

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Promoters and Experts in Destination management organizations	
Please assign the training course to one or more of the 10 Tourism2030-Topics ¹ : Natural Heritage & Biodiversity • Climate Change, Energy & Resource Efficiency • Travel, Transport and Mobility • Good Governance and CSR • Marketing & Certification • Cultural Heritage, Lifestyles and Diversity • Value Chain Management & Fair Trade • Human Rights & Labor Rights • Destination Management • Knowledge Networking, Training, Education	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	Starting from September 2021
Type of training course: (→ seminar, workshop, self-checks)	Seminar
Course venue: (→ Online/In-situ)	Online
Amount of working hours to complete the course:	
Language of instruction:	Romanian
Training course provider:	CIO-SUERD "Jean Bart"
COURSE CONTENT	
Short course description:	Innovative governance and effective marketing policies in tourist destinations
Competences and skills: (→ What will be learned)	Elaboration and implementation of a tourist destination strategy and action plan.
Specific course topics (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Destination management and marketing
Structure of course (Syllabus):	Brief history of the evolution of the concept of tourist destination according to the challenges and demands that

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

	<p>have intervened in the development of the tourism industry.</p> <p>The main components and activities of a DMO: destination planning, tourism stakeholders, product development, marketing and branding, research and information management, visitor experience management and visitor satisfaction, event management, skills development.</p> <p>The importance of e-commerce and digital skills.</p> <p>Partnership with European and international initiatives, networks, and platforms in promoting sustainable and inclusive tourism destinations.</p>
Working methods:	<p>Workshops and guest speakers</p> <p>Best practice models and success stories</p>
PARTICIPATION DETAILS	
Target group: <i>(→Hotels, guesthouses, apartment providers, camp sites, tour operators, other)</i>	All
Number of participants:	
Participants prerequisite:	University degree for expert training
Technical requirements	
FURTHER INFORMATION	
Certificate:	Certificate of graduation
Course fee:	95 euro/ promoter 155 euro/ expert
Registration (modalities):	ciosuerd@houseofeurope.ro
CONTACT DETAILS TRAINING ORGANISATION	
Name:	CIO-SUERD "Jean Bart"
Postal address:	Bucharest 013721
Website:	Catedra Internationala Onorifica Jean Bart CIO-SUERD CIO-SUERD (houseofeurope.ro)