

**UNIVERSITY COURSE**  
**TOURISM AND INTERNATIONAL**  
**COOPERATION FOR DEVELOPMENT**

**English Edition 2011**

Offered by The World Tourism Organization and  
The UNWTO.Themis Foundation



in Collaboration with  
The George Washington University  
Washington, DC USA



# About the course

This intensive course trains university graduates and professionals in subject areas related to development and international cooperation through tourism and gives them the opportunity to get specialized in this area of work and become part of the UNWTO.Volunteer Corps that support international UNWTO cooperation projects and those of other agencies of the UN System.

## Objectives

- To provide participants with the necessary basic knowledge and tools to take part in international cooperation projects (or development programmes) through tourism.
- To disseminate UNWTO's principles and guidelines, especially tourism's role as an instrument of development and poverty alleviation;
- To disseminate the ideals of service and solidarity rooted in the essence of volunteerism;
- To form part of UNWTO Volunteers Corps.



## Participant profile

University graduates, young professionals and early retirees from disciplines relevant to development cooperation, over 21 years of age, demonstrating interest in participating in projects of international cooperation for development related to tourism.

A basic introduction to tourism will be provided for participants with no academic or experiential background in tourism.

## Structure of the course

### On-line course

*From 22 August to 23 September 2011*

Estimated hours of distance learning time: 90-100 hours

### Content

- Introduction to tourism (optional)
- Sustainable Tourism in the International Development Assistance and Cooperation Environment
- Project Development Cycle-Bringing it All Together
- Sustainable Tourism Enterprise Development
- Sustainable Tourism Investment and Finance
- Tourism Workforce Development Programs
- Tourism Clusters & Destination Management

### On-site course

George Washington University, Washington DC, USA

*From 1 to 15 October 2011*

Hours of instruction and field studies: 100 hours

The on-site component of the course follows a very practical methodology based on specific knowledge on issues relevant to tourism and international cooperation for development, so that the participant acquires certain tools used in the UNWTO.Volunteers programme.

A detailed agenda of the on-site component will be provided before the on-line component starts, and it will be delivered by GWU Lecturers, guest speakers from international cooperation agencies based in the US and UNWTO/Themis officers.

## Cost of the course

The total cost of the course is \$2,900.

This fee will cover costs for the on line and on site portions of the course and the provision of course materials, lunch and refreshment breaks during the Course.

Participants will be responsible for payment of travel to and from Washington, DC, accommodations and meals.

The University will provide information to assist participants in finding appropriate accommodations as needed.



# On Line Distance Learning Programme

The UNWTO.Themis Foundation gratefully acknowledge the support of the United States Agency for International Development to the George Washington University for the development of the on line courses described in the following section.

## Introduction to Tourism (optional)

Basic introduction to tourism for participants with limited academic or experiential background.

### 1. Sustainable Tourism in the International Development Assistance and Cooperation Environment

#### Description:

This module will focus on the outcomes and subsequent actions following the George Washington University (GWU) / UNWTO Tourism Policy Forum which held in Washington DC, 2004. The forum focused on information sharing and communication between development agencies involved in promoting tourism as a sustainable development strategy, stressing the need for:

- more structured coordination between all development assistance partners working in tourism and sustainable development, particularly at the regional and national levels;
- benchmarking and learning from best practices across regions and sectors concerned with tourism and sustainable development;
- common guidelines and tools to assist with the implementation and evaluation of projects and programs working using tourism as a tool for sustainable development.

It will also focus on international cooperation and development assistance initiatives which employ a sustainable tourism approach to realize priority economic, social and environmental outcomes in developing countries.

#### Objectives:

Participants will:

1. Understand how development assistance and cooperation programs can utilize tourism to accomplish sustainable development objectives.
2. Describe development processes, aid and humanitarian interventions that are relevant to the tourism industry.
3. Engage stakeholders in the design and ownership of sustainable tourism development processes.
4. Analyze the role that sustainable tourism can play in developing and emerging countries.
5. Understand the critical importance of ethics and social responsibility throughout the tourism development process.
6. Relate tourism to economic growth and competitiveness goals and to poverty alleviation.
7. Relate tourism to biodiversity conservation, protected area management & climate change.
8. Apply the Global Sustainable Tourism Criteria for quality assurance or certification programs for hotels, tour operations, attractions, transportation companies and tourism destinations.

### 2. Project Development Cycle--Bringing it All Together

#### Description:

A major outcome of the distance learning activities included in this course would be for the participant to develop an outline for a sustainable tourism project that would contribute to reaching development assistance goals. This outline will follow the project management guidelines listed below. It is expected that the project would utilize one or more of the elective courses which follow to assist the participant in the development of the project outline.



**Objectives:**

Participants will learn how to:

1. Map the context for a sustainable tourism project using available information sources.
2. Conduct a value chain analysis of a tourism industry in general or a specific component.
3. Catalyze coalitions and partnerships to design and implement projects.
4. Employ group facilitation techniques to enhance participations, communications and social networks.
5. Create collaborative, sustainable solutions or interventions.
6. Design implementation actions including performance requirements, personnel, timelines and budgetary requirements.
7. Use performance monitoring & evaluation systems (e.g. log frame) to document project outcomes.
8. Document lessons learned and success stories through case studies and effective information dissemination strategies.

**3. Sustainable Tourism Enterprise Development****Description:**

This course describes how to establish and develop a tourism business enterprise. General business principles are discussed and then tailored to the tourism industry.

**Objectives:**

Participants will learn how to:

1. Conduct an environmental assessment: preparation for a new tourism venture.
2. Develop an effective business plan.
3. Identify important considerations when defining your tourism product.

4. Conduct marketing research for new tourism ventures.
5. Apply eco-certifications to tourism businesses.
6. Determine how your tourism business can benefit communities and the environment.
7. Examine e-commerce in entrepreneurial tourism ventures.
8. Understand how to sustain and grow your tourism business.

**4. SUSTAINABLE TOURISM INVESTMENT AND FINANCE****Description:**

This tool kit is to help development practitioners to provide technical assistance how to on how to successfully promote and facilitate private investment and financing for sustainable tourism projects. It includes lessons learned from past experiences and successful initiatives in facilitating sustainable investment and financing under donor supported programs. It is designed to assist development practitioner working with small and micro businesses seeking capital to identify opportunities, structure deals/joint venture agreements, improve the business environment in local communities and national governments, conduct feasibility studies, and prepare investment prospectus and similar activities.

**Objectives:**

Participants will learn how to:

1. Identify trends and opportunities for business development in the tourism sector with priority for linking private sector firms and investors from developed and developing countries.
2. Analyze the business and investment environment for tourism in emerging and developing countries, using the World Economic Forum Travel and Tourism Index, World Bank Doing Business Index and similar sources.
3. Create checklists and tip sheets related to key elements of investment: enhancing competitiveness, overcoming barriers, dos and don'ts, etc.
4. Conduct pre-feasibility analysis of investment projects.
5. Design and present sustainable tourism investment projects.
6. Identify and access funding from internal and foreign direct investment sources—micro finance, loan guarantees, social impact investors, diaspora, etc.
7. Obtain assistance from business development and investment promotion agencies at the local, national and international levels.
8. Monitor and evaluate sustainable tourism investment and finance projects.

## 5. TOURISM WORKFORCE DEVELOPMENT PROGRAMS

### Description:

This toolkit is being sponsored by professionals involved in workforce development in the education, economic growth, and natural resource management sector for projects funded by donors (like USAID) or implemented by contractors, consultants, government agencies or civil society. There is a shared concern for: (a) the high rates of unemployment among young people, ages 12-24, which constitute between 40-60 percent of the population in most developing countries; and (b) the need for these same countries to develop sustainable tourism industries, that provide jobs and promote economic growth, while at the same time practicing sound natural resource management.

### Objectives:

Participants will learn how to:

1. Understand how tourism work force programs can contribute to the competitiveness of the tourism industry.
2. Conduct tourism workforce development assessment using tools for employers, training providers and youth.
3. Plan and implement a tourism and youth workforce assessment.
4. Utilize three focus group protocols that examine youth's current activities and their perceived barriers and opportunities to getting a job in tourism
5. Analyze the survey results using an integrated gap analysis process
6. Translate assessment findings into new program-design recommendations.
7. Review case studies of successful tourism work force development programs.
8. Monitor and evaluate tourism work force development programs.



## 6. TOURISM CLUSTERS & DESTINATION MANAGEMENT

### Description:

This module looks at how to assess tourism's potential, and how to measure the potential costs and benefits of tourism at the destination level. It examines how destinations have improved competitiveness by creating environmentally and socially friendly tourism products and services. The course emphasizes establishing policies and management plans to identify and reduce negative impacts created by tourism facilities and services, and looks at how to create public-private sector management systems with broad stakeholder support.

### Objectives:

Participants will learn how to:

1. Initiate a tourism assessment process focused on visioning, goal setting and effective resource utilization.
2. Formulate, integrate and coordinate sustainable tourism policies for the public and private sector at the local, national and multilateral levels.
3. Develop a visitor experience management approach to audit a destination's performance and to undertake remedial actions through multi-stakeholder engagement and involvement processes.
4. Design a tourism management information system to collect statistics and other data needed to assess visitor profiles/spending patterns, resident attitudes, supply inventory/performance (hotels, tour operators, attractions, etc.), social, economic/environmental impacts, and safety/security.
5. Utilize clusters, networks and management systems to enhance a destination's competitiveness, including developing a business plan for the organizational sustainability model.
6. Develop destination marketing programs, including branding, positioning and strategic interventions.
7. Build a systematic framework for public and private sector partnerships at the local, regional and national level.
8. Establish local destination management organizations (DMOs) to coordinate a destination's tourism activities including products development, and quality assurance programs (briefly outline how destination management commercial companies fit into the overall DMO strategy—i.e. receptive tour operators, event management, etc.).

### Note for all courses:

*\*Annexes will be provided for illustrative business plan/financial models and scopes of work for tourism-related technical assistance for use by donors, local or regional government agencies, local or regional banks, economic development authorities, investment promotion agencies or similar entities.*

*\*The bullets and numbers for all of the courses could be improved through formatting.*

# Admission information

The [official on-line application form](#) of the University Course on Tourism and International Cooperation for Development must be fully completed and the required documentation must be sent in PDF or JPG format to [info@unwto-themis.org](mailto:info@unwto-themis.org), writing in subject: "CoopInt11GWU-Surname", **before 30 June 2011**.

## Additional documentation required:

- Copy of the highest academic degree.
- Photograph.
- English certificate for non-native speakers.
- Letter of recommendation.
- Letter of motivation stating why you want to participate in this course.
- Copy of the passport.

\*Visa formalities are left under the sole responsibility of the participant.

## Fee and Payment Deadlines

Tuition fees must be paid before 15 July 2011.  
The admission of the participant will be formalized with the payment.

## Cancellation and refund Policy

Cancellations and refunds will be granted according to the following conditions:

- Up to four (4) weeks prior to the start of the course: 80%;
- Less than four (4) weeks prior to the start of the course: 50%;
- No refunds will be made for cancellations within ten business days prior to the starting day of the online part of the course.

All refunds include a 10% administrative processing fee.

In the case that a participant visa is denied, the UNWTO.Themis Foundation will refund the fees following the conditions above. Therefore, it is highly recommended to undertake the visa process as soon as the admission has been communicated.

Cancellations may be made only by email and must be received by the cancellation deadline. Please direct inquiries to [info@unwto-themis.org](mailto:info@unwto-themis.org)

# Contacts

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