

COMMUNITIES LEADING IN TOURISM

COHORT 5, PROGRAMME DATES AND OVERVIEW

Cohort 5 - Programme Dates & Overview

Fri/Sat 21 & 22 January – virtual residential, 10am-4pm & 7-8pm

Introduction to the programme & Exploring what kind of leadership is required in the tourism sector

Tues 25 Jan – evening speaker, 7pm-8.30pm

Exploring what kind of leadership is required in the tourism sector

Tues 1 February – evening speaker, 7pm-8.30pm

Destination Development & Management

Tues 8 February – evening speaker, 7pm-8.30pm

Who are your visitors?

Fri/Sat 25/26 February, 10am-4pm & 7-8pm

Virtual study trip

Tues 1 March – evening speaker, 7pm-8.30pm

Market positioning and market led tourism

Tues 8 March – evening speaker, 7pm-8.30pm

Positioning your destination amongst competitors

Tues 15 March – evening speaker, 7pm-8.30pm

Develop skills in Managing Change and Avoiding Conflict

Fri/Sat 25 & 26 March – virtual residential, 10am-4pm & 7-8pm

Present your vision for Community Led ventures and for leading the development of tourism in your destinations