

## Course Syllabus

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)

### COURSE MODULES

Week 1: Effective Sustainable Tourism Management	
Topics & Learning Goals	Live Events
<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: Orientation Meeting</u></p> <ul style="list-style-type: none"> <li>• Getting Started with the GSTC Sustainable Tourism Training Course</li> <li>• GSTC and GSTC Criteria: Introduction and Overview</li> </ul> <p><u>W1L2: Sustainability Management, Planning and Marketing Quality Experiences</u></p> <ul style="list-style-type: none"> <li>• Week 1 Summary: Sustainability Management</li> <li>• Breakout Room Discussions</li> </ul>

Week 2: Socioeconomic Impacts and Local Community Benefits	
Topics & Learning Goals	Live Events

<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: Social, Economic and Cultural Impacts: Maximizing Benefits</u></p> <ul style="list-style-type: none"> <li>• Guest Expert Presentation</li> <li>• Q&amp;A, Discussion</li> </ul> <p><u>W2L2: Managing Tourism’s Socioeconomic Impacts</u></p> <ul style="list-style-type: none"> <li>• Week 2 Summary: Socioeconomic Impacts</li> <li>• Case Study</li> <li>• Breakout Room Group Discussions</li> </ul>
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<h2>Week 3: Cultural Heritage Preservation and Promotion</h2>	
<h3>Topics &amp; Learning Goals</h3>	<h3>Live Events</h3>
<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: Protecting Cultural Heritage, Promoting Sense of Place</u></p> <ul style="list-style-type: none"> <li>• Guest Expert Presentation</li> <li>• Q&amp;A, Discussions</li> </ul> <p><u>W3L2: Engaging and Education Visitors in Sustainability Practices</u></p> <ul style="list-style-type: none"> <li>• Week 3 Summary: Culture and Heritage</li> <li>• Case Study</li> <li>• Breakout Room Group Discussions</li> </ul>

Week 4: Resource Management and Environmental Conservation	
Topics & Learning Goals	Live Events
<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 Expert Presentation</li> </ul> <p><u>W4L2: Course Wrap Up: Looking Back and Moving Forward</u></p> <ul style="list-style-type: none"> <li>• Week 4 Summary: Environmental Impacts</li> <li>• Exercise Feedback</li> <li>• Course Wrap Up and Next Steps</li> </ul>