



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>

Xarxa Vives
d'universitats



UNI
TWIN

Càtedra Unesco
UNIVERSITAT D'ANDORRA

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



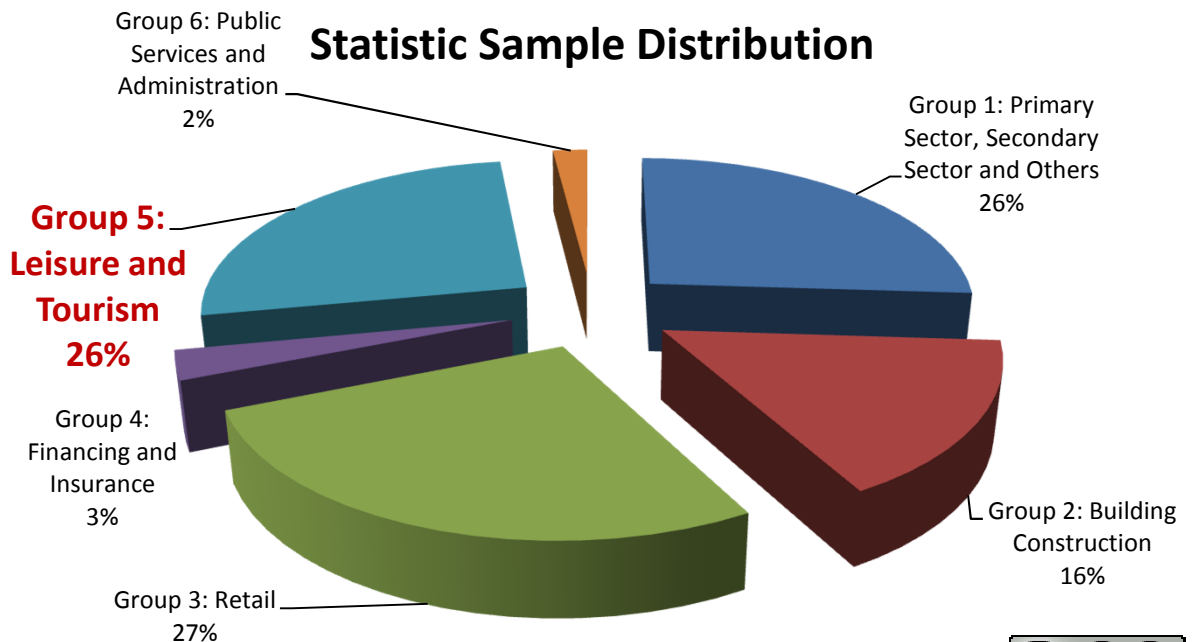


FormA Project:

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



Impact of Continuing Educations

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)

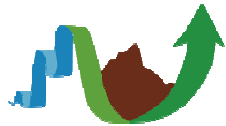


UNIVERSITAT D'ANDORRA



Universitat Autònoma
de Barcelona

JUSSACTIU



Identifying then most demanding training programmes in the mountain tourism sector



Andorra
www.visitandorra.com



CaixaBank



Consell Comarcal del Pallars Jussà



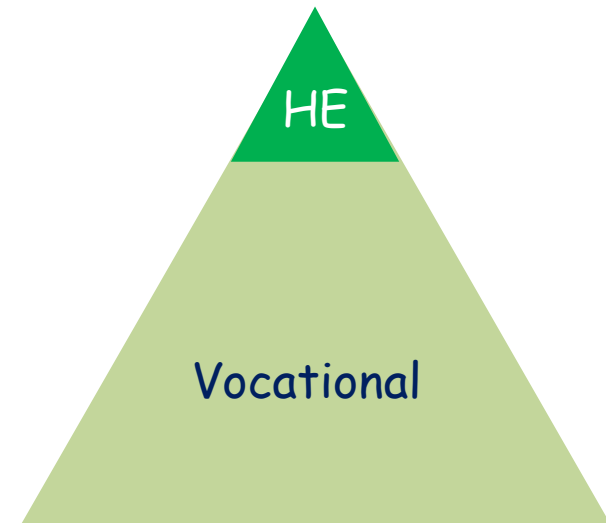
FGC
Ferrocarrils
de la Generalitat
de Catalunya



Diputació de Lleida



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



UNIVERSITAT D'ANDORRA



PALLARSACTIU



CSU will deliver limited coursework

Lucerne University of
Applied Sciences and Arts
**HOCHSCHULE
LUZERN**

Business
Institute of Tourism

Postgraduate Diploma in Mountain Destination Management



Developing Mountain Destination Leaders

www.mountaindestinationmanagement.com

October 2018





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!