



GLOBAL SUSTAINABLE
TOURISM COUNCIL

Your Journey Towards Sustainability

Sustainable Tourism Training Program

Tailored Training Options for Destinations



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 CRITERIA FOR DESTINATIONS

To effectively implement sustainable destination practices and to guarantee long-term sustainability, a suitable balance must be established between the four pillars of sustainable tourism: Sustainable Management, Economic Benefits, Community Benefits and Environmental Benefits.

The GSTC Criteria for Destinations (GSTC-D) outline interdisciplinary, holistic and integrative approaches to these four key areas of sustainability objectives, and serve as a common language to promote sustainable tourism at the destination level. Designed as the global baseline standard for destinations, GSTC-D has been vetted and adopted by a number of destinations around the world.

Governments and destination organizations may apply the GSTC-D as:

- A tool for destination leaders and industry stakeholders to properly understand relevant sustainability issues and practices.
- A baseline standard to assist the development of regulatory and legal frameworks for national, provincial, or local standards.
- Guidelines to support the process of becoming certified as a destination by a GSTC-approved standard.



GSTC TRAINING FOR DESTINATIONS

What does it take to become a sustainable tourism destination?

The GSTC Sustainable Tourism Training Program (STTP) offers customized solutions to your destination's sustainable tourism development and management needs. 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 destination's training and capacity building goals.

FOR GOVERNMENTS & DESTINATION ORGANIZATIONS

Based on the GSTC Criteria for Destinations and guided by practical insights from leading sustainable tourism experts, the GSTC STTP offers tailored curriculum based on your destination's specific needs and goals, focused on helping your destination implement 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 playing a 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 relevant to the specific context of your destination's sustainable tourism journey.

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 success of your destination's sustainable tourism development and on-going management practices.

PARTNERS & SUPPORTERS

PROGRAM PARTNER



TRAINING PARTNERS, STTP TRAINING CLASS SPONSORS



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 government and destination organizations seeking to better understand what it means to become a sustainable tourism destination. Recommended for managers and team leaders, the seminar covers:

- Why implementing sustainable tourism practices is important for the sound growth and development of your destination;
- How to utilize the GSTC Criteria for Destinations as a framework for your destination's sustainable tourism development;
- How to maximize the benefits of your sustainability actions - for local residents, tourism stakeholders, and visitors; and
- Practical insights into sustainable destination management and marketing based on real-life lessons and best practices.

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 sustainable tourism destinations.
- Tangible benefits 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 Destination Criteria

- Sustainability guidelines: the GSTC Criteria as a framework to support national, provincial, or local standards.
- Sustainable tourism strategy: best practices in building and implementing a sustainable tourism destination strategy.
- Tourism management organization: the roles of a management organization in your destination.

Part III. Sustainable Destination Key Issues & Best Practices

Interactive discussions and brainstorming sessions on some of the key aspects of sustainable tourism destination development and management, with the goal of helping your destination 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:

Destination management and marketing:

- Accessible tourism development and promotion.
- Accurate and effective sustainable tourism marketing.
- Monitoring the economic impact of tourism in your destination.

Visitor management:

- Monitoring and improving visitor satisfaction.
- Effective visitor management and growth strategy.
- Promoting positive visitor behavior through traveler education.
- Addressing tourism seasonality challenges.

Environmental regulations:

- Climate change adaptation strategy for destinations.
- Monitoring the environmental impact of tourism.
- Resource conservation and management practices.

Community development:

- Public participation and engagement in tourism development.
- Supporting local entrepreneurs through tourism opportunities.

3-DAY INTENSIVE CLASSROOM TRAINING

In-depth training on sustainable tourism standards and best practices, supporting your destination'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 Destination Criteria and performance indicators. Incorporating case studies and best practice examples of sustainable tourism destinations, the training class provides practical insights that will help you make informed decisions on how to implement sustainability practices, and establish viable and actionable sustainable tourism policies and practices for your destination.

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 destinations around the world.

Learning Goals:

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

Day 2

Continuing on the discussions and expert presentations on how tourism can be developed and managed at the destination level, the key lessons on the second day focus on the socioeconomic and cultural impacts of tourism, and how your destination can mitigate negative impacts and maximize positive benefits.

Learning Goals:

- Gain professional insights into best practices in managing socioeconomic impacts of tourism (GSTC-D Section B) and how tourism can benefits communities, visitors and local cultures (GSTC-D 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 regulatory frameworks and policy-level best practices around environmental issues, the training class explores specific case studies demonstrating how the GSTC Criteria can be implemented in your destination, through multistakeholder collaboration, industry partnerships and innovative education and communication campaigns.

Learning Goals:

- Deepen understanding of tourism's impact on the environment, and explore relevant solutions (GSTC-D Section D).
- Through scenario exercises and group discussions, strengthen understanding of how the GSTC Criteria can be implemented and used in your destination.

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 destination'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 destinations, 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 destination management principles (GSTC-D 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 in destinations, and on effective strategies for reducing negative impacts.

Learning Goals:

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

Week 3

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

Learning Goals:

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

Week 4

In the fourth and last module of the course, key strategies for reducing tourism's 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 destinations' environmental impacts (GSTC-D Section D).
- Learn and discuss how to apply the GSTC Criteria in a destination 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

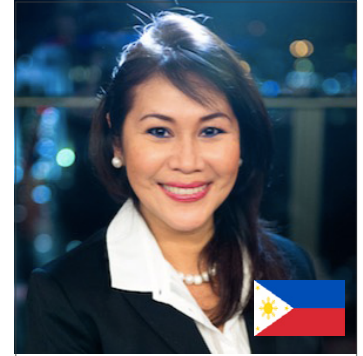


CB Ramkumar

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

DESTINATION ENGAGEMENT EXAMPLES



Indonesia: Partnership for Sustainable Tourism Training and Standard Development

In partnership with the Ministry of Tourism of Indonesia, the GSTC conducted two multi-day training sessions in Jakarta for key tourism officials and industry leaders in 2015. As a result of the training partnership, the Ministry of Tourism has agreed to collaborate with the GSTC in the development of sustainable tourism policies and practices in Indonesia, skills development for tourism industry stakeholders, and the development of a national certification scheme for destinations.

In September 2016, the Sustainable Tourism Destination Standard for Indonesia has achieved the "GSTC-Recognized" status, affirming Indonesia's commitment to promote sustainable tourism products and services across the nation.



Ecuador: Nation-wide Sustainability Standards for Travel and Tourism Sectors

In 2015, the Ministry of Tourism of Ecuador partnered with the GSTC to create standards for sustainability in the travel and tourism sector throughout the country.

Following the completion of the GSTC Latin America Regional Meeting hosted in Quito, where participants from across Ecuador and the region learned how to apply the GSTC Criteria in tourism destinations, Ecuador's Minister of Tourism Sandra Naranjo announced that Ecuador's sustainability standards have been officially recognized by the GSTC for their adherence to the universal standards of sustainability in travel and tourism. The standards include 41 elements that specify what destinations and industry organizations must enhance in order to be considered "sustainable" in their practices.

GET IN TOUCH WITH US



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Learn more about the STTP at: www.gstcouncil.org/en/programs/sustainable-tourism-training

Sustainable Tourism Training Program

