

COURSE SYLLABUS

Week 1

Criteria Lessons, Expert Tips & Resources on

A: Sustainability Management

B: Socioeconomic Impacts

Scheduled Live Sessions

- Ideas & Insights: A guest presentation by an industry practitioner, sharing insights related to sustainability management and socioeconomic impacts.
- Group Exercise: Using a scenario of a fictional hotel case to discuss issues and solutions relevant to the week's lessons.

Learning Goals:

- Become familiar with sustainability management principles for hotels.
- Learn about sustainability practices that effectively address the socioeconomic impacts of tourism.
- Discuss practical application of the GSTC Industry Criteria through a hotel case study

Week 2

Criteria Lessons, Expert Tips & Resources on

C: Cultural Impacts

D: Environmental Impacts

Scheduled Live Sessions

- Ideas & Insights: A guest presentation by an industry practitioner, sharing insights related to cultural heritage and environmental management.
- Group Exercise: Using a scenario of a fictional hotel case to discuss issues and solutions relevant to the week's lessons.

Learning Goals:

- Understand issues and challenges related to the impact of tourism on local cultural and natural heritage
- Learn about best practices on reducing hotels' environmental footprint and positively contributing to conservation.
- Discuss how hotels can maximize benefits for local culture and environment, while supporting business growth.