Tourism Destination Management and Capacity Building

10 World Congress on Snow and Mountain Tourism

21-23 March, 2018, Escaldes-Engordany, Andorra
BA/MA/PhD students: 521
LLL students: 745

Full time staff: 37
Part time faculty: 288

BA/MA/PhD programmes: 13
LLL programmes: 35
Research and Innovation Groups: 5
Internationalization

Source http://www.ehea.info
UdA Tourism programmes
Universitat d’Andorra: www.uda.ad

Bachelor in Tourism (on line)

2002
2009

Bachelor of tourism business administration

2002
2006

Postgraduate Diploma in Mountain Destination Management

2018
...
FormA Project:

Continuing Education in Andorra Organization Model and Training Needs (2007)

Statistic Sample Distribution

- Group 1: Primary Sector, Secondary Sector and Others 26%
- Group 2: Building Construction 16%
- Group 3: Retail 27%
- Group 4: Financing and Insurance 3%
- Group 5: Leisure and Tourism 26%
- Group 6: Public Services and Administration 2%

Open access to full-text document: biblioteca.uda.ad
Leisure, Hospitality and Tourism:

- Hospitality School (professional certifications)
- Andorra brand
- Impact of continuing educations in 18 areas
Impact of Continuing Educations

Priority 1:
- Customer Loyalty
- Quality Management Processes
- Knowledge Management
- Professional Satisfaction

Priority 2:
- Increase in Income
- Cost Management
- Customer Segmentation

Priority 3:
- Customer Satisfaction

Priority 4:
- Customers and Competitors
- Capturing new Customers
- Key Data Access
Workshop on Rural and Mountain Tourism (Andorra 2015)

Identifying themost demanding training programmes in the mountain tourism sector
Workshop on Rural and Mountain Tourism (Andorra 2015)

47 Proposals on tourism training programmes:

- Vocational programmes (HE and no HE)
- Short LLL programmes
- School of Tourism (international orientation)
- International Postgraduate programmes
Postgraduate Diploma in
Mountain Destination Management

Developing Mountain Destination Leaders
www.mountaindestinationmanagement.com
UN SDGs 2030

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you have to think big when you are small.

Thank you!