



REGIONAL TRAINING SEMINAR ON TOURISM POLICY AND STRATEGY FOR EAST AFRICA

Dar es Salaam, Tanzania, 12 – 16 September 2011

TECHNICAL NOTE

The new paradigm in the tourism sector obliges the national, regional and local tourism administrations decision-makers to continuously improve both the adoption and implementation of strategic and sustainable tourism policies and planning that are applicable to the role tourism sectors play within national economies, local communities and natural environments. It implies both significant changes in the behaviour and trends of the demand for tourism and the continuous appearance of new competitive tourism destinations, within the context of global transitions to 'green economies' as nations seek to achieve the UN Millennium Development Goals.

In the continuous decision-making process, the public managers of tourism destinations are always confronted with questions like:

- Which are the ideal tools for the knowledge and evaluation of the competitive positioning of Tourism Destinations?
- How can one efficiently measure the impacts that tourism development produces and consequently how can one introduce corrective policies?
- What elements form competitive tourism supply?
- Which are the key factors for success in my markets of reference?
- Which communication tools are the most indicated for a Tourism Destination to transmit its image and products to its reference markets?
- Is it possible to establish quality and reengineering processes in the tourism destinations that will allow for continuous improvement of its management efficiency and a higher level of satisfaction of their customers? How can these be implemented?
- Which are our competitive advantages? How can we increase the added-value of our tourism products?
- Is attaining these objectives only a competence of public administrations? What role can or should the private sector play?
- What are the sustainable tourism policy implications for 'green economies' seeking 'green tourism sectors' which create decent jobs for local people?

In order to answer this growing need, this capacity building activity has been tailored to adequately combine the study of conceptual elements that form the essential base for the reflection and analysis of the matter, with a practical and applied vision that can only correspond to a specialized international organization with the prestige and experience that UNWTO can provide.

Target audience

This course is aimed at high decision-makers of Tourism public administrations from East Africa with competences in the design and implementation of their country's strategic Tourism policies and planning.

Objective(s)

The objective of this capacity building activity is to provide participants with knowledge, skills, tools and a forum for discussion and reflection on tourism development, tourism planning, destination management, strategic tourism policy, and with real solutions to the gaps and problems tourism officials may face. It also embeds throughout the workshop the generally accepted international concepts of sustainable tourism and the principles of the Global Code of Ethics for Tourism within all course content.

Methodology and structure

The theoretical-practical methodology, which analyzes experiences applicable to the participants, is modular. Each of these modules comprises presentations, discussions, debates, group work with case studies and practical activities.

The presentations, though mainly theoretical, are brief, conceptual, tool sharing and as interactive as possible, combined with discussions and debates. The practical activities and group work, included in each module, are based on field work (technical visit) and sometimes written case studies.

Moreover, to make good use of the course, participants may receive (when selected) an introductory booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts needed for the course, and might be requested to prepare work/presentations on the subject.

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

Contents

1. Principles of Sustainable Tourism Policy & Planning
 - 1.1. UNWTO Vision
 - 1.2. New Age of Tourism
 - 1.3. Policy vs Planning: Tourism in a policy & planning context
 - 1.4. Competitiveness and Quality Systems
2. The Impacts of Tourism
 - 2.1. Economic impacts: definition and measurement
 - 2.2. Social and cultural impacts: definition and measurement
 - 2.3. Environmental impacts: definition and measurement
3. The supply of Tourism Destinations
 - 3.1. Conceptual framework of the sustainable tourism system
 - 3.2. Fundamental elements of the tourism supply
 - 3.3. The product: components, life span and measurement
 - 3.4. Human Resources: key factor of competitiveness
 - 3.5. Natural resources: essential to deliver the tourism product

4. Tourism Markets
 - 4.1. Different types of markets
 - 4.2. Market strategies
 - 4.3. Tourism Demand
 - 4.4. Strategic positioning in highly competitive marketplaces
5. Added Value of Tourism Destinations
 - 5.1. Strategic Innovation
 - 5.2. Management of added-value
 - 5.3. Reengineering Process for destinations and products
6. Communication of Tourism
 - 6.1. Objectives and strategies
 - 6.2. Corporate Identity and Brand
 - 6.3. Communication Tools

Final task (in relation with each module's tasks)

The practical activity aims at putting in a real situation the content and tools seen in class.

This activity includes (daily) practical exercises and group discussions, and a technical visit in an area related to the topic of the course. During this field trip, participants must conduct fieldwork, interviews, information gathering and other interactive activities with the local community.

This technical visit will be held on Tuesday or Wednesday in an area related to the specification of the course and will be planned in coordination with the National and Local Tourism Organizations.

Introductory and complementary reading material

(The documents are to be mainly UNWTO Publications)

Participants will receive (after selection) an introductory booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts needed for the course.

Agenda

This agenda (for the course) is an example and can be discussed.

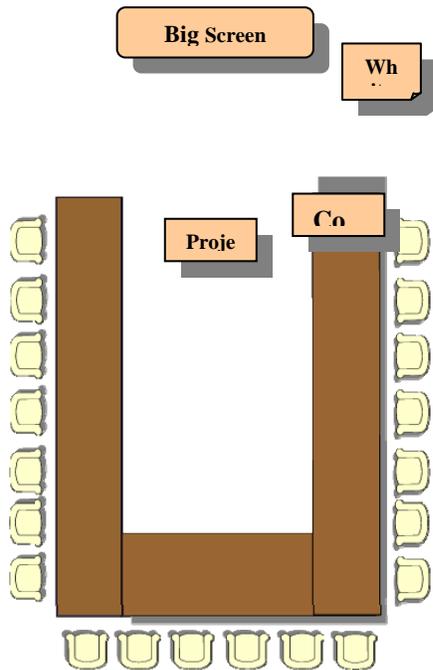
As for the expert and Themis staff, they should arrive 4 days before the beginning of the course, to prepare the technical visit programmed on Tuesday or (preferably) Wednesday.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	09:00-09:30 Inauguration	09:00-11:00 Topic	09:00-11:00 Topic	09:00-11:00 Topic	09:00-11:00 Topic
	09:30-10:00 Presentation of course and work programme	11:00-11:30 <i>Break</i>	11:00-11:30 <i>Break</i>	11:00-11:30 <i>Break</i>	11:00-11:30 <i>Break</i>
	10:00-11:30 Topic	11:30-13:00 Topic and/or group activities			
	11:30-11:45 <i>Break</i>				
	11:45-13:00 Topic and/or group activities				

<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>		<i>Lunch break</i>	<i>Lunch break</i>
pm Participants' arrival	14:00-16:00 Topic and/or group activities	14:00-16:00 Technical visit	pm Technical Visit	14:00-16:00 Topic and/or group activities	14:00-15:30 Final comments and recommendations 15:30-16:00 Closing ceremony with certificates
<i>Social activities</i>	<i>Social activities</i>	<i>Social activities</i>		<i>Social activities</i>	

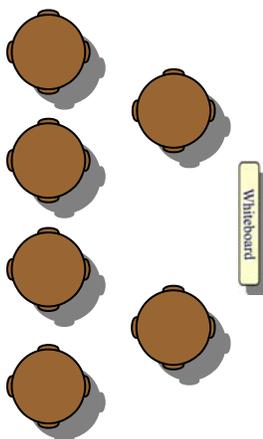
Equipment and material required

1. Conference/lecture room with a U distribution where the course can take place with enough capacity according to the number of participants and with the following technical equipment:



- Information technology equipment (It should have an internet "on-line" connection, to visit websites during the lectures in the Course)
- Screen
- Projector connected to a computer terminal (the presentations would be made in power point)
- Whiteboard and felt-tip pens
- Cordless (mobile) microphone
- Laser Pointer
- Tables and chair for the assistants

2. Conference/lecture room with a small-group distribution for the workshops with the following technical equipment:



- Tables and chairs for the assistants
- Whiteboard and felt-tip pens
- Cordless (mobile) microphone

3. **Lecture material**
Pre-reading materials for workshop participants will be e-mailed prior to commencement in Tanzania.