

# SYLLABUS

## GSTC Sustainable Business Travel Course

### 4-Week Online Course

For up-to-date schedule, please refer to the course webpage on

<https://www.gstcouncil.org/sustainable-tourism-training/#biztravelschedule>

### INTRODUCTION

Introduction to the Course	
Topics Principles and Learning Goals	Course orientation
<p>This class is designed to provide core competencies for sustainability in a new generation of post-pandemic global business travel.</p> <p>We examine learning theory and the application of adult learning principles to communication skills, group processes, and personal management.</p> <p>Students will develop sustainable strategies for achieving goals in work and personal settings.</p>	<ul style="list-style-type: none"> <li>• Getting started with the GSTC Business Travel Training Course</li> <li>• Get to know each other</li> <li>• GSTC Criteria's Four Pillars</li> <li>• United Nations Sustainable Development Goals - SDGs</li> </ul>

## WEEK 1 MODULE

Section: Understand the impact of the pandemic on people behavior, needs and wants	
Topics and Learning Goals	Events – Theory and Practice
<p>The first module provides an introduction to the GSTC business travel training course and explains the importance of sustainability in the business travel world – in particular in a post-pandemic world. The goal of this week is to understand how the changing face of Business Travel is impacting the traveler behavior, health and well-being of travelers and corporations.</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• What actions can we take around the growing list of people issues in travel?               <ul style="list-style-type: none"> <li>○ Safety and security</li> <li>○ Well-being</li> <li>○ Diversity, equality, cultural inclusion and more</li> </ul> </li> </ul>	<p><b>W1BT1:</b> Presentations and Group Discussions</p> <ul style="list-style-type: none"> <li>• Q&amp;A</li> </ul> <p><b>W1BT2:</b> Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> <li>• Presentation from guest sustainability expert</li> <li>• Week 1 summary</li> </ul> <p><b>Reading:</b> GSTC Best Practice Guide</p> <p><b>Videos:</b> Introduction to sustainability</p> <p><b>SDGs:</b> 3, 4, 5, 16, 17</p>

## WEEK 2 MODULE

Section: Business Travel and Environmental Impacts	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand the importance of our environmental impact and what actions can be taken to address climate change.</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• What is Climate Change?</li> <li>• The impact of carbon emissions and other pollutants by mode of transport and accommodation</li> <li>• Sourcing data, available tools and methodologies, creating a carbon footprint</li> <li>• The role of sustainability officers, suppliers, travel managers and travelers in protecting the planet.</li> </ul>	<p><b>W2BT1:</b> Presentations and Group Discussions</p> <ul style="list-style-type: none"> <li>• Q&amp;A</li> </ul> <p><b>W2BT2:</b> Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> <li>• Presentation from guest carbon measurement expert</li> <li>• Week 2 summary</li> </ul> <p><b>Reading:</b></p> <p><b>Videos:</b></p> <p><b>SDGs:</b> 6,7,13,17</p>

## WEEK 3 MODULE

Section: Business Travel and the Economic Impacts	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand how to measure the financial impact of sustainability and maintain a healthy balance between the environment, employees, and an economic viability.</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• The role of profit - theory               <ul style="list-style-type: none"> <li>○ Investment vs. Profit</li> <li>○ Budgets/Targets</li> </ul> </li> <li>• Profit budgets and Sustainability budgets</li> <li>• Balancing the 3Ps (people-planet-profit)</li> </ul>	<p><b>W3BT1:</b> Presentations and Group Discussions</p> <ul style="list-style-type: none"> <li>• Q&amp;A</li> </ul> <p><b>W3BT2:</b> Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> <li>• Presentation from industry guest speakers</li> <li>• Week 3 summary</li> </ul> <p><b>Reading:</b></p> <p><b>Videos:</b></p> <p><b>SDGs:</b> 4,8,9,12,16,17</p>

## WEEK 4 MODULE

Section: Managing the Business of Sustainability	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand how companies can create and manage Sustainable Business Travel Strategies / Programs.</p> <p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Creating and Managing Sustainable Business Travel Policies</li> <li>• Ways to communicate performance, results and developments to stakeholders               <ul style="list-style-type: none"> <li>○ A Sustainable Business Travel Report</li> </ul> </li> <li>• Corporate education and training</li> <li>• Coming Back Better</li> </ul>	<p><b>W4BT1:</b> Presentations and Group Discussions</p> <ul style="list-style-type: none"> <li>• Q&amp;A</li> </ul> <p><b>W4BT2:</b> Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> <li>• Presentation from industry guest speaker</li> <li>• Week 3 summary</li> </ul> <p><b>Reading:</b></p> <p><b>Videos:</b></p> <p><b>SDGs:</b> 4,8,9,12,16,17</p>