



Kyrgyz Community Based Tourism Association

Коомчулукка Негизделген Туризм Кыргыз Ассоциациясы

Кыргызская Ассоциация Туризма Основанного на Сообществах

Trainings and seminars provided by
the Kyrgyz Community Based Tourism Association
“Hospitality Kyrgyzstan”

Title: Community Based Tourism (CBT) Methodology

Duration: 5 days or more

Target Group: Trainers who will be involved in project implementation

Main sessions:

- Tools for providing APPA (Appreciative Participatory Planning and Action)
- To develop Community Based Conservation and Development Plans in their own context
- Introduction to the concept and principles of Community Based Tourism, Participation, Appreciative Inquiry and Appreciative Participatory Planning and Action (APPA)
- Practical application of APPA with target group
- Application of what participants learned from the course in their own working environment
- Participatory community based monitoring, evaluation and planning

Title: Training for Facilitators-moderators

Duration: 5 days

Target Group: Trainers, facilitators-moderators

Main sessions:

- Rules for facilitators
- Method of paraphrasing
- Method of visualization
- Characteristics of an adult audience
- Effective presentation
- Method of working with an audience

Title: Community Based Development (CBD) Project Planning

Duration: 3-5 days

Target Group: A group of people who need to develop an Action Plan with indicators and means of verification (for example: local communities or project staff)

Main sessions:

- Developing CBD objectives
- Identifying products (individual dreams and common dream)
- Design session (prioritisation based on feasibility of local action)
- Developing indicators and means of verification for the whole Action Plan
- Setting responsibilities and work schedule
- Immediate action

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Title: Tourism Marketing

Duration: 3 days

Target Group: Parties who are interested in promoting their tourism product

Main sessions:

- Introduction to Marketing
- Components of Marketing
- Specificity of Marketing services
- Demand and supply of tourism services
- Tourism classification
- Clients needs and motivation
- Segmentation of tourism market
- Tourist demand-driven product and its development and monitoring
- Price and calculation
- Main promotion tools and materials

Title: Welcoming Guests

Duration: 1-2 days

Target Group: Service providers

Main sessions:

- How to provide tourists with the level of comfort they expect
- Calculation
- The main needs of clients
- Criteria for being a successful service provider
- Quality monitoring

Title: International Cuisine

Duration: 2-3 days

Target Group: Service providers

Main sessions:

- Providing food for foreigners
- Food hygiene
- The main principles of menu development for breakfast, lunch and dinner
- Calculation
- How to lay the table
- Practical preparation of some dishes

Title: Product Development

Duration: 2-3 days

Target Group: Service providers

Main sessions:

- What is marketing? Marketing complex. Supply and Demand of tourism services.
- Product development cycle. Tour description.
- Price. Calculating the cost of tourism products
- Promotion and sales channels

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Title: Front Line Staff

Duration: 2-3 days

Target Group: Service providers

Main sessions:

- The main needs of clients
- Anticipate needs
- What is a customer?
- Basic needs
- Quality
- Key indicators for client orientation
- Handling complaints

Title: Drawing up a Business Plan

Duration: 3 days

Target Group: Service providers

Main sessions:

- Functions of a Business Plan
- The main chapters of a Business Plan
- Financial Plan: balance sheet, income statement, cash flow statement

Title: Sustainable Development of an Organization

Duration: 3-5 days

Target Group: Service providers

Main sessions:

- Concept of an organization's sustainability. Factors influencing an organization's sustainability
- The Onion model of an organization's development and its components.
- Common values of a group
- Mission, culture and structure of a group
- SWOT – analysis of a group as a team
- Developing an Action Plan stressing operational, institutional and financial sustainability

Title: Conflict Resolution and Team Building

Duration: 3-5 days

Target Group: Community members

Main sessions:

- Stages in the teams' development
- The role of the leaders
- Conflicts, their categories and reasons why they occur
- Objections
- Conflict management

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Title: Guide Training

Duration: 5 days

Target Group: Guides

Main sessions:

- Map reading and orientation
- Tours' main attractions and equipment needed
- Planning and arranging a tour
- Possible threats and first aid
- Instructions for horseback riding beginners

The budget for each WSH will depend on local conditions and will include:

1. Trainers' Expenses:

- Trainers' fee, including one day for preparing a workshop and one day for preparing a report on the workshop
- Accommodation and food for trainers should be provided by the client
- All transport expenses (air tickets, taxi etc.) are covered by the client

2. Participants' Expenses:

- Lunch and coffee breaks
- Writing materials for participants

3. Rent of equipment (pin board, flipchart, moderator's case etc.) will be paid by the client if necessary or they should provide their own.

4. Copies, reporting

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