



PRESS RELEASE (Pre-event)

JULY 11-14, 2023,

Nha Trang, Vietnam

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ECOVIP PUBLIC LAUNCH

The Erasmus+ project ECOViP “**Fostering Innovation and Entrepreneurship in Ecotourism to support sustainable development in Vietnam and the Philippines**” will have its public launch on July 11, 2023, at Nha Trang University in Vietnam and online.

ECOVIP, a project co-funded by the European Commission and coordinated by Nha Trang University, aims to develop entrepreneurial and innovation capacities for sustainable development in tourism in Vietnam and the Philippines. This project will promote the development of innovative interdisciplinary entrepreneurial Ecotourism projects by Higher Education Institution students, in cooperation with the private sector. ECOVIP also intends to develop a roadmap for the improvement of the education programmes in Tourism, with the guidance of the private sector.

A total of 11 Universities from Austria, Philippines, Portugal, Spain and Vietnam, as well as tourism agency in Vietnam and an ecotourism association in the Philippines, comprise the project consortium. UNIVERSITY PORTUCALENSE will be working on WORK PACKAGE 4 “CAPACITY BUILDING OF STAFF”, responsible for DESIGNING AND PRESENTATION OF A TRAINING PLAN. The university will be presented at the event by researchers Makhabbat Ramazanova and Marília Durão.

The public launch, with participation from the ministries responsible for Higher Education in Vietnam and the Philippines, will highlight objectives and timeline of the 3-year project and its potential impact. The session is scheduled to start at 08:45 and will conclude at 14:00 (VT time).

In the afternoon (14.00-17.00-VT time), a good practice workshop will be held on the topics such as *Best practices in sustainable tourism, Developing a business skills framework, Application-oriented development model of community-based tourism, How to get Erasmus+ projects.*

This event will be **livestreamed on the project’s Facebook page:** <https://web.facebook.com/ecoviperasmus>. To acquire identification and the link to attend the session, individuals who are interested in participating should send an email to the UPT project coordinator, Makhabbat Ramazanova (ramazanova@upt.pt), by July 9th.

Looking forward to meeting you in ECOVIP LAUNCH CEREMONY AND GOOD PRACTICES WORKSHOP.