

GSTC Sustainable Tourism Course

December 11th & 12th, 2022, Sevilla, Spain

DAY 1: December 11th (9:00 – 17:00)	
8:30 Registration Opens 9:00 Course Start	
Morning Sessions: <ul style="list-style-type: none"> Sustainable Tourism Overview: the definition and principles of sustainable tourism; issues, current trends, business case for sustainability. Introduction to the GSTC and GSTC Criteria: an introduction to the GSTC Criteria; the GSTC's roles in the global tourism industry. GSTC Criteria Section A: best practices in sustainable tourism management approaches. 	Learning Goals: <ul style="list-style-type: none"> Understand the roles of the GSTC and the GSTC Criteria. Learn about and discuss relevant sustainability issues and tourism trends. Become familiar with sustainability management principles and discuss best practices.
Lunch Break	
Afternoon Sessions: <ul style="list-style-type: none"> GSTC Criteria Section B. Social and Economic Benefits: understanding the socioeconomic impacts of tourism activities, and on effective strategies for reducing negative impacts. Presentation and Q&A: Example of implementing best practices in managing tourism's socioeconomic impacts. 	Learning Goals: <ul style="list-style-type: none"> Understand issues and challenges related to the socioeconomic impacts of tourism. Learn about sustainability practices that effectively address the socioeconomic impacts of tourism. Discuss practical application of the GSTC Criteria through a case study.
Day 1 Wrap Up Day 1 summary and wrap-up	
DAY 2: December 12th (9:00 – 17:00)	
Morning Sessions: <ul style="list-style-type: none"> GSTC Industry Criteria 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. Breakout Group Session: Applying the GSTC Criteria – minimizing the negative impact, maximizing the positive impact. 	Learning Goals: <ul style="list-style-type: none"> Understand issues and challenges related to the impact of tourism on local cultural heritage. Learn about best practices on reducing negative impacts of tourism activities on local cultural heritage. Discuss how to maximize tourism's benefits for communities, visitors and local cultures through sustainability practices.
Lunch Break	
Afternoon Sessions: <ul style="list-style-type: none"> GSTC Criteria 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. Presentation and Q&A: Example of implementing best practices in environmental conservation and resource management. 	Learning Goals: <ul style="list-style-type: none"> Understand issues and challenges related to the environmental impacts of tourism. Learn about best practices on reducing footprint and positively contributing to conservation. Discuss how to achieve optimal results for the local environment, while supporting business growth.
Day 2 Review & Course Wrap-up Course summary and wrap-up	