



TRAINFORTRADE

	Information and Communication Technologies (ICT) and tourism
OBJECTIVES:	<p>To provide participants with relevant instruments for assessing the opportunities and impact of information and communication technologies in the tourism sector; to highlight the different responsibilities of parties involved in the definition of a national e-tourism.</p> <p>Participants should be able to:</p> <ul style="list-style-type: none"> • Acknowledge the great potential of ICTs and the Internet as an additional distribution channel for the fairer promotion of their destinations • Assess the impact of ICTs and the Internet in the evolution of the role of a Destination Management Organization (DMO) • Define what is a Destination management system (DMS) and identify the main barriers to its development • Highlight the importance of the public-private partnership in the implementation of a DMS • Explain how a DMS can become a factor for the autonomy of destinations in developing countries • Identify the key elements of a national e-tourism strategy
TARGET POPULATION:	<ul style="list-style-type: none"> • Government officials in the ministries of tourism, economics, planning, finance, transport, trade, environment, energy, equipment, the interior • Local policy-makers, local communities • Relevant NGO's • Relevant associations of interests (consumers, national federations, etc). • Regional organizations
DURATION:	Group training: 4 days
LIST OF MODULES:	<ul style="list-style-type: none"> • Relationship between ICT and tourism • Destination management systems (DMS): an outcome of the Internet revolution • Formulation of a national strategy for e-tourism: a prerequisite for the implementation of a DMS • Examples of private-public partnership in the field of e-tourism: Madagascar (LDC), Tunisia (developing country) and Quebec (developed country) • Role play on the implementation of a national e-tourism strategy around a DMS
TYPE OF TRAINING:	Group training with individualised studies
SUPPORT MATERIAL:	Participants' manual, multimedia slides, individual tests, group exercises, instructor's guide, reference manual, case studies and simulations
NECESSARY EQUIPMENT:	<ul style="list-style-type: none"> • Multimedia computer with Internet access, beamer, screen, flipchart
	September 2005