

# SYLLABUS

## GSTC Sustainable Tourism Training 4-Week Online Course



For the up-to-date schedule, please refer to the course webpage on [www.gstccouncil.org/sustainable-tourism-training](http://www.gstccouncil.org/sustainable-tourism-training)

### INTRODUCTION

Introduction to the Course	
Topics & Learning Goals	Live Event
<p>We will start the course with an introduction to the GSTC and the GSTC Criteria, the global baseline standard for sustainability in travel and tourism, and discussions on the overall principles of sustainability.</p>	<p><u>Course Orientation</u></p> <ul style="list-style-type: none"> <li>Getting Started with the GSTC Sustainable Tourism Training Course</li> <li>Introduction</li> </ul>

## WEEK 1 MODULE

<b>Section A: Effective Sustainable Tourism Management</b>	
<b>Topics &amp; Learning Goals</b>	<b>Live Events</b>
<p>The first module provides an introduction to the GSTC Criteria, the definition and principles of sustainable tourism, and the GSTC’s roles in the global tourism industry, and discusses best practices in sustainable tourism management approaches (GSTC Criteria Section A).</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand the roles of the GSTC and the GSTC Criteria.</li> <li>• Learn about and discuss relevant sustainability issues and tourism trends.</li> <li>• Become familiar with sustainability management principles and discuss best practices.</li> </ul>	<p><u>W1L1: Guest Presentation &amp; Group Discussion – Sustainability Management</u></p> <ul style="list-style-type: none"> <li>• Guest Presentation: Sustainable destination management</li> <li>• Q&amp;A, Discussion: Key measures of destination health</li> </ul> <p><u>W1L2: Industry Examples &amp; Group Exercise – Sustainability Management</u></p> <ul style="list-style-type: none"> <li>• Week 1 Summary: Sustainability Management</li> <li>• Breakout Room Discussions</li> </ul>

## WEEK 2 MODULE

<b>Section B: Socioeconomic Impacts and Local Community Benefits</b>	
<b>Topics &amp; Learning Goals</b>	<b>Live Events</b>
<p>The goal of the second week is both to dive deeper into the GSTC Criteria and to discuss practical steps to applying the Criteria in the real-world context, focused on understanding the socioeconomic impacts of tourism activities, and on effective strategies for reducing negative impacts (GSTC Criteria Section B).</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the socioeconomic impacts of tourism.</li> <li>• Learn about sustainability practices that effectively address the socioeconomic impacts of tourism.</li> <li>• Discuss practical application of the GSTC Industry Criteria through a business case study</li> </ul>	<p><u>W2L1: Guest Presentation &amp; Group Discussion – Socioeconomic Impacts</u></p> <ul style="list-style-type: none"> <li>• Guest Presentation – Managing tourism’s socioeconomic impacts</li> <li>• Q&amp;A, Discussion: Minimizing negative impacts, maximizing positive benefits</li> </ul> <p><u>W2L2: Industry Examples &amp; Group Exercise – Socioeconomic Impacts</u></p> <ul style="list-style-type: none"> <li>• Week 2 Summary: Socioeconomic Impacts</li> <li>• Breakout Room Discussions</li> </ul>

## WEEK 3 MODULE

<b>Section C: Cultural Heritage Preservation and Promotion</b>	
<b>Topics &amp; Learning Goals</b>	<b>Live Events</b>
<p>Continuing on with lessons and expert presentations on the GSTC Criteria, this week focuses on how tourism businesses and destinations can minimize negative impacts, maximize benefits to local communities and protect cultural heritage through sustainable tourism (GSTC Criteria Section C).</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the impact of tourism on local cultural heritage.</li> <li>• Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage.</li> <li>• Discuss how to maximize tourism’s benefits for communities, visitors and local cultures through sustainability practices.</li> </ul>	<p><u>W3L1: Guest Presentation &amp; Group Discussion – Cultural Impacts</u></p> <ul style="list-style-type: none"> <li>• Guest Presentation: Managing tourism’s cultural impacts</li> <li>• Q&amp;A, Discussions: Protecting cultural heritage, promoting sense of place</li> </ul> <p><u>W3L2: Industry Examples &amp; Group Exercise – Cultural Impacts</u></p> <ul style="list-style-type: none"> <li>• Week 3 Summary: Culture and Heritage</li> <li>• Breakout Room Discussions</li> </ul>

**WEEK 4 MODULE**

<b>Section D: Resource Management and Environmental Conservation</b>	
<b>Topics &amp; Learning Goals</b>	<b>Live Events</b>
<p>In the fourth and last module of the course, key strategies for reducing tourism’s environmental footprint are presented, and practical action steps in implementing sustainable resource management and conservation practices are discussed (GSTC Criteria Section D).</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the environmental impacts of tourism.</li> <li>• Learn about best practices on reducing footprint and positively contributing to conservation.</li> <li>• Discuss how to achieve optimal results for the local environment, while supporting business growth.</li> </ul>	<p><u>W4L1: Achieving a Sustainable Balance: People, Planet and Profit</u></p> <ul style="list-style-type: none"> <li>• Guest Presentation: Managing tourism’s environmental impacts</li> <li>• Q&amp;A, Discussions: Achieving a Sustainable Balance: People, Planet and Profit</li> </ul> <p><u>W4L2: Industry Examples &amp; Group Exercise – Cultural Impacts / Course Wrap Up</u></p> <ul style="list-style-type: none"> <li>• Week 4 Summary: Environmental Impacts</li> <li>• Breakout Room Discussions</li> <li>• Course Wrap Up and Next Steps</li> </ul>