



Baden International Business School  
Switzerland



## Training Workshop Module on **Promoting and Evaluating the Tourism Sector**

Location: Baden International Business School, Baden, Switzerland

Date, workshop duration and fee: To be established in consultation with the group of participants depending upon the depth required and the inclusion of other modules in the training programme.

Content:

This course enables to understand and critically analyse the driving forces behind the tourism sector. Close attention is paid to both the tourism promotion function and the evaluation of tourism strategy. This includes the concepts of 'destination' and 'destination life-cycle'. The course will allow you to think clearly about a wide range of issues (social and economic) that are allied to the tourism sector.

Expected learning outcomes are:

- ◆ Explain the definition of tourism and tourists and the various categories of tourists that exist;
- ◆ Understand and explain the relationship of tourism to economic development;
- ◆ Comprehend the economic impact of tourism (on touristic regions);
- ◆ Understand the tangible and intangible effects of tourism on regions / destinations

The course will include case studies to be conducted by separate groups and then the results presented to the plenum.