

GSTC Sustainable Tourism Course

Athens, Greece, February 27-28, 2024

DAY 1

8:30 - 9:00	On-site Registration	
9:00 - 10:30	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.
10:30 - 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 Destination Criteria (A. Sustainability Management) 	Learning Goals: Become familiar with sustainability management principles and discuss best practices.
13:00 - 13:45	Lunch Break	
13:45 - 15:00	Afternoon Session 1: <ul style="list-style-type: none"> GSTC Industry Criteria (A. Sustainable Management System) 	Learning Goals: Become familiar with sustainability management principles and discuss best practices of hotels and touroperators.
15:00 - 15:30	Coffee Break	
15:30 - 16:45	Afternoon Session 2: <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.
16:45 - 17:00	<ul style="list-style-type: none"> Day 1 summary and wrap-up 	

Day 2

9:00 - 9:15	<ul style="list-style-type: none"> Day 1 Re-cap Day 2 Introduction 	
9:15 - 10:00	Morning Session 1: <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.
10:00 - 10:45	Morning Session 2: <ul style="list-style-type: none"> Guest speech from the Industry 	Learning Goals: Learn the best practices
10:45 - 11:00	Coffee Break	
11:00 - 12:00	Morning Session 3: <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.
12:00 - 13:00	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.
13:00 - 13:45	Lunch Break	
13:45 - 15:15	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.
15:15 - 15:45	Coffee Break	
15:45 - 16:30	Afternoon Session 2: <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.
16:30 - 17:00	<ul style="list-style-type: none"> Day 2 summary Training wrap-up: looking back and moving forward 	