

GSTC Sustainable MICE Course

live sessions (90 minutes/session – total of 4 sessions)

1 st session	<ul style="list-style-type: none"> • Introduction to the GSTC and GSTC MICE Criteria • GSTC Criteria Section A: best practices in sustainable tourism management approaches. 	<p>Learning Goals:</p> <ul style="list-style-type: none"> • Understand the roles of the GSTC and the GSTC Criteria. • Become familiar with sustainability management principles and discuss best practices.
2 nd session	<ul style="list-style-type: none"> • GSTC Criteria Section B. Social and Economic Benefits: understanding the socioeconomic impacts of tourism activities, and on effective strategies for reducing negative impacts. • GSTC Criteria Section C. Cultural Heritage: how tourism businesses and destinations can minimize negative impacts, maximize benefits to local communities and protect cultural heritage through sustainable tourism. 	<p>Learning Goals:</p> <ul style="list-style-type: none"> • Understand issues and challenges related to the socioeconomic impacts of tourism and the impact of tourism on local cultural heritage. • Learn about sustainability practices that effectively address the socioeconomic impacts of tourism. • Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage.
3 rd session	<ul style="list-style-type: none"> • GSTC Criteria Section D. Environmental Benefits and Impacts: key strategies for reducing tourism's environmental footprint are presented, and practical action steps in implementing sustainable resource management and conservation practices 	<p>Learning Goals:</p> <ul style="list-style-type: none"> • Learn about best practices on reducing footprint and positively contributing to conservation.
4 th session	<ul style="list-style-type: none"> • GSTC Criteria Section D Continued • Breakout Group Session: Applying the GSTC Criteria – minimizing the negative impact, maximizing the positive impact. 	<p>Learning Goals:</p> <ul style="list-style-type: none"> • Learn about best practices on reducing footprint and positively contributing to conservation. • Discuss how to maximize tourism's benefits for communities, visitors, local cultures, and the environment through sustainability practices.