

Distinguished Education Course

by Tourism for Sustainable Development
A Global Initiative for Public and Private Sector Executives





Costs

The tuition fee depends on the World Bank's income classification of the country where your institution or company is based. Fees range between CHF 4,800 and CHF 10,800 (CHF 1 ≈ USD 1).

Duration and workload



8 months

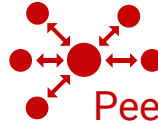
November 2021
to June 2022

100 hours in class/self-study and 200 hours for working on your own sustainability project.



Coaching

You receive coaching for the development and/or implementation of your own sustainability project.



Peer-to-peer

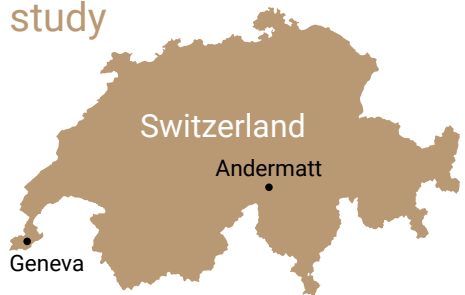
You get access to an exclusive network and peer-to-peer exchange of strategies and experiences.



Methods and tools

You learn how to transform challenges into opportunities.

Places of study



Teaching language



English

The Distinguished Education Course consists of online modules as well as two on-site modules in Andermatt and Geneva, Switzerland.

The course at a glance

Are you a decision-maker working in or with tourism and interested in making the sector, your destination or your business more sustainable, resilient and competitive? The Distinguished Education Course of *'Tourism for Sustainable Development. A Global Initiative for Public and Private Sector Executives'* will help you turn such an ambition into reality.

Tourism for Sustainable Development (Tou4SD) is a joint initiative by the World Economic Forum, the UN World Tourism Organization and their Swiss partners: the Global Compact Network Switzerland & Liechtenstein, the State Secretariat for Economic Affairs and the University of Applied Sciences of the Grisons.

The five partners have the competence and determination to help transform tourism into a driving force of the UN 2030 Agenda and to make sustainability a success factor for destinations and businesses around the world.

To this end, they carry out the first Distinguished Education Course between November 2021 and June 2022. An exclusive group of 20 to 25 public and private sector executives will work and learn together both online and in Switzerland to become champions and ambassadors of a sustainable, resilient and competitive tourism. We invite you to become one of them!

Target group and value proposition

The Distinguished Education Course is aimed at you, a decision-maker from industrialised, emerging and developing economies who shapes tourism in the public and private sector. You work in or with a tourism ministry, in a destination management organisation, an enterprise or business association.

If you are a public sector executive, you will learn how to promote development through sustainable tourism.

If you are a private sector executive, you will learn how to make sustainability a success factor for your tourism business.

More concretely,

- you learn to apply methods and tools to transform challenges into opportunities;
- you receive coaching for the development and implementation of your individual sustainability project;
- you get access to an exclusive peer-to-peer exchange and network.

Admission requirements

You are a public or private sector executive who

- works in or with the tourism sector;
- has direct access to the management board of your institution or organisation;
- has the determination and the decision power to develop and/or implement a sustainability project in your institution or organisation in the context of the course.

Concept and content

Diverse and modular

The diversity of participants is one of the course's goals and strengths. Sustainable development requires a change of perspective and partnerships between actors from different countries, regions, and sectors (government, business, and civil society). In order to help you develop new ways of thinking and cooperating, there are some modules for all participants and others that specifically address public and private sector executives, respectively.

Practice-oriented and blended

By engaging heart, head and hands, we raise your awareness, enhance your analytical capability and guide your action. In order to connect abstract knowledge with practice, we work with case studies and accompany you in developing and/or implementing your own sustainability project. The course is based on a blended-learning concept, which means participation through online modules and project work at your place of residence as well as two on-site modules in Switzerland.

Topics (selection)

- Creating and taking care of human capital
- Preserving natural and fostering social capital
- Attracting and integrating external investors
- Developing and managing sustainable and competitive destinations
- Creating 'data for sustainability' ecosystems
- Communicating and partnering for sustainable tourism

Methods and tools

- Sustainability situation analysis
- Systems thinking and the WEF Transformation Map
- Tool for resilience analysis and enhancement
- The Global Compact Network Switzerland & Liechtenstein Tool for Responsible Business Conduct

Phase 1 Four online sessions (2.5 hours each) <i>CW 45–48, 2021</i>	Phase 2 Six days in Andermatt, Switzerland <i>28.2.–5.3.2022</i>	Phase 3 Individual project work in country of residence <i>March to May 2022</i>	Phase 4 Two days in Geneva, Switzerland, <i>14.–15.6.2022</i>
'Warming up' <ul style="list-style-type: none"> - Introduction to the course - Introduction to the UN 2030 Agenda, and tourism's actual and potential role in it - Introduction to sustainability situation analysis for destinations and businesses - How to develop your project 	'Training' <ul style="list-style-type: none"> - Keynotes - Plenary lectures - Break-out sessions (implementation by business vs. government) - Presentation and discussion of participants' situation analyses and action plans for phase 3 - Case work: individual coaching, setting up of peer groups - Excursion - Networking events 	'Applying' <ul style="list-style-type: none"> - Monthly bilateral virtual meeting of participant and case supporter - Regular information about the state of implementation of all projects 	'Reflecting' <ul style="list-style-type: none"> - Presentation and discussion of participants' case work in small peer groups - Plenary panel discussions - Keynotes - Networking events

Teachers and coaches

The expertise for teaching and coaching will be provided by the partner organisations – the World Economic Forum, the UN World Tourism Organization, the Global Compact Network Switzerland & Liechtenstein, the University of Applied Sciences of the Grisons and the Swiss State Secretariat for Economic Affairs –, as well as leading external scholars and practitioners.

Workload

Approximately 300 hours, of which 200 correspond to the implementation of your sustainability project. The workload may vary considerably according to the participants' engagement.

Certificate

Participants who complete the Distinguished Education Course receive a certificate of participation.

Practical information

Places and dates

- **Phase 1:** Four online sessions (approx. 2.5 h each) during calendar weeks 45–48, 2021
- **Phase 2:** Six days at the Alpine destination Andermatt, Switzerland (28.2.–5.3.2022)
- **Phase 3:** Monthly online meetings for coaching (case work at participant's place of residence)
- **Phase 4:** Two days in Geneva, Switzerland (14.–15.6.2022)

Fees

Low-income countries*	CHF 4,800
Lower middle-income countries*	CHF 6,800
Higher middle-income countries*	CHF 8,800
High-income countries*	CHF 10,800

The fee includes the study fee as well as the catering during the eight course days in Andermatt and Geneva, Switzerland. Accommodation, breakfast and dinner are not included.

Accommodation

Phase 2 of the course will take place at the four-star Radisson Blu Hotel at Andermatt, Switzerland. Participants have the option to book a package with the Radisson Blu including accommodation (six nights, 27.2.–5.3.2022), breakfast and dinner for CHF 3,100.

Course participants who prefer different accommodation are assisted by the Tourist Office of Andermatt:

[anderematt.ch](https://www.anderematt.ch)

Phase 4 of the course will take place at the World Economic Forum's headquarters in Geneva, Switzerland. No accommodation package is provided. Course participants are assisted by the Geneva Tourism Office:

[geneve.com](https://www.geneve.com)

* Countries are classified according to the World Bank's List of Economies (June 2020). Relevant is the country where the participant's institution/organisation is based. For example, a public official of the Swiss government based in a low-income country pays the fee corresponding to a high-income country.

Application and advice

If you would like to obtain more information on the Distinguished Education Course or apply, please visit our website fhgr.ch/dec.

If you have any questions you would like to discuss with us personally, please do not hesitate to contact us. We will be happy to help you.



Dr Alex Gertschen
Head of Programme

Fachhochschule Graubünden

Pulvermühlestrasse 57

7000 Chur

Switzerland

T +41 81 286 24 45

tou4sd@fhgr.ch



fhgr.ch/dec

Fachhochschule Graubünden

Scola auta spezialisada dal Grischun

Scuola universitaria professionale dei Grigioni

University of Applied Sciences of the Grisons

