



**UNWTO**  
ACADEMY

**Tourism  
Human Capital  
Development**

UNWTO.ExecutiveEducation





## **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.

The UNWTO.Themis Foundation was created in 1998 with the signing of an administrative agreement between the Principality of Andorra and the World Tourism Organization (UNWTO) at the 58th Meeting of the Executive Council in Lisbon, Portugal. The Foundation is governed by a Board of Trustees, made up of representatives from UNWTO and the Government of Andorra. UNWTO is responsible for the management and administration of the Foundation, which is based in the Principality of Andorra.



## **The UNWTO.Themis Foundation Executive Training**

### **Objectives**

- Build capacities and competencies of tourism officials and professionals in key areas;
- Share knowledge and tools in a practical and interactive mode;
- Develop abilities for the application of tourism management processes, techniques and strategies.

### **Areas of Training**

- Tourism Policy and Planning
- Tourism Management
- Tourism Marketing and Communications
- Tourism Products and Segments

### **Who can participate?**

The Executive Training is open to high-level tourism officials and professionals from UNWTO Member States' public and private sectors and civil society. All courses and training initiatives are channeled by the UNWTO Member State or UNWTO.TedQual\* certified programmes.

### **Format and Duration**

Each Executive Training can be tailor-made to the needs of each UNWTO Member State and can be delivered onsite, online or in



a blended format in any of UNWTO's official languages. Onsite Programmes last between three to five days while online Programmes can last up to three months.

The courses are facilitated by international experts with longstanding experience, UNWTO partner organizations and UNWTO.TedQual\* certified institutions.

Between 2014 and 2015 more than 800 government officials from 80 Member States have participated in UNWTO.Themis Executive Training courses.

## **UNWTO Practicum**

Twice a year the UNWTO.Themis Foundation also offers the UNWTO Practicum, a week long training course at UNWTO's Madrid Headquarters and in Andorra, host country of the UNWTO.Themis Foundation. The theme of the Practicum varies in each edition and covers issues ranging from community development to crisis communications. Additionally, it provides officials from Tourism Administrations an opportunity to learn more about UNWTO's Programme of Work and the activities of the Organization.

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\*The UNWTO.TedQual Certification stands for the voluntary commitment of educational institutions and specialized training and research programmes aiming to continuously improve in tourism education and training. The UNWTO-developed certification system applies a five criteria scheme in order to measure the efficiency of the academic system applied, evaluating up to what extent it meets the constantly changing demands of the tourism sector as well as students' preparedness for entry into the workforce. As of 2015 more than 170 higher tourism education programmes in more than 35 countries count with a UNWTO.TedQual Certification.



# I. Tourism Policy and Planning

## **Tourism in a Global World - an Introduction to Tourism**

The course introduces participants to key tourism concepts and definitions, tourism's impacts, the current and future dimensions and trends of the tourism activity as well as tourism's role in the local development, especially that of emerging economies.

## **Tourism Policy and Strategy**

Tourism Policy and Strategy has been designed to guide participants in examining tourism policies and their application in destinations throughout the world as well as to create tourism strategies, objectives and actions and the corresponding regulatory framework.

## **Tourism Destinations: Concept and Structure**

This course has been designed to provide participants with knowledge on destination management, its dynamics and the intrinsic features of destinations and how they should adapt to changing market conditions and needs.



### **Competitiveness and Sustainability in Tourism**

Sustainable tourism policies and strategies aim to strengthen the benefits and reduce the possible negative impacts of tourism development. In this course, participants go into the study of the main features and tools to promote a sustainable and competitive sector.

### **Introduction to Tourism Investment**

During the course participants will conduct pre-feasibility studies, understand the market and financial analysis process, prepare investment briefs, identify potential sources of financing, understand how deals and joint ventures are structured, and work with authorities to remove barriers to investment and provide broader access to credit in the tourism sector.

### **Sustainable Tourism Development and Poverty Alleviation**

This course is designed to awareness, build capacities and enable participants to deepen their knowledge on how to use tourism as a tool to promote poverty alleviation and inclusive development, in line with the principles of the UNWTO ST-EP initiative (Sustainable Tourism – Eliminating Poverty).

### **Innovation in Tourism Education**

Training is crucial to the tourism sector's performance and future development. Against this backdrop, the course on Innovation in Tourism Education has been designed to enable participants to learn about different initiatives in education, as well as concrete tools in the tourism education and training sector.



## **II. Tourism Management**

### **Strategic Planning and Management for Tourism Destinations' Sustainable Development**

This course aims to enhance the participants' ability to boost the development of tourism initiatives which improve the economic, social, environmental and cultural conditions in the destinations by means of appropriate planning and management of development instruments, and public policies set up in coordination with the public, private and social sectors.

### **Tourism Project Management**

The Tourism Project Management course is designed to familiarize participants with the definition of a project and its management, including its phases, main elements and all tools essential for project management.

### **Sustainable Development and Management of Tourism in Environmentally Sensitive Areas**

This course is focused on providing technical knowledge and tools on the relevant components of planning, implementation, operation and monitoring of a sustainable tourism programmes in environmentally sensitive areas.





### **Public Management of Protected Areas**

Tourism can contribute to the sustainable management of protected areas and the preservation of natural resources. The course offers knowledge and tools in tourism strategic planning and management of protected areas while enhancing participants' knowledge on sustainability, quality and marketing in protected areas.

### **Inclusive Tourism Development: Planning and Managing Accessibility**

Accessibility for all to tourist facilities, products, and services should be a central part of any responsible and sustainable tourism policy. This course provides participants with tools and recommendations on accessibility, including issues such as the development of public/private partnerships as a tool to destination accessibility, barriers to accessibility, cornerstone of success in achieving accessible tourism, the accessible value chain, accessible indicators, and much more.



### **III. Tourism Marketing and Communications**

#### **Strategic Tourism Destination Marketing**

The success of destination marketing depends on being up-to-date on market trends and competitors' strategies in order to react with innovative solutions. This course provides participants knowledge and tools on destination marketing planning methodologies alongside an opportunity to share good practices and experiences of their countries in this area.

#### **Tourism Marketing and Promotion**

The impact of technology and changing consumer trends require up to date market intelligence and innovative marketing solutions. This course provides a comprehensive review of main principles and innovative actions in terms of tourism marketing and promotion with a special focus on e-marketing.

#### **Tourism Product Development**

The course outlines the essential elements in the process of tourism product development, from planning to implementation, through a range of successful approaches and case studies, setting out best practice examples and benchmarks by which participants can assess their own product development system and methods.



## **eMarketing in Tourism**

The course on eMarketing in Tourism provides participants with key competencies to create and support the implementation of an Online Marketing Plan and an Action Plan, with a special focus on the growing importance of user generated content and social media.

## **Social Media in Tourism Destinations**

This course has been designed to provide an overview of the most important elements of social media in tourism communications, showcasing up-to-date social media strategies, their integration in marketing plans and hands-on experiences on how to design and implement effective social media strategies in real case situations.

## **Market Intelligence**

Successful policies and strategies can only be built upon informed decisions and solid data and market intelligence. This course will help participants understand the importance of market research in tourism destination management and planning, and develop and apply market research.

## **Tourism Branding**

The Tourism Branding course reviews all key steps in the creation and management of a tourism destination brand, including the relationship with national branding, stakeholders engagement and evaluation.



### **III. Tourism Marketing and Communications**

#### **Tourism Communication and Public Relations**

With this course, participants will learn how to manage and communicate to relevant audiences with the adequate and most effective tools, with a particular focus on media and public relations.

#### **Communicating Sustainability in Tourism**

The course on Communication Sustainability in Tourism introduces the main elements of a good communicator in matters of sustainability. It focuses on how to communicate sustainability in tourism and how to put into practice a communication plan with a 360° vision.



## **Crisis Communication**

Crisis communication is a crucial element of any effective crisis management aimed at mitigating the impact of negative events in the tourism sector. This course provides participants with an overview and practical exercises of the most important tools of crisis communication, including how to deal with the media and the use of social media.



## **IV. Tourism Products and Segments**

### **Adventure Tourism**

Adventure Tourism is one of the shooting stars of the tourism sector. Coupled with the fact that it does not require as much sophisticated and expensive infrastructure investment as traditional segments, destinations have a unique opportunity to reap rewards from investing in adventure tourism. This course provides insights into the main features of this market segment and how to create adequate products and communication tools to address it.

### **Gastronomy Tourism**

Taking into account the immense potential of gastronomy tourism to diversify tourism at destination level, this course provides an overview of the key elements of gastronomy tourism, exploring the major opportunities that it offers, describing up-to-date techniques, strategies and current cases while enabling participants to design and implement their own management system for the development and promotion of a gastronomic tourism destination.



### **Cultural Tourism Development Strategy**

Cultural heritage is a key element in the design of public policies and in the definition of a destination's competitive strategy. This course examines the key elements of a tourism destination, tourism strategy, quality and sustainability, tourism development methodology, situational analysis, evaluation and monitoring.

Other tailor-made course on specific tourism markets and segments include:

- City Tourism
- Mega events and Tourism
- The Meetings Industry
- Religious & Spiritual Tourism
- Sports Tourism
- Study Tourism

All courses can be imparted onsite, online or blended in any official UNWTO language. Onsite courses have a duration of three to five days and online courses of up to three months. **Courses can be fully customized to the needs of each UNWTO Member State in terms of methodology, language and content.**

For more information on the UNWTO.Themis Foundation Executive Training and how to customize your own contact us at: [info@unwtothemis.org](mailto:info@unwtothemis.org)

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Av. Dr. Vilanova, 13 - Andorra la Vella  
AD500 Principality of Andorra  
Tel: +376 802 600  
Fax: +376 829 955