

## Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Sustainability as a Business Model	
Please assign the training course to one or more of the <a href="#">10 Tourism2030-Topcis</a> <sup>1</sup> : Climate Change, Energy & Resource Efficiency, Destination Management	
COURSE FRAMEWORK DATA	
<b>Time period and dates:</b> (→ Dates/ frequency/ period of course offer)	September 2021, 6 course blocks taking place every two weeks between 2:00 and 4:00 p.m.
<b>Type of training course:</b> (→ seminar, workshop, self-checks)	Seminar
<b>Course venue:</b> (→ Online/In-situ)	Online
<b>Amount of working hours to complete the course:</b>	90 to 120 minutes each course
<b>Language of instruction:</b>	German
<b>Training course provider:</b>	blueContec GmbH
COURSE CONTENT	
<b>Short course description:</b>	This course is aimed to destinations and hotels with an interest in sustainability who would like to get an overview of the benefits and the first possible steps to take in becoming more sustainable. It is designed to be very practical following the general approach that sustainability is not a concept but a business model that makes destinations and hotels more future- and crisis-proof.
<b>Competences and skills:</b> (→ What will be learned)	Trends and their significance for tourism, energy efficiency test and tips, increasing employee motivation with sustainability, using suppliers as a resource and actively integrating them, sustainability as a successful communication strategy
<b>Specific course topics:</b> (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Energy, Circular economy, Destination management
<b>Structure of course (Syllabus):</b>	The course is divided into 6 blocks, which last approx. 90-120 minutes and are conducted via ZOOM, and an individual one-hour coaching session.  Within each block, the contents are presented by experts and

<sup>1</sup> Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

	<p>are finally furthermore deepened in an interactive part as exchange between the participants is important in order to learn from each other. There will be an interview with a best practice partner in each course block.</p> <p>In preparation, all course participants will receive a questionnaire to systematically assess their own status in the respective block.</p>
<b>Working methods:</b>	Presentations, Exchange, Interviews, Questionnaires
<b>PARTICIPATION DETAILS</b>	
<b>Target group:</b> (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Hotels, Destinations (DMOs), Tour operators, Companies
<b>Number of participants:</b>	25
<b>Participants prerequisite:</b>	-
<b>Technical requirements</b>	Online Meeting Tool Zoom
<b>FURTHER INFORMATION</b>	
<b>Certificate:</b>	Certificate of attendance
<b>Course fee:</b>	490,00 € (plus VAT)
<b>Registration (modalities):</b>	Online
<b>CONTACT DETAILS TRAINING ORGANISATION</b>	
<b>Name:</b>	blueContec GmbH
<b>Postal address:</b>	Gretchenstr.40 30161 Hannover Germany
<b>Website:</b>	<a href="https://www.bluecontec.com/">https://www.bluecontec.com/</a>