

*The George Washington University and the
UNWTO.Themis Foundation offer the*



**University Course
Tourism and International
Cooperation for Development**

**English
Edition
2013**



About the Course

This intensive course trains university graduates and professionals in subject areas related to international cooperation and development through tourism. Participants are given an opportunity to achieve specialization in this area of work and become affiliated with the UNWTO.Volunteer Corps which supports UNWTO international projects and those of other agencies of the UN System.



Objectives

- To provide participants with 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 become part of the UNWTO Volunteers Corps.



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, additional meals and accommodations.

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

Payment Deadline:

Tuition fees, for all admitted participants, must be paid before **31 July 2013**. The admission of the participant will be formalized with the payment.

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.

Admission Procedure

The official on-line application form of the University Course on Tourism and International Cooperation for Development must be submitted and the required documentation must be sent in PDF or JPG format to themis.omt1@unwto.org, with subject: "CoopInt13GWU-Surname", **before 31 July 2013**.

Documentation required:

- Copy of your highest academic degree.
- Photograph
- English certificate for non-native speakers only (TOEFL and IELTS are preferred).
- Letter of recommendation (Professional or Academic).
- Letter of motivation stating why you want to participate in this course.
- Copy of your passport (biographical page).
- *Visa formalities are the sole responsibility of the participant.

Course Structure

Part 1: On-line

From August 19 to September 27, 2013

Estimated hours: 90-100 hours

Please refer to the following pages for the complete online learning programme.

Part 2: On-site

George Washington University (GW), Washington DC, USA

From October 5 to 17, 2013

Hours of instruction and field studies: 100 hours

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

The on-site course includes the development of a concept design for a sustainable tourism project as well as rapid-destination assessment fieldwork in the DC Metropolitan area. Case studies and best practices will be presented by GW professors, tourism experts from international cooperation or development agencies, and UNWTO/Themis officers.

Also, a briefing will be provided on PM4SD-a new methodology and qualification developed in Europe for designing and managing successful tourism projects.

A detailed agenda and outline of course content will be provided before the GW on-site component begins.



Online Learning Programme

The UNWTO.Themis Foundation gratefully acknowledges 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 in tourism.

1. SUSTAINBLE 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 learn how to:

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, transport companies and tourism destinations.

2. PROJECT DEVELOPMENT CYCLE

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 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 practitioners 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 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, does 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:

- Initiate a tourism assessment process focused on visioning, goal setting and effective resource utilization.
1. Formulate, integrate and coordinate sustainable tourism policies for the public and private sector at the local, national and multilateral levels.
 2. Develop a visitor experience management approach to audit a destination's performance and to undertake remedial actions through multi-stakeholder engagement and involvement processes.
 3. 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.
 4. Utilize clusters, networks and management systems to enhance a destination's competitiveness, including developing a business plan for the organizational sustainability model.
 5. Develop destination marketing programs, including branding, positioning and strategic interventions.
 6. Build a systematic framework for public and private sector partnerships at the local, regional and national level.
 7. 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.).

Contacts

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