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ERASMUS+ / KA2 / CBHE 101237740 DIANA

“Empowering Women through the Development and Implementation of  
Entrepreneurship in Rural Tourism in Kazakhstan and Uzbekistan”



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**Project number:** 101237740

**Project name:** Empowering Women through the Development and Implementation of Rural Tourism Entrepreneurship in Kazakhstan and Uzbekistan

**Project acronym:** DIANA

**Call:** ERASMUS-EDU-2025-CBHE

**Topic:** ERASMUS-EDU-2025-CBHE-STRAND-1

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## DIANA Training of Trainers (ToT) program | ONLINE

### ToT 1 – Dynamics of Rural Tourism & Teaching Methodologies

This first round of online training (ToT1) focuses on **Module 1 – Dynamics of Rural Tourism and Local Economic Impact**, exploring rural tourism as a socio-economic system linked to local development, value chains, stakeholder ecosystems, and community-based approaches, with particular attention to sustainability and women empowerment. It is complemented by selected components of the transversal **Module 4 – Active Teaching Methodologies and Skills Enhancement**, introducing participants to learner-centered and experiential approaches for entrepreneurship education.

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| <b>Objectives of the Online Training for ToT1</b> | <ul style="list-style-type: none"> <li>• To develop a shared understanding of rural tourism systems, value chains, and their role in local and community-based development, with a focus on sustainability and women empowerment.</li> <li>• To explore stakeholder ecosystems and governance in rural tourism, identifying key actors and their interactions within local contexts.</li> <li>• To strengthen participants' ability to analyze real cases and contextual challenges in rural tourism, bridging theory with practice.</li> <li>• To introduce Project-Based Learning (PBL) as a learner-centered approach to entrepreneurship education.</li> <li>• To introduce Design Thinking methodologies to foster creative problem-solving, innovation, and the development of tourism-related entrepreneurial ideas.</li> <li>• To promote interactive, experiential, and practice-oriented learning, preparing participants for the on-site training phase.</li> </ul> |
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| <b>Links for joining the online training on Microsoft Teams</b> | <b>Day 1</b><br><a href="#">DIANA ToT 1 - Online training - Day 1/3   Reunião-Participar   Microsoft Teams</a> |
|   | <b>Day 2</b><br><a href="#">DIANA ToT 1 - Online training - Day 2/3   Reunião-Participar   Microsoft Teams</a> |
|   | <b>Day 3</b><br><a href="#">DIANA ToT 1 - Online training - Day 3/3   Reunião-Participar   Microsoft Teams</a> |
| <b>Link for the Moodle page</b>                                 | <a href="https://diana.shokan.edu.kz/">https://diana.shokan.edu.kz/</a>  |

## ONLINE TRAINING AGENDA

| Time                            |       |       | Theme/Subject<br>Trainer(s)/ Speakers(s)  | Module      |
|---------------------------------|-------|-------|---|-------------|
| UTC/<br>GMT                     | CEST  | UTC+5 |   |             |
| <b>DAY 1 – Monday, May 4</b>    |       |       |   |             |
| 10:00                           | 11:00 | 14:00 | <b>Welcome to DIANA Online Training</b><br><i>Dinara Ryspayeva, KoKSU</i>   | Module<br>1 |
| 10:10                           | 11:10 | 14:10 | <b>Introduction to ToT 1 - Dynamics of Rural Tourism &amp; Teaching Methodologies</b><br><i>Marília Durão, UPT</i>                          |             |
| 10:10                           | 11:15 | 14:15 | <b>Tourism, female entrepreneurs and gender: Crafting economic realities in rural territories</b><br><i>Fiona Bakas, IGOT- Univ. Lisbon</i> |             |
| 11:00                           | 12:00 | 15:00 | <b>Understanding Stakeholder Ecosystems and Governance in Rural Areas</b><br><i>Anastasija Bikova, HSW</i>                                  |             |
| 11:50                           | 12:50 | 15:50 | Q&A and wrap-up   |             |
| <b>DAY 2 – Tuesday, May 5</b>   |       |       |   |             |
| 10:00                           | 11:00 | 14:00 | <b>Rural tourism systems and value chains for empowering local communities</b><br><i>Sónia Nogueira, UPT</i>                                | Module<br>1 |
| 10:50                           | 11:50 | 14:50 | <b>Case Study: Project PAGE – Agricultural and Food Landscapes with Generations of Innovative Women</b><br><i>Diana Gomes, Researcher</i>   |             |
| 11:20                           | 12:20 | 15:20 | <b>Case Study: The Longroiva Rural Hotel</b><br><i>Raquel Rodrigues, Hotel Manager</i>  |             |
| 11:50                           | 12:50 | 15:50 | Q&A and wrap-up   |             |
| <b>DAY 3 – Wednesday, May 6</b> |       |       |   |             |
| 10:00                           | 11:00 | 14:00 | <b>Applying Project-Based and experiential learning in entrepreneurship education</b><br><i>Sandra Fernandes, UPT</i>                       | Module<br>4 |
| 11:00                           | 12:00 | 15:00 | <b>The role of Design Thinking for creative problem-solving and innovation</b><br><i>Ivana Stévic, University of Aveiro</i>                 |             |
| 11:50                           | 12:50 | 13:50 | Q&A and wrap-up for ToT1  |             |