

## THE STORY OF INNOSCHOOL IN BULGARIA

### NEW PERSPECTIVES ON THE SECONDARY EDUCATION IN TOURISM WITH INNOSCHOOL

*"I perceived the*

*InnoSchool training as an opportunity to give my students a new perspective on tourism and I think it was worth the effort. . The benefits for the students are many. - she says -*



*The training develops entrepreneurial attitude and skills, which is very important, because in this way we prepare not just staff in tourism, but enterprising people with ambition to create and implement their ideas. As part of the pilot training, they learned to set a mission and vision for their business idea, considered what new products they can create in tourism with a social impact for local people, did marketing planning, assessed risks and developed a business model. This was made as a simulation in an attractive online environment, in which students could build their idea step by step as a team, and I could monitor their work and guide them.*

*At the same time this educational program promotes social responsibility. InnoSchool explains what social challenges and needs exist and shows a way to address them through social entrepreneurship. Our students built empathy and sensitivity to social problems - this was an immediate positive result that I observed during the training."*

*Mrs. Violeta Bashova - a teacher of tourism in one of the piloting schools NPG "Dimitar Talev", Gotse Delchev.*



InnoSchool is an innovative educational system for secondary schools' students that focuses on building skills to respond the social needs in their communities through entrepreneurial approach. In the period September 2020 - February 2021 Business Incubator - Gotse Delchev organized pilot training in 11 secondary schools in Bulgaria and looked for those aspects of the ILS system, that make it valuable. With that purpose we approached Mrs. Violeta Bashova - a teacher of tourism in one of the piloting schools NPG "Dimitar Talev", Gotse Delchev - a vocational high school specialised in economics and tourism.

She conducted the InnoSchool training in two classes and reflects on the relationship tourism - social entrepreneurship in the context of secondary education.



*"In the modern tourism business, social responsibility is of high importance and we must educate future hoteliers, tour agents, restaurateurs, animators, etc. in that. We were glad to find that many*

*of the real cases presented in the game, as well as the examples in the training materials are also from the field of tourism. This inspired students to generate their own social entrepreneurial ideas in tourism. The team of Anton Yanev from 9th grade, for example, developed an ecological idea for a complex activity in nature protection and promotion of tourists' ecological behavior. We were really proud that they were ranked in the first places of the final InnoSchool competition.*

*InnoSchool training develops teamwork and project-oriented activities, which is undoubtedly very necessary for students. Despite the difficulties of the online education due to the Covid-19 pandemics, we saw that they enjoyed to interact in their teams and build their own projects. It is stimulating for them to know that they are working on something meaningful that can be realized in real life. The competitive element during the training contributed to the strengthening of the desire for success, and when the students participated in the final InnoSchool competition, they could compare their level of progress with students from other schools and with those from the advanced level.*

*For me and our students the InnoSchool pilot training was a great experience and I believe there are more positive outcomes still to come. I also think that other subject areas of the secondary education can be enriched, creating relationships with social entrepreneurship."*