



Learning Objectives

According to Colardyn and Bjornavold (2004) - (CEDEFOP), "informal learning" environment is based on three criteria: (i) informal learning is learning which takes place in an environment outside formal educational establishments, (ii) informal learning is not accorded sufficient recognition by the public education system (no certification), (iii) informal learning usually develops within the context of other activities. Formal learning generally refers to scheduled, organized and socially recognized learning which takes place within a public education system clearly delineated from its remaining surrounding environment and encompasses such areas as learning at school (Europass, 2014).

As for the contents presented, it is worth to mention that each and every module was designed adopting a learner-centered constructivist pedagogy based on a blended learning approach. Each and every module – independently by the degree of formality and/or informality – will be designed around a series of learning objectives based on Bloom Taxonomy. Therefore, the eEducational Box will meet the following learning objectives, per module:

Product Management and Development

This module will help supply side to manage, develop and design new bike tourism products that offer benefits to travelers and improve the competitiveness of the market. This module will start from best practices analysis to drill down key action points for tourism industry.

ILO 1: describe the key challenges in managing and developing new tourism products

ILO 2: apply product development theory to practice

ILO 3: analyze the environment and design a new product accordingly

Networking

This module has been designed to foster and improve communication between stakeholders on the supply side (e.g. NGOs, businesses, governmental bodies, local communities etc.) and between suppliers (e.g. Business to Business) around issues related to improvement of cyclotourism offers and local cyclotourism paths improvement/development. The module will equip learners with formal and informal competences to improve the ability to listen and to look for feedback towards a real openness for cross-fertilization.

ILO 1: describe tourism/destination stakeholders landscape

ILO 2: investigate possible synergies at destination level

ILO 3: produce a proposal for networking among stakeholders



Promotion and Marketing

This module will provide the supplier with the practical understanding of the relevant concepts to promote and market tourism products to the right target audience. It will be based on case studies and will equip businesses with a diagnostic tool and a set of calls for action.

ILO 1: explain the key challenges in marketing tourism products

ILO 2: analyze target audiences and design marketing campaigns accordingly

ILO 3: critically assess current marketing campaigns

Information & Communication Technology

This module will help supply side to gain a better understanding of the new communication technologies to provide practical insights on how to enhance their business digital presence to promote and sell their tourism products to the right target public.

ILO 1: describe the advantages of having an online presence

ILO 2: assess appropriate digital tool for a given business

ILO 3: produce a basic digital strategy