

Micro entrepreneur offering blue experiences		
Description	Identifies and exploits business opportunities and creates added value by using blue resources innovatively.	
Category	Knowledge	Skills and competences
Cooperation	Collaborative business development	Collaborate between businesses, municipalities, and communities in product development, sales, and marketing
Service Design	Blue experiences design	Design meaningful, safe, and responsible coastal tourism experiences for different segments based on blue resources
	Specifics of seasonality management in coastal and maritime tourism	Contribute to reducing seasonality through smart service design
	Coastal and maritime resources	Identify and integrate the uniqueness of coastal and maritime resources e.g., natural and cultural heritage, local (food) products and wellbeing effects in product development
	Storytelling	Use storytelling as a tool to enrich and enhance tourist experience and promote the uniqueness of coastal and maritime surroundings
Sustainability	Responsible and sustainable use of natural and cultural resources in coastal areas	Promote and contribute to the conservation and preservation of marine ecosystems and cultural heritage
	Interconnectedness of nature, entrepreneurship, and society in the coastal and marine surroundings	Achieve balanced growth in coastal regions by understanding close relationships between nature, entrepreneurship, and society
Marketing	Blue customer behaviour	Identify business opportunities related to coastal and maritime tourism niche markets and blue tourists as a target group, their motivations and needs