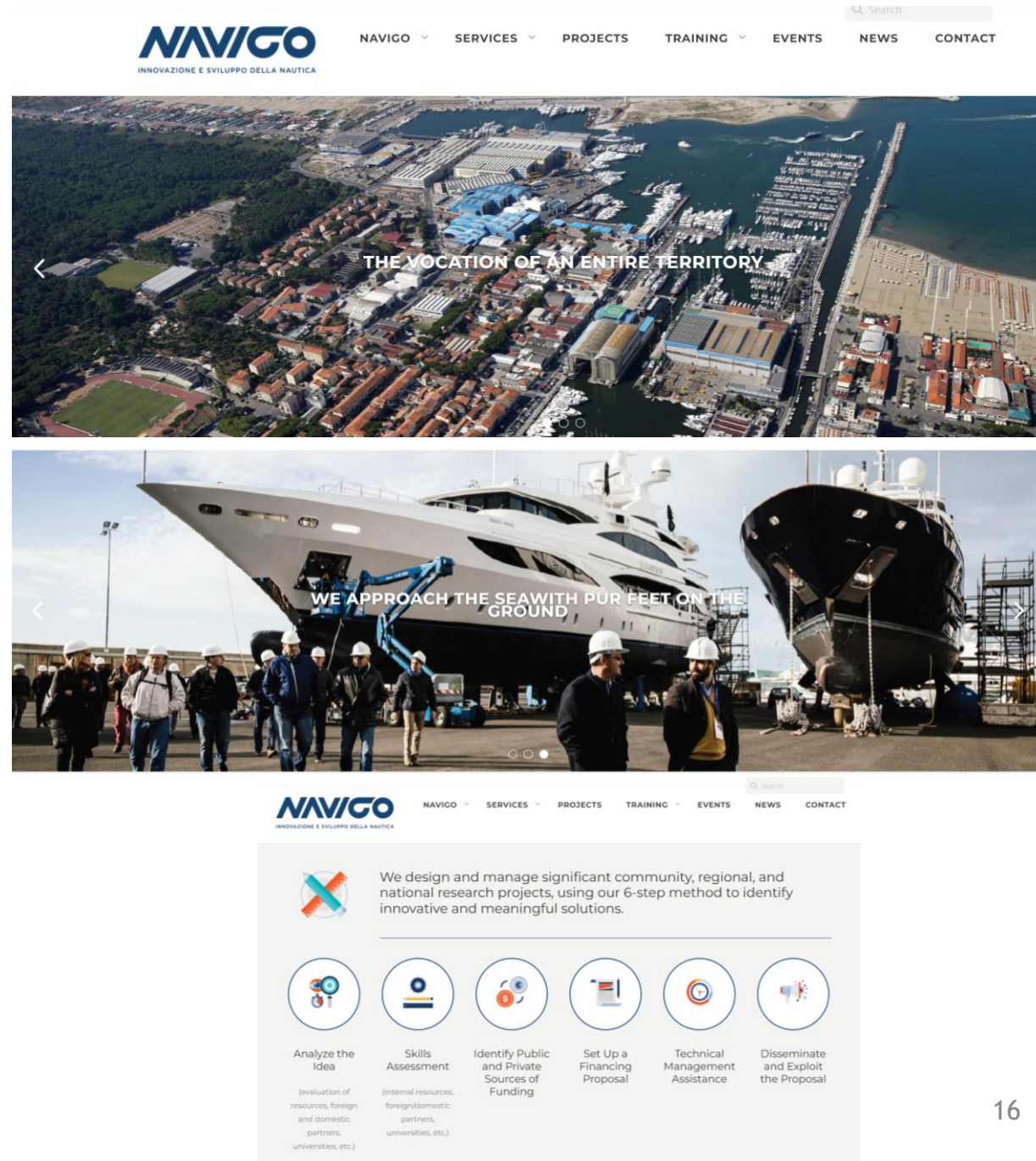
- Provincia di Livorno Sviluppo is the public company of Province of Livorno, established on May 31, 2000.
 - From 18 December 2013 Livorno Port Authority (now Authority of the Harbor System of the Northern Tyrrhenian Sea) has acquired 30% of the social quotas.
- Provincia di Livorno Sviluppo is involved in:
 - implementing programs and projects of European, national, regional and local level;
 - promoting, managing and coordinating public and private initiatives to favor the development of the economy,
 - conceiving, planning and managing courses and initiatives related to training and professional update, guidance courses and initiatives and activities related to education, training and lifelong learning and to demand/supply matching.
- Accreditation & Certification
 - Provincia di Livorno Sviluppo s.r.l. is a **training agency** accredited by the Regione Toscana, accreditation code n. OF0113.



NAVIGO

NAVIGO company for the innovation and development of yachting.

- The largest network of nautical companies in Italy, and one of the most important in Europe.
- Born in 2007 as one of Tuscany's first service centers for yachting, Navigo is a benchmark and a point of reference for the industry.
- A deep understanding of the industry and a team of flexible and competent partners and employees have allowed Navigo to flourish into a point of reference for companies and individuals in the industry and into a paragon for the industry in other regions of Italy.



The screenshot displays the NAVIGO website. The top navigation bar includes the NAVIGO logo with the tagline "INNOVAZIONE E SVILUPPO DELLA NAUTICA", and links for NAVIGO, SERVICES, PROJECTS, TRAINING, EVENTS, NEWS, and CONTACT. A search bar is located in the top right corner.

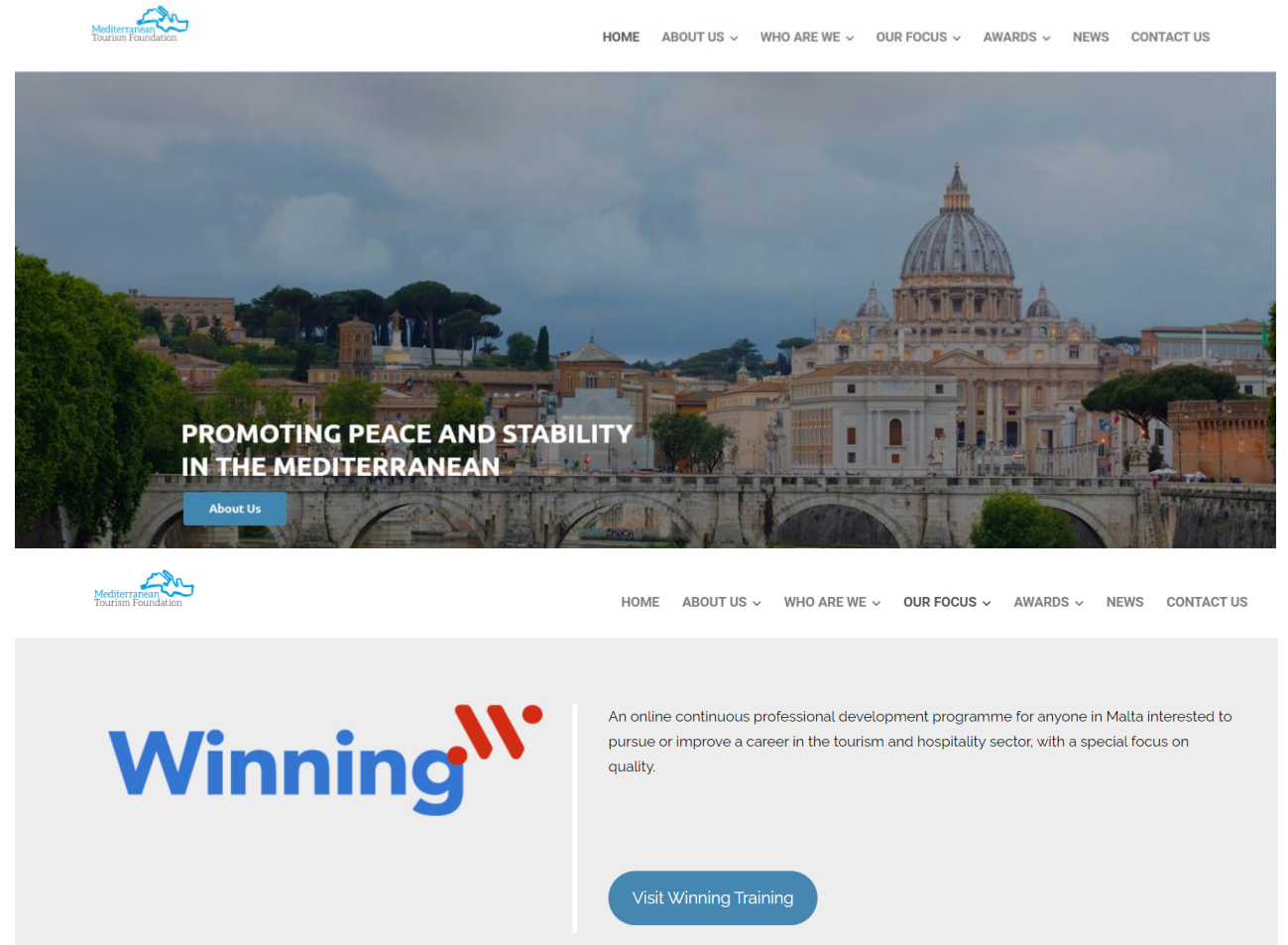
The main content area features two large images. The first image is an aerial view of a coastal town and harbor, with the text "THE VOCATION OF AN ENTIRE TERRITORY" overlaid. The second image shows a large white yacht being moved by a blue crane, with the text "WE APPROACH THE SEA WITH OUR FEET ON THE GROUND" overlaid.

Below the images is a section titled "NAVIGO" with the tagline "INNOVAZIONE E SVILUPPO DELLA NAUTICA". It contains a 6-step process for identifying innovative and meaningful solutions:

- Analyze the Idea**
(evaluation of resources, foreign and domestic partners, universities, etc.)
- Skills Assessment**
(internal resources, foreign/domestic partners, universities, etc.)
- Identify Public and Private Sources of Funding**
- Set Up a Financing Proposal**
- Technical Management Assistance**
- Disseminate and Exploit the Proposal**

Mediterranean Tourism Foundation (Malta)

- [Mediterranean Tourism Foundation](#) (Malta)
- EDUCATION - we bring together a network of universities and institutes working together on education initiatives related to Mediterranean Training and inter-culture.



IBIS Foundation (Albania)

- IBIS Foundation (Albania)



MaQuaM, acronym for International qualification on marine and tourism for the Mediterranean harbors.

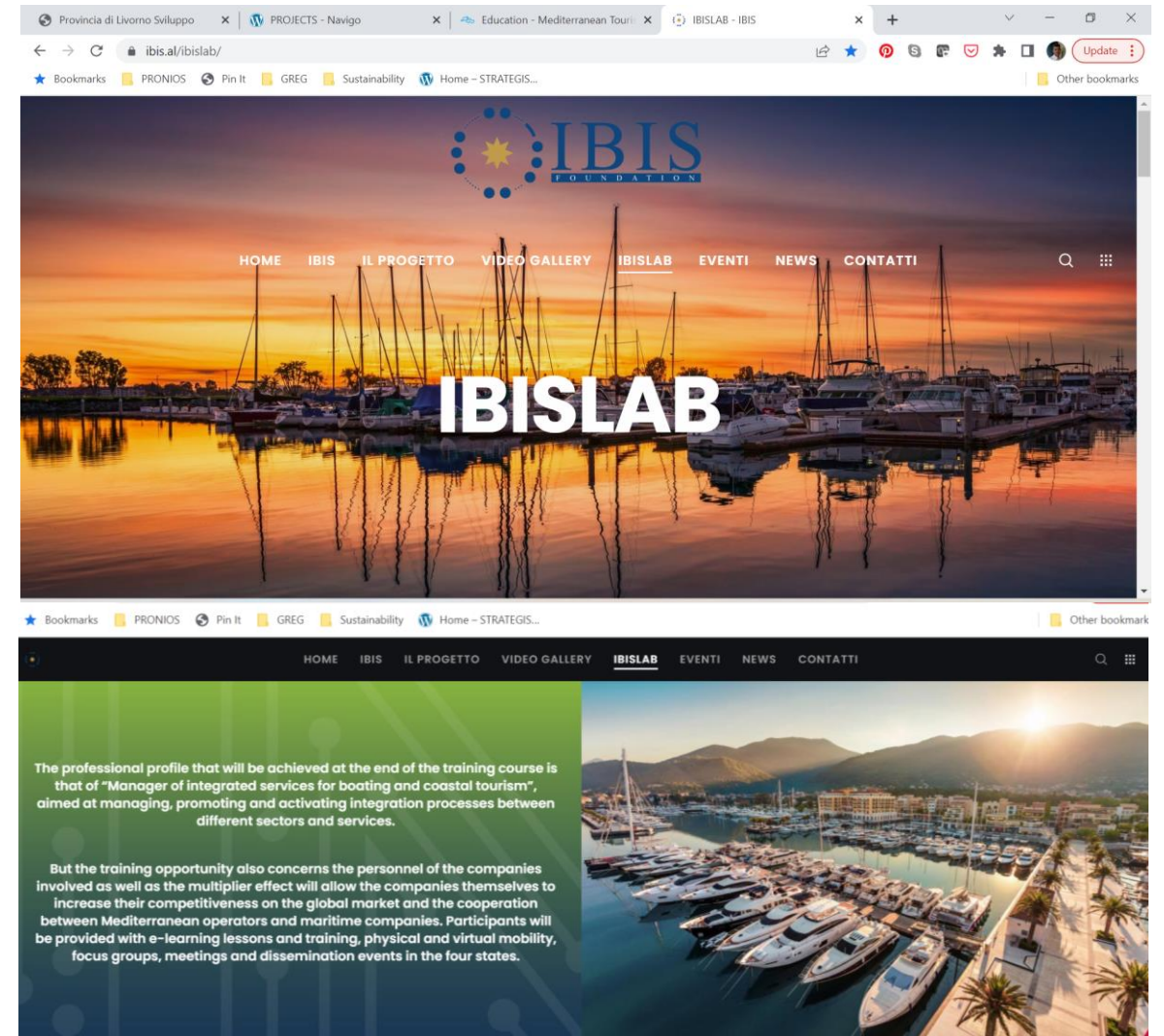
The project involves companies and institutions from Italy, Greece, Albania and Malta,

Italy: NaViGo scarl, Via Michele Coppino 116 – 55049 Viareggio, Italy, represented by Katia Balducci, president

Malta: Mediterranean Tourism Foundation, 2, Triq il-Gallina – SGN4111 San Gwann, Malta, represented by Andrew Agius Muscat, General Secretary

Albania: Ibis Foundation, "At Gjergj Fishta", N37/H17 – 4001 Shkoder, Albania, represented by Franz Gjeluçi, president

Greece: Strategis – Maritime Center of Excellence, 9, Filhellinon Str. – 18536, Piraeus, Greece, represented by Gregory Yovanof, Managing Director



MaQuaM - ERASMUS Project for Nautical & Coastal Tourism



ERASMUS+

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International Qualification on
Marine and Tourism for the
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MAQUAM - Intellectual Outputs

Intellectual Output (IO)

IO1: ECVET tools for Qualification in Nautical & Tourism Sector

IO2: Course Design, Professional Profile of “Manager of Integrated Services for Boating & Coastal Tourism”

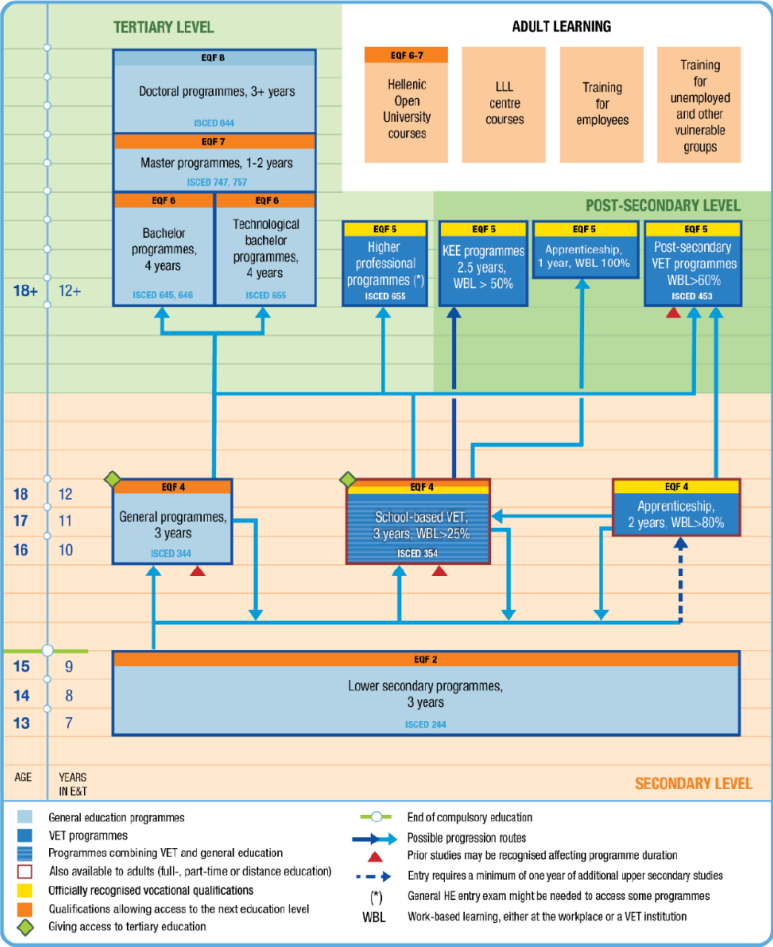
IO3: Assessment tools for the course.

Organization & Delivery of the Course (10 Learning Units)

IO4: Manual & Guidelines for the Professional Profile

IO1 - ECVET Tools for Qualifications in Nautical & Tourism Sector

The Vocational Education and Training system chart is shown in the following diagram



NB: ISCED-P 2011.

Source: Cedefop and ReferNet Greece, 2020.

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NOTES ON THE OCCUPATIONAL PROFILE

Gregory S. Youanol
STRATEGIS MARITIME CENTER OF EXCELLENCE, Piraeus, Greece

Stakeholder List

MaQuaM n. 2020-1-IT01-KA202-008459

STAKEHOLDERS LIST

Country	Type of Organisation	Organisation	Key Individual	Location	Tel.No.	email address	Level of expertise (Low / Medium / High)	Level of Motivation (Low / Medium / High)
Italy	Regional Authority	Region of Tuscany – Employment Service	Vanessa Visentini	Firenze		vanessa.visentini@regione.toscana.it	High	High
Italy	Training agency	Italian School for Tourism	Fabrizio Sandri	Livorno		director@scuolaitaliantourism.it	High	High
Italy	Marine management organization	Marina Club del Medio	Rosario Scatena	Rosarno Scatena	+39058795011	info@marinacubmed.it	High	High
Greece	Training agency	GMC Maritime Training Center & Maritime Academy	Capt. Ioannis Giannopoulos	Piraeus	+302104124040	info@gmcmaritimecenter.com	High	High
Greece	Academic Institution	Univ. of Piraeus	Aspetta Kostas, Rector	Piraeus	+302104142421	aspetta@unipi.gr	High	High
Greece	Academic Institution	Univ. of the Aegean - Department of Shipping, Trade and Transport	Nikitas Nikitakis	Chios	+302271035267	nik@aegean.gr	High	High
Greece	Academic Institution & Training agency	Univ. of West Attica - Tourism & Hospitality Management	Dimitris Labouzis	Egkio, Athens	+30 2105385211	tourism@uniwa.gr	High	Medium
Greece	Academic Institution & Training agency	Univ. of Athens (NKUA), Dept. of Ports Management and Shipping	Dimitris Kenourgios	Athens	+30 210-3690449	dkenourg@econ.uoa.gr	High	Medium
Greece	Academic Institution	DEREE, ACG Center of Excellence in Logistics, Shipping & Transportation (CoETL) and the ACG Center of Excellence in Tourism & Leisure (CoETL)	Alexandra Prindzi	Aghia Paraskevi, Athens	+30 210 600 9800 x1311	careen@ecg.edu	High	High
Greece	Academic Institution	BCA - BA Int'l Hospitality & Tourism Management and BSc in Shipping	Harry Daskalakis	Athens	+30 210 7263782	haskalakis@bca.edu.gr	High	Medium
Greece	Academic Institution	MEDITERRANEAN COLLEGE - BSc in Shipping, MA Int'l Hospitality & Tourism Management	Dimitrios Kongs	Athens	+30 21 0889 9600	info@medcol.edu.gr	High	Medium
Greece	VET National Agency	IKY - Erasmus+ Hellenic National Agency	Katerina - Eleni Dagre	Athens	+30 210 3726310	edagre@iky.gr	Medium	Medium
Greece	National Employment Organization	OAED - Manpower Employment Organisation http://www.oaed.gr/	Georgios Tsigas	Piraeus	+30 210 4123114	tsigas@oaed.gr	High	Medium
Greece	National VET Certification Organization	National Organisation for the Certification of Qualifications & Vocational Guidance (EOPPEP), National Reference Point for ECVEP & National Centre for EUROPASS in Greece	Vouli Tabetakou, Guidance Counselor	Athens	+30 210 27 09 175	vtaetako@eoppep.gr / guidanc@eoppep.gr	Medium	Medium
Greece	National Employment Organization	Youth and Lifelong Learning Foundation (I.N.E.D.I.V.I.M.)	Konstantinos Davras, President	Athens	+30 213 13 14 690	kdavras@indivim.gr / info@indivim.gr	High	High
Greece	Municipality	BLUE Office, Municipality of Piraeus	Theodor Pantel, Head of Blue Office	Piraeus	+30 210 452 7314	blueoffice@piraeus.gov.gr	High	High
Greece	Municipality	Municipality of Piraeus / BLUACT – BLUEgrowth cities in ACTION, URBACT ULG TechRevolution	Dr. Maria Giannakourou	Piraeus	+30 213 2022000	mgianna@piraeus.gr / mariakiannakou@piraeus.gov.gr	High	High
Greece	Municipal Innovation Centre	Bluefields, Launched by Mr. Dimitris Karydis, Deputy Mayor of Planning and Development of the Municipality of Piraeus	Dimitris Karydis, Deputy Mayor	Piraeus	+30 2104527302	inf@bluefields@piraeus.gov.gr	High	Medium
Greece	Port Authority	Piraeus Port Authority	Dimitris Spyrou	Piraeus	+30 210 4060883	dspyrou@ppa.gr	High	High
Greece	Chamber of Commerce & Industry	Piraeus Chamber of Commerce & Industry - PCCI	Dimitrios Lampropoulos	Piraeus	+302104170480	secretary@pcci.gr	High	High
Greece	Chamber of Commerce & Industry	Piraeus Chamber of Small Medium Size Industries	Vicky Mavrommati	Piraeus	+30 210 4121298	info@bep.gr	High	High
Greece	Nautical Foundation	Alkaterini Leskari Foundation	Ella Nikitopoulou	Piraeus	+30 216-9003700	nikitopoulou@leskarifoundation.gr	High	High
Greece	Chambers Group	The Chambers Group for the Development of Greek Isles - E.O.A.E.N.	Sofia Stadias	Chios	+30 22710 41170	info@eoan.com	Medium	High
Greece	Non-profit organization - N.G.O.	Hellenic Small Islands Network - HSN	Eleftherios Kechagogiou	Athens	+30 210 3319940	info@hsn.gr	Medium	High
Greece	Chamber of Commerce	Chamber of Achaea	Platonas Machalas	Patras	+30 2610277777	achaea-a.gr	Medium	High
Greece	Maritime Association	Greek Marinas Association	Stavros Katsikadis, President of BoD	Paleo Ftelio, Athens	+30 2109871024	info@greek-marinas.gr	High	High
Greece	Maritime Association	Andros Maritime Association	Makis Kourtelis, President	Andros	+30 6978527308	info@ama-andros.gr	Medium	High
Greece	Private Company	Founded in 2007 by the historical Educational Association of Athens "HFAISTOS"	Andreas Stefanidis	Athens	+30 2130281828	info@efap.eu	High	Medium
Greece	Private Company	CapsuleT Travel & Hospitality Accelerator	Katerina Saridakis	Athens	+30 2109425533	accelerator@capsulet.gr	Medium	High
Greece	Governmental Organization	Ministry of Tourism - Secretary General for Tourism Policy and Development	Vicky Lolou	Athens	+30 210 3738001	info@tourism.gr	High	Low
Greece	Private Company	Absolute Consulting - Marine management consulting	Pavlos Giaras	Athens	+30 6944390498	info@absoluticonsulting.gr	Medium	Medium
Greece	Private Company	Golden Yachts	Paris Dragitis	Voula, Agnion	+30 210 8910500	CONTACT@GOLDENYACHTS.GR	Low	Medium
Greece	Private Company	ZEA Marina S.A.	Aspetta Kostas	Piraeus	+30 210 4559000	zsea@zeamarina.com	High	Medium

Professional Profile “Manager of integrated services for boating and coastal tourism”

- Professional profile description:
 - the manager is responsible for the tourist reception in the port and on the coast, for the organization and coordination of all activities, services and professionals dedicated to the care of the boat, its crew and boaters.
 - He/She has the task of optimizing and integrating the reception services in tourist ports for both pleasure craft and people, to respond to technical, logistical and tourist needs.
 - He/She competently coordinates the operators who carry out the various technical services on the quay, at sea and in the handling of administrative procedures, meeting the various requests of sea tourists.
 - His/Her role is focused on customer care services and in the configuration processes of the integrated offer of services, through commercial agreements with suppliers of the refit supply chain, port and tourist services.
 - He/She develops and promotes innovation projects of the integrated offer of services.

IO1 - ECVET tool for qualifications in the nautical and tourism sector

1. Comparison among professional profiles

- The first phase of analysis concerned the comparison between the professional figures defined by the Italian regional standards, the EU ESCO standards and the references obtained from the partners of the countries participating in the project.

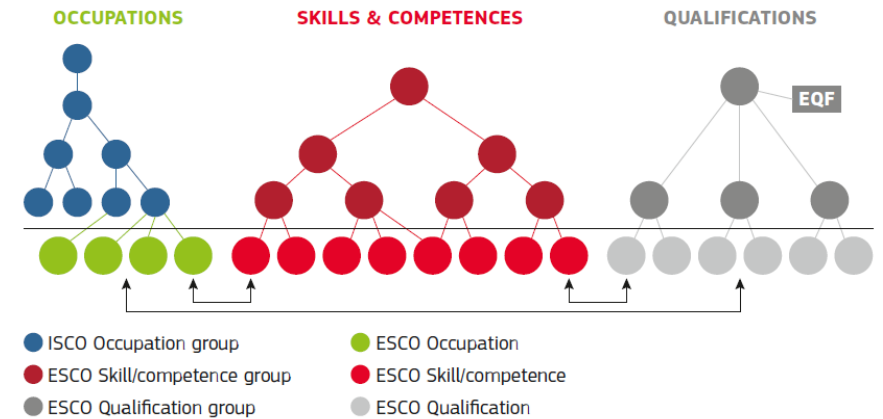


ESCO in practice



ESCO bridges the communication gap between education and work

The labour market is constantly evolving. The specific occupations, skills, competences and qualifications that people need change over time, as does their description. To cope with this, effective communication and dialogue between the labour market and the education/training sector is vital. To facilitate this dialogue, ESCO is structured on the basis of three pillars representing a searchable database in 25 languages. These pillars are:



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- To allow adequate descriptive completeness of the work processes referring to the professional profile, the role was first divided into 5 sectors of activity:
 - Tourism
 - Harbors / Ports
 - Boat Technique
 - Marketing & Project Management
 - Finance

The Professional Profile of “Manager of integrated services for boating and coastal tourism”

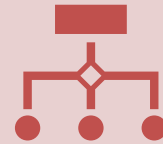
- Methodological note for the definition of the Learning Outcomes for the Professional Profile of “Manager of integrated services for boating and coastal tourism”
- To define in an articulated way the characteristics of the Professional Profile identified, reference was made to the ISO standards and to the official documents of the European Union, in addition to the search for elements of connection between national and community systems for defining **sectors, work processes and Areas of Activity (ADA)**, as reference standards for active employment policies and training.

IO1 - ECVET tool for qualifications in the nautical and tourism sector

Act. 1 – Comparative Table – a. Repertoires (example)

Sectors	Tourism		Harbours/Ports	
ADA related to the sector	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.23.03.02 Reception of visitors and promotion of the territorial tourist offer	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 - assistance to people on board
Italy (from regional repertoires)	Coordinator of tourist port services; Officer for customer assistance, implementation of on-board services and mooring and unmooring operations - Recreational Hostess/Steward			
	http://professioniweb.regione.liguria.it/Dettaglio.aspx?code=0000000264; http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml			
Greece	Destination Manager			
	https://www.vector-tourism.net/documentation			
	UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers	UC2151 Promotion of the reference area		

Learning Outcomes



The analysis of processes and the connection between processes and activities made it possible to describe for each macro process, linked to the description of the ADA, the **skills** and **knowledge** necessary **to best perform** the detailed **activities** described in the previous analysis.



The table defined as **Learning Outcomes** in fact presents for each grouping of activities the training outcomes, skills, competences and knowledges necessary to make it possible to achieve the expected output.

Training Design - Process Analysis

From the ADA to the Assessment Competence	Starting request/need/action	What he/she does		Which tools he/she uses		What he/she applies			Aimed at	What he/she observes/monitors	Indicator
	Input	Action	Subject 1	Subject 2	Subject 3	Procedures	Standards	Methodologies	Output		
Managing and planning of tourist port services											
Providing assistance to people on board											
Planning, programming and organizing of local tourism offers											
Development of the marketing operational plan											
Projects management											

Process analysis and definition of the profile based on the ISO 17024 Standards

- Manager of integrated services for boating and coastal tourism



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IO 1 Completion among professional profiles IT, GR, AL, MT

Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – b. Process analysis

Process analysis and definition of the profile based on the ISO 17024 Standards											
Manager of integrated services for boating and coastal tourism											
Process sequences Process or activities (ADA) related to the service	Management of the operations of the tourist port			Development of plans for tourism promotion			Planning and commercial management				
	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 – Assistance to people on board		ADA.23.03.01 – Planning, programming and organizing of local tourism offers			ADA.24.04.02 – Development of the marketing operational plan		ADA.24.05.03 – Project management		
From the ADA to the Assessment Competence	Starting request/need/action	What he/she does		Which tools he/she uses		What he/she applies		Aimed at	What he/she observes/monitors	Indicator	
	Input	Action	Subject 1	Subject 2	Subject 3	Procedures	Standards	Methodologies	Output		
Managing and planning of tourist port services	Required annual berth	Updates	Berth plan	Port map	Port Management Software	Daily check of free berth	Technical knowledge of the types of boats and moorings	Respect for overall dimensions and port regulations	Moorings plan updated and consistent	Check the regularity of the Mooring Plan	Moorings anomalies reduction
	Requests and reservations	Checks the availability	Moorings plan and transit	Port map	Management Software and reservation	Berth assignment based on size and availability	Relational skills and technical knowledge	Respect for overall dimensions and port regulations	Assignment of transit seats	Assignment of available seats	Level of saturation and mooring turnover
	Arrival of boats and users	Receives	Technical and administrative information on the port	Regulation and contract	Listening and relationship	Reception at the office after arrival and mooring	Relational skills	Customer care	Satisfied customer	Loyalty	Rates of new customers and rates of confirmations
	Needs of daily work	Organizes	Moorings	Work shifts and needs plan	Work contract and agreements	Definition of the week work plan	Ability to delegate and assign objectives	Workshops for moorings and external suppliers	Port service and operation orders	Weekly reports	Quality of the port service
	Current customer and booking requests	Gathers	specific needs	Registration, feedback and needs	Plan of the new services	Collection and registration of user reports	Relational skills and technical knowledge	Listening and comparison	Plan of the new services	Perceived quality	Claims
	Administrative data	Manages	Administrative control system	Grant rules	Detection of economic and administrative problems	Internal, local and national rules	Administrative knowledge	Management dashboard, check list	Control report	Compliance with the budget and regulatory constraints	Deviation from programs
	Deviation from programs	Promotes and manages	Offer of environmental services	Cleaning of piers and concession spaces	Environmental services	Internal, local and national rules	Knowledge of environmental rules	Information and communication to consumers	Services promotion	Compliance with standards and reduction of environmental	Environmental quality of the concession area
	Expansion and maintenance needs	Takes part	Infrastructure improvement needs	Work program	Problem analysis and works impact	Analysis of project options	Project management	Gantt	Work program and mooring plan	Adaptation of the plan to the needs	Respect of the Gantt
Providing assistance to people on board	Commander or owner requests	Assists	VHF Support	Organization of the moorings	Moorings assistance	Safe mooring procedures	Organization of services	Moorings coordinates and maneuvering spaces	Moorings support service	Moorings problems on events	Number of problems and events
	Commander or owner requests	Manages	Crew list	International and national rules	Agencies of crew management	Registration and health control procedures	Knowledge of the rules	Preparation of recording and support tools	Service of crew management	Regularity checks	Number of cases of irregularities
	Needs of the people on board	Directs	Need analysis	Agreements with personal services	Personal services providers	Crew services	Relational skills and technical knowledge	Preparation of agreements and offer packages	Satisfaction of needs	Perceived quality	Degree of satisfaction with the services provided
Planning, programming and organizing of local tourism offers	Territory analysis	Monitors	Trends and new élite proposals	Scouting for new initiatives	Contacts	Proposals for conventions and agreements	Ability to analyze and propose	Territorial scenario	Extension of the offer	Perceived quality in the local area	Local reputation of the port
	Customer inquiries	Analyses	Tastes and expectations	Listening and detecting needs	Survey cards, checklists prepared	Ability to analyze needs and expectations	Interpersonal skills	Customer analysis	Registration of customer cards	Customer Relationship Management	Number of completed customer cards
	Personalized proposals	Elaborates	Personalized proposals	Territory promotion	Offers by the local providers	Ability to elaborate proposals	Ability to analyze and synthesize	Value proposition	Proposals accepted	Perceived quality	Claims
	Organization of the offers	Manages	Affiliated and non-affiliated suppliers	Dedicated transport services	Websites of local players	Personalized booking	Organization skills	Customers satisfaction	Flexible and customized packages	Travel experiences	Positive reviews
Development of the marketing operational plan	Analysis of the current situation and trends	Develops	Yearly and season data	benchmarking	verification of marketing mix	Marketing plan	Capacità di analisi e proposizione	Market analysis	Marketing mix plan	Competitive positioning of the port	Effectiveness of commercial objectives
Projects management	Development and improvement projects	Plans, manages and controls	Project objectives	Project plans	Work Programmes	Knowledge of the role and techniques of Project Management	Techniques of PMI	Project Workflow	Operational feasibility study of the project	Sustainability	Effectiveness of project objectives

Process analysis and definition of the profile based on the ISO 17024 Standards

- Manager of integrated services for boating and coastal tourism

Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – b. Process analysis

Process analysis and definition of the profile based on the ISO 17024 Standards					
Manager of integrated services for boating and coastal tourism					
	Professional profile description: the manager is responsible for the tourist reception in the port and on the coast, for the organization and coordination of all activities, services and professionals dedicated to the care of the boat, its crew and boaters. He/She has the task of optimizing and integrating the reception services in tourist ports for both pleasure craft and people, to respond to technical, logistical and tourist needs. He/She competently coordinates the operators who carry out the various technical services on the quay, at sea and in the handling of administrative procedures, meeting the various requests of sea tourists. His/Her role is focused on customer care services and in the configuration processes of the integrated offer of services, through commercial agreements with suppliers of the refit supply chain, port and tourist services. He/She develops and promotes innovation projects of the integrated offer of services.				
Process sequences	Management of the operations of the tourist port		Development of plans for tourism promotion	Planning and commercial management	
Areas of Activities (ADA) related to the sector	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 – Assistance to people on board	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.24.04.02 - Development of the marketing operational plan	ADA.24.05.03 - Project management



From the ADA to the Assessment Competence	Starting request/need/action	What he/she does		Which tools he/she uses		What he/she applies			Aimed at	What he/she observes/monitors	Indicator
	Input	Action	Subject 1	Subject 2	Subject 3	Procedures	Standards	Methodologies	Output		
Managing and planning of tourist port services	Required annual berths	Updates	Berths plan	Port map	Port Management Software	Daily check of free berths	Technical knowledge of the types of boats and moorings	Respect for overall dimensions and port regulations	Mooring plan updated and consistent	Check the regularity of the Mooring Plan	Mooring anomalies reduction
	Requests and reservations	Checks the availability	Mooring plan and transits	Port map	Management Software and reservation	Berth assignment based on size and availability	Relational skills and technical knowledge	Respect for overall dimensions and port regulations	Assignment of transit seats	Assignment of available seats	Level of saturation and mooring turnover
	Arrival of boats and users	Receives	Technical and administrative information on the port	Regulation and contract	Listening and relationship	Reception at the office after arrival and mooring	Relational skills	Customer care	Satisfied customer	Loyalty	Rates of new customers and rates of confirmations
	Needs of daily work	Organizes	Moorers	work shifts and needs plan	Work contract and agreements	Definition of the week work plan	Ability to delegate and assign objectives	Worksheets for moorers and external suppliers	Port service and operation orders	Weekly reports	Quality of the port service
	Current customer and booking requests	Gathers	specific needs	Analysis and registration, feedback and requests	Plan of the new services	Collection and registration of user reports	Relational skills and technical knowledge	Listening and comparison	Plan of the new services	Perceived quality	Claims
	Administrative data	Manages	Administrative control system	Grant rules	Detection of economic and administrative problems	Internal, local and national rules	Administrative knowledge	Management dashboard, check list	Control report	Compliance with the budget and regulatory constraints	Deviation from programs
	Deviation from programs	Promotes and manages	Offer of environmental services	Cleaning of piers and concession spaces	Environmental services	Internal, local and national rules	Knowledge of environmental rules	information and communication to consumers	Services promotion	Compliance with standards and reduction of environmental	Environmental quality of the concession area
	Expansion and maintenance needs	Takes part	Infrastructure improvement needs	Work program	Problem analysis and works impact	Analysis of project options	Project management	Gantt	Work program and mooring plan	Adaptation of the plan to the needs	Respect of the Gantt

Profile: Manager of integrated services for boating and coastal tourism // Comparative Table - a. Repertoires



MaQuaM n. 2020-1-IT01-KA202-008459

IO 1 Comparison among professional profiles IT, GR, AL, MT

Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – Comparative Table – a. Repertoires

Sectors	Tourism		Harbours/Ports		Boat Technique		Marketing and Project Management		Finance		Sources/References	
ADA related to the sector	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.23.03.02 Reception of visitors and promotion of the territorial tourist offer	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 - assistance to people on board	ADA.10.08.04 - Management of technical repair and maintenance services for boats	ADA.11.02.16 - Management of pleasure boats	ADA.24.04.02 - Development of the marketing operational plan	ADA.24.05.03 - Project management	ADA.24.02.01 - Asset management	ADA.24.02.04 Management control	Italian Labor Atlas	National https://atlantelavoro.inapp.org/atlanthe_lavoro.php
Italy (from regional repertoires)	Coordinator of tourist port services; Officer for customer assistance, implementation of on-board services and mooring and unmooring operations - Recreational Hostess/Steward				Pleasure boat service manager; Responsible for the planning of the works, the preparation of the procurement plan and control of the production plan in the nautical sector - Project manager of the nautical sector		Being able to create experiential tourism offers; Destination Manager		Coordinator of tourist port services		Regional Repertoires (Liguria Tuscany)	http://professioniweb.regione.liguria.it/ ; http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml
	http://professioniweb.regione.liguria.it/Detail.aspx?code=0000000264 ; http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml				http://professioniweb.regione.liguria.it/Detail.aspx?code=0000000273 ; http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml		http://professioniweb.regione.liguria.it/Detail.aspx?code=0000000404 ; http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml		http://professioniweb.regione.liguria.it/Detail.aspx?code=0000000264			
Greece	Destination Manager https://www.vector-tourism.net/documentation						Destination Manager https://www.vector-tourism.net/documentation				VECTOR Erasmus+ Project ECVET recognized in IT, PT, ES	https://www.vector-tourism.net/documentation
	UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers	UC2151 Promotion of the reference area					UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers	UC 2152 Problem analysis and management	UC 2152 Problem analysis and management			
Albania					Navigator and Maritime Manager Profile						"ALEKSANDËR MOISIU" University, DURRËS Faculty of professional Studies Department of Engineering and Maritime Sciences	
					90Z Ship's Engines and aggregates; Systems and mechanism of the ship	238D Maritime English						
Malta	OTHM Level 4 Diploma in Tourism and Hospitality Management						Award in Customer Care				Future Focus: OTHM Level 4 Diploma in Tourism and Hospitality Management (OFQUAL No. 603/2314/0); Idea Academy: Award in Customer Care	
ESCO (EU)	Port Coordinator (n. 4323.11)				Ship steward/ship stewardess (n. 5111.2.2)		Tourism policy director (n. 1213.2.3)		Port Coordinator (n. 4323.11)		ESCO	https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en
	https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en				https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en		https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en		https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en			

I02: Course Design, Professional Profile of “Manager of Integrated Services for Boating & Coastal Tourism”



Learning Outcomes



MaQuaM n. 2020-1-IT01-KA202-008459

IO 1 Comparison among professional profiles IT, GR, AL, MT

Profile: Manager of integrated services for boating and coastal tourism

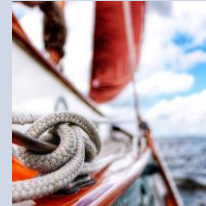
Act. 1 – d. Learning Outcomes	The various training contents required by the cognitive needs linked (skills and knowledges) to the processes and the ADA have been organized in Training Units according to the logic of homogeneity of the contents and teaching themes			Training objects	
Receiving and managing boats and crews					
Output of process	Learning Outcomes	Skill/Competencies	Knowledges	Contents of training	Training Units
Mooring plan updated and consistent	Manage and maintain the port's mooring plan and berth map	Ability of planning and operational programming in the port area	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field	<ul style="list-style-type: none">• Study port management system (IT Tools)• Port management regulations• Fundamentals of organization and management of human resources and instrumental and financial resources in a port	T.U 1 - IT TOOLS T.U.5 - LEGISLATION AND SECTOR RULES T.U.6 - TOURISTIC PORTS: ORGANIZATION OF RESOURCES AND MANAGEMENT OF ACTIVITIES
Assignment of transit seats	Knowing how to provide coherent answers to requests for berths	Relational and programming skills	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field	<ul style="list-style-type: none">• Port management tools• Port management regulations• Customer service techniques applied to ports: reception activities, management of moorings	T.U 1 - IT TOOLS T.U.5 - LEGISLATION AND SECTOR RULES T.U.7 - CUSTOMER SERVICES
Satisfied customer	Listen and adequately inform the customer	Relational and receptional skills	Technical-nautical linguistic knowledge	<ul style="list-style-type: none">• Customer service techniques applied to ports: reception activities, management of moorings• Definition of the services to be offered	T.U 1 - IT TOOLS T.U.5 - LEGISLATION AND SECTOR RULES T.U.7 - CUSTOMER SERVICES
Port service and operation orders	Manage port personnel to guide them towards quality management of services	Ability to delegate and assign objectives	Internal communication tools and service order definition tools	<ul style="list-style-type: none">• Organization and provision of qualified services related to pleasure craft• Fundamentals of organization and management of human resources and instrumental and financial resources in a port	T.U 1 - IT TOOLS T.U.5 - LEGISLATION AND SECTOR RULES T.U.6 - TOURISTIC PORTS: ORGANIZATION OF RESOURCES AND MANAGEMENT OF ACTIVITIES
Service of crew management	Provide assistance to crews	Relational and communication skills	Technical-nautical linguistic knowledge Regulatory knowledge in the nautical field	<ul style="list-style-type: none">• Organization and provision of qualified services related to pleasure craft	T.U 1 - IT TOOLS T.U.5 - LEGISLATION AND SECTOR RULES T.U.6 - TOURISTIC PORTS: ORGANIZATION OF RESOURCES AND MANAGEMENT OF ACTIVITIES
Satisfaction of needs	Solve the problems and needs of the people on board	Problem solving skills	Problem solving techniques	<ul style="list-style-type: none">• Target and user profiling based on services - Profiling techniques• Customer service techniques applied to ports: reception activities, management of moorings	T.U.10 - OFFER CONFIGURATION OF NAUTICAL AND TOURIST SERVICES

MAQUAM Training (1/2)

Output

- The envisaged specialization concerns:
 - Techniques and tools for the configuration and management of an integrated offer of hospitality services, guide and care of tourists and boats.

General Objectives



To train a new professional figure capable of coordinating the offer of technical-nautical innovative services aimed at nautical and maritime tourism.



Insert this integration figure in the management structures of tourist ports, shipyards and service agencies to improve the integrated local offer.

MAQUAM Training (2/2)

- **The skills developed** during the training course are linked to four professional figures already present in the regional repertoires:
 - Service Manager of pleasure boating
 - Marina coordinator
 - Destination Manager
 - Recreational tourist technician

Requirements

- Basic computer skills
- Medium - English language skills

Entrance qualification:

- High school or vocational diploma (EQF 3-4), for unemployed people
- Three-year work experience in the coastal tourism or nautical sector or coherent sector, for employed

Recipients

- IT, MT, GR : 60 unemployed people under 35, 20 per each country
- IT, MT, GR, AL: 40 employed people, 10 per each country

MAQUAM Program

MaQuaM Erasmus+ project n.
2020-1-IT01-KA202-008459 >>

Training course: "Manager of integrated services for boating and coastal tourism"

- The new professional profile is conceived at the European level to coordinate the offer of technical-nautical innovative services aimed at nautical and maritime tourism. Its job place is in the management structures of tourist ports, shipyards and service agencies to improve the integrated local offer.
- The training concerns the techniques and tools for the configuration and management of an integrated offer of hospitality services, guide and care of tourists and boats.

Teaching Program

The path is **300 hours training**, among which **180** in class and DL and **120** for the internship, locally and internationally planned. It includes 10 Learning Units (180 hours), carried on in class and by Distance Learning (DL), including group work and exercises:

1. IT tools (12h)
2. Business English (18h)
3. Configuration and composition of sailing and motor yachts and basic refitting techniques (24h)
4. Nautical Tourism: analysis and strategic planning (12h)
5. Legislation and sector regulations (12h)
6. Tourist ports: organization of resources and management of activities (12h)
7. Customer service: reception services and technical services for boaters (24h)
8. Project management (12h)
9. Marketing and communication for nautical tourism (24h)
10. Configuration of the offer of nautical and tourist services (30h)

Training Unit	Duration	Of which Meeting Online	Of which e-learning courses	Total Distance Learning (D.L.)	% DL
1. IT Tools	12		6	6	50%
Business English	18		6	6	33%
Configuration and Composition of Sailing and Motor Yachts and Basic Refitting Techniques	24	6	6	12	50%
Nautical tourism: analysis & strategic planning	12				0%
5. Legislation and sector rules	12	6	6	12	100%
6. Touristic ports: organization of resources and management of activities	12	6		6	50%
7. Customer service (reception services and technical services for boaters)	24	6	6	12	50%
8. Project management	12		12	12	100%
9. Marketing & communication for nautical tourism	24				0%
10. CAPSTONE: Offer configuration of nautical and tourist services	30				0%
TOTAL TRAINING HOURS	180	24	42	66	
Internship Stage	120				

[illegible]

Course Syllabus

#05 LEGISLATION AND SECTOR RULES [12h]

Objectives: overall regulatory framework on boating, maritime concessions and obligations relating to the boat. **Learning outcome:** obtain a logical framework of the rules and regulations relating to the management of the tourist port and navigation in port waters.

Lesson Content	Learning Objectives	Learning Methodology	Learning Assessment	Lessons Hrs.
Legal Aspects Associated with a Tourist Port <ul style="list-style-type: none"> The regulatory framework The Nautical Code as a reference – International Maritime Law & National nautical codes The maritime state concessions regime Environmental protection legislation Compendium of sources to consult for continuous updating. 	<ul style="list-style-type: none"> Obtain a logical framework of the rules and regulations relating to the management of the tourist port and navigation in port waters Knowledge of the nautical code as a reference – Int'l Maritime Law & National nautical codes Know how to compile a list of sources to consult for continuous updating. 	Online learning via a virtual classroom	Self-evaluation questionnaire	4
Legal aspects associated with the Service offer <ul style="list-style-type: none"> The Law of Contract The Law of Tort (Negligence) Liability in Contract and Tort 	<ul style="list-style-type: none"> Basic knowledge of commercial contract law regarding the provision of services 	Online learning via a virtual classroom	Self-evaluation questionnaire	2
Policies and Procedures <ul style="list-style-type: none"> Port management regulations Permit to Work Systems Practices relating to the boat and the crew (registration, licenses, crew, safety, and health) Health and Safety General Security - ISPS Code Safety Management System Environmental Threats Emergency Procedures 	<ul style="list-style-type: none"> Obtain a logical framework of the policies and procedures relating to the management & operations of the tourist port and navigation in port waters Knowledge of the practices relating to the boat and the crew (registration, licenses, crew, safety, security, and health) 	Self-learning on teaching materials, e-learning by suggested platforms	Self-evaluation questionnaire	6
TU ASSESSMENT			Multichoice test	12

#06 TOURISTIC PORTS: ORGANIZATION OF RESOURCES AND MANAGEMENT OF ACTIVITIES (12h)

Objectives: to face the organizational aspects and to know how to relate in a port area. **Learning outcome:** organize the services offered by the port starting from welcoming new customers and responding to specific needs.

Lesson Content	Learning Objectives	Learning Methodology	Learning Assessment	Lessons Hrs.
Market Analysis of Tourist Ports <ul style="list-style-type: none"> Tourist ports segmentation and their strategic positioning Market analysis & trends 	<ul style="list-style-type: none"> Knowledge of the main features of a port based on its position and market segmentation. To be able to study market research reports and manage the tools for a market analysis. Ability of identifying the market trends affecting the port business. 	Class lesson with teacher	Self-evaluation questionnaire	2
Organization of the port <ul style="list-style-type: none"> Organization & management of human resources and instrumental and financial resources in a port Overview of information systems and management systems in the port area Port management regulations 	<ul style="list-style-type: none"> Knowledge of the fundamentals of organization and management of human resources and instrumental and financial resources in a port. IT knowledge on information & management systems in the port area. Regulatory knowledge in the nautical field. 	Class lesson with teacher	Self-evaluation questionnaire	2
Roles and functions at the service of boaters <ul style="list-style-type: none"> Receiving and managing boats and crews The offering of technical services to yachts and pleasure crafts. 	<ul style="list-style-type: none"> Knowledge of customer service techniques applied to ports: reception activities, management of moorings. Technical-nautical knowledge. To be able to identify the types of technical services offered to yachts and pleasure crafts. 	Class lesson with teacher	Self-evaluation questionnaire	2
Fundamentals of port management <ul style="list-style-type: none"> Fundamentals of organization and management of human resources and instrumental and financial resources in a port. Organization and provision of qualified services related to pleasure craft. 	<ul style="list-style-type: none"> Knowing how to interface with the roles of the various stakeholders in the port area to direct service activities according to the procedures defined. To be able to manage and maintain the mooring plan and berth map. To be able to organize & manage the provision of qualified services related to pleasure craft. 	Online learning via a virtual classroom	Self-evaluation questionnaire	6
TU ASSESSMENT			multichoice test	12

Course Syllabus

#07 Customer service: reception services and technical services for boaters (24h)

Objectives: to acquire knowledge on the main tools of the reception service in the sector, the details related to the digitization of reservations and reception. **Learning outcome:** organize the services offered by the port starting from welcoming new customers and responding to specific needs.

Lesson Content	Learning Objectives	Learning Methodology	Learning Assessment	Lessons Hrs.
Customer service: The organization of reception services & technical services for boaters <ul style="list-style-type: none"> Receiving and managing boats and crews Planning and organizing the resources Analyze the market, promote local tourist offers Fundamentals of organization and management of human resources and operational and financial resources in a port Presentation of cases 	<ul style="list-style-type: none"> Knowledge of the fundamentals of the organization of reception services & technical services for boaters. Ability of defining the type of services to be offered to the yacht owners. 	Class lesson with teacher	Self-evaluation questionnaire	4
Technical services <ul style="list-style-type: none"> Yacht, Marina and Boatyard Operations Marina supplies (electricity, water, etc.) Storage and use of Hazardous Materials Lifting and Slipping Yachts, Storage Ashore General Repairs to Yachts & Superyachts 	<ul style="list-style-type: none"> Technical nautical knowledge Ability of specifying the technical service offer to yachts and superyachts 	Class lesson with teacher	Self-evaluation questionnaire	4
The digital reception and support tools <ul style="list-style-type: none"> Overview of information systems and management systems in the portal area Mooring plan – Management Software Customer Relationship Management Information system on local & territorial tourist offer Travel experience planning & negotiation Marketing information system 	<ul style="list-style-type: none"> Acquire knowledge on the main tools of the reception service in the sector, the details related to the digitization of reservations and reception IT knowledge on port information & management systems Knowledge on local event marketing information systems 	Class lesson with teacher	Self-evaluation questionnaire	4
Customer service techniques <ul style="list-style-type: none"> Customer service techniques applied to ports: reception activities, management of moorings Services offered to the yacht owners & the crew. Local tourist offers - Organization and provision of qualified services related to pleasure craft 	<ul style="list-style-type: none"> Ability of organizing the services offered by the port starting from welcoming new customers and responding to specific needs. Be able to manage and maintain the port's mooring plan and berth map. 	Online learning via a virtual classroom and Self-learning on teaching materials & e-learning by suggested platforms	Self-evaluation questionnaire	12
TU ASSESSMENT			multichoice test	24

#08 PROJECT MANAGEMENT

Learning outcome: operate on the basis of management and project objectives

Lesson Content	Learning Objectives	Learning Methodology	Learning Assessment	Lessons Hrs.
Project Planning <ul style="list-style-type: none"> Analysis and management control techniques in routine, development, and improvement project activities. The role and techniques of Project Management (PM). Preparing Quotations 	<ul style="list-style-type: none"> Knowledge of the role and techniques of Project Management. 	Self-learning on teaching materials, e-learning by suggested platforms	Self-evaluation questionnaire	2
Project Management Tools <ul style="list-style-type: none"> Techniques and tools for measuring and monitoring performance. Project Cycle Management tools. 	<ul style="list-style-type: none"> IT knowledge on project management tools and techniques. Knowledge on Project Cycle Management tools. 	e-learning by suggested platforms	Self-evaluation questionnaire	2
Financial Management <ul style="list-style-type: none"> Financial Analysis and management control techniques in routine and project activities 	<ul style="list-style-type: none"> Knowledge of the fundamentals of financial Project Management. Know how to make best use of the economic control tools of the port's activities 	e-learning by suggested platforms	Self-evaluation questionnaire	2
Management of the Project <ul style="list-style-type: none"> Analysis and management control techniques in routine and project activities. Project objectives. Project plans, Work Programmes, Project Workflow. Operational feasibility study of the project. 	<ul style="list-style-type: none"> Knowledge of analysis and management control techniques in routine and new project activities. Ability of conducting an operational feasibility study of the project. 	e-learning by suggested platforms	Self-evaluation questionnaire	2
Quality Assurance & Control <ul style="list-style-type: none"> Quality management and continuous improvement Techniques and tools for measuring and monitoring performance. Sustainability. Effectiveness of project objectives 	<ul style="list-style-type: none"> Knowledge on Quality management and continuous improvement Knowledge of techniques and tools for measuring and monitoring performance. Know how to assess the effectiveness of project objectives. 	e-learning by suggested platforms	Self-evaluation questionnaire	2
Special Topics <ul style="list-style-type: none"> Sustainability Impact assessment Triple-Bottom Line metrics ESG KPIs & metrics Change Orders Use of Subcontractors 	<ul style="list-style-type: none"> Be able to plan new services and projects by identifying the conditions of feasibility. Knowledge on the impact assessment of the project. 	e-learning by suggested platforms	Self-evaluation questionnaire	2
TU ASSESSMENT			multichoice test	12

Course Syllabus - CAPSTONE

Management of integrated services for boating and coastal tourism <ul style="list-style-type: none"> The Configuration of the offer of nautical and tourist services A summary of the program outputs STUDENT Project: Presentation of a Marketing Plan for a development or improvement project at the target destination. 	<ul style="list-style-type: none"> With the knowledge and skills acquired with all learning units in the MaQuaM program, the students will be able to develop marketing plans for the offer of integrated services of nautical and coastal tourism. STUDENT Project: Presentation of a Marketing Plan for a development or improvement project at the target destination. 	Class lesson with teacher	Questionnaire / multichoice test, practical case of study, simulation/role play	4
TU ASSESSMENT			multichoice test	30

#10 CAPSTONE - Configuration of the offer of nautical and tourist services (30h)

Objectives: Learning outcome: identify customer profiles and plan services based on the characteristics of each target.

Lesson Content	Learning Objectives	Learning Methodology	Learning Assessment	Lessons Hrs.
Integrated Services of Nautical & Coastal Tourism <ul style="list-style-type: none"> Management & planning of tourist port services Providing services to people on board Planning, programming, and organizing of local tourism offers Strategic marketing & Operational Plan Stakeholder analysis of the Nautical & Coastal Tourism Ecosystem Sustainable destination development 	<ul style="list-style-type: none"> Knowledge of the fundamentals of marketing Integrated Services of Nautical & Coastal Tourism. Knowledge of the techniques and tools for the stakeholder's analysis of the nautical and coastal tourism ecosystem. Ability to plan, program & organize local tourism offers. Be able to identify customer profiles and plan services based on the characteristics of each target. 	Class lesson with teacher	Self-evaluation questionnaire	4
Destination Management & Collaborative Marketing <ul style="list-style-type: none"> Definition of destination marketing Destination marketing functions Destination branding and image Sustainable destination development 	<ul style="list-style-type: none"> Knowledge of the fundamentals of Destination Marketing – the classical approach, based on Collaborative Marketing. 	Class lesson with teacher	Self-evaluation questionnaire	4
Destination Management – New Paradigm of SGDM model <ul style="list-style-type: none"> The St. Gallen Destination Management model (SGDM) principles and framework Institutions vs. collaborative networks Identifying Sustainable Tourist Flows (STF) – concept and its meaning Implementation of SGDM model Workshop: 3-hour workshop on defining the STF in the target destination 	<ul style="list-style-type: none"> Knowledge of the fundamentals of Destination Marketing – the New Paradigm of the St. Gallen Destination Management Model (SGDM). Ability to identify Sustainable Tourist Flows (STF) – a key element of the SGDM – at the local destination. 	Class lesson with teacher	Self-evaluation questionnaire	6
Emerging technologies and novel services <ul style="list-style-type: none"> Novel services: underwater entertainment & cultural exploration, e-Health in maritime and nautical tourism Smart marinas 	<ul style="list-style-type: none"> Knowledge of key technologies that enable the provision of novel services. Ability of identifying opportunities for novel services in key sectors related with nautical & coastal tourism. 	Class lesson with teacher	Self-evaluation questionnaire	4
Innovation Strategy & Business Models <ul style="list-style-type: none"> Open innovation Strategy & Business Models The Business Model Canvas Lean startup methodology The financing of innovation 	<ul style="list-style-type: none"> Knowledge of the fundamentals of Innovation Strategy and the theory of Business Models. Knowledge of techniques and tools for Business Model development (e.g., the Business Model Canvas) Knowledge of the fundamentals for the financing of innovation. 	Class lesson with teacher	Self-evaluation questionnaire	4
Innovation in Destination Marketing <ul style="list-style-type: none"> Use of Gamification in tourism WikiMaps and Digital narratives UX and Service design 	<ul style="list-style-type: none"> Knowledge of innovative techniques and tools for Destination Marketing. 	Class lesson with teacher	Self-evaluation questionnaire / multichoice test	4

Internship Stage & Final Exam

- The final internship of 120 hours will be carried out partly in the country of origin and partly abroad.
- FINAL EXAM
 - Each student will be evaluated on the basis of the results achieved with the following tools, which will be developed in a homogeneous way for all partner countries and evaluated by a local commission.
 - A multiple-choice test will have to evaluate the individual learning level on the various topics developed in the Training Units from 4 to 10.
 - The drafting of a short text on a marketing and organization case will evaluate proactive skills and responsiveness to market needs.

MAQUAM Pilot Training Program

- The MAQUAM pilot training program will be offered to 30 Greek participants free-of-charge by Strategis in collaboration with the GMC Maritime Training Center & Maritime Academy from May to November 2022.
- More information:
<https://strategis-cluster.net/activities/maquam-project-gr/>



MARITIME TRAINING CENTER
GMC MARITIME ACADEMY

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ΥΠΟΠΛΟΙΑΡΧΟΣ
ΑΝΘΥΠΟΠΛΟΙΑΡΧΟΣ

Α' ΜΗΧΑΝΙΚΟΣ
Β' ΜΗΧΑΝΙΚΟΣ
Γ' ΜΗΧΑΝΙΚΟΣ

ΓΙΝΕ ΤΩΡΑ

15 ΜΗΝΕΣ ΦΟΙΤΗΣΗ
12 ΜΗΝΕΣ ΘΑΛΑΣΣΙΑ
ΥΠΗΡΕΣΙΑ

ΑΠΟΚΤΗΣΕ ΔΙΠΛΩΜΑ
ΦΙΝΛΑΝΔΙΑΣ
ΑΝΑΓΝΩΡΙΣΜΕΝΟ
ΑΠΟ ΟΛΕΣ ΤΙΣ ΧΩΡΕΣ

ΕΓΓΡΑΦΕΣ
ΟΛΟ ΤΟ ΧΡΟΝΟ
ΧΩΡΙΣ ΟΡΙΟ
ΗΛΙΚΙΑΣ ΕΙΣΑΓΩΓΗΣ

ΣΕ ΣΥΝΕΡΓΑΣΙΑ ΜΕ

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Thank You!



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