

## GSTC Sustainable Hospitality Course (SHC) 2.5-Day Training Agenda

DAY 1, Wednesday 19 <sup>th</sup> February 2025		
9:00 – 10:00	<b>Morning Session:</b> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Sustainable tourism and its application to hospitality</li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>• Learn about and discuss relevant sustainability issues trends for hotels.</li> </ul>
10:00 – 10:30	Coffee break	
10:30 – 12:00	<ul style="list-style-type: none"> <li>• Introduction to the GSTC and GSTC hotel Criteria</li> <li>• GSTC Criteria Section A:               <ul style="list-style-type: none"> <li>• Understanding sustainable hotel management approaches.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Understand the roles of the GSTC and the GSTC Criteria.</li> <li>• Become familiar with sustainability management principles in hotels and discuss best practices.</li> </ul>
12:00 – 13:00	Lunch break	
13:00 – 14:30	<b>Afternoon Sessions:</b> <ul style="list-style-type: none"> <li>• GSTC Criteria Section A (continued):               <ul style="list-style-type: none"> <li>• Understanding sustainable hotel management approaches</li> </ul> </li> <li>• GSTC Criteria Section B:               <ul style="list-style-type: none"> <li>• Understanding the socioeconomic impacts of hotel activities and their management – focus community</li> </ul> </li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the socioeconomic impacts of hotels, especially in relation to employment.</li> <li>• Learn about sustainability practices that effectively address the socioeconomic impacts of hotels, especially in relation to employment.</li> </ul>
14:30 - 15:00	Coffee break	
15:00 – 16:30	<b>Afternoon Sessions:</b> <ul style="list-style-type: none"> <li>• GSTC Criteria Section B:               <ul style="list-style-type: none"> <li>• Understanding the socioeconomic impacts of hotel activities and their management – focus employees</li> </ul> </li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>• Understand issues and challenges related to the socioeconomic impacts of hotels, especially in relation to broader community impacts.</li> <li>• Learn about sustainability practices that effectively address the socioeconomic impacts of hotels, especially in relation to broader community impacts.</li> </ul>
16:30 – 17:00	Breakout Group Session: Applying the GSTC Criteria - measuring impact	Discuss practical application of the GSTC Criteria through an activity.

Day 2, Thursday, 20 <sup>th</sup> February 2025		
9:00- 10:00	<b>Morning Session:</b> <ul style="list-style-type: none"> <li>GSTC Industry Criteria Section C: <ul style="list-style-type: none"> <li>Cultural Heritage: how can hotels minimize negative impacts, maximize benefits to local communities and protect cultural heritage</li> </ul> </li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>Understand issues and challenges related to the impact of hotels on local cultural heritage.</li> <li>Learn about best practices on reducing negative impacts of hotel activities on local cultural heritage.</li> <li>Discuss how to maximize hotel benefits for communities, visitors and local cultures through sustainability practices.</li> </ul>
10:00 – 10:30	<b>Coffee break</b>	
10:30 – 12:00	<b>Morning Session:</b> <ul style="list-style-type: none"> <li>GSTC Industry Criteria Section C (cont'd): <ul style="list-style-type: none"> <li>Cultural Heritage: how can hotels minimize negative impacts, maximize benefits to local communities and protect cultural heritage</li> </ul> </li> <li>Breakout Group Session: Applying the GSTC Criteria – minimizing the negative impact, maximizing the positive impact (Focus on cultural heritage)</li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>Understand issues and challenges related to the impact of hotels on local cultural heritage.</li> <li>Learn about best practices on reducing negative impacts of hotel activities on local cultural heritage.</li> <li>Discuss how to maximize hotel benefits for communities, visitors and local cultures through sustainability practices.</li> </ul>
12:00 - 13:00	<b>Lunch break</b>	
13:00 – 14:30	<b>Afternoon Session:</b> <ul style="list-style-type: none"> <li>GSTC Criteria Section D: <ul style="list-style-type: none"> <li>Environmental Benefits and Impacts: key strategies for reducing environmental footprints of hotels</li> <li>Practical action to sustainable resource management and conservation practices.</li> </ul> </li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>Understand issues and challenges related to the environmental impacts of hotels.</li> <li>Learn about best practices on reducing footprint and positively contributing to conservation.</li> </ul>
14:30 - 15:00	<b>Coffee break</b>	
15:00 – 16:00	<b>Afternoon Session:</b> <ul style="list-style-type: none"> <li>GSTC Criteria Section D (cont'd): <ul style="list-style-type: none"> <li>Environmental Benefits and Impacts: key strategies for reducing environmental footprints of hotels</li> <li>Practical action to sustainable resource management and conservation practices.</li> </ul> </li> </ul>	<b>Learning Goals:</b> <ul style="list-style-type: none"> <li>Understand issues and challenges related to the environmental impacts of hotels.</li> <li>Learn about best practices on reducing footprint and positively contributing to conservation.</li> </ul>
16:00 – 17:00	<b>Guest Expert Speaker – TBA</b>	Best practices sharing on the hotel's GSTC certification journey.

Day 3, Friday, 21 <sup>st</sup> February 2025		
9:15 – 10:00	<ul style="list-style-type: none"> <li>Breakout Group Session: Applying the GSTC Criteria – minimizing the negative impact, maximizing the positive impact (Focus on environmental management and conservation)</li> </ul>	Discuss how to achieve optimal results for the local environment, while supporting business growth.
10:00 – 10:30	<b>Coffee break</b>	
10:30 – 11:45	<ul style="list-style-type: none"> <li>Group exercise – from theory to solutions: identify strength and weaknesses and actions for your hotel</li> </ul>	<ul style="list-style-type: none"> <li>Guided application of learning to individual hotel</li> </ul>
11:45 – 12:00	<ul style="list-style-type: none"> <li>Wrap up and evaluations</li> </ul>	

GSTC Sustainable Tourism Training Program

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