



GLOBAL SUSTAINABLE
TOURISM COUNCIL

Sustainability as a Competitive Edge

Sustainable Tourism Training Program

Tailored Training Options for Businesses



ABOUT THE GLOBAL SUSTAINABLE TOURISM COUNCIL

"UNWTO has made it clear that with the predicted growth of tourism (1.8 billion international tourists in 2030), embracing sustainability is not an option, but a necessity."

Luigi Cabrini, Chair, Global Sustainable Tourism Council / Advisor on Sustainability, UNWTO Secretary-General



The Global Sustainable Tourism Council (GSTC) is the global expert in standards for sustainable tourism. Founded in 2008 through collaborative efforts by sustainability leaders from UNEP, UNWTO, the UN Foundation and the Rainforest Alliance, the GSTC is an independent not-for-profit organization (registered in the USA as a 501(c)3 non-profit organization) pursuing the goals of:

- Promoting sustainable tourism knowledge and practices;
- Facilitating the adoption of universal sustainable tourism principles; and
- Building demand for sustainable travel.

At the core of this work is the Global Sustainable Tourism Criteria, a framework to ensure the sustainability of tourism businesses and destinations across the globe.

GSTC INDUSTRY CRITERIA (GSTC-INDUSTRY)

The GSTC Industry Criteria (GSTC-Industry) have been initially created for the accommodation and tour operation sectors, developed through analyses of 4,500 criteria and 60 certifications systems, and with the input of over 2,000 stakeholders. The latest edition of the GSTC-Industry (updated in 2016) includes separate indicators for hotels and for tour operators, and other sub-sectors can be created (e.g. cruise, MICE, aviation, etc.), enhancing the applicability of the standard to the entire tourism industry.

The GSTC-Industry is a globally recognized set of sustainable tourism principles and performance indicators that can be used by tourism businesses to:

- Guide various sustainable business practices, from product development to supply chain management.
- Assist sustainability training and skills development efforts, helping improve employee sustainability performance.
- Communicate to customers and to the media about sustainable business practices more effectively.



GSTC TRAINING FOR BUSINESSES

Want to improve your company's sustainability performance?

The GSTC Sustainable Tourism Training Program (STTP) offers practical insights and expert guidance to assist tourism businesses implement effective steps and achieve tangible performance goals. Whether you're working to build a foundation or seeking to take your sustainability impact to the next level, our team of international experts will provide the guidance, support and resources needed to achieve your training and capacity building goals.

FOR TOURISM BRANDS & HOSPITALITY BUSINESSES

Based on the GSTC Industry Criteria and guided by practical insights from leading sustainable tourism experts, the GSTC STTP offers tailored curriculum based on your company's specific needs and goals, and helps you improve your sustainability practices through tangible actions that fulfill the globally recognized standard of sustainability best practices.

GLOBAL AUTHORITY ON SUSTAINABLE TOURISM

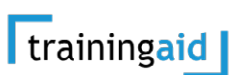
The GSTC is a UN-endorsed independent organization recognized for our critical role as the global leader in providing guidance for the development and management of sustainability in tourism. Based on our extensive knowledge base, the GSTC STTP offers both global and regional perspectives to help your business achieve your sustainability action goals.

FROM WORDS TO ACTIONS, TO LONG-TERM IMPACTS

The objective of the GSTC STTP is not to offer a one-time exercise of reviewing what should be done; rather, we will work with you towards tangible and meaningful goals, focusing on the long-term benefits of sustainable tourism policies and practices and assisting your business to successfully achieve sustainability performance goals over time.

PARTNERS & SUPPORTERS

PROGRAM PARTNER



TRAINING PARTNERS, STTP TRAINING CLASS SPONSORS



ASIAN
ECOTOURISM
NETWORK



OVERVIEW: TRAINING AND CERTIFICATES

The GSTC offers tailored training options to meet your organization's specific needs and to accommodate various learning and capacity building requirements based on the desired training outcomes.

Your Training Roadmap	1. Seminar <i>Small-group introductory training seminar focused on your big-picture goals.</i>	2. Intensive Classroom Training <i>In-depth training on sustainable tourism standards, supporting your sustainability strategy and action plans.</i>	3. Online Interactive Training <i>Practical online training for your extended team, focused on your long-term sustainability performance targets.</i>
Style	Face-to-Face	Face-to-Face	Live & On-Demand
Duration*	1/2 Day	3 Days	4 Weeks
Size**	Minimum 5	Minimum 8	Minimum 8
Trainer***	1 Trainer	1 Trainer +	1 Trainer +
Certificate of Completion	Yes	Yes	Yes
GSTC Certificate in Sustainable Tourism	-	Exam + Certificate	Exam + Certificate
GSTC Training Fee (Basic Package Price per Group)	Starting at US\$1,650	Starting at US\$5,400	Starting at US\$5,400

* We also offer some flexibility with the training duration; e.g. 2-day instead of 3-day class, or 1-day instead of 1/2-day seminar.

**Group Size can be adjusted depending on the training objectives.

***We work with one lead trainer per group, and can provide additional trainer(s) according to training needs.

GSTC Certificate in Sustainable Tourism

All training participants who complete the 3-day onsite training or 4-week online training classes of the GSTC STTP will have the opportunity to take the STTP exam, which is offered online and available for one month after the training class completion. Following the exam, those who achieve the passing mark (75% and higher) will receive a Certificate in Sustainable Tourism by the GSTC.

Training Fees

The basic package price of a seminar or a classroom training session cover the trainer(s) fee, GSTC STTP training fee (licensing fee for curriculum, brand and certificate), and GSTC administrative and operational costs. In addition to the Training Fee, the following associated costs must be covered: venue rental, meals and breaks, travel and accommodation for the trainers. As part of the planning process, the GSTC will submit a detailed budget including explanations of fixed rates and per-person costs. For the online training option, the Training Fee per group includes the platform- and hosting-related costs (technical support, server fees).

1/2-DAY SEMINAR

A short small-group session focused on select best practice cases and key sustainable tourism approaches.

Our half-day seminar is ideal for travel and tourism businesses seeking to better understand what it means to become a sustainable tourism destination. Recommended for managers and team leaders, the seminar covers:

- Why investing in sustainable tourism practices is important for the sound business growth and development;
- How to utilize the GSTC Industry Criteria as a framework for your company's sustainability action plan;
- How to maximize the benefits of your sustainability actions - for your staff, stakeholders, and customers; and
- Practical insights into sustainable tourism business best practices based on real-life examples and lessons.

The half-day seminar is designed as a 3-4 hour program. Depending on your organization's needs and availability, the program can be extended to cover a broader scope and be delivered as a one-day seminar.

SAMPLE AGENDA

Part I. Business Case for Sustainable Tourism

- Relevant industry and consumer trends: opportunities for tourism industry businesses.
- Tangible benefits and advantages of sustainability practices beyond cost-saving.
- The roles of the GSTC in global travel and tourism development: mission, history and guiding principles.

Part II. Understanding and Implementing the GSTC Industry Criteria

- The GSTC Industry Criteria as a framework to support business-wide sustainability visions and strategies.
- Lessons and best practices in building and implementing an effective action plan.
- Understanding the team member and stakeholder roles in turning sustainability goals into tangible performance outcomes.

Part III. Business Sustainability Key Issues & Best Practices

Interactive discussions and brainstorming sessions on some of the key aspects of sustainable tourism business development and management, with the goal of helping your company identify sustainability training and skill building needs, and the steps for creating a plan for addressing those needs in the short-, medium- and long-term. These topics may include:

Building a culture of sustainability:

- Developing and implementing a long-term sustainability management system.
- Making sustainability a core value reflected on organization-wide policies and practices.
- Engaging leadership, staff, stakeholders and partners in sustainability actions.

Customer engagement and satisfaction:

- Effective communications and customer service strategies for engaging customers in sustainability efforts.
- Accurate and transparent promotion of your products and services, including sustainability claims.
- Measuring customer satisfaction and properly addressing concerns regarding customer experience.

Managing environmental impacts:

- Effectively measuring the environmental footprint of your business operations.
- Resource conservation and management practices.
- Playing an active role in local conservation efforts.

Community support and services:

- Supporting local sustainable community development efforts through social, educational, economic and environmental initiatives.
- Supporting local entrepreneurs through tourism opportunities.
- Operating responsibly to minimize negative impact on local livelihoods.

3-DAY INTENSIVE CLASSROOM TRAINING

In-depth training on sustainable tourism standards and best practices, supporting your company's sustainability strategy and action plan.

Offered as a 3-day-long intensive and interactive training class, our onsite training sessions offer a unique opportunity to gain an in-depth understanding of the GSTC Industry Criteria and performance indicators. Incorporating case studies and best practice examples relevant to tourism businesses, the training class provides practical insights that will help you make informed decisions on how to implement sustainability actions, and establish viable plans and strategies for your company.

Training class highlights include:

- Knowledge and expertise representing the GSTC as the global authority on quality sustainable tourism standards.
- Stimulating and rewarding learning experience, with practical insights and tangible lessons on sustainability practices.
- Opportunity to earn the GSTC-endorsed Certificate in Sustainable Tourism.

SAMPLE AGENDA

Day 1

In order to prepare for an in-depth discussions on the GSTC Criteria, the global baseline standard for sustainable tourism practices, the training class starts with painting the big-picture of what sustainable tourism is, why it matters and how it presents unique opportunities for tourism industry stakeholders around the world.

Learning Goals:

- Discuss global trends and issues in sustainable tourism, and their practical relevance to your business.
- Understand the roles of the GSTC and the GSTC Criteria.
- Through trainer presentations, case studies and group discussions, become familiar with key sustainability management practices (GSTC-Industry Section A).

Day 2

Continuing on the discussions and expert presentations on how tourism businesses can develop and manage viable sustainability strategies, the key lessons on the second day focus on the socioeconomic and cultural impacts of tourism activities, and how your business can mitigate negative impacts and maximize positive benefits.

Learning Goals:

- Gain professional insights into best practices in managing socioeconomic impacts of tourism (GSTC-Industry Section B) and how tourism businesses can positively contribute to local well-being (GSTC-Industry Section C).
- Practice applying theory to practice through a guest presentation and/or field session demonstrating real-world challenges and opportunities.

Day 3

In addition to discussing best practices around resource efficiency, conservation efforts and climate impacts, the training class explores specific examples of implementing sustainability principles in action, through market-based solutions, organization-wide collaboration and industry partnerships.

Learning Goals:

- Deepen understanding of the environmental footprint of tourism activities, and explore relevant solutions (GSTC-Industry Section D).
- Through scenario exercises and group discussions, strengthen understanding of how the GSTC-Industry Criteria can be implemented as a practical tool.

STTP Exam (Optional)

All training participants have the opportunity to take the online STTP exam and to receive, upon successful completion (75% pass mark required), a Certificate in Sustainable Tourism by the GSTC.

4-WEEK ONLINE INTERACTIVE TRAINING

Practical online training for your extended team, focused on your company's long-term sustainability performance targets.

Delivered as a flexible and interactive online course over a period of four weeks, our online interactive training class combines the convenience of online learning with the benefits of facilitated group learning experience to optimize results for busy professionals. Incorporating both on-demand and live modules, these 4-week courses feature practical lessons by expert trainers, hands-on activities to help you apply what you've learned right away, and various opportunities for real-time interactions that will make your learning experience more engaging and effective.

Key highlights of the online training classes include:

- A cost effective way of expanding on previous training steps and extending access to training opportunities for your team.
- A flexible learning environment where team members from various locations can join and share progress with each other.
- Opportunity to earn the GSTC-endorsed Certificate in Sustainable Tourism.

SAMPLE AGENDA

Week 1

The first module provides an introduction to the GSTC Criteria, the definition and principles of sustainable tourism, sustainability best practices for businesses, and the GSTC's roles in the global tourism industry.

Learning Goals:

- Understand the roles of the GSTC and the GSTC Criteria.
- Learn about and discuss relevant issues and trends.
- Become familiar with sustainable management principles and practices (GSTC-Industry Section A).

Week 2

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.

Learning Goals:

- Discuss practical application of the GSTC Industry Criteria through a business case study.
- Discuss sustainable management best practices.
- Understand business sustainability practices related to socioeconomic impacts of tourism (GSTC-Industry Section B).

Week 3

Continuing on with lessons and expert presentations on GSTC-Industry Criteria, this week focuses on how tourism businesses can minimize negative impacts, maximize benefits to local communities and protect cultural heritage through sustainable tourism.

Learning Goals:

- Discuss best practices on reducing negative social, economic and cultural impacts of tourism activities.
- Understand sustainability practices related to tourism's benefits for communities, visitors and local cultures (GSTC-Industry Section C).

Week 4

In the fourth and last module of the course, key strategies for reducing tourism businesses' environmental footprint are presented, and a hands-on exercise on sustainable tourism action steps is offered in a 'breakout group' setting.

Learning Goals:

- Understand sustainability best practices related to environmental impacts (GSTC-Industry Section D).
- Learn and discuss how to apply the GSTC-Industry Criteria from various stakeholder perspectives.

STTP Exam (Optional)

All training participants have the opportunity to take the online STTP exam and to receive, upon successful completion (75% pass mark required), a Certificate in Sustainable Tourism by the GSTC.

GSTC-STTP TRAINING TEAM

The GSTC works with sustainable tourism training experts from around the world who serve as official GSTC Trainers of the GSTC Sustainable Tourism Training Program. With our global team of trainers, the GSTC delivers Sustainable Tourism Training classes in several languages in addition to English.



Ayako Ezaki

GSTC Training Director;
Head of Knowledge Management & Communications, TrainingAid

Languages:
English, Japanese

Regions of Operation:
Europe, East Asia



Dr. D'Arcy Dornan

GSTC Country Representative;
Founder, Tourism, Hospitality & Education Solutions

Languages:
Portuguese, French, English

Regions of Operation:
Latin America



Dr. Mihee Kang

GSTC Board Member and
Country Representative;
Research Professor, Seoul University

Languages:
Korean, English

Regions of Operation:
East Asia, Southeast Asia



Antje Martins

Customer Service & Training
Manager, EarthCheck

Language:
English, German

Regions of Operation:
Asia Pacific, Europe



Julian Matthews

Founder, Tour Operators for
Tigers (TOFTigers)

Language:
English

Regions of Operation:
India, UK



Jorge Moller

GSTC Board Member & Country
Representative;
Owner, Darwin's Trails Chile

Languages:
Spanish, English

Regions of Operation:
South America



Natalia Naranjo

GSTC Board Member; Country
Representative, Canadian
Executive Service Overseas in
Colombia

Languages:
Spanish, English

Regions of Operation:
South America



Steve Noakes

Chair, Pacific Asia Tourism
Pty Ltd.; Director, Ecolodges
Indonesia

Language:
English

Regions of Operation:
Asia Pacific, Scandinavia



Dr. Ioannis Pappas

GSTC Board Member & Country Representative;
Co-Founder, Green Evolution SA

Languages:
English, Greek

Regions of Operation:
Europe



Kathleen Pessolano

GSTC Director of Destinations Program and Associate Technical Director

Language:
English

Regions of Operation:
North America, Latin America



CB Ramkumar

GSTC Board Member & Country Representative;
Director, Green Dreams for the Planet

Language:
English

Regions of Operation:
South Asia



Susan Santos de Cárdenas

GSTC Country Representative;
President and CEO, Society for Sustainable Tourism & Development

Languages:
English, Tagalog

Regions of Operation:
Southeast Asia



Dr. Anna Spenceley

GSTC Accreditation Panel Member; Chair, IUCN Tourism and Protected Areas Specialist Group

Language:
English

Regions of Operation:
Southern Africa, Eastern Africa, Europe



Dr. Alan Wong

Lecturer and China MSc Program Leader, School of Hotel & Tourism Management, The Hong Kong Polytechnic University

Language:
Chinese, English

Regions of Operation:
East Asia

Education and Training Working Group

In addition to the GSTC Trainers, GSTC-STTP is supported by the **Education and Training Working Group**, which provides advice on training program development and training-related opportunities. The current member of the Working Group are:

- CB Ramkumar (Green Dreams for the Planet, India) - Chair
- Rosemary Black (Charles Sturt University, Australia) - Vice Chair
- Ayako Ezaki (TrainingAid, Germany) - Vice Chair
- Kelly Bricker (University of Utah, USA)
- Christina Cavaliere (Stockton University, USA)
- D'Arcy Dornan (Tourism, Hospitality & Education Solutions, Brazil)
- Herbert Hamele (ECOTRANS, Germany)
- Naut Kusters (Travelife for Tour Operators, The Netherlands)
- Benjamin Liliphibert (Light Blue Consulting, Thailand)
- Antje Martins (EarthCheck, Australia)
- Jorge Moller (Darwin's Trails, Chile)
- David Randle (University of South Florida, USA)

GSTC-STTP TRAINING PARTNERS

The GSTC works with Training Partners - destination organizations, governments, industry associations and other organizations in various regions that support the GSTC's mission - to increase sustainable tourism knowledge and practice. Our Training Partners offer the official GSTC Sustainable Tourism Training classes on behalf of the GSTC, and collaborates with our STTP team on relevant training initiatives.



Asian Ecotourism Network

Region: Asia Pacific
Lead Trainers: Mihee Kang (South Korea), Masaru Takayama (Japan)
Authorized Trainers: Kazuhiro Arai (Japan), Mami Futagami (Japan), Susan Santos de Cárdenas (Philippines)



Botswana Tourism Organization

Country: Botswana
Lead Trainer: Tshoganetso Carl-Ponoesele
Authorized Trainer: Thatayaone Mmapatsi



Designated Areas for Sustainable Tourism Administration (DASTA)

Country: Thailand
Lead Trainer: Wanvipa Phanumat
Authorized Trainers: Nuchara Thianchai, Piyanat Klaiduan



Green Evolution

Region: Southeast Europe
Lead Trainer: Dr. Ioannis Pappas
Authorized Trainer: Dr. Ioannis Karampasis



Infinity Travel Group

Region: Hong Kong, Macau, Taiwan, People's Republic of China
Lead Trainer: Dr. Lewis Cheung
Authorized Trainers: Fui Cheung, Derek Tse



Mt. Huangshan Scenic Area Administrative Committee (HSAC)

Region: Huangshan, China
Lead Trainer: Zhang Yangzhi
Authorized Trainers: He Difeng, Cheng Jingming

BUSINESS ENGAGEMENT EXAMPLES

Infinity Travel: Ecotours, Nature Education and Geological Tours in China and Beyond

"GSTC training has helped me transfer my knowledge to the management staff in our organization as we have adopted GSTC guidelines in our overall operations. It enhances our team to have a comprehensive guidelines and universal sustainable tourism standard to work toward."

"I would strongly recommend the training to other industry stakeholders as well as other tourism destination managers and communities implementing sustainable tourism."

Fui Cheung
CEO & President, Infinity
(Int'l) Travel Holdings Ltd.



SEGURA Consulting: Tourism Development & Economic Growth in the Western Balkans

"Learning about the practices and solutions for increasing sustainability of the tourism industry (individual facilities and designations) is of utmost importance in order to ... secure long-term sustainability of tourism as an economic activity in our region. Through the GSTC training, I've learned about the options for introducing sustainability practices and the certification programs that are credible."

"I recommend this training to others in the industry because making sure our actions have strong sustainability factors is critical to contributing to the social and economic well-being of communities through tourism."

Snjezana Derviskadic
Tourism Team Leader,
SEGURA Consulting LLC



GET IN TOUCH WITH US



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Ayako Ezaki
GSTC Training Director
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Learn more about the STTP at: www.gstcouncil.org/en/programs/sustainable-tourism-training

Sustainable Tourism Training Program

