



grassroots
young entrepreneurs in eco-health tourism

GRASSROOTS Competence Framework



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1. About the GRASSROOTS Project

The Grassroots Eco-Health Tourism project promotes sustainable tourism practices, social inclusion, and entrepreneurial thinking in the green economy. It equips youth workers, mentors, and young entrepreneurs with the tools to address environmental challenges while empowering communities through cultural preservation and eco-tourism development.

The project includes comprehensive training modules, tools, case studies, and a structured competency framework to ensure participants can innovate and contribute effectively to the eco-tourism sector.



Focus



- **Environmental Stewardship:** Building awareness and capacity to address planetary boundaries.
- **Social Inclusion:** Creating opportunities for marginalized groups to actively participate in eco-health tourism.
- **Entrepreneurship:** Supporting the development of sustainable businesses aligned with eco-tourism principles.



Environmental
Sustainability



Social
Sustainability



Economic
Sustainability

2. About the Grassroots Competence Framework

The Grassroots Competence Framework is designed to equip young people with the knowledge, skills, and attitudes necessary for thriving in the dynamic field of sustainable ecotourism. Aligned with the entrepreneurial competence framework EntreComp, it provides a structured approach to developing the skills, knowledge, and attitudes required in eco-health tourism. It serves as a guide for mentors, youth workers and young people to collaboratively build competencies that align with global goals for sustainability and local cultural values.



Purpose & Vision

This framework supports the development of competencies that:



- Promote **environmental stewardship** and sustainable tourism practices.
- Foster **social inclusion** by empowering marginalized groups to participate in ecotourism initiatives.
- Encourage **entrepreneurial thinking** in the green economy, enabling participants to innovate and create value.
- Build **resilient communities** through cultural preservation, education, and collaborative growth.

3. How It Works



Key pillars

The Grassroots Competence Framework operates through four key pillars:

Education and Training Courses

- Thematic modules covering sustainability, community dynamics, and entrepreneurial skills.
- Workshops on digital tools, eco-tourism business development, and safety.

Practical Experiences

- Fieldwork and case studies provide hands-on opportunities to apply learned competencies.
- Role-playing exercises simulate real-world challenges in eco-health tourism.

Certification and Recognition

- Micro-credentials are awarded for specific competencies like eco-tourism project management.

Collaborative Learning

- Peer-to-peer mentoring and networking opportunities enhance collaboration and knowledge sharing.
- Community-driven approaches ensure the framework is inclusive and adaptive to local contexts.

4. The Competence Framework

The competence framework is divided into five thematic areas (four subject-specific and one pedagogical, thus integrating the Mentor's Guide), each outlined in detailed tables. It is designed to guide participants through a learning journey that balances theory with practice, emphasizing both individual growth and community impact.



Thematic areas

(1) Sustainability and Environmental Awareness



Knowledge: Participants understand the principles of sustainability, planetary boundaries, and climate change impacts on ecosystems.



Skills: Practical application of conservation techniques, eco-friendly tourism practices, and environmental education.



Attitudes: Advocacy for sustainability and a commitment to reducing environmental footprints.

Thematic areas

(2) Social Inclusion and Community Engagement



Knowledge: Frameworks for social inclusion, cultural heritage preservation, and community empowerment.



Skills: Designing inclusive tourism projects and fostering intercultural communication.



Attitudes: Empathy, respect for diversity, and dedication to equity.

Thematic areas

(3) Technical & Vocational Expertise in Ecotourism



Knowledge: Eco-tourism principles, adventure tourism and eco-health tourism sectors.



Skills: Designing eco-friendly tourism activities, managing logistics, and guiding groups effectively.



Attitudes: Attention to safety, innovation, and customer-centric approaches.

Thematic areas

(4) Entrepreneurial and Project Management Skills



Knowledge: Principles of eco-health tourism, market analysis, and sustainable business models.



Skills: Developing eco-tourism ventures, financial management, and employing digital tools for marketing and outreach.



Attitudes: Creativity, resilience, and a problem-solving mindset.

Thematic areas

(5) Educational and Mentorship Skills



Knowledge: Adult learning principles, mentorship frameworks, and reflective practices.



Skills: Facilitating workshops, mentoring participants, and guiding reflective learning.



Attitudes: Supportiveness, adaptability, and fostering self-confidence.

Roadmap



A clear roadmap to develop competencies

The competence framework is divided into thematic areas, each outlined in detailed tables. Each table describes the competency domain, its elements, the corresponding learning outcomes, and levels of achievement. This structured framework provides a clear roadmap for participants to develop their competencies, ensuring they are well-equipped to thrive in the eco-health tourism sector while driving meaningful social and environmental change.

Thematic area

4.1 Sustainability and Environmental Awareness

Competency Domain	Elements	Learning Outcomes	Level 1 (Assisted Competence)	Level 2 (Autonomous Competence)	Level 3 (Collaborative Competence)
Understanding Sustainability	Knowledge of sustainability principles, planetary boundaries, and climate change impacts.	Participants can articulate key sustainability concepts and their relevance to eco-tourism.	Understands concepts with guidance from a mentor.	Independently applies concepts in projects.	Leads discussions and collaborates to integrate concepts widely.
Conservation Practices	Skills in applying conservation techniques and minimizing environmental footprints.	Participants implement practical conservation measures in eco-tourism projects.	Assists in implementing basic conservation tasks.	Plans and executes conservation efforts independently.	Leads teams to design innovative conservation strategies.
Advocacy for Stewardship	Attitudes promoting environmental advocacy and sustainable thinking.	Participants inspire others to adopt eco-friendly practices through effective communication and leadership.	Supports advocacy initiatives under supervision.	Develops advocacy campaigns independently.	Mobilizes community efforts for environmental change.

Thematic area

4.2 Social Inclusion and Community Engagement

Competency Domain	Elements	Learning Outcomes	Level 1 (Assisted Competence)	Level 2 (Autonomous Competence)	Level 3 (Collaborative Competence)
Principles of Inclusion	Knowledge of IKIGAi concepts (purpose-driven living) and Inner Development Goals (IDG) like empathy and awareness.	Participants integrate inclusion practices that align personal purpose with community needs.	Learns inclusion practices and personal purpose under guidance.	Aligns personal values with inclusive practices autonomously.	Co-creates initiatives with diverse stakeholders.
Community Facilitation	Skills in participatory approaches and fostering intercultural dialogue.	Participants engage diverse communities in collaborative tourism planning.	Assists in facilitating small group discussions.	Plans and leads community engagement sessions.	Builds networks for sustained community collaboration.
Empathy and Equity	Attitudes of respect for diversity and commitment to social equity.	Participants demonstrate culturally sensitive approaches in their eco-tourism projects.	Observes and models respectful interactions.	Independently practices culturally sensitive approaches.	Promotes equity and mentors others on inclusive practices.

Thematic area

4.3 Technical and Vocational Expertise in Ecotourism

Competency Domain	Elements	Learning Outcomes	Level 1 (Assisted Competence)	Level 2 (Autonomous Competence)	Level 3 (Collaborative Competence)
Eco-Tourism Principles	Knowledge of eco-tourism and adventure tourism foundations.	Participants design and deliver eco-friendly tourism experiences.	Learns basic eco-tourism concepts with supervision.	Independently designs eco-tourism activities.	Leads collaborative development of comprehensive eco-tourism programs.
Operational Skills	Proficiency in logistics, safety management, and customer service.	Participants ensure smooth and safe operation of eco-tourism activities.	Performs basic operational tasks with support.	Manages logistics and safety for eco-tourism independently.	Trains and leads teams in optimizing operations.
Innovation in Tourism	Attitudes fostering creativity and customer-centered innovation.	Participants develop unique, engaging, and sustainable tourism offerings.	Assists in brainstorming innovative ideas.	Independently develops and tests innovative offerings.	Facilitates innovation labs and mentors creative practices.

Thematic area

4.4 Entrepreneurial and Management Skills



Competency Domain	Elements	Learning Outcomes	Level 1 (Assisted Competence)	Level 2 (Autonomous Competence)	Level 3 (Collaborative Competence)
Business Development	Knowledge of eco-tourism business planning and financial management.	Participants create viable and sustainable business models for eco-tourism ventures.	Learns business planning basics under guidance.	Develops and executes business plans independently.	Collaborates on large-scale business strategies and innovations.
Opportunity Identification	Skills in market analysis and identifying eco-tourism niches.	Participants develop innovative solutions tailored to market and environmental needs.	Assists in researching market opportunities.	Independently identifies and develops niche markets.	Leads collaborative market development projects.
Resilience and Adaptability	Attitudes supporting proactive problem-solving and adaptability.	Participants navigate challenges with creativity and determination.	Practices adaptive problem-solving under supervision.	Adapts strategies and solves problems independently.	Coaches teams in resilience and creative adaptation practices.

Thematic area

4.5 Educational and Mentorship Skills

Competency Domain	Elements	Learning Outcomes	Level 1 (Assisted Competence)	Level 2 (Autonomous Competence)	Level 3 (Collaborative Competence)
Adult Learning Principles	Knowledge of mentorship frameworks and adult education techniques.	Participants support learners with diverse needs through tailored educational strategies.	Observes and supports mentor-led strategies.	Designs and delivers tailored educational sessions.	Guides peers and mentors others in applying learning strategies.
Facilitation Techniques	Skills in coaching and fostering reflective learning.	Participants create empowering learning environments for eco-tourism training.	Assists in facilitating reflective exercises.	Independently facilitates reflective and coaching sessions.	Leads coaching initiatives and develops advanced facilitation models.
Encouraging Growth	Attitudes of patience and encouragement for self-directed exploration.	Participants inspire confidence and resilience in their mentees.	Provides support under mentor guidance.	Encourages and fosters mentee autonomy.	Develops frameworks for sustained mentee growth.