

GSTC Sustainable Tourism Course

AX The Palace | Sliema, Malta | October 1-2, 2024

DAY 1

8:30 - 8:50	On-site Registration Welcome Coffee	
8:50 - 9:10	Welcome Note by Mr Carlo Micallef (CEO) and Mr Kevin Fsadni (Deputy CEO)	
9:10 - 10:45	Morning Session 1: <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. 	Learning Goals: Understand the roles of the GSTC and the GSTC Criteria. Learn about and discuss relevant sustainability issues and tourism trends.
10:45 - 11:00	Coffee Break	
11:00 - 13:00	Morning Session 2: <ul style="list-style-type: none"> GSTC Criteria Section A: best practices in sustainable tourism management approaches. GSTC Industry Criteria (A. Sustainable Management System) 	Learning Goals: Become familiar with sustainability management principles and discuss best practices. Become familiar with sustainability management principles and discuss best practices of hotels and tour operators.
13:00 - 13:45	Lunch Break	
13:45 - 14:15	Afternoon Session 1 : Guest speech from OTA	Thomas Loughlin Program Manager – Sustainability Booking.com
14:15 - 15:15	Afternoon Session 2: <ul style="list-style-type: none"> GSTC Destination Criteria (A. Sustainability Management) 	Learning Goals: Become familiar with sustainability management principles and discuss best practices of Destinations.
15:15 - 15:45	Coffee Break	
15:45 - 16:20	Afternoon Session 3: <ul style="list-style-type: none"> GSTC Destination Criteria (B. Socio-Economic Sustainability) 	Learning Goals: Understand issues and challenges related to the socioeconomic impacts of tourism. Learn about sustainability practices that effectively address the socioeconomic impacts of tourism.
16:20 - 16:30	<ul style="list-style-type: none"> Day 1 summary and wrap-up 	

Day 2

8:30 - 8:45	<ul style="list-style-type: none"> Day 1 Re-cap Day 2 Introduction 	
8:45 - 9:40	Morning Session 1: <ul style="list-style-type: none"> GSTC Industry Criteria (B. Socio-economic Sustainability) 	Learning Goals: Understand issues and challenges related to the socioeconomic impacts of hotels and tour operators. Learn about sustainability practices that effectively address the socioeconomic impacts of hotels and tour operators.
9:40 - 10:30	Morning Session 2: <ul style="list-style-type: none"> GSTC Industry Criteria (C. Cultural Heritage Benefits and Impacts) 	Learning Goals: Learn about best practices on reducing footprint and positively contributing to conservation.
10:30 - 11:00	Morning Session 3: <ul style="list-style-type: none"> Guest speech from a GSTC Certified Hotel 	Roza Tsirigoti Social Responsibility Manager NJV Athens Plaza Hotel, Greece
11:00 - 11:15	Coffee Break	
11:15 - 11:30	Presentation by Ms Nadia Grech , Head of Sustainable Development Office, Malta Enterprise	
11:30 - 11:45	Presentation by Mr Alexander Vella , Head – Business Development and Growth, Malta Enterprise	
11:45 - 12:15	Morning Session 4: <ul style="list-style-type: none"> GSTC Destination Criteria (C. Cultural Sustainability) 	Learning Goals: 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.
12:15 - 13:00	Morning Session 5: <ul style="list-style-type: none"> GSTC Destination Criteria (D. Environmental Benefits and Impacts) 	Learning Goals: Understand issues and challenges related to the impact of business on the local environment. Learn about best practices on how a hotel business reducing negative impacts in terms of environmental sustainability.
13:00 - 13:45	Lunch Break	
13:45 - 15:30	Afternoon Session 1: <ul style="list-style-type: none"> GSTC Industry Criteria (D. Environmental Benefits and Impacts) 	Learning Goals: Understand issues and challenges related to the impact of business on the local environment. Learn about best practices on how a hotel business reducing negative impacts in terms of environmental sustainability.
15:30 - 15:45	Coffee Break	
15:45 - 16:15	Afternoon Session 2: Guest speech from a Hotel towards GSTC Certification	Maria Lougari General Manager Castelli Hotel, Zante, Greece
16:15 - 16:30	<ul style="list-style-type: none"> Day 2 summary Training wrap-up: looking back and moving forward 	