



Hungary-Croatia
IPA Cross-border Co-operation Programme

*A cross-border region where rivers
connect, not divide*



Understanding and educating of ECOTOURISM through
cross-border cooperation

Training program and training material development

Closing conference -19 September 2014, Osijek



The project is co-financed by the European Union through the
Hungary-Croatia IPA Cross-border Co-operation Programme



Hungary-Croatia
IPA Cross-border Co-operation Programme



The **specific objective** of the project is development of a sustainable ECOTOURISM training program and transacting adult test trainings.

Target group: youths in the beginning of their carrier, entrepreneurs, unemployed people, employees and employers on the tourism field.




Budget for the training program and training material development: 28 500 €

Three-level training program were developed:


1. level: Development of ECO skills;
2. level: Marketing in ECOTOURISM;
3. level: Call for proposals and investment promotion in ECOTOURISM



To the training program **high quality training materials** were prepared as follows:

-  printed material for the 3 levels in Hungarian and Croatian
-  e-learning training material for the 1. level in Hungarian and Croatian
-  webinarium for the 2. level in Hungarian with Croatian subtitle.



Testing of the training materials in two ways:

-  **face-to-face training** in Hungary with 15 participants
-  testing the **e-learning material** in Hungary and in Croatia altogether with 50 participants

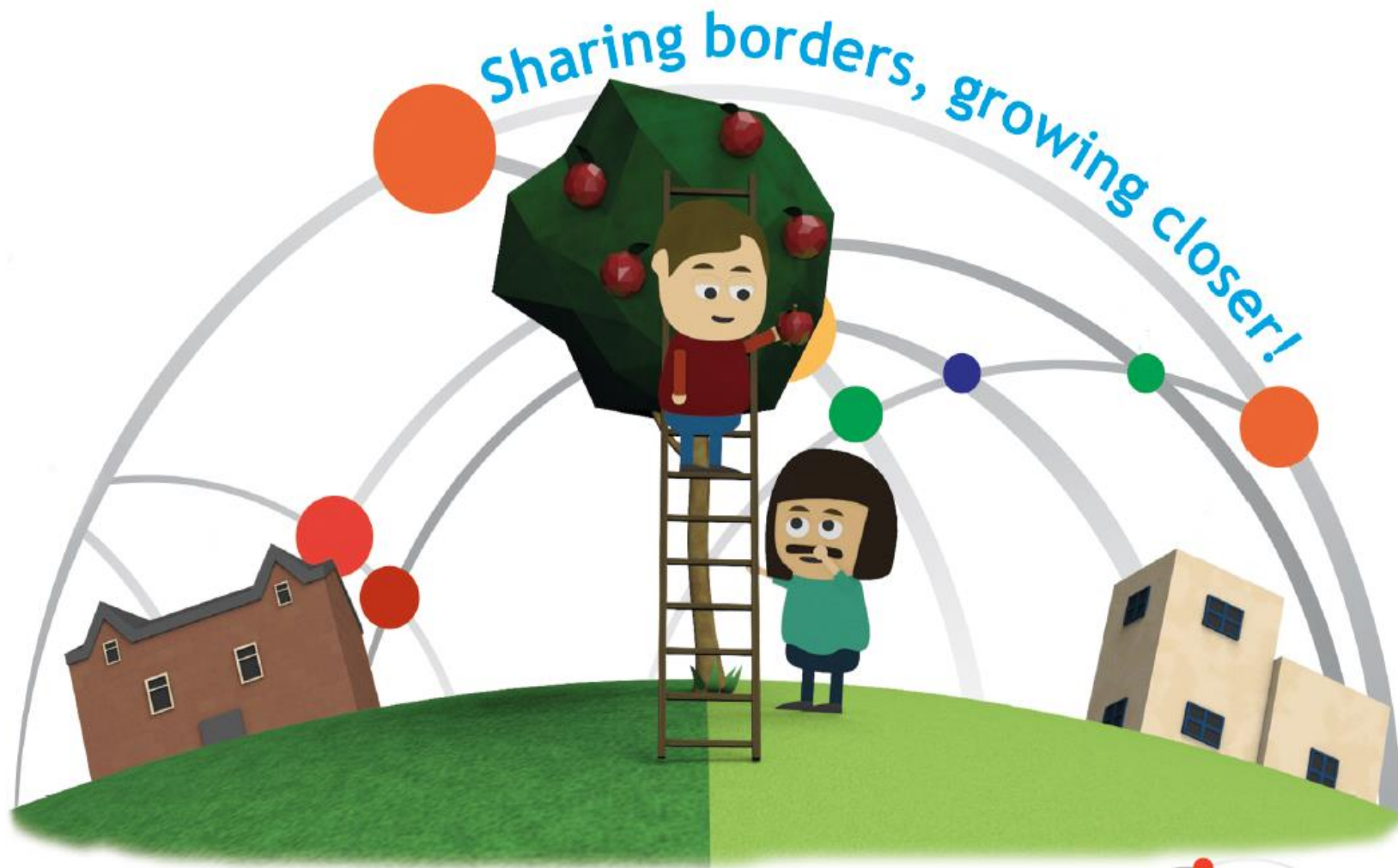
Fulfilled indicators:

- ❷ Number of common training projects: 2 (1 face-to-face + 1 e-learning trainings)
- ❷ Number of curricula developed: 1 ECOTOURISM training material - 3-moduled
- ❷ Number of newly developed distance learning training modules: 1 e-learning trainings
- ❷ Number of people directly benefiting from the project: 66 (face-to-face training: 15, e-learning: 18 HU, 33 HR)

How to reach the e-learning/materials in the future?

-  through the partners
-  <http://ecotop.ke.hu/>

Thank you for your attention!



Renata Verger
+36 92 550-515
verger.renata@zmkik.hu

