

GSTC Sustainable MICE Course

Online Live Sessions (December 1-2, 2025 from 9 am to 5 pm KST)		
1 st session	• Introduction to the GSTC and GSTC MICE Standards. • GSTC Standard Section A: best practices in sustainable tourism management approaches.	Learning Goals: • Understand the roles of the GSTC and the GSTC Standard. • Become familiar with sustainability management principles and discuss best practices.
2 nd session	• GSTC Standard Section B. Social and Economic Benefits: understanding the socioeconomic impacts of tourism activities, and on effective strategies for reducing negative impacts. • GSTC 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.	Learning Goals: • Understand issues and challenges related to the socioeconomic impacts of tourism and the impact of tourism on local cultural heritage. • Learn about sustainability practices that effectively address the socioeconomic impacts of tourism. • Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage.
3 rd session	• GSTC 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	Learning Goals: • Learn about best practices on reducing footprint and positively contributing to conservation.
4 th session	• GSTC Standard Section D Continued • Breakout Group Session: Applying the GSTC Standard – minimizing the negative impact, maximizing the positive impact.	Learning Goals: • Learn about best practices on reducing footprint and positively contributing to conservation. • Discuss how to maximize tourism's benefits for communities, visitors, local cultures, and the environment through sustainability practices.

* Please note: Details of the training class agenda may be subject to change.