

Ketevan Tevzadze

University of Alcalá, Spain

From 4 to 8 May, within the framework of the Erasmus+ academic staff mobility program, Caucasus University School of Tourism Assistant Professor Ketevan Tevzadze visited University of Alcalá in Spain.

During the visit, the lecturer was hosted by Professor Blanca García Henches from the University of Alcalá. As part of the program, lectures were organized for students of the Faculty of Economics, Business, and Tourism on the topic “Marketing Strategies for the Development of Tourist Destinations,” where examples from Georgia and the Caucasus region were discussed.

In addition, in collaboration with Professor Óscar Montes, a lecture and discussion were held for International Relations students on the topic “Innovation, Sustainability, and Future Trends in Tourism and Hospitality Management.”

The mobility program gave the lecturer the opportunity to become familiar with the university’s infrastructure, learning environment, and new initiatives in international cooperation. One of the main goals of the visit was the exchange of academic practices between the universities, which significantly contributes to the improvement of educational processes and the strengthening of partnership relations.