

SYLLABUS

GSTC Sustainable Business Travel Course

4-Week Online Course

For up-to-date schedule, please refer to the course webpage on

<https://www.gstcouncil.org/sustainable-tourism-training/#biztravelschedule>

INTRODUCTION

Introduction to the Course	
Topics Principles and Learning Goals	Course orientation
<p>This class is designed to provide core competencies for sustainability in a new generation of post-pandemic global business travel.</p> <p>We examine learning theory and the application of adult learning principles to communication skills, group processes, and personal management.</p> <p>Students will develop sustainable strategies for achieving goals in work and personal settings.</p>	<ul style="list-style-type: none"> • Getting started with the GSTC Business Travel Training Course • Get to know each other • GSTC Criteria's Four Pillars • United Nations Sustainable Development Goals - SDGs

WEEK 1 MODULE

Section: Understand the impact of the pandemic on people behavior, needs and wants	
Topics and Learning Goals	Events – Theory and Practice
<p>The first module provides an introduction to the GSTC business travel training course and explains the importance of sustainability in the business travel world – in particular in a post-pandemic world. The goal of this week is to understand how the changing face of Business Travel is impacting the traveler behavior, health and well-being of travelers and corporations.</p> <p>Learning Goals:</p> <ul style="list-style-type: none"> • What actions can we take around the growing list of people issues in travel? <ul style="list-style-type: none"> ○ Safety and security ○ Well-being ○ Diversity, equality, cultural inclusion and more 	<p>W1BT1: Presentations and Group Discussions</p> <ul style="list-style-type: none"> • Q&A <p>W1BT2: Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> • Presentation from guest sustainability expert • Week 1 summary <p>Reading: GSTC Best Practice Guide</p> <p>Videos: Introduction to sustainability</p> <p>SDGs: 3, 4, 5, 16, 17</p>

WEEK 2 MODULE

Section: Business Travel and Environmental Impacts	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand the importance of our environmental impact and what actions can be taken to address climate change.</p> <p>Learning Goals:</p> <ul style="list-style-type: none"> • What is Climate Change? • The impact of carbon emissions and other pollutants by mode of transport and accommodation • Sourcing data, available tools and methodologies, creating a carbon footprint • The role of sustainability officers, suppliers, travel managers and travelers in protecting the planet. 	<p>W2BT1: Presentations and Group Discussions</p> <ul style="list-style-type: none"> • Q&A <p>W2BT2: Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> • Presentation from guest carbon measurement expert • Week 2 summary <p>Reading:</p> <p>Videos:</p> <p>SDGs: 6,7,13,17</p>

WEEK 3 MODULE

Section: Business Travel and the Economic Impacts	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand how to measure the financial impact of sustainability and maintain a healthy balance between the environment, employees, and an economic viability.</p> <p>Learning Goals:</p> <ul style="list-style-type: none"> • The role of profit - theory <ul style="list-style-type: none"> ○ Investment vs. Profit ○ Budgets/Targets • Profit budgets and Sustainability budgets • Balancing the 3Ps (people-planet-profit) 	<p>W3BT1: Presentations and Group Discussions</p> <ul style="list-style-type: none"> • Q&A <p>W3BT2: Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> • Presentation from industry guest speakers • Week 3 summary <p>Reading:</p> <p>Videos:</p> <p>SDGs: 4,8,9,12,16,17</p>

WEEK 4 MODULE

Section: Managing the Business of Sustainability	
Topics and Learning Goals	Events – Theory and Practice
<p>The goal of this week is to understand how companies can create and manage Sustainable Business Travel Strategies / Programs.</p> <p>Learning Goals:</p> <ul style="list-style-type: none"> • Creating and Managing Sustainable Business Travel Policies • Ways to communicate performance, results and developments to stakeholders <ul style="list-style-type: none"> ○ A Sustainable Business Travel Report • Corporate education and training • Coming Back Better 	<p>W4BT1: Presentations and Group Discussions</p> <ul style="list-style-type: none"> • Q&A <p>W4BT2: Guest Presentation and Group Discussion</p> <ul style="list-style-type: none"> • Presentation from industry guest speaker • Week 3 summary <p>Reading:</p> <p>Videos:</p> <p>SDGs: 4,8,9,12,16,17</p>