



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





NUSCT



Source <http://www.ehea.info>



Internationalization



UdA Tourism programmes

Universitat d'Andorra: www.uda.ad

Bachelor in Tourism (on line)



Bachelor of tourism business administration

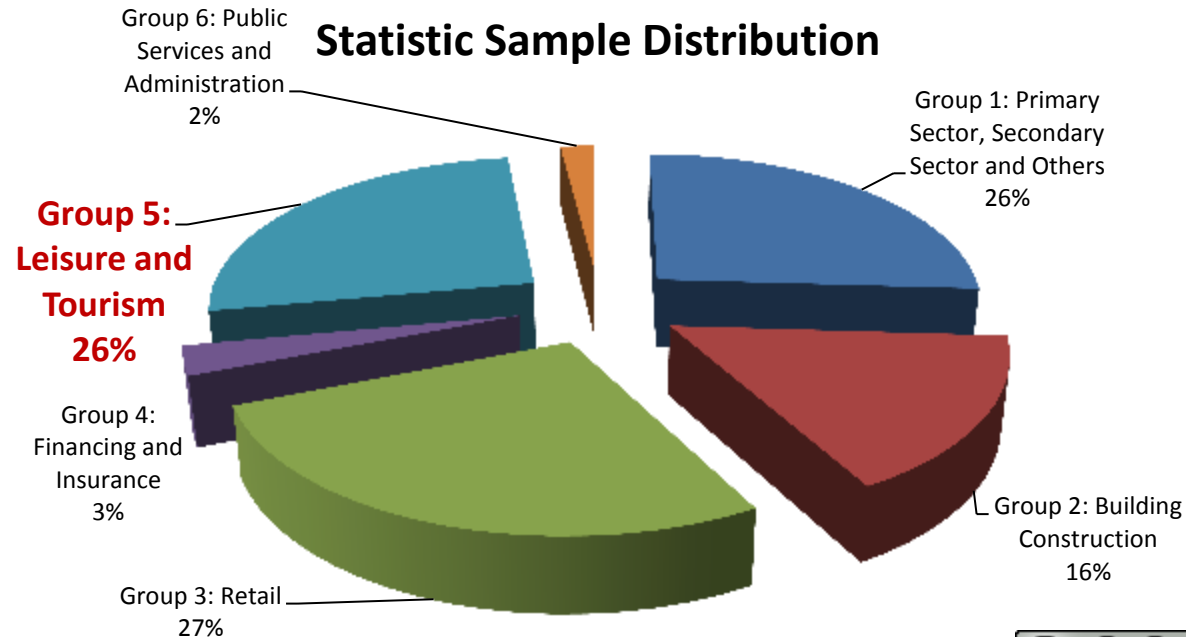
Postgraduate Diploma in Mountain Destination Management





FormA Project:

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



Open access to full-text document:
biblioteca.uda.ad

Main Success Factors



Leisure, Hospitality and Tourism:

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

Priority 1:

- Customer Loyalty
- Quality Management Processes
- Knowledge Management
- Professional Satisfaction

Priority 3:

- Customer Satisfaction

Priority 2:

- Increase in Income
- Cost Management
- Customer Segmentation

Priority 4:

- Customers and Competitors
- Capturing new Customers
- Key Data Access

Workshop on Rural and Mountain Tourism (Andorra 2015)



UNIVERSITAT D'ANDORRA



Universitat Autònoma
de Barcelona

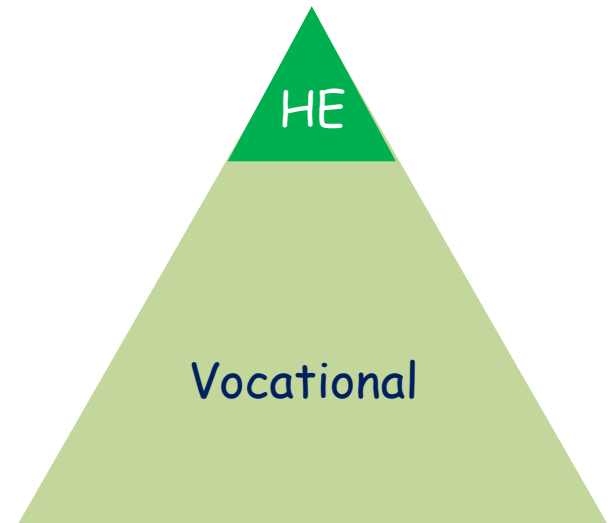
JUSSACTIU



Identifying then most 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



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PALLARSACTIU



World Tourism Organization

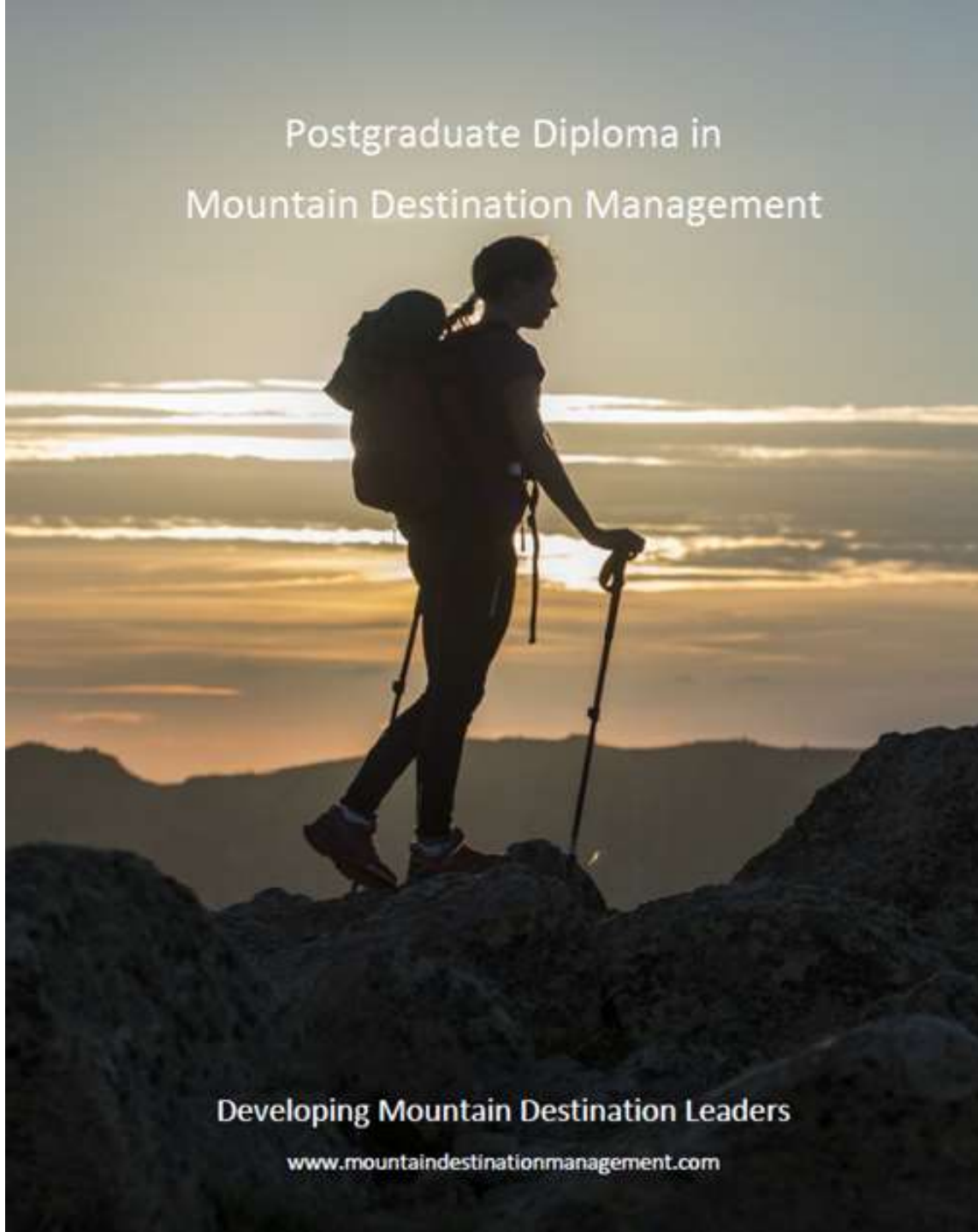


CSU will deliver limited coursework

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business
Institute of Tourism



October 2018

Developing Mountain Destination Leaders

www.mountaindestinationmanagement.com





Postgraduate Diploma in Mountain Destination Management

(30 ECTS credits)

Introduction to the Sustainable Management of Mountain Tourism Destinations

(6 ECTS credits)

Mountain Tourism Destination Planning

(8 ECTS credits)

Mountain Tourism Destination Marketing

(8 ECTS credits)

On-site Periods

(2 ECTS credits)

Final Postgraduate Project

(6 ECTS credits)

UN SDGs 2030



www.mountaindestinationmanagement.com





when you are small

you have to think
big

Thank you!