

Admission to the third round of the certificate course – Wine Tourism is announced within the framework of the joint project offered by Caucasus International University (CIU) and Georgian EnoTourism Association (GETA). The course was developed by experienced experts of wine tourism in Georgia and Spain; including BEGOÑA FERNÁNDEZ BENÍTEZ, professor of the Institute of Wine Tourism of Catalonia, and Vika Sharia, an expert in the field of tourism.

The wine tourism training course is designed for representatives of the tourism sector and people interested in wine tourism. It aims to provide interested persons with theoretical and practical knowledge in the field of wine tourism.

Course Content

Structure of the Tourism Market

Tourism intermediation, as the axis of tourism marketing; The main parties involved in this process and their role in the commercialization of the product;

Strategic management of key tourist services;

Negotiation, coordination between intermediaries, choosing a tourist business model.

Trainer - BEGOÑA FERNÁNDEZ BENÍTEZ, Professor at Wine Tourism School of Catalonia; Tourism Professor at CETT University School (Barcelona School of Tourism, Hospitality and Gastronomy), Wine Tourism Expert.

Duration: 6 hours – 3 meetings

The training will be held in Spanish and Georgian languages. Translation will be provided.

Meeting Date/Time: May 4, 6 and 11

Meeting format – Distance (Zoom)

Tourism Product Creation and Sustainability

Importance of cost calculation and price preparation in the tourist package;

Calculation of the price, both for the individual and for the group;

Determining profit, fixed and variable costs;

Production management: the process of creating products and services;

The importance of sustainability and the creation of joint products;

Developing regions through a diversity of tourism products, generators of wealth and prosperity for locals and tourists.

Trainer - BEGOÑA FERNÁNDEZ BENÍTEZ, Professor at Wine Tourism School of Catalonia; Tourism Professor at CETT University School (Barcelona School of Tourism, Hospitality and Gastronomy), Wine Tourism Expert.

Duration: 4 meetings (8 hours)

The training will be held in Spanish and Georgian languages. Translation will be provided.

Meeting Date/Time: May 13, 16, 18 and 20

Meeting format – Distance (Zoom)

Analysis of Tourist Destinations (in the global plane)

Geography of destination and analysis;
Research results of successful models of wine tourism.

Trainer - BEGOÑA FERNÁNDEZ BENÍTEZ, Professor at Wine Tourism School of Catalonia; Tourism Professor at CETT University School (Barcelona School of Tourism, Hospitality and Gastronomy), Wine Tourism Expert.

Duration: 1 meeting – 2 hours

The training will be held in Spanish and Georgian languages. Translation will be provided.

Meeting Date/Time: May 23

Meeting format – Distance (Zoom)

Analysis of Tourist Destinations (on the example of Georgia)

Destination geography and analysis from the point of view of Georgia

Detailed analysis of existing tourist resources in the country

The unique characteristics of Georgia, as well as the difficulties and obstacles existing in the country

Tourism products considering the factors of season, weather, availability

Trainer: Vika Sharia, Tourism Expert, Trainer, Lecturer, Director/Founder of ODA DMC.

Meeting Date/Time: May 25 6tyh

Meeting format – Optional: ONLINE/OFFLINE

Caucasus International University, 73 Chargali St.

Wine Tourism Marketing, Visitor Segmentation and Service Culture Creation

- Analysis of wine tourism destinations and products in Georgia
- Finding and filtering the target audience;
- Communication and marketing channels, how to enter new markets, the importance of their diversification;
- Diversity of tourist attractions and their impact on regions (Georgia);
- Decentralization of tourism, relaxation of cities, development of regions;
- Synergy of tourism with environmental protection and creation of eco-products.

Trainer: Vika Sharia, Tourism Expert, Trainer, Lecturer, Director/Founder of ODA DMC.

Duration: 2 meetings

Meeting Date/Time: May 27, 30

Meeting Format – Optional: ONLINE/OFFLINE

Caucasus International University, 73 Chargali St.

Training Details

The training will be conducted in Georgian and Spanish languages. A consistent translation will be provided.

Meeting Dates: 4, 6, 11, 13, 16, 18, 20, 23, 25, 27, 30 May

Meeting Time: 19:00-21:00/22:20 (2-3.5 hours) – Tuesday/Thursday 12:00-14:00/15:20 (2-3.5 hours) – Saturday

Meeting Format – Optional: ONLINE/OFFLINE

Tuition Fees – 650 GEL

Total Number of Hours: 26

After the completion of the course a bilingual certificate issued by Caucasus International University (CIU) and the Georgian Eno Tourism Association (GETA) will be awarded.

For registration, please visit the following link: <https://forms.gle/bURZddiKa1vAVEgb9>

Registration Deadline: May 1.

For further information, please contact us: ulll@ciu.edu.ge.

The training center reserves the right, in case of objective reasons, to change or cancel the course start date. The trainees registered for the course will be additionally notified.