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Global Learning for Operational Leaders



PUBLIC RELATIONS

Certificate in Sustainable Tourism Development (CSTD)

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Course content

Why Attend

This course focuses on the responsible management of the travel industry to ensure the preservation of cultural, social, and environmental heritage while promoting economic growth. It starts by exploring the importance and dynamics of sustainable tourism in the context of a national strategy. Next, it lays out the fundamental principles for creating innovative tourism products. Finally, it explores the role of governance, risk, and quality in securing a sustainable approach toward tourism development.

Course Methodology

- This interactive course leverages a mixed learning approach, including presentations, video analysis, case studies, discussions, and group exercises.

Course Objectives

- Identify the dynamics of tourism development and their importance for sustainable growth
- Recognize sound tourism governance practices and the influence of stakeholders on sector development
- Apply sustainability principles in the creation of innovative products
- Implement strategies to mitigate both the positive and negative effects of tourism
- Assess the effectiveness of quality controls applied in the development of tourism projects

Target Audience

- Managers, supervisors, and decision-makers directly or indirectly involved in the tourism sector.
- Target Competencies
- Identifying the basics of tourism development
- Recognizing sustainability in tourism

Course outline

Detailed course outline

Module-by-module outline for Certificate in Sustainable Tourism Development (CSTD).

Module 1 - Dynamics of Sustainable Tourism Development

- Introduction to tourism development
- Principles and strategies for sustainable tourism
- Sectorial approaches to tourism and sustainability
- Management tools for sustainable development
- Challenges and opportunities in tourism development

Module 2 - Governance in Tourism

- Role of good governance
- Governance concepts in sustainable tourism
- Tourism and economic growth
- Tourism and employment

Module 3 - Innovation in Tourism

- Creativity versus innovation
- Destination development
- Tourism innovation models
- Innovation toward a sustainable approach

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Module 4 - Tourism Impact

- Positive impacts of tourism
- Negative impacts of tourism
- Managing tourism impact
- Alternative tourism models to engage stakeholders

Module 5 - Quality Control and Ecolabelling

- Fundamentals of quality control
- Future of tourism development
- Review of quality approach in tourism
- Quality assurance and ecolabels

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Sustainable Tourism Development (CSTD) generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Munich	Classroom	€2,415
20 - 24 July 2026	Amsterdam	Classroom	€2,975
3 - 7 August 2026	London	Classroom	€2,940
7 - 11 September 2026	Istanbul	Classroom	€1,995
12 - 16 October 2026	Vienna	Classroom	€2,975
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Paris	Classroom	€3,150

Live online option

Online delivery is available at €1,250.