

**TRANSNATIONAL EDUCATIONAL NETWORK FOR YOUNG  
PEOPLE -NEW TECHNOLOGIES AND ENTREPRENEURIAL  
THINKING IN THE TOURISM INDUSTRY**

**TRANS-EDU-NET  
Community**

Albania, Bulgaria, Greece, North Macedonia



**MAKE THE CHANGE!**



**Do you feel that you are born for something BIG?**



**Do you want to start your own business in Travel & Hospitality sector?**



**Do you feel that you are one step away from your dreams, but you still need to improve your skills and competencies?**



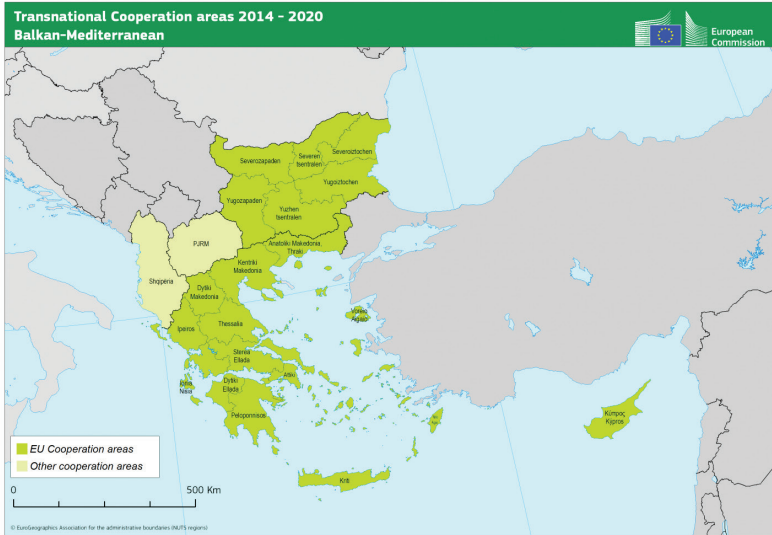
**Are you between 16-30 years old and do you want to travel, meet new friends and have fun?**

**If the answer is YES! - You are on the right place!**

**Join our TRANS-EDU-NET community today!**

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The TRANS-EDU-NET project aims to foster the educational and entrepreneurial skills of young people in the field of tourism. Its official name is “Transnational Educational Network for young people – new technologies and entrepreneurial thinking in the tourism industry” and it is funded under the TCP “INTERREG Balkan-Mediterranean 2014-2020”.

The “Balkan-Mediterranean 2014-2020” is a new cooperation programme that promotes cooperation in the area. For a first time the Balkan Peninsula and the Eastern Mediterranean Sea are addressed together to contribute to the “EU 2020” Strategy. The Strategy for smart, sustainable and inclusive growth.

The project brings together four countries – two EU member states, Bulgaria and Greece, and two candidate countries, Albania and North Macedonia and is implemented during the period August 2017 – March 2020.

The initiative is counteracting the increasing rate of youth unemployment, the early school leaving, the fewer opportunities to balance work and study and the brain drain of young and skilled people to countries with a more developed economic and labour market that results in endangering the area’s growth perspectives and potential.

## MISSION

The mission of the project partners is to provide opportunities for joint initiatives for vocational education and trainings of young people aged 16-30 for the needs of the tourism industry. This includes innovative training and modern tools for education, online activities, practical initiatives, a simulation business game, transnational educational camps and start-up competition. These actions aim to cultivate entrepreneurial thinking and sustainable development knowledge in young people that would, in turn, lead to a more competitive business environment in the region.



**TRANS-EDU-NET aims to encourage cooperation and networking between business entities, policy makers and training and education institutions to develop an innovative learning system, increase skills and foster entrepreneurial learning in the field of tourism.**

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### **The specific objectives are:**

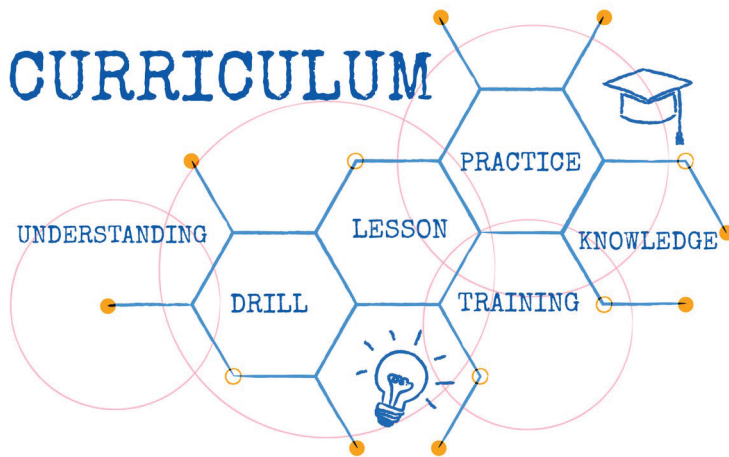
- To boost and expand the capacity for development and sharing of entrepreneurial skills in the tourism industry through modern technologies, with the aspiration of increasing the employability of young people in an accessible and attractive environment for cooperation
- To map and assess the potential and the impact of entrepreneurial learning in the field of tourism
- To establish an accessible transnational online tourism environment for young people in Albania, Bulgaria, Greece and North Macedonia
- To encourage young people in the border regions to develop their own business in the field of tourism;
- To improve innovation capacities through knowledge and new skills promotion in the tourism sector.

## **Recommendations based on the Transnational Strategy for organisation of trainings and curricula towards growth and employment of young people in the tourism:**

- Effective use of digital and distant training/educational tools;
- Promotion of the opportunities for youth scholarships and financial mechanisms to support youth entrepreneurship;
- Integrating practical experience from the earliest stage of study cycles;
- Increasing the interaction with entrepreneurs;
- Synchronization between local tourism specifics and market needs. Standardisation of the teaching content by the CVEs;
- Introduction of the existing investment opportunities to support green innovation and specialized tourism;
- Learn how to maximize profit and internalize business by partnering with major internet service providers in the tourism;
- Introduce subjects related to the latest trends for ICT utilization in tourism;
- Provide students with the knowledge and skills to understand and research the circular economy in tourism, etc.

# TRANSNATIONAL CURRICULA

One of the main purposes of the TRANS-EDU-NET initiative was the elaboration of transnational curricula models for the needs of young people in the field of tourism at all levels of education (vocational education and training level, and university level).



## The elaborated transnational curricula are:

1. Transnational Entrepreneurship in Tourism
2. Sustainable Entrepreneurship in Tourism
3. Entrepreneurship in the Field of Tourism and Similar Industries
4. Entrepreneurship in New Technologies and Similar Industries Each curriculum is divided into 2 levels, covering the different age groups, namely: University level - 19-24, VET level between 16-19 and between 24-30.

All materials are available at the TRANS-EDU-NET Educational platform [www.trans-edu.net](http://www.trans-edu.net)



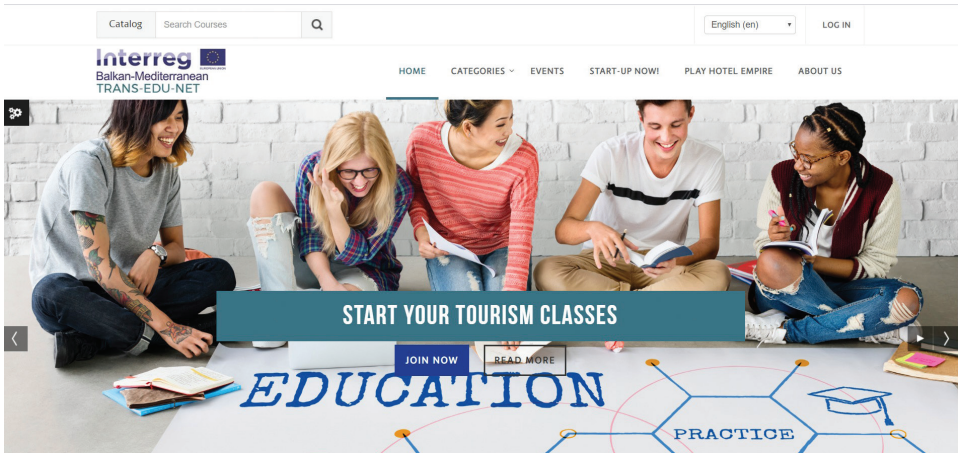
## TRAINING ACTIVITIES

**TRANS-EDU-NET provided and will continue to provide opportunities for young people, which in turn will motivate, encourage and help them invest in entrepreneurship and tourism either in their cities/countries or even transnationally.**

### The training activities held, are:

- Knowledge Transfer Trainings for Young Entrepreneurs – held in each partner country where around 100 young people gained more knowledge about the specifics of tourism and entrepreneurship, were able to share knowledge and experience with various peers and educators from the partner countries and think transnationally
- Edu – Camps - held in Albania and Greece. 80 students from the four partner countries had the chance to learn, interact and network with each other. They have changed their mind-set to entrepreneurial thinking and are able now to think out-of-the-box, developing their vision of their own companies
- Online Trainings – based on the transnational curricula materials and accessible online anytime and anywhere, young people will further deepen the knowledge gained either at the university or at the VET school or VET centre. A certificate for the knowledge gained is issued after completing an entire curriculum at the relevant level (either University or VET)





If you want to immerse yourself in the tourism industry?

If you want to improve your business knowledge?

If you want to boost your self-confidence?

If you want to hear the stories of successful entrepreneurs?

If you are eager to look for answers, than just click on

**[www.trans-edu.net](http://www.trans-edu.net)**

The TRANS-EDU-NET platform is developed specifically for you, to provide you with the opportunity to improve your knowledge and skills in tourism and entrepreneurship. There you will have access to additional tailor-made training materials created and systematized by teachers and professionals of the four participating countries. Successful completion of training will be “rewarded” with a certificate. It could be a valuable tool for your relationship with potential future employers or just boost your self-confidence that you are already an entrepreneur.

# VIRTUAL ENTREPRENEURIAL ROOM

## WWW.VIRTUALROOMS.EU

Virtual Entrepreneurial Rooms (hosted in Sofia, Bulgaria) are available online at [www.virtualrooms.eu](http://www.virtualrooms.eu) and are fully accessible by everyone.

We know what it's like to have ideas, but not to know how to realise them. We also know how difficult it is to find like-minded experts to advise you on the torn way to potential investors, who belief in you and trust you their funds.

That is why we have developed a virtual place where you can share your ideas, find a team for their development, get advices and tips from the transnational network of professional mentors and tutors, complete and generate business plans and strategies, and finally create and manage your own virtual business companies.

There will be a chance for unlimited number of participants from different countries to be involved in a creation of any idea. They will have the opportunity to meet through online discussions in real time. A specially developed virtual business plan advisor will assist young people in all stages. Throughout the process you will be supervised by mentors who are representatives of vocational high schools and secondary schools, universities, tourism organizations, businesses, local government and others.



**And yet, if you prefer to meet in person with some of the mentors, or if you have any questions, would like to meet young people like you, and would like to use the computer spaces specifically equipped for you, than you can just visit one of the three physical entrepreneurial rooms. The Rooms will welcome all young people and future entrepreneurs. They are the place where young people will meet, share their ideas and try all the TRANS-EDU-NET IT tools.**

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**The locations of the Rooms are:**

### **Entrepreneurial room in Vlora (Albania)**

The entrepreneurial room in Vlora, Albania is located on Rr. Xhebro Gjika, Vlorë 9401, Albania.

### **Entrepreneurial room in Kichevo (North Macedonia)**

The entrepreneurial room in Kichevo, Republic of North Macedonia is located within the Municipal Institution Workers' University "Krste Misirkov", Aleksandar Makedonski nr. 72, in the Center of culture "Koco Racin", Kicevo, second floor.

### **Entrepreneurial room in Thessaloniki (Greece)**

The entrepreneurial room in Thessaloniki, Greece is located in Building A, Room A3.3, Balkan Center for Research and Innovation of AUTH in Thermi, Thessaloniki.

# BUSINESS SIMULATION GAME

[WWW.HOTELEMPIRE.EU](http://WWW.HOTELEMPIRE.EU)

(available on Android and iOS)

**Have you ever wondered what is it to own and rule a hotel?  
Or  
What is it to build and run a whole Hotel empire?**

The Hotel Empire is the first of its kind Business Simulation Game which put you in the shoes of a hotel owner. The Game will help you to improve your skills and teach you to compete in a real market environment. And not just any environment, but a transnational one.



The purpose of the game is to develop knowledge and skills acquired by the users through the training and the creation of their own business company. This will be done by starting and developing a tourism business, but in the form of a game. The participant will have to make decisions about the use of resources, including financial, investments, development of the material base, human resources management, advertising, etc. In this way the young people will develop their knowledge and management skills in a very attractive way.

**Are you ready to grab the opportunity?  
Are you ready to enter the world of innovations?**

## FINAL CHALLENGE

**Wrap up and join the TRANS-EDU-NET Start Up Challenge in Sofia, Bulgaria in March 2020!**

**Are you ready to apply for the competition and gain a transnational experience?**

**Are you ready to build a team of young entrepreneurs?**

**Are you ready to present your idea in front of professionals from 4 countries?**



During the Start-Up Fair and Competition, you will have the chance to work in an international team and share ideas, to develop business models and plans with peers from Albania, Bulgaria, Greece and North Macedonia. Mentors with different expertise will supervise your work and help you create your virtual business company. Treasure hunts, quizzes and lots of games will spice up your ideas and thoughts and will lead you through the endgame.

And what about the winners .....

Well, there is a surprise for the first three teams!

And in the next years we are looking forward to seeing your ideas funded by business angels and successfully realized!

## TESTIMONIALS

### What is TRANS-EDU-NET for me?

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**LP: National Tourism Cluster  
“Bulgarian Guide”, Bulgaria**

[www.bg-guide.org](http://www.bg-guide.org)

**Desislava Mincheva-Yordanova**

TRANS-EDU-NET Project Manager



TRANS-EDU-NET initiative was born 2 years ago, has grown a lot, has learned a lot and is now providing transnational education to young people in the field of entrepreneurship in tourism. It's a lifelong initiative and a network of young people who are ambassadors of the TRANS-EDU-NET change and the future TRANS-EDU-NET generation and young entrepreneurs. Let's join the TRANS-EDU-NET Community!

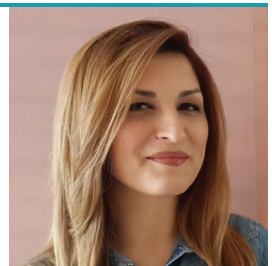
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**PP2: Local Economic Development  
Agency of the Region of Vlora -  
AULEDA, Albania**

[www.auleda.org.al](http://www.auleda.org.al)

**Besmira Hoxha**

TRANS-EDU-NET Communications  
Manager



TRANS-EDU-NET for me is an innovative learning process with possibilities to exchange experiences between members of four different but yet similar countries.

## TESTIMONIALS

### What is TRANS-EDU-NET for me?

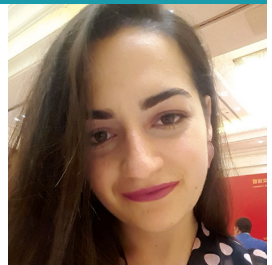
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**PP3: Municipality of Kicevo,  
Republic of North Macedonia**

[www.kicevo.gov.mk](http://www.kicevo.gov.mk)

**Albina Sefadini**

TRANS-EDU-NET Local  
Project Supervisor



TRANS-EDU-NET is the perfect initiative in involving young people to learn, collaborate and cooperate between each other in their home country and with cross-border countries. The combination that involves gaining knowledge through travelling and meeting new people.

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**PP4: Aristotle University  
Thessaloniki, Laboratory of Heat  
Transfer & Environmental  
Engineering, School of Mechanical  
Engineering, Faculty of  
Engineering, Greece**

[www.aix.meng.auth.gr/lhtee](http://www.aix.meng.auth.gr/lhtee)

**Dr. George Perkoulidis**

TRANS-EDU-NET Researcher and Trainer



TRANS-EDU-NET is an opportunity for learning by teaching: specific themes to students and stakeholders like accessible tourism, tourism and circular economy and competitive tourism.



## TESTIMONIALS

### What is TRANS-EDU-NET for me?

**Observer Partner:  
Regional Directory  
of Public Vocational Vlore,  
Albania**

[www.sociale.gov.al](http://www.sociale.gov.al)

**Klajdi Myzaferaj**

Director



TRANS-EDU-NET is a project that breaks down political and border barriers by connecting many young people to a common future. Focusing on tourism and developing entrepreneurial skills is the best guarantee for the sustainable development of our countries.

## CONTACT US



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[@TransEduNet1](https://twitter.com/TransEduNet1)

Project "Transnational educational network of young people – new technologies and entrepreneurial thinking in the tourism industry", TRANS-EDU-NET, BMP1/1.3/2990/2017, MIS code 5017422, period of implementation 08.2017 – 03.2020 is implemented under priority Axis 1. Entrepreneurship and Innovation, Specific Objective 1.3. Territories of Knowledge of the INTERREG V-B "Balkan-Mediterranean" Programme 2014 – 2020. The project is co-funded by the European Union (ERDF and IPA) and National Funds of the participating countries.



**Interreg**   
Balkan-Mediterranean  
TRANS-EDU-NET

Project co-funded by the European Union and National Funds of the participating countries.