



Sustainable Travel and Tourism

22 – 26 August 2027
Istanbul (Turkey)



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Introduction:

In an era where environmental consciousness and responsible travel are more crucial than ever, sustainable travel and tourism are key to preserving the world's natural and cultural resources. This Sustainable Travel and Tourism course introduces the core principles of sustainable tourism, emphasizing the importance of minimizing environmental impact while maximizing socio-economic benefits for local communities.

Participants will explore strategies for integrating sustainability into travel and tourism practices, from eco-friendly accommodations and transportation to community engagement and conservation efforts. By understanding and implementing these principles, travelers and industry professionals alike can contribute to a more sustainable future, ensuring that the beauty and heritage of our destinations are preserved for generations to come.

With increasing awareness of travel's environmental impact, the sustainable travel and tourism agenda is gaining momentum. Travelers worldwide are seeking sustainable travel ideas that encompass eco-friendly means of transportation and accommodation and ways to engage with and contribute to local communities while reducing their environmental footprint.

This Sustainable Travel and Tourism course will introduce sustainable travel essentials, providing participants with practical knowledge of what sustainable travel and tourism entail. Learn what it means to be a sustainable traveler and how one can support the sustainability of the travel and tourism sector by making informed choices that align with the global sustainable travel and tourism agenda.

Targeted Groups:

- Tourism Industry Professionals.
- Travel Agents and Tour Operators.
- Hotel and Accommodation Managers.
- Transportation Providers.
- Local Government and Policy Makers.
- Community Leaders and Local Businesses.
- Environmental and Conservation Organizations.
- Educators and Students in Hospitality and Tourism.
- Travelers and Eco-Conscious Consumers.

Course Objectives:

At the end of this Sustainable Travel and Tourism course, participants will be able to:

- Define the principles of sustainable travel and tourism.
- Identify strategies for reducing the environmental impact of tourism.
- Implement eco-friendly practices in travel and accommodation.
- Promote community engagement and support local economies.
- Develop sustainable tourism products and services.
- Analyze case studies of successful sustainable tourism initiatives.
- Evaluate and measure sustainability performance in tourism.
- Understand and apply relevant environmental regulations and guidelines.
- Foster responsible travel behaviors among tourists.

Targeted Competencies:

By the end of this Sustainable Travel and Tourism training, participants competencies will:

- Understanding Sustainable Tourism Principles.
- Implementing Eco-Friendly Practices.
- Managing Environmental Impact.
- Engaging with Local Communities.
- Developing Sustainable Travel Products.
- Promoting Responsible Travel Behavior.
- Analyzing Sustainability Metrics.
- Enhancing Destination Stewardship.
- Complying with Environmental Regulations.

Course Content:

Unit 1: Introduction to Sustainable Travel and Tourism:

- Define sustainable travel and tourism.
- Explore the importance of sustainability in the tourism industry.
- Discuss the principles of environmental, economic, and socio-cultural sustainability.
- Examine the impact of tourism on destinations and communities.
- Review global and local sustainability challenges in tourism.

Unit 2: Environmental Impact and Management:

- Identify key environmental issues in tourism, such as pollution and resource depletion.
- Learn methods for reducing carbon footprints and waste.
- Explore energy and water conservation practices for tourism operations.
- Understand sustainable resource management strategies.
- Implement eco-friendly technologies and practices in accommodations and transportation.

Unit 3: Community Engagement and Economic Benefits:

- Understand the role of community involvement in sustainable tourism.
- Explore ways to support local economies through tourism.
- Discuss strategies for fostering positive relationships between tourists and locals.
- Examine case studies of successful community-based tourism projects.
- Learn about fair trade practices and local product sourcing.

Unit 4: Developing Sustainable Tourism Products and Services:

- Learn how to design and market sustainable tourism experiences.
- Identify criteria for eco-friendly certifications and awards.
- Explore best practices for sustainable accommodation, transportation, and activities.
- Develop strategies for integrating sustainability into tourism offerings.
- Understand the importance of visitor education and awareness programs.

Unit 5: Measuring and Evaluating Sustainability Performance:

- Explore tools and metrics for assessing sustainability in tourism.
- Learn how to conduct sustainability audits and impact assessments.
- Analyze key performance indicators for sustainable tourism initiatives.
- Understand reporting standards and certifications for sustainability.
- Review strategies for continuous improvement and adaptation in sustainable tourism practices.