

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Sustainability Manager in Tourism	
Please assign the training course to one or more of the 10 Tourism2030-Topcis ¹ : Destination Management, CSR, Marketing & Certification	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	Regularly (current dates are published at website)
Type of training course: (→ seminar, workshop, self-checks)	Compact seminar
Course venue: (→ Online/In-situ)	Online (Webinar)
Amount of working hours to complete the course:	---
Language of instruction:	German (also in English and Spanish)
Training course provider:	TourCert in cooperation with Deutsches Seminar für Tourismus (DSFT)
COURSE CONTENT	
Short course description:	This compact course has been designed to teach the basics of CSR and sustainability in tourism. Furthermore, it gives guidance on how to implement sustainability in a tourism company or a destination. Within this scope the course is making use of practical tools and checklists and provides the participants with in-depth knowledge of the elements of a sustainability management system in a tourism organisation: from creating a concept and developing a sustainability strategy through sustainable supply chain management to successful stakeholder dialogue with internal and external stakeholders.
Competences and skills: (→ What will be learned)	The course imparts profound knowledge of the elements of the TourCert certification process, sustainable product design and of how to select suitable service providers. It as well takes a look at internal and external communication and at a qualified dialogue with stakeholders.
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Stakeholder dialogue, green procurement, sustainable destination management , 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

Structure of course (Syllabus):	<p>The content of the course comprises the following topics:</p> <ul style="list-style-type: none"> - Relevance of Corporate Social Responsibility (CSR), - Relevance of company values and of developing a mission statement, - Criteria to measure sustainability performance, - Assessment of the state of the environment including eco-mapping and climate footprints, - Stakeholder mapping, guest communication and supplier surveys, - Evaluation of sustainability effects and prioritization of fields of action, - Sustainability strategy and program for improvement - Compilation of a sustainability report
Working methods:	Individual tasks and group exercises, the participants learn how to apply the theory into practice
PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	This compact seminar is aimed at employees of tourism companies, who would like to receive further training in the field of sustainability or who are charged with the support and implementation of sustainability in their organization - whether at a tour operator, an accommodation, a destination management organisation or at any another tourism company. Freelancers, who are interested in the systematic implementation of sustainability in organisations, are also welcomed.
Number of participants:	Min. 8
Participants prerequisite:	-
Technical requirements	-
FURTHER INFORMATION	
Certificate:	TourCert Certificate
Course fee:	379,00 € (plus VAT)
Registration (modalities):	Online
CONTACT DETAILS TRAINING ORGANISATION	
Name:	TourCert gGmbH
Postal address:	Blumenstr. 19 70182 Stuttgart Germany
Website:	https://www.tourcert.org/angebot/#trainings