

SUSTAINABLE TOURISM ENTERPRISE MANAGEMENT INSTITUTE: SOUTHERN AFRICA (STEMISA)

Master Class Course in Sustainable Tourism Destination Management; Competitiveness and Entrepreneurship Development (4-8 December 2017 Midrand South Africa)

TARGETED PARTICIPANTS (Public sector officials)

- Rural and Urban Development Planners
- Tourism Development Planners
- Tourism Boards and Relevant Ministries and Departments
- Students who want to pursue career in Tourism in (public sector)

LEARNING OBJECTIVES

STEMISA will be running a master class course as above with the aim of achieving the following objectives:

- Capacitate public sector officials (participants) to understand the economic, social and environmental importance of the tourism industry.
- Participants to appreciate their role in promoting a successful tourism economy within their own countries /region or local area.
- Participants to understand the need to develop a competitive tourism product and how their destinations can achieve the competitive edge.
- Equip participants the right tools in developing tourist destinations in facilitating and attracting tourism investors.

COURSE OUTLINE

MODULE 1: INTRODUCTION TO TOURISM ECONOMY

- Tourism Definitions
- Supply and Demand of tourism products
- Interlinkages
- Value Chains
- Assignment

MODULE 2: DESTINATION TOURISM DEVELOPMENT AND MANAGEMENT

- Product development
- Carrying capacity
- Master planning/ Zoning (Tourism Development Zones)
- Strategic planning
- Assignment

MODULE 3: DESTINATION COMPETITIVENESS

- Travel and Tourism Trends
- Market research and Needs analysis/ Customer Expectations
- Product and Service Quality
- Pricing
- Destination awareness
- Safety and security
- Accessibility and connectivity (information and physical)
- Facilitation and friendliness
- Assignment

MODULE 4: TOURISM QUALITY STANDARDS

- Classification
- Registration
- Grading
- Licencing
- Site Inspection
- Certification
- Assignment

MODULE 5: SUSTAINABLE TOURISM DEVELOPMENT

- Definition of sustainability (economy, social and environment)
- Production and Consumption (sustainable practices)
- Supply and Demand
- Sustainable Tourism Indicators (measurements and methods)
- Tourism Products/Services
- Stakeholder Analysis (Roles and Responsibilities) Government, Private sector, Local Communities, Tourists and NGOs
- Case Studies
- Assignment

MODULE 6: DESTINATION MARKETING

- Marketing Mix
- Traditional Marketing and Online/Digital Marketing
- Social Media Marketing
- Assignment

MODULE 7: ENTREPRENEURSHIP AND TOURISM INVESTMENT PROMOTION

- Strategic/ Master plans/ Zoning
- Projects proposal formulation and approval
- Ease of doing business (licencing, regulations, legal framework)
- Information, incentives and facilitation
- Funding
- Technical support
- Assignment