

# GSTC Sustainable Tourism Training Certificate in Sustainable Tourism Training

2/3-Day ONSITE Intensive Training Class in  
Mainland China, Taiwan & Hong Kong

Organizers:



*travel forever*



香港生態旅遊專業培訓中心  
Hong Kong Ecotourism & Travels Professional Training Centre

Co-organizers:

**Tunan Hotel, Guangzhou, Guangdong**

**Heart 2 Heart Youth Hostel, YHA China, Kunming, Yunnan**

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## 1. Aims

By following the GSTC Criteria for Destinations and Industry Operators as the framework, the workshop covers key topics such as sustainable tourism standards and certification, tourism's roles in the UN's Sustainable Development Goals (SDGs), and best practices in destination management, both from the policy and development perspectives.

The GSTC Sustainable Tourism Training Program (STTP) offers practical insights and effective steps to help you improve your sustainability practices.

With the aim of strengthening awareness of sustainable tourism in destinations around the world, the training program covers global trends in sustainable tourism and sustainability best practices for businesses and destinations.

Designed as an intensive and interactive training experience led by expert GSTC Trainer(s), STTP training classes offers a unique opportunity to gain an in-depth understanding of the GSTC Criteria, the global baseline standards for sustainability in travel and tourism, and the roles of accreditation and certification in advancing the sustainability agenda in the tourism industry.

## 2. About the STTP: Sustainable Tourism Training Program

Sustainability is imperative for all tourism stakeholders and must translate from words to actions. The GSTC Sustainable Tourism Training Program (STTP) offers practical insights and expert guidance to assist tourism destinations and businesses implement effective steps and achieve tangible performance goals. The STTP uses the GSTC Criteria, the global baseline standards for sustainability in travel and tourism, as the training curriculum framework, and incorporates best practice presentations, business and destination case studies, and in-depth advice and consultation on how to implement sustainability practices for businesses and destinations.

### For Tourism Brands & Hospitality Business

Based on the GSTC Industry Criteria and guided by practical insights from leading sustainable tourism experts, the GSTC STTP offers tailored curriculum based on your company's specific needs and goals, and helps you improve your sustainability practices through tangible actions that fulfill the globally recognized standard of sustainability best practices.

### For Government & 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 or business 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 or business sustainable tourism development and on-going management practices.

### 3. Course Schedule & Fees

Date & Time	Class No.	Host Organization & Location	Fee (Exam fee is not included)	Instructor
March 17-19, 2017	NF_GSTC_170317	<p><b>Heritage Lodge</b> 800 Castle Peak Road, Lai Chi Kok, Kowloon, Hong Kong</p> <p>Hosted by <b>Hong Kong Ecotourism &amp; Travels Professional Training Centre (ETTC)</b></p> <p>Training Venue: <a href="http://www.heritagelodgehk.com">http://www.heritagelodgehk.com</a></p>	HKD 3,900	<ul style="list-style-type: none"> <li>• Professor Lewis Cheung</li> <li>• Dr. Alan Wong</li> <li>• Mr. Derek Tse</li> <li>• Guest Speaker: Manager of Heritage Lodge</li> </ul>
June 21-23, 2017	GETC003	<p><b>Heart 2 Heart Youth Hostel, YHA China, Yunnan</b> 96 Da Ha Village, Tuan Jie Zhen, Xishan District, Kuming, Yunnan</p> <p>Training Venue: <a href="http://www.yhachina.com/ls.php?id=341">http://www.yhachina.com/ls.php?id=341</a></p>	CNY 2,400	<ul style="list-style-type: none"> <li>• Dr. Alan Wong</li> <li>• Mr. Cheung Fui</li> <li>• Guest Speaker: CEO of Heart 2 Heart Youth Hostel, YHA China</li> </ul>
June 25-26, 2017	GETC002	<p><b>Tunnan Hotel, Guangzhou</b> No. 1 Dong-Sheng Industrial Area Dong-huan Street, Pan-yu District Guangzhou</p> <p>Training Venue: <a href="http://www.booking.com/hotel/cn/yan-zhou-tu-nan-sheng-huo-mei-xue-jiu-dian.zh-tw.html">http://www.booking.com/hotel/cn/yan-zhou-tu-nan-sheng-huo-mei-xue-jiu-dian.zh-tw.html</a></p>	CNY 1,600	<ul style="list-style-type: none"> <li>• Dr. Alan Wong</li> <li>• Mr. Cheung Fui</li> <li>• Mr. Derek Tse</li> <li>• Guest Speaker: CEO of Tunan</li> </ul>

- The fee listed on the above table includes two and half-day lessons, a half-day field visit, teaching venue, supplemented teaching material. Transportation, accommodation and examination fee are not included. The training participant who completes the training courses will receive a certificate of attendance.



## 4. GSTC Certificate in Sustainable Tourism

STTP exam is available through GSTC centralized online exam platform, and with access period of one month after the date of training class completion.

## 5. Training Organizations

### The Globe Ecotourism Training Centre

The Globe Ecotourism Training Centre is formed and established by a group of global ecotourism practitioners and researchers. The Centre aims to promote and implement quality ecotourism trainings and universal sustainable tourism practices, in order to, achieve a greatest benefit for environmental, social and economic sectors while leading tourism stakeholders and travelers to a greatest understanding of its importance from protecting environment and tourism resources through sustainable tourism practices. For more information, please visit [www.getcentre.cn](http://www.getcentre.cn)

### Hong Kong Ecotourism & Travels Professional Training Centre

Hong Kong Ecotourism & Travels Professional Training Centre (ETTC) was established in 2005, to train sufficient eco-guides to meet the needs of Hong Kong ecotourism industry. All training courses are planned and provided by an expert team consisting of nearly 40 members who have worked in tourism, diving, biological and cultural conservation for years. More than 6,000 students and eco-guides are trained by ETTC over these years. ETTC also trained the first batch of Geopark guides for Hong Kong UNESCO Global Geopark. Most Recommended Geopark Guides (R2G) in Hong Kong are graduated from ETTC. For more information, please visit [www.ettc.hk](http://www.ettc.hk)

## 6. Authorized Trainers

### Dr. Lewis Ting On Cheung

Lewis Cheung has joined the Department of Social Sciences, HKIEd as an Assistant Professor in 2014. Before joining the department, Lewis was a Lecturer in the Department of Geography of the University of Hong Kong. Lewis received his Master of Geographical Information Systems and Doctor of Philosophy from the University of Hong Kong in 2004 and 2010 respectively. His research interests focus on sustainable tourism with particular emphasis on nature-based tourism in protected areas, environmental education, and environmental conservation.

### Dr. Alan Wong

Dr. Alan Wong received his PhD from the School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University in 2008. He is currently teaching there for undergraduate and postgraduate courses. His main research interest is in leadership in the hospitality and tourism industry with the cross-cultural perspective. He also interested in researching tour guiding and ecotour guiding. He is an Honor Advisor of Hong Kong Association of Registered Tour Coordinators (HARCOT) and he runs different workshops for tour guides in Hong Kong and the Pearl River Delta region. He is also an Honor Advisor for The Tai Po Environmental Association and Fung Yuen Butterfly Reserve, Hong Kong; a board member of Asian Ecotourism Network(AEN). Lately, he initiated a Service Learning subject in the university, entitled "Ecotourism in rural and developing regions" which provided an excellent opportunity to educate young people on the ecotourism principles as well as helping different local communities. In 2002, Dr. Wong received the first Teaching Excellence Award from SHTM in recognition of his superior classroom teaching and significant contribution to the enhancement of teaching and learning. Alan is committed to contribute in promoting ecotourism through education and training to young people and different stakeholders in the ecotourism context.

### Mr. Yue Tak Tse

Mr. Yue Tak Tse, is the General Manager of HKTraveler.com Ltd., Hong Kong with its subsidiaries of Eco Travel Ltd ([hongkong.ecotravel.hk](http://hongkong.ecotravel.hk)) and Hong Kong Ecotourism & Travels Professional Training Centre ([www.ettc.hk](http://www.ettc.hk)). With over 10 year's experiences in the field of education and sustainable tourism industry, he specializes in developing Sustainable Tourism business model, plan and strategy. To contribute to the tourism industry, he is currently the Training Committee Member of Hong Kong Tourism Council and the Recommend Geopark Guide (R2G) of Hong Kong UNESCO Global Geopark. He actively promotes the sense of sustainability, has been the keynote speakers and trainers in the field of sustainable tourism, ecotourism, geotourism and cultural tourism for government authorities and education institutes in Mainland China, Taiwan, Hong Kong and Macau. He currently holds a Master's degree of Arts in Cultural and Heritage Tourism; and Postgraduate Diploma in Education, Bachelor's degree of Arts in Geography from The University of Hong Kong.

### Mr. Steven, Fui Cheung

Steven is one of the Founders of The Globe Ecotourism Training Centre and the Chief Development, the Chief Executive Officer of Infinity (INT'L) Travel Holdings INC. Chief Development Consultant of HKTraveler.com Ltd with its subsidiaries of Hong Kong Eco Travel Ltd ([hongkong.ecotravel.hk](http://hongkong.ecotravel.hk)) and Hong Kong Ecotourism & Travels Professional Training Centre ([www.ettc.hk](http://www.ettc.hk)). Steven has completed his Master Degree in education in 2003 in University of Wollongong, Australia; while he also becomes a certified trainer for Interpretive Guide by National Association for Interpretation (CIT, NAI) in 2016.



## 7. Support Organization

### **Infinity Travel Services Ltd.**

[www.myinfinitytravel.com](http://www.myinfinitytravel.com)

### **Eco Travel Ltd.**

[www.ecotravel.hk](http://www.ecotravel.hk)

## 8. Venue Sponsors and Co-organizers

### **Tunan Hotel, Guangzhou**

<http://www.yhachina.com/ls.php?id=341>

### **Heart 2 Heart Youth Hostel, YHA China, Yunnan**

<http://www.booking.com/hotel/cn/yan-zhou-tu-nan-sheng-huo-mei-xue-jiu-dian.zh-tw.html>

## 9. Media Sponsors

### **Yo-travel.com**

[www.yo-travel.com](http://www.yo-travel.com)

### **HKTraveler.com Ltd**

[www.hktraveler.com](http://www.hktraveler.com)

## 10. 3-Day Intensive Classroom Training

In-depth training on sustainable tourism standards and best practices, supporting your destination's/ business 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 GSTC 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; and viable plans and strategies for your company. 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.

## 11. Course Rundown

Day	Time	Topic
1	09:00 AM - 01:00 PM	<ul style="list-style-type: none"> <li>About GSTC &amp; The Course</li> <li>Know people in the class</li> <li>Coffee Break</li> <li>GSTC Criteria for Destinations</li> </ul>
	Lunch	
	02:00 PM - 06:00 PM	<ul style="list-style-type: none"> <li>Q&amp;A Session</li> <li>GSTC Criteria for Destinations</li> <li>Coffee Break</li> <li>Case Study / Sharing</li> <li>GSTC Criteria for Destinations</li> </ul>
2	09:00 AM - 01:00 PM	<ul style="list-style-type: none"> <li>Q&amp;A Session</li> <li>GSTC Criteria for Hotels &amp; Operators</li> <li>Coffee Break</li> <li>GSTC Criteria for Hotels &amp; Operators</li> </ul>
	Lunch	
	02:00 PM - 06:00 PM	<ul style="list-style-type: none"> <li>Case Study / Sharing</li> <li>Group Discussion</li> <li>Coffee Break</li> <li>GSTC Criteria for Hotels &amp; Operators</li> </ul>
3	09:00 AM - 01:00 PM	<ul style="list-style-type: none"> <li>Half-day fieldtrip session</li> </ul>
	Lunch	
	02:00 PM - 06:00 PM	<ul style="list-style-type: none"> <li>Case Study / Sharing</li> <li>Q&amp;A Session</li> </ul>
<p>The 3<sup>rd</sup> day class schedule is only applicable in Hong Kong and Taiwan; On the third day in Kunming, the course schedule will replace the half-day fieldtrip session and indoor classes with a full day fieldtrip.</p>		

## 12. Enrollment

Training Program in Hong Kong and Macau - [www.ettc.hk](http://www.ettc.hk)

Training Program in Mainland China and Taiwan - [www.getcentre.cn](http://www.getcentre.cn)



## 13. About GSTC – [www.gstccouncil.org](http://www.gstccouncil.org)

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders. The GSTC is independent and neutral, serving the important role of managing its global baseline standards for sustainability in travel and tourism. It is mostly a volunteer organization, consisting of experts in sustainable tourism and supported by organizations and individuals with a passion for ensuring that meaningful standards are available globally for sustainability in travel and tourism. Financial support from donations, sponsorship, and membership fees are critical to our own sustainability.

At the heart of this work are the Global Sustainable Tourism Council's Sustainability Criteria. There are two sets of GSTC Criteria: **Destination Criteria (GSTC-D)** and **Hotel & Tour Operator Criteria (GSTC-H&TO)**. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. Sustainability is imperative for all tourism stakeholders and must translate from words to actions.

The GSTC is a USA-registered 501(c)3 non-profit organization that represents a diverse and global **membership**, including UN agencies, leading travel companies, hotels, country tourism boards, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. We are a **virtual organization** with staff and volunteers working from all six populated continents.

Membership is open to all interested parties and does not by itself imply endorsement by the GSTC of the policies and practices of the member organization.

## 14. Why GSTC?

### Developing International Standards:

The GSTC Criteria serve as baseline standards for sustainability in global travel and tourism. The Criteria can be used in many important ways:

- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria
- Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs
- Help consumers identify sound sustainable tourism programs and businesses
- Serve as a common denominator for media to recognize sustainable tourism providers
- Ensure certification and other voluntary programs meet a broadly-accepted baseline
- Offer governmental, non-governmental and private sector programs a starting point for developing sustainable tourism requirements
- Serve as baseline guidelines for education and training bodies such as hotel schools and Universities.

The Global Sustainable Tourism Council's Criteria are the minimum requirements that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation. For more information about the GSTC Criteria, please visit: <https://www.gstccouncil.org/en/gstc-criteria-hotels-tour-operators-destinations/sustainable-tourism-gstc-criteria.html>

## Making Destinations Sustainable:

Destination stewardship is a process by which local communities; governmental agencies, NGOs, and the tourism industry take a multi-stakeholder approach to maintaining the cultural, environmental, economic, and esthetic integrity of their country, region, or town. In other words, to ensure that the destination retains and enhances the distinctive attributes that makes it attractive to beneficial tourism. The GSTC developed the Destinations Criteria and subsequent programs to help destinations apply the Criteria to their destination management programs.

The Global Sustainable Tourism Council (GSTC) Criteria for Destinations (GSTC-D) and the related performance indicators were developed based on already recognized criteria and approaches including, for example, the UNWTO destination level indicators, GSTC Criteria for Hotels and Tour Operators, and nearly 40 other widely accepted principles and guidelines, certification criteria and indicators. They reflect certification standards, indicators, criteria, and best practices from different cultural and geo-political contexts around the world in tourism and other sectors where applicable.

To learn about the GSTC Destinations Program, please visit: <https://www.gstccouncil.org/en/gstc-criteria-hotels-tour-operators-destinations/sustainable-tourism-gstc-criteria.html?id=635>

## Promoting Market Access:

The GSTC promotes the development of broad market adoption and application of the GSTC Criteria. With the ultimate goal of increasing demand for sustainable travel and tourism offerings and building trust amongst travelers, the group works to identify opportunities and solutions for alignment greater market potential.

## Increasing Knowledge:

The GSTC is committed to ensuring that sustainable tourism best practices are adopted and implemented by the industry and the traveling public. The GSTC Sustainability Training Program, with the support of the Education and Training Working Group, is tasked with developing and identifying the tools and resources to facilitate the transition to sustainable practices, and delivering training classes for a wide range of tourism industry professionals including: hotel and tour operators, destination managers, government officials, resource managers, educational consultants, and academic institutions.

In order to increase sustainable tourism knowledge, the GSTC strives to:

- Provide education and training materials tailored to specific sectors, to help them implement sustainable tourism using the GSTC Criteria as the base
- Provide educational resources to certification organizations to assist them in moving towards accreditation
- Ensure the Global Sustainable Tourism Criteria are integrated into the curricula of universities, training schools and other programs
- Build capacity amongst organizations promoting and selling tourism businesses, products and services, to educate their customers about more sustainable travel options

**To learn more about Global Sustainable Tourism Council, please visit: [www.gstccouncil.org](http://www.gstccouncil.org)**



## 15. Recommended Accommodations and Optional Programs for Each Class

Date & Time	Training Venue	Recommended Accommodations	Optional Programs
March 17 - 19, 2017	Heritage Lodge, Lai Chi Kok, Hong Kong	<b>Heritage Lodge, Mei Fu, Hong Kong</b> 800 Castle Peak Road, Lai Chi Kok, Kowloon, Hong Kong  <a href="http://www.heritagelodgehk.com">http://www.heritagelodgehk.com</a>	No
June 21 - 23, 2017	Heart 2 Heart Youth Hostel, YHA China, Yunnan	<b>Heart 2 Heart Youth Hostel, YHA China, Yunnan</b> 96 Da Ha Village, Tuan Jie Zhen, Xishan District, Kunming, Yunnan.  <a href="http://www.yhachina.com">http://www.yhachina.com</a>	No
June 25 - 26, 2017	Tunan Hotel, Guangzhou	<b>Tunan Hotel, Guangzhou</b> No. 1 Dong-Sheng Industrial Area Dong-huan Street, Pan-yu District Guangzhou	No

## 16. Further Enquiry

For classes in Hong Kong, please contact to **Mr. Derek Tse** at

**852-21161971** or

email to: [derektse@hktraveler.com](mailto:derektse@hktraveler.com) or

visit to: [www.ettc.hk](http://www.ettc.hk)

For classes in Mainland China, please contact to **Miss Monica Luo** at

**86-13662247673** or

email to: [monica@getcentre.cn](mailto:monica@getcentre.cn) or

visit to: [www.getcentre.cn](http://www.getcentre.cn)

For classes in Taiwan, please contact to **Miss Vian Cheung** at

**852-39550197** or

email to: [vian@getcentre.cn](mailto:vian@getcentre.cn) or

visit to: [www.getcentre.cn](http://www.getcentre.cn)





**GSTC Sustainable Tourism Training**  
**Certificate in Sustainable Tourism Training**