Tourism as a Path to International Cooperation & Sustainable Development

ONLINE COURSE

Presented by

THEMIS
World Tourism Organization

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
Tourism as a Path to International Cooperation & Sustainable Development

Overview

Tourism as a Path to International Cooperation and Sustainable Development is a professional development program online course that prepares university graduates, industry professionals and government officials with the specialized knowledge required to engage in tourism-related international cooperation projects and development.

Online Course Objectives

- Provide participants with the latest knowledge and tools for leveraging tourism as a tool for sustainable development
- Foster practical application of UNWTO’s principles and guidelines for sustainable tourism
- Present innovative approaches that contribute to the 2017 United Nations International Year of Sustainable Tourism for Development
- Relate tourism to economic growth and competitiveness goals, poverty alleviation and environmental conservation
I have a marketing background and I decided to enroll in the course to gain a broader perspective on sustainable tourism as a tool for development. Thanks to the course I gained a comprehensive understanding of tourism project development and management from a sustainability perspective. The course offers a global outlook and it covers valuable theoretical and practical approaches and tools.

Giulia Benedetto, EU Project Consultant

The program is definitely recommended for tourism executives who want to broaden their knowledge. The lectures provide a practical perspective to the theoretical content covered, and the group discussions offered perspectives from around the world.

Raulin G. Gomachas, Tourism Quality Assurance Manager, Namibia Tourism Board

I feel very lucky to have attended the online program, it enriched my understanding of sustainable tourism and gave me opportunities to network with many tourism experts and professionals. Without stepping outside my office, my mind has traveled and learned about international tourism development projects through this online course.

Sun Yanan, Administration Manager, Greek National Tourism Organization, China Office
Dr. Hannah R. Messerli is the Dwight D. Eisenhower Professor of Tourism Policy and Chair of the International Institute of Tourism Studies in the School of Business at the George Washington University (GWU).

Dedicated to advancing understanding of tourism’s development complexities in today’s rapidly changing economies, she has worked globally in analysis, policy, planning, and product development. Prior to joining the George Washington University School of Business, Dr. Messerli worked in the public, business and academic sectors including professional positions with the World Bank, UNDP/ILO, hotel and tourism companies, and New York University.

Leveraging applied research to inform best practice and innovation, Dr. Messerli works with diverse stakeholders to develop strategy, capacity and policies enabling increased competitiveness, productivity and sustainability of tourism. Messerli’s technical assistance in nature-based and heritage tourism development include engagement with the governments and the private sector in Ethiopia, Kenya, Tanzania, Namibia, Malawi, Lesotho, Gambia, Rwanda, Cote d’Ivoire, Montenegro, Cyprrus, Macedonia, Palestine, Russia, Kyrgyzstan, Peru, Morocco, Saudi Arabia, China, Thailand, Timor Leste, Indonesia, Papua New Guinea, Australia, New Zealand and the United States, among other countries.
Seleni Matus is the Executive Director of the International Institute of Tourism at The George Washington University.

She has spent more than 15 years working with governments and the private sector in tourism destinations throughout the Caribbean and Latin America to develop and implement sustainable management plans and programs that have enhanced the quality of tourism offerings and helped to ensure the long-term health of natural ecosystems. Seleni Matus also assisted multinational corporations, such as Royal Caribbean Cruises Ltd. to adopt corporate strategies for destination stewardship.

A native of Belize, Matus served as the country’s Director of Tourism and oversaw the reorganization of the Belize Tourism Board in order to meet the demands of a fiercely competitive global marketplace. She has co-authored several publications including, Linking Communities, Tourism & Conservation: A Tourism Assessment Process, Tourism and Biodiversity: Mapping Tourism’s Global Footprint, and From Ship to Shore: Sustainable Stewardship in Cruise Destinations.
Schedule

September 18th to November 3rd, 2017

Estimated time: 60-70 hours

Participant profile

University graduates, industry professionals and government officials from disciplines relevant to tourism and who are interested in planning international cooperation and sustainable development projects related to tourism. A basic introduction to tourism module will be provided to participants with limited academic or experiential background in tourism.

Tuition

The online course fee is $1,225 USD.

Payment Deadline

Once formally admitted, participants will be asked to submit the online portion of the tuition fee directly to the UNWTO. Themis Foundation by **September 1st, 2017**. The final admission of participants will be formalized with the payment confirmation.
Participants are required to complete the official on-line application form for the Course by **August 21st, 2017.** In addition, the documentation listed below must be submitted in PDF or JPG format to capacity@unwtothemis.org, with the subject line “GWU-THMS17|Surname|”.

**Documentation required:**

- Professional resume (CV)
- One letter of recommendation (Professional or Academic)
- Copy of your highest academic degree
- ID Picture
- English certificate for non-native speakers only (TOEFL and IELTS are preferred)
Course 1. Introduction to Sustainable Tourism: Global Tourism Achieving Sustainable Goals

This course provides an introduction to how tourism can be used to achieve sustainable development objectives from a local to a global scale. It also provides insights about the evolution of the sustainable tourism movement. Participants will explore the linkages between tourism and poverty alleviation, economic development, conservation of natural and cultural assets, and climate change.

Participants will learn:

• Global good practices for sustainable tourism policies, plans and strategies

• Innovation in tourism planning to minimize negative impacts and maximize positive contributions to local economies

• Trends in consumer demands for sustainable tourism product

• Guidelines and tools that assist with the monitoring and evaluation of sustainable tourism initiatives
Course 2. Project Development for Sustainable Tourism: A Step by Step Approach

This course introduces the process for developing a sustainable tourism project that contributes to community development goals. It also provides participants with the tools necessary to develop a winning project concept note and proposal.

Participants will learn:

• Holistic approaches to project design, and the main elements of a project design process

• Participatory methodologies for involving stakeholders in project design

• Key elements of a winning project proposal

Course 3. Tourism Destination Management: Achieving Sustainable & Competitive Results

This course examines destination governance, management and leadership. It takes a closer at look how destinations use sustainability to enhance their competitiveness. It provides an overview of new tools for sustainable destination management, and looks at how to create public-private partnerships and set an agenda to support destination management.

Participants will learn:

• Organize destination governance by guiding and coordinating tourism sector stakeholders

• Utilize destination management to enhance a destination’s competitiveness
Online Component

- Assess the sustainability of a destination, and create a framework for public and private sector partnerships at the local, regional and national levels

- Develop a destination management strategy focused on assessing the current situation, developing a strategy framework and an implementation plan, and a system for tracking implementation of the plan

Course 4. Sustainable Tourism Enterprise Development

Participants will learn about different models of community tourism development and how to identify opportunities and develop a tourism enterprise. Starting from the concept stage, the course will focus on how sustainable tourism entrepreneurs evaluate their possible contributions to local communities and the surrounding environment. Participants will also learn how to turn tourism assessment information and tourism product “concepts” into full-fledged business plans and tour packages.

Participants will learn how to:

- Conduct a tourism product development assessment to identify new enterprise opportunities and opportunities to support development objectives

- Conduct marketing research for new tourism ventures
• Develop an effective business plan
• Identify important considerations when defining a tourism product
• Apply eco-certifications to tourism businesses
• Determine how your tourism business can benefit communities and the environment
• Examine e-commerce in entrepreneurial tourism ventures
• Understand how to sustain and grow your tourism business

Course 5. Tourism Workforce Development

This course examines how to design workforce development assessments and implement tourism workforce development programs which can increase the competitiveness of a destination while also providing jobs and economic growth. Specifically, the course focuses on workforce development strategies for sustainable tourism development. There is shared concern for the high rates of unemployment among young people, and the need for destinations to develop sustainable tourism industries that provide meaningful jobs and promote economic growth, while at the same time developing natural and cultural resources in a sustainable manner.

Participants will learn how to:
• Plan and conduct a tourism workforce development assessment using tools for employers, training providers and youth
Online Component

- Utilize protocols that examine youth’s current activities and their perceived barriers and opportunities to getting a job in tourism
- Analyze survey results and translate assessment findings into new program-design recommendations
- Design a tourism workforce program that can contribute to the competitiveness of the tourism industry
- Monitor and evaluate tourism workforce development programs

Course 6. Sustainable Tourism Investment & Finance

This course introduces the process and tools necessary to successfully facilitate the financing of small-scale, sustainable tourism projects. It provides an overview of how to conduct pre-feasibility studies, prepare investment briefs, and identify potential sources of financing among other key topics.

Participants will learn how to:
- Use insights about sustainable tourism investment trends to identify new opportunities
- Apply different models to invest in community based tourism
- Package and present sustainable tourism investment projects to local governments, investors, and the private sector
Contacts

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About The George Washington University
The George Washington University International Institute of Tourism Studies in the School of Business is recognized worldwide for creating and diffusing knowledge that fosters innovation in sustainable tourism development and engenders a deeper understanding of tourism as a key pillar of the world economy.

About the UNWTO.Themis Foundation
The UNWTO.Themis Foundation is the education and training arm of the World Tourism Organization (UNWTO) committed to advancing quality, competitiveness and sustainability of the tourism sector worldwide through excellence in education and training.

About the World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 157 countries, 6 associate members, 2 permanent observers and over 480 Affiliate Members.