



UNWTO Regional Executive Training Course in Qatar – 3rd Edition 2014 on Sustainable Tourism Project Development

Following the request of Qatar Tourism Authority, the World Tourism Organization with the support of its UNWTO.Themis Foundation has designed, and wishes to offer to its Member States in the region, an executive training course on Sustainable Tourism Project Development.

This course wishes to examine some concepts and processes on tourism project management, tourism investment and partnerships, as well as to provide the participants with knowledge, skills, tools and a forum for discussion and reflection on Sustainable Tourism Project Development.

1- Target audience

This course is aimed at high level decision-makers in the National, Regional and Local Tourism Administrations, Organisations and Companies who have competences in sustainable tourism project development.

2- Objective and learning outcomes

The objective of this course is to provide participants with knowledge, skills, tools and a forum for discussion on sustainable tourism project development.

Upon successful completion of this course, participants will be able to:

- Understand the key elements and concepts of a tourism project management
- Understand key elements and concepts of funding and investment for a tourism project
- Understand key elements and concepts of partnerships
- Apply a framework for developing a tourism project management, with emphasis on investment and partnership



3- Content

The course is to follow the philosophy of the Global Code of Ethics for Tourism.

Module 1. Tourism project management

- 1.1 Project identification
- 1.2 Project screening
- 1.3 Project planning and feasibility analysis
- 1.4 Project organisation
- 1.5 Project funding
- 1.6 Project implementation
- 1.7 Project management

Module 2. Funding and investment for a tourism project

- 2.1 Introduction to tourism investment portfolio preparation and presentation
- 2.2 Projects Identification and Selection
- 2.3 Financial Feasibility Principles
- 2.4 Identifying and approaching potential investors
- 2.5 Investors relationship management and networks
- 2.6 Defining operating rules, procedures and monitoring

Module 3. Partnerships for a tourism project

- 3.1 Recognizing the opportunities for partnership
- 3.2 Creating a partnering arrangement
- 3.3 Managing a partnership
- 3.4 Regenerating the mature partnership

4- Methodology and structure

The theoretical-practical methodology used in this course comprises presentations, discussions, debates, group work and practical activities.

Two international facilitators will give presentations which, though mainly theoretical, will be conceptual, tool-sharing and as interactive as possible. The course will also have discussions and debates, and practical activities aim at putting in a real situation the content and tools seen during the course.

These activities will consist of practical tasks, group discussions and a technical visit in an area related to the topic of the course. During such technical visit, participants will be expected to conduct fieldwork, interviews, information gathering and other interactive activities with the local community.



Moreover, participants will be expected to give, at least, two main presentations: one on the outcomes of the fieldwork (the day after the technical visit) and the final one on the final project (on the last day of the course).

To make good use of this event, participants will receive (when selected) an introductory booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts needed for the course.

The intention of this approach – the transmission and usage of various tools, the expertise of the facilitators and participants, the discussion forums and the practical group work – is for participants to fully understand the topics of the course.

5- Brief informative data

The course is to be held in English and Arabic with simultaneous interpretation in Arabic and in English from 7 to 11 December in Doha for 25 national participants and 15 regional participants.