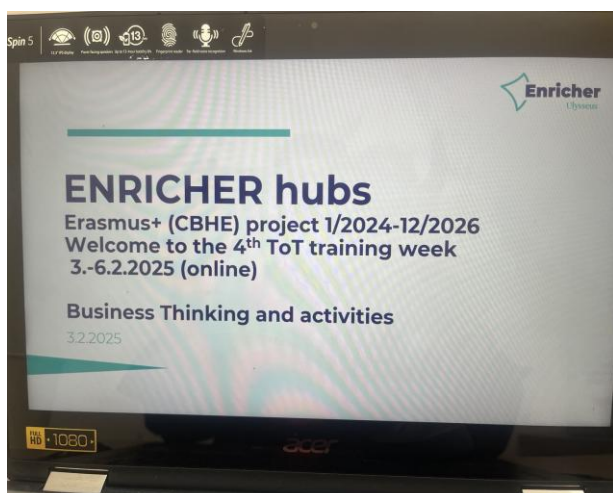


PARTICIPATION OF USPEE „CONSTANTIN STERE” IN THE FOURTH ONLINE TRAINING WITHIN THE ENRICHER – HUBS PROJECT

As part of the Erasmus+ project, ENRICHER - hubs initiative *“Designing Green Tourism Concepts through Learning”*, the fourth training session for academic staff was held under the theme *“Business Thinking and Activities: Adopting a Business Mindset, Application of the Business Model Canvas and Planning the Activities of Green Tourism Hubs.”*

This training combined the knowledge and skills developed in previous sessions on Sustainability in Tourism, Service Design, and Design Sprint. The main focus was the implementation of business models in education and the application of various research methods for analyzing and studying the tourism sector. This marks an essential step toward the creation of six Green Tourism Hubs in Moldova and Georgia. The training emphasized the development of Business Model Canvas strategies, which will form the foundation of these hubs and will promote innovation, sustainability, and entrepreneurship within the tourism sector. The hubs are expected to be officially established in approximately six months at the partner universities, including USPEE "C. Stere." The trained trainers are actively contributing to the co-creation of these hubs, guided by our partners from the European Union, who generously share their expertise and experience in building successful hubs.



In a constantly changing world, where sustainability and environmental protection are becoming global priorities, the tourism sector must rethink its business models and adopt innovative strategies to meet the current demands of the market. The Green Tourism Hubs project, set to be implemented within approximately six months at partner universities in Moldova and Georgia, represents a key step toward sustainable tourism development in these regions. These hubs will not only promote innovation and entrepreneurship in the field but also contribute to shaping a culture of environmental responsibility.

The Green Tourism Hubs will facilitate knowledge exchange between academia and local entrepreneurs, under the guidance of European partners who will provide the expertise needed to create viable and sustainable business models. Thus, the Business Model Canvas, which will serve as the foundation of these hubs, will help participants better understand how to develop and implement innovative strategies that integrate the economic, ecological, and social aspects of green tourism.

Next Steps



GOAL for ToT4 week: Adopting a business mindset, application of the Business Model Canvas (BMC) and planning the activities of the Green Tourism Hubs



The Erasmus+ ENRICHER hubs project – “Designing Green Tourism Concept through Learning” (Project number: 101082919) is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project is implemented by the consortium members: project grant coordinator - Haaga-Helia University of Applied Sciences (Finland); MCI The Entrepreneurial school® (Austria); University of Genoa (Italy); Caucasus University (Georgia), Akaki Tsereteli State University (Georgia), Iakob Gogebashvili Telavi State University (Georgia); University of European Political and Economic Studies Constantin Stere (Moldova), Moldova State University (Moldova), Comrat State University (Moldova). More information: www.enricher.eu