

# GSTC Sustainable Tourism Course

## Athens, Greece, March 28-29, 2024

### DAY 1

8:30 - 9:00	<b>On-site Registration</b>	
9:00 - 10:30	<b>Morning Session 1:</b> <ul style="list-style-type: none"> <li>Sustainable Tourism Overview: the definition and principles of sustainable tourism; issues, current trends, business case for sustainability.</li> <li>Introduction to the GSTC and GSTC Criteria: an introduction to the GSTC Criteria; the GSTC's roles in the global tourism industry.</li> </ul>	<b>Learning Goals:</b> Understand the roles of the GSTC and the GSTC Criteria. Learn about and discuss relevant sustainability issues and tourism trends.
10:30 - 11:00	<b>Coffee Break</b>	
11:00 - 13:00	<b>Morning Session 2:</b> <ul style="list-style-type: none"> <li>GSTC Criteria Section A: best practices in sustainable tourism management approaches.</li> <li>GSTC Industry Criteria (A. Sustainable Management System)</li> </ul>	<b>Learning Goals:</b> Become familiar with sustainability management principles and discuss best practices. Become familiar with sustainability management principles and discuss best practices of hotels and touroperators.
13:00 - 13:45	<b>Lunch Break</b>	
13:45 - 15:15	<b>Afternoon Session 1:</b> <ul style="list-style-type: none"> <li>GSTC Destination Criteria (A. Sustainability Management)</li> </ul>	<b>Learning Goals:</b> Become familiar with sustainability management principles and discuss best practices of Destinations.
15:15 - 15:45	<b>Coffee Break</b>	
15:45 - 16:45	<b>Afternoon Session 2:</b> <ul style="list-style-type: none"> <li>GSTC Destination Criteria (B. Socio-Economic Sustainability)</li> </ul>	<b>Learning Goals:</b> Understand issues and challenges related to the socioeconomic impacts of tourism. Learn about sustainability practices that effectively address the socioeconomic impacts of tourism.
16:45 - 17:00	<ul style="list-style-type: none"> <li>Day 1 summary and wrap-up</li> </ul>	

## Day 2

<b>9:00 - 9:15</b>	<ul style="list-style-type: none"> <li>Day 1 Re-cap</li> <li>Day 2 Introduction</li> </ul>	
<b>9:15 - 10:00</b>	<b>Morning Session 1:</b> <ul style="list-style-type: none"> <li>GSTC Industry Criteria (B. Socio-economic Sustainability)</li> </ul>	<b>Learning Goals:</b> Understand issues and challenges related to the socioeconomic impacts of hotels and tour operators. Learn about sustainability practices that effectively address the socioeconomic impacts of hotels and tour operators.
<b>10:00 - 10:45</b>	<b>Morning Session 2:</b> <ul style="list-style-type: none"> <li>Guest speech from a Destination</li> </ul>	<b>Learning Goals:</b> Learn the best practices
<b>10:45 - 11:00</b>	<b>Coffee Break</b>	
<b>11:00 - 12:00</b>	<b>Morning Session 3:</b> <ul style="list-style-type: none"> <li>GSTC Destination Criteria (C. Cultural Sustainability)</li> </ul>	<b>Learning Goals:</b> Understand issues and challenges related to the impact of tourism on local cultural heritage. Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage.
<b>12:00 - 13:00</b>	<b>Morning Session 4:</b> <ul style="list-style-type: none"> <li>GSTC Industry Criteria (C. Cultural Heritage Benefits and Impacts)</li> </ul>	<b>Learning Goals:</b> Learn about best practices on reducing footprint and positively contributing to conservation.
<b>13:00 - 13:45</b>	<b>Lunch Break</b>	
<b>13:45 - 15:00</b>	<b>Afternoon Session 1:</b> <ul style="list-style-type: none"> <li>GSTC Industry Criteria (D. Environmental Benefits and Impacts)</li> </ul>	<b>Learning Goals:</b> Understand issues and challenges related to the impact of business on the local environment. Learn about best practices on how a hotel business reducing negative impacts in terms of environmental sustainability.
<b>15:00 - 15:30</b>	<b>Coffee Break</b>	
<b>15:30 - 16:30</b>	<b>Afternoon Session 2:</b> <ul style="list-style-type: none"> <li>GSTC Destination Criteria (D. Environmental Benefits and Impacts)</li> </ul>	<b>Learning Goals:</b> Understand issues and challenges related to the impact of business on the local environment. Learn about best practices on how a hotel business reducing negative impacts in terms of environmental sustainability.
<b>16:30 - 17:00</b>	<ul style="list-style-type: none"> <li>Day 2 summary</li> <li>Training wrap-up: looking back and moving forward</li> </ul>	