

COURSE SYLLABUS

The training follows the GSTC Industry Criteria with the Performance Indicators for Hotels, providing best practices for sustainable hotel management.

Module 1

**Criteria Lessons, Expert Tips & Resources on
Section A: Sustainability Management**

Topics:

- Sustainability management principles for hotels.
- Sustainability management systems with a focus on continuous improvement.
- Reporting, communications, and accurate promotion.

Module 2

**Criteria Lessons, Expert Tips & Resources on
Section B: Socioeconomic Impacts**

Topics:

- Supporting local economic opportunities through jobs and partnerships.
- Minimizing negative socioeconomic impacts and avoiding harm.
- Maximizing positive benefits and championing equal and fair opportunities.

Module 3

**Criteria Lessons, Expert Tips & Resources on
Section C: Cultural Impacts**

Topics:

- Addressing issues and challenges related to the impact of tourism on local cultural and natural heritage.
- Protecting local cultural resources.
- Responsibly promoting and presenting cultural heritage and traditions.

Module 4

**Criteria Lessons, Expert Tips & Resources on
Section D: Environmental Impacts**

Topics:

- Conserving resources and improving efficiency.
- Reducing emissions and avoiding various types of pollution.
- Supporting conservation and maximizing benefits for wildlife and biodiversity protection.