GREEN DESTINATIONS Training

2023 Brochure

Green Destinations is the **world's largest network of sustainable destinations**, led by the Green Destinations Foundation, and supported by its consultancy arm Green Destinations BV and more than 60 partners serving as country representatives. Our goal is to support destinations around the world in improving based on the global criteria of the Global Sustainable Tourism Council (GSTC) and the UN Sustainable Development Goals.

Tourism for People,
Nature & Climate

The Green Destinations Training Program

Developing capacities for a sustainable future

We aim to empower destinations and communities by providing **accessible learning opportunities** to improve tourism competencies, enhance competitiveness and make places better and more sustainable.

Join our learning community of industry experts, partners, businesses, and sustainable tourism enthusiasts dedicated towards building a sustainable future.

For inquires, expression of interest, and quotations, please contact:

Green Destinations Training Team
training@greendestinations.org

T1. Foundations of Sustainable Tourism Destination Management

Helping shape successful sustainable tourism destinations

Level: novice to intermediate
Ideal for: newcomers in the field, new team members
Duration: 15-20 hours
Course price*: € 180,00 (excl. VAT)
Exam fee + certificate:** € 40,00 (excl. VAT)
* Low-income country discounts are available upon request
**To qualify for a professional digital certificate, you must obtain a passing grade (70%) in the exam.

Positive change and impactful initiatives in tourism destination management always start with awareness of the industry's sustainability principles. Learn about the foundational principles of sustainability and tourism and equip practical tools that help shape successful sustainable tourism destinations.

By the end of the course, participants are expected to:

- Understand the essential tenets of sustainable tourism and destination management;
- Be familiar with relevant sustainability and tourism issues and trends;
- Recognise the role of destination marketing and management organisations in facilitating sustainable tourism development;
- Equip simple, adaptable tools to help implement sustainable tourism initiatives in your destinations.

Training Content

Module 1: Foundations of Sustainable Tourism
Focuses on establishing a mindset for how destination managers can implement sustainable tourism. It delves into the core concepts of tourism, sustainability, and systems thinking.

Module 2: Sustainable Destination Management in Practice
Looks into the practical approaches to different elements of managing tourism destinations with sustainability in mind.

Module 3: Helpful Tools Guide
Introduces helpful tools that destination managers and practitioners can easily adapt to your destination's core needs for effectively managing your destination towards sustainability.

Enrol for the self-paced version here

T2. Top 100 Training

Your ultimate guide throughout your Top 100 Competition journey

exclusive to Top 100 Stories competition participants only

Level: novice to intermediate
Ideal for: newcomers in the field, new team members
Duration: 15-20 hours
Course price: included in the Top 100 registration fee

Every year, the Green Destinations Top 100 Stories competition generates an amazing collection of Good Practice Stories, covering many aspects of sustainable destination management and regeneration. They illustrate the leadership of their storytellers, and they are a great inspiration for destinations, businesses and travellers.

The Top 100 aims to guide participants throughout the competition and:

- Establish foundational knowledge on the 30 core criteria of the Green Destinations Standard
- Enhance your skills in communication and reporting of sustainable practices
- Better identify and develop quality content for good practice stories

Training Content

Module 1: Core Criteria of the Green Destinations Standard
Learn to create a destination sustainability assessment with the 30 core criteria of the GSTC-Recognised Green Destinations Standard.

Module 2: Storytelling
Be guided in developing a compelling good practice story that can be used for the Top 100 competition and marketing your destination.

Join the Top 100 Competition

T4. Understanding the Green Destinations Standard

Measuring, monitoring, and improving a destination's sustainability profile

Level: intermediate to advanced
Ideal for: experienced team members
Duration: 20-30 hours

Note: *Self-paced version exclusive to ACP members & GD Projects beneficiaries. Onsite training available upon request.*

Learn to improve a destination's sustainability profile following the criteria in the GSTC-recognised Green Destinations Standard. Includes instruction and training on working on the Green Destinations Certification Platform.

By the end of the course, participants are expected to:

- Develop a deeper understanding of the sustainable development of tourism
- Gain additional knowledge on what actions can be taken to improve a destination's sustainability performance and compliance with the Green Destinations Standard
- Become equipped to report on and comply with all criteria of the Green Destinations Standard

Training Content

Module 1:
The Green Destinations Standard for Sustainable Tourism
This module introduces the Green Destinations Awards and Certification Program, the Green Destinations Standard, and general guidelines for compliance and reporting.

Module 2:
Criteria Interpretation
The module covers all the criteria of the standard and discusses the following:

- criteria importance and related concepts
- practical tips that you can incorporate into tourism planning & management
- examples you can take inspiration from
- compliance and reporting tips

Module 3: Bonus Lessons
Additional lessons that you may find useful in this training and reporting to the Green Destination Standard.

Inquire about the training here

Green Destinations offers training options relevant to your destination's needs.

Self-paced Trainings

Learn in your own time with access to online events hosted by Green Destinations

Learn anytime, anywhere!
Our trainings are available on the platform called EdApp. Participants can view the course both on desktop and mobile. You can take lessons with you offline by downloading the lessons on your mobile.

Enrolled participants are given one year of access to all online learning resources and materials in the training and select online events hosted by Green Destinations, such as webinars and masterclasses.

Mastering concepts
This training is accompanied by short video lectures highlighting the essential concepts of tourism and sustainability. Mini exercises reinforce these concepts to help boost information retention. These mini exercises take the place of traditional quizzes to check your knowledge and demonstrate how much you've learned from the lessons.

From concept to practice
You will equip practical and simple tools in this training that are designed to be easily adaptable for different kinds of destinations with varying levels of experience.

Language options
Self-paced trainings are available in the following languages: **English, Spanish, Portugese**. Other languages maybe accommodated upon request and may have additional fees.

Customised Trainings

Tailored online or onsite training options for governments and destinations

Green Destinations also offers customised training options that caters to your specific requirements for different levels of trainings, online, blended, or onsite trainings, and special topics relevant to your destination.

Customised Training Options	Online Interactive Training	Introductory Training	Intensive Training
Training Mode	Self-paced + Online live sessions	Onsite	Onsite
Duration*	Four (4) weeks with up to two (2) live weekly sessions	Three (3) days	Five (5) days
Minimum group size	15 participants	20 participants	20 participants
Minimum no. of trainers**	One (1) Trainer	One (1) Trainer	Two (2) Trainers
Certificate of Completion	Yes	Yes	Yes
Professional Certificate	Exam (online) and/or Project (online)	Exam (online) and/or Project (onsite)	Exam (online) and/or Project (onsite)
Starting Price***	€8.000 (excl. VAT)	€12.000 (excl. VAT)	€16.000 (excl. VAT)

*Flexible upon request
** Additional trainers may be added according to training needs
*** Covering trainer's fee, training course fee, administrative fees. Associated costs must be covered by requesting party, including: venue rental, meals and breaks, travel and accommodation for the trainers. Green Destinations will provide detailed budget specifications and requirements.

Request for a customised training

Sample Training Content

Training options and content that have previously been requested and delivered

Online Interactive Training

Week 1: Foundations of Sustainable Tourism (T1. Module 1)
Week 2: Sustainable Destination Management in Practice (T1. Module 2)
Week 3: The GD Standard for Sustainable Tourism (T4. Module 3)
Week 4: Interpretation & Reporting to the Core Criteria of the GD Standard (T2.Module 1)

Introductory Training

Day 1: Sustainable Destination Management in Practice (T1. Module 2)
Day 2: Interpretation & Reporting to the Core Criteria of the GD Standard (T2.Module 1)
Day 3: Workshop: Tourism Impact Assessment

Intensive Training

Day 1: Sustainable Destination Management in Practice (T1. Module 2)
Day 2: Interpretation & Reporting to the Core Criteria of the GD Standard (T2.Module 1)
Day 3: Workshop: Tourism Impact Assessment
Day 4: Interpretation & Reporting to the rest of the criteria of the GD Standard (T4. Module 2)
Day 5: Workshop: Tourism Action Planning

Request for a customised training

www.greendestinations.org