



Training and Consulting CeNTER "GT TCC"

Guram Tavartkiladze Tbilisi Teaching University

Module
"Sustainable Tourism Destination Management"

Author of Module/Trainer:	Dr.Prof. Maia Ukleba
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Code and ECTS	Code: GTUNI STD 8 Credits
Courses of Module	The contents of the module covers by the following courses:
	1. "Sustainable Destination Management" 4 ECTS (1 Credit=25 hs)
	2. "ETIS-European Tourism Indicator System for Evaluation of Destination Sustainability" 4 ECTS (1 Credit=25 hs)
Requirements:	Duration of Module : 12 weeks 200 hs
Prerequisites	None

Course Summary

We offer the training course in Sustainable Tourism Destination Management, which has been prepared and developed within the framework of TEMPUS Project "CruiseT" (Projekt No. 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES).

Certificate Details

Taking the Course: course can be taken as an Instructor-led training in GT TCC. After completing all of the chapters you move on to take a multiple question test. You will need to obtain a score of 51% to pass and earn credit in each course. If you do not score 51% or better you are allowed to review the material and modify your answers until a score of 51% is reached. Once you have passed the test you will have the option of printing a certificate of completion. The certificate is proof that you have completed the course in "Sustainable Tourism Destination Management" issued by the Guram Tavartkiladze Tbilisi Teaching University and earned the specified number of credits -8. Only after the certificate has been printed will your enrollment in the module expire.

Registration Information: Deadline for registration (March, 05). Register your log in information will be provided in the registration confirmation that you will receive. Your registration is usually processed within 24 hours (except on weekends).

Costs: 400 GEL

Special offer: Will be negotiated

Module's Objective:

Module objective is to provide the student with profound knowledge on the essence and significance of sustainable development of destinations; supply methods for supporting the forms for the sustainable development of destination; evaluate the quality of destination sustainability, its competitiveness and its role in the development of life quality of local community; decisive role of the state and private sectors, non-governmental organizations and local society in fair and harmonious cooperation for achieving the goals of sustainable development of destination.

Module Description and contents:

Nowadays all tourism destinations face social, cultural, economic and environmental challenges. Consequently, it is becoming increasingly essential to measure how sustainable the destination is. Innovative management of tourism is more and more focused on local destination sustainability and its management. Destination sustainability is especially important for the development of the recreational tourism. The last one is oriented towards natural treatment factors. It is well-known fact that from the viewpoint of tourism sustainability, all developing countries, Georgia among them, have identical problems and they make the same mistakes in the process of striving for rapid development of tourism. However, among Georgian scientific circles, comparatively less attention is paid to the destination issues and in particular, to their sustainability problems. Considering all the circumstances mentioned above, within the framework of 'TEMPUS Project No. 543681-TEMPUS-1-2013-1-DE-TEMPUSJPHES – CruiseT 'Network of Competence Centres for the Development of Cruise Tourism in the Black Sea Region', the module Sustainable Tourism Destination Management' was created. The contents of the module covers the following courses:

1. Sustainable Destination management 4 ECTS
2. ETIS-European Tourism Indicator System for Evaluation of Destination Sustainability 4 ECTS

Learning Outcomes:

Upon a completion of the module, the students should possess the following competences:

Knowledge and awareness: The participant should reveal the knowledge for necessity of responsible development of the destination, relate it to the global commitment of sustainable development; explain and prove the contribution of tourism sector in sustainable development of destination and increase the welfare of the society; He/she should be able to discuss and characterize its role in the context of destination environment, social, cultural and economic sustainability; to point out the challenges facing modern destinations and discuss the ways of dealing with them; to highlight the direct correlation between destination sustainability and its competitiveness; to analyse the indicators and criteria for sustainable development of the destination. The participant should be able to adapt these indicators and criteria to Georgian reality.

Practical skills of application of the knowledge obtained through studies: The participant should be able to define the strategy for supporting destination sustainability, demonstrate the directions for the development; assess the competitiveness of its product; evaluate tourism potential and quality of destination; **conduct** the research, based on the indicators and criteria for sustainable development of the destination;

Communication skills: He/she should actively apply modern informative and communicative technologies; He/she should be able to use social media for destination marketing and positioning.

Skills of drawing conclusion: based on the theoretical knowledge and practical skills obtained, the participant should be able to analyze and to critically evaluate destination challenges, the problems of their management; summarize the data, facts, research outcomes and make reasonable conclusions. He/she should work out the recommendations on tourism business sector and public sector on the issues of sustainable development of destinations.

Learning skills: The participant should critically evaluate the level of his/her knowledge, be able to think out of the box and define the necessity for further extension, constant renovation and increase of his/her knowledge.

This course will be delivered through a series of lectures. The lecture will set out the main topics. Activities and materials that will be used to deliver the course include the following: structured written /reading materials, such as books and manuals, slide share, video, online information, and e-mail support case studies.

Required and additional reading

Available printed materials, downloads, handouts,

Required:

1. Tourism Destination Management. Achieving Sustainable and Competitive Results. Sustainable Tourism: International Cooperation for Development. GSTA (Global Sustainable Tourism Alliance) 2010. Authors: Jennifer Stange, David Brown Solimar International (Contributors Roberta Hilbruner, USAID; Donald E. Hawkins, George Washington University). Pdf
2. European Tourism Indicator System For Sustainable Destinations (ETIS), 2016
3. European Tourism Indicator System For Sustainable Destinations. 2013

Additional and recommended reading:

4. Aref F. The effects of tourism on quality of life. Life Science Journal. 2011; 8 (2).
5. Making tourism more sustainable: A guide for policy makers, UNWTO / UNEP, in the Sustainable Tourism Group report, "Action for more sustainable European tourism". February 2007
6. The tourism sector and the Sustainable Development Goals – Responsible tourism, a global commitment Copyright © 2016, World Tourism Organization (UNWTO) and United Nations Global Compact Network Spain. PDF
7. Sustainable Tourism: International Cooperation for Development (Online tool kit and resources series <http://lms.rmportal.net/module/category.php?id=51>)
8. Sirgy M. Joseph, Rhonda Phillips, and Don Rahtz (2013). Community Quality-of-Life Indicators: Best Cases VI. Dordrecht, Netherlands: Springer Publishers. Pdf
9. Muzaffer U., Perdue R., and Sirgy M. Joseph (Eds.) (2012). Handbook of Tourism and Quality-of Life Research: Enhancing the Lives of Tourists and Residents. Dordrecht, Netherlands: Springer Publishers. Pdf
10. Global Sustainable Tourism Council Criteria for Destinations.(GSTC C-D) .2013
11. UNWTO Sustainable Tourism Principles and Indicators

1. Sustainable Destination Development

GOAL OF COURSE	The goal of course: "Sustainable Destination Development "is to provide stakeholders with useful, contemporary, scientific and practical approaches related to sustainable destination management; Awareness of destination as a core of tourism; Necessity of sustainable tourism management on destination level, its role and importance for achieve competitiveness of destination and benefit for all stockholders.
DESCRIPTIION INDICATIVE CONTENT	<p>The rapid growth of tourism worldwide has created many challenges and opportunities for established and emerging tourism destinations. This course looks at how to conduct sustainability in tourism destination.</p> <p>Course topics:</p> <ol style="list-style-type: none"> 1. Understanding destinations (Terms/definitions); 2. Sustainable form of Development ; 3. Sustainable Tourism and the Triple Bottom Line; 4. Tools to help Manage Destinations more Sustainable; 5. Managing the Tourist Torrent, Engaging Gateway Communities; 6. Tourism Inventory, Vision and Goal Setting; 7. Tourism Vision for sustainable development; 8. Developing Mission and Goals for the Destination; 9. Auditing the Visitor and resident Experience; 10. Visitor Experience Value Chain / Survey; 11. Utilize Clusters to Gain a Competitive Advantage and DMO's role 12. Asset Advocacy.
LEARNING OUTCOMES	<p>On completing this course successfully participants will be able to:</p> <ul style="list-style-type: none"> ▪ Analyse, interpre tand apply the role of tourism destination management at international, national, regional, local and organizational scales; ▪ Apply the principles of tourism destination management to develop own plans for a tourism destination; ▪ Evaluate the significance of stakeholders in the tourism destination management process and develop plans that meet their needs; ▪ Differentiate between a range of factors that influence the tourism destination management process; ▪ Assess the role of sustainable development in tourism destination management; ▪ Apply into practice knowledge and awareness about Sustainable Management of destination and its benefit.

2. European Tourism Indicator System for Sustainable Destinations

GOAL OF COURSE	The goal of course: “European Tourism Indicator System For Sustainable Destinations” is to provide participants with useful, contemporary, scientific and practical approaches related to sustainable destination management; Awareness of ETIS system advantages and practical importance to manage and monitor for greater sustainability/
DESCRIPTION INDICATIVE CONTENT	<p>The tourism sector’s competitiveness is closely linked to its sustainability, as the quality of tourist destination is strongly influenced by their natural and cultural environment and their integration into local community. To face those challenges, requires to make intelligent decision, based on useful information. This information can come from specific indicators . In this regards course topics are:</p> <ol style="list-style-type: none"> 1. Sustainability of tourism at international and European level 2. The international dimension for global sustainable development 3. European Commission initiatives supporting tourism sustainability 4. Other initiatives taken by private stakeholders 5. European Tourism Indicator System 6. What is the European Tourism Indicator System? 7. Why measure and monitor sustainability indicators? What is a destination 8. Why implement the European Tourism Indicator System 9. How does the European Tourism Indicator System work 10. The Toolkit 11. The seven-step guide to the implementation/ to using of the European Tourism Indicator System 12. The core and supplementary indicators <ul style="list-style-type: none"> - Definition of core and supplementary indicators - Supplementary indicators
LEARNING OUTCOMES	<p>On completing this course successfully participants will be able to:</p> <ul style="list-style-type: none"> ▪ To measure and improve their destination’s sustainable development by using ETIS ▪ To Help consult stakeholders measure and improve their destination’s sustainable development by using ETIS