

TRAINING COURSE ON EFFICIENT ADMINISTRATION SYSTEMS AND OF BLUE FLAG CRITERIA (CBT)

Date: 24 – 28 February 2025

Venue: Termoli

Day 1 - 24/02/2025 – 6 hours	
12:00-12:30	Registration and welcome greetings – Cala Sveva Beach Club - Termoli
12:30-18:30	Session 1: Introduction to the Blue Flag and Sustainable Tourism
Content and input	<ul style="list-style-type: none"> • What is the Blue Flag: history, objectives, and awarding criteria. • Benefits for tourist destinations and operators. • Basic principles of sustainable tourism. • Case study analysis: Italian and international destinations awarded with the Blue Flag.
Expected Output	<ul style="list-style-type: none"> • Understanding the history, objectives, and criteria of the Blue Flag certification. • Ability to explain the benefits of sustainable tourism for destinations and operators. • Identification of key principles of sustainable tourism and their application. • Report on the analysis of Blue Flag destinations (strengths, challenges, and solutions).
18:30 End of session	

Day 2 - 25/02/2025 – 7 hours	
09:00 – 17:00	Cala Sveva Beach Club - Termoli
09:00-13:00	Session 1: Sustainability Practices for Tourism Operators
Content and input	<ul style="list-style-type: none"> Reduction of plastic use and waste management. Energy and water conservation in tourism facilities. Tools to measure and improve environmental impact. New techniques in eco-bio cosmetics for quality beach services. Workshop: Developing a sustainability plan for one's own tourism business.
Expected Output	<ul style="list-style-type: none"> Knowledge of strategies to reduce plastic, manage waste, and conserve energy/water. Familiarity with tools to measure and improve environmental impact. Creation of an operational protocol for using eco-bio cosmetics in beach services, accompanied by a practical guide for tourism operators and beach establishments. Draft of a sustainability plan adapted to one's tourism business, with concrete actions.
13:00-14:00	Lunch Break
14:00-16:00	Session 2: Inclusive and Sustainable Tourism-Spiagge Abili–Montenero di B.
Content and input	<ul style="list-style-type: none"> Visit to the "Spiagge Abili" project beaches. Accessibility in tourism facilities (physical, digital, sensory, and cultural). Guidelines for welcoming tourists with physical, sensory, intellectual disabilities, or special needs. Educating tourists on sustainable behaviors. Designing sustainable experiences (eco-tours, awareness activities). Creating informational materials (brochures, panels, digital content).
Expected Output	<ul style="list-style-type: none"> Understanding accessibility requirements for physical, digital, sensory, and cultural inclusion. Practical strategies to educate tourists on sustainable behaviors. Ability to design eco-friendly and inclusive tourism experiences.
16:00-17:00	Session 3: Territorial Marketing and Blue Flag Promotion
Content and input	<ul style="list-style-type: none"> Hands-on workshop on storytelling techniques and communication campaigns.
Expected Output	<ul style="list-style-type: none"> Ability to use the Blue Flag certification as a marketing tool. Skills in creating storytelling strategies that highlight local characteristics. Practical knowledge of using digital tools and promotional platforms. Prototype of a communication campaign, including key messages, promotional channels, and visual elements.
17:00 End of session	

Day 3 - 26/02/2025 – 7 hours	
09:00–13:00	Old town - Termoli
09:00-13:00	Session 1: Knowledge of the Territory
Content and input	<ul style="list-style-type: none"> • Getting to know the territory. • Awareness of sustainable practices. • Greater knowledge of the natural, cultural, and historical resources of the area.
Expected Output	<ul style="list-style-type: none"> • Geographic, environmental, economic, and cultural characteristics of the territory. • Creation of thematic maps or informative dossiers on the analyzed territory.
13:00-14:00	Lunch Break
14:00-17:00	Beach club - Termoli
14:00-17:00	Session 2: Involvement of Tourists and Local Communities
Content and input	<ul style="list-style-type: none"> • Involvement of local authorities/businesses in improving the tourism offer. • Raising awareness among residents and tourists about the economic and environmental benefits of sustainability. • Creation or strengthening of partnerships between local businesses, community leaders, and tourism organizations.
Expected Output	<ul style="list-style-type: none"> • Developing strategies for improving sustainable tourism and offered services. • Creation of an awareness campaign with informational materials to educate citizens and visitors on sustainability benefits. • Development of a collaborative network formalized through agreements or shared projects for the promotion of sustainable tourism initiatives.
17:00 End of session	

Day 4 - 27/02/2025 – 7 hours	
09:00–13:00	Port - Termoli
09:00-13:00	Session 1: The Sea as a Cellar
Content and input	<ul style="list-style-type: none"> Research and innovation for enhancing agri-food products with experimental techniques. Awareness of sustainable practices.
Expected Output	<ul style="list-style-type: none"> Development of new experimental techniques to improve the quality, safety, and competitiveness of agri-food products, enhancing local excellences. Promotion of responsible practices and consumption through educational initiatives and projects aimed at reducing environmental impact.
13:00-14:00	Lunch Break
14:00-17:00	Tourist Port – Marina di S. Pietro - Termoli
14:00-17:00	Session 2: Involvement of Tourists and Local Communities
Content and input	<ul style="list-style-type: none"> Involvement of local authorities/businesses in improving the tourism offer. Sea safety, boat management, and sustainable navigation for responsible marine resource use.
Expected Output	<ul style="list-style-type: none"> Developing strategies for improving sustainable tourism and offered services. Promotion of sea safety, responsible boat management, and adoption of sustainable practices to preserve marine resources and ensure conscious nautical tourism.
17:00 End of session	

Day 5 - 28/02/2025 – 3 hours	
09:0-12:00	Cala Sveva Beach Club - Termoli
09:00-11:00	Session 1: Final Evaluation and Project Work
Content and input	<ul style="list-style-type: none"> • Presentation of projects developed during the course. • Individual and group feedback. • Discussion on the potential of sustainable and inclusive tourism for the territory. • Presentation and evaluation of projects (e.g., marketing campaigns, sustainability, and/or inclusivity plans).
Expected Output	<ul style="list-style-type: none"> • Clarity on how to implement sustainable and inclusive tourism strategies. • Improved skills in presenting ideas and receiving constructive feedback. • Completed project (e.g., sustainability plan, marketing campaign, or inclusivity checklist) presented to peers and experts.
11:00-12:00	Course evaluation and distribution of participation certificates
12:00 End of session	