

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Conscious as a Guest - Education and qualification course for the development of sustainable tourism products in protected areas	
Please assign the training course to one or more of the 10 Tourism2030-Topics ¹ : Good governance & CSR, Biodiversity & Natural heritage, Certification & Marketing, Knowledge Networking, Training, Education	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	On request
Type of training course: (→ seminar, workshop, self-checks)	Seminar/Workshop
Course venue: (→ Online/In-situ)	In-situ or online
Amount of working hours to complete the course:	Five training days comprising five different modules á 8 hours
Language of instruction:	German
Training course provider:	Spreekademie e.V.
COURSE CONTENT	
Short course description:	The aim of the training is to show the participants concrete approaches to the development and marketing of sustainable tourism products in protected areas and to impart the necessary basic knowledge. Five different qualification modules are offered, each with a different thematic focus (see below).
Competences and skills: (→ What will be learned)	After their participation in this training course the participants the specific characteristics of sustainable tourism products. In addition, they have gained solid knowledge on potential customer groups and target-orientated marketing strategies. By introducing different practical examples they also will get a good overview of the market and know suitable cooperation partners. The participants will be able to assess their own business in terms of its sustainability performance and obtain concrete option of action for its optimization. Through an individual on-site consultation, can optimally prepare and implement the planned measures.
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste,	Sustainable tourism, tourism in protected areas, sustainable tourism development and marketing, certification

¹ 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

<i>biodiversity, green procurement, culture, etc...)</i>	
Structure of course (Syllabus):	<p>The training course comprises the following modules and topics:</p> <ul style="list-style-type: none"> - Module 1: Basics of sustainable development and sustainable tourism - Module 2: Development of sustainable tourism products in protected areas - Module 3: Sustainable procurement and catering - Module 4: Marketing of sustainable tourism offers - Module 5: Presentation of sustainability self-check and individual consultations of participating businesses
Working methods:	Presentations, exercises and practice examples, assessment of own business/organisation
PARTICIPATION DETAILS	
Target group: <i>(→Hotels, apartment providers, camp sites, tour operators, restaurants, other)</i>	The training is aimed at all tourism stakeholders, who are interested in sustainable tourism product development in protected areas. This includes providers from the hospitality and leisure sector as well as representatives from tourism destination and marketing organisations.
Number of participants:	Max. 16
Participants prerequisite:	-
Technical requirements	For Webinars: Set-up of Zoom-Account, Webcam + Headsets
FURTHER INFORMATION	
Certificate:	Participants certificate
Course fee:	On request
Registration (modalities):	Via Mail
CONTACT DETAILS TRAINING ORGANISATION	
Name:	Spreekademie e.V.
Postal address:	Radduscher Dorfstraße 18 03226 Raddusch / Spreewald
Website:	https://bewusstzugast.de https://spreekademie.de/