

# GSTC Sustainable MICE Course

## live sessions (90 minutes/session – total of 4 sessions)

1 <sup>st</sup> session	<ul style="list-style-type: none"> <li>• Introduction to the GSTC and GSTC MICE Standard</li> <li>• GSTC MICE Standard Section A: best practices in sustainable tourism management approaches.</li> </ul>	<p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand the roles of the GSTC and the GSTC Standards.</li> <li>• Become familiar with sustainability management principles and discuss best practices.</li> </ul>
2 <sup>nd</sup> session	<ul style="list-style-type: none"> <li>• GSTC MICE Standard Section B. Social and Economic Benefits: understanding the socioeconomic impacts of tourism activities, and on effective strategies for reducing negative impacts.</li> <li>• GSTC MICE Standard Section C. Cultural Heritage: how tourism businesses and destinations can minimize negative impacts, maximize benefits to local communities and protect cultural heritage through sustainable tourism.</li> </ul>	<p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the socioeconomic impacts of tourism and the impact of tourism on local cultural heritage.</li> <li>• Learn about sustainability practices that effectively address the socioeconomic impacts of tourism.</li> <li>• Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage.</li> </ul>
3 <sup>rd</sup> session	<ul style="list-style-type: none"> <li>• GSTC MICE Standard Section D. Environmental Benefits and Impacts: key strategies for reducing tourism's environmental footprint are presented, and practical action steps in implementing sustainable resource management and conservation practices</li> </ul>	<p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Learn about best practices on reducing footprint and positively contributing to conservation.</li> </ul>
4 <sup>th</sup> session	<ul style="list-style-type: none"> <li>• GSTC MICE Standard Section D Continued</li> <li>• Breakout Group Session: Applying the GSTC MICE Standard – minimizing and maximizing the negative impact.</li> </ul>	<p><b>Learning Goals:</b></p> <ul style="list-style-type: none"> <li>• Learn about best practices on reducing footprint and positively contributing to conservation.</li> <li>• Discuss how to maximize tourism's benefits for communities, visitors, local cultures, and the environment through sustainability practices.</li> </ul>