



INFORMATION FOR
TOURISM INDUSTRY EMPLOYERS

Online Course

Sustainability Management for Tourism Businesses





About TrainingAid

TrainingAid is an international tourism training company specialized in sustainable tourism, providing practical and accessible skills development opportunities for industry professionals.

We offer and support solutions for facilitating knowledge sharing, and creating practical opportunities for tourism industry professionals.

Here's how:



Investing in People

We believe in investing in people's potentials. In fact, the future of our industry depends on the skills and talents of those who work in tourism - today and tomorrow.



Making Learning Matter

We seek to make professional development in tourism more practical, accessible and meaningful, by applying our knowledge, expertise, ideas and visions for better skills training for tourism professionals.



Creating Ripple Effects

By helping spread knowledge and strengthen skills, we are making it easier for tourism industry professionals to make a positive impact.



Course Overview



Sustainability Management for Tourism Businesses Course

Designed for professionals leading or engaged in sustainability management at tourism businesses, this course provides practical guidance on applying key sustainability management principles and techniques, and useful tools for managing, monitoring and continuously improving sustainability practices.

To incorporate sustainability into your tourism business in a meaningful way, your action steps must be supported by a solid strategic framework. We will guide you through the steps of building your own system, so that you can be confident that your sustainability efforts lead to tangible results and measurable benefits.



There's no way around sustainability these days. If you want to stay competitive in the future, you need to take a close look at how your own business activities affect the environment and society.”

Hendrik Fink
Head of Sustainability
PwC Germany



How Will the Course Benefit Your Business?

1. Improve your performance by integrating sustainability confidently into your business operations.

The course provides practical tools and concrete examples that will help you **integrate sustainability confidently into your business**. With the knowledge, resources and guidance from the course, you will be ready to build a solid system that you can use to implement concrete sustainability action steps.

Using proven management approaches and techniques, we will go through practical steps involved in building and effectively using a sustainability management system within the context of a tourism business.

2. Save time and money by efficiently and effectively implementing a management system for your business.

Ever feel like you are spending too much time planning and discussing sustainability objectives, and not enough time working on concrete actions?

Building a sustainability management system is the most important step if you want to **ensure your sustainability efforts actually lead to concrete benefits**. By having a holistic and systematic approach, you can be more efficient with your resources, so you can focus your energy on making a difference through your sustainability actions.

3. When sustainability is embedded in your business, you will never need to “justify” investing in sustainability.

For many companies, one of the key roadblocks to making sustainability a meaningful part of their business strategies is the perceived lack of **“business case” for investing in sustainability**.

There are many great reasons why sustainability should be your business (for example, an increasing number of consumers and investors expect businesses to show concrete sustainability commitment). But the best way to make sustainability truly matter for your business is to embed it as a core part of what you do - through an effective sustainability management system.



4. Engage and empower your employees. They are indeed your business' most valuable asset.

Being genuinely committed to sustainability makes your company more attractive not only to today's savvy consumers, but also to a new generation of **socially-active and environmentally-conscious workers**.

Your employees should be empowered to contribute to your business' sustainability goals, and to push for continuously improving your sustainability performance.

In this sense, your sustainability management system is not just a management tool, but a useful framework for involving those who make your sustainability actions possible.



Workers want to feel that their employers are aligned with their values and actively taking action."

Leyla Acaroglu

UNEP Champion of the Earth

Source: Reuters Sustainable Business

5. Future-proof your business with a solid foundation of sustainability management

Sustainability is no longer a nice-to-have, but a **business imperative**.

An increasing number of consumers, as well as investors and regulatory bodies, expect businesses to demonstrate sustainability commitment.

By building a solid foundation of a management approach, you can future-proof your tourism business, and be well-prepared to respond to and recover from various challenges and crises that will be affecting our industry in the coming years / decades.

Strengthen your foundation of your sustainability management system now, so you can focus on making a difference through your sustainability actions.

SUSTAINABILITY MANAGEMENT FOR TOURISM BUSINESSES

- Apply sustainability management methods to your own business.
- Learn from case studies and lessons by other businesses..
- Work on building your own sustainability management system.
- Gain practical insights from expert presenters.
- Learn with and from industry peers to solidify your knowledge.



Learn More about the Facilitated Online Course Format

How Does It Work?

Offering a flexible learning environment, our facilitated online course format combines the convenience of **self-paced online learning** with the benefits of **interactive people-focused learning** to optimize results for busy professionals.



Your learning experience during a TrainingAid facilitated online course consists of:

- Weekly video lessons and readings that can be accessed at your convenience;
- Live and interactive components to enhance learning results through sharing ideas and collaborating with each other;
- Online discussion forums to share your questions, examples and ideas with your fellow course members and receive feedback from your trainers.
- Hands-on activities to apply your knowledge to your specific real-life, on-the-job practices; and

Throughout the process, our Course Facilitator will guide you along the way, and help you make the most of your course experience. You will also receive email updates and reminders to help you keep track of your progress.

Will It Work For Me?

The facilitated online course format is a good fit for you if:

- You like the convenience of **learning at your own pace**, setting your own schedule for watching video lessons and working on assignments.
- But you also like to **have some structure and guidance** to help you stay motivated and to make it easy to stay on track.
- And you want your online learning experience to be flexible, but at the same time as **interactive and engaging** as possible.

Questions? Need more information?

Check out the TrainingAid Guide for Learners
www.trainingaid.org/learner-guide



All You Need to Know about Registering for the Sustainability Management Course

What is the registration fee for an STTP online training class?

Regular Rate

- EUR 575 per person

Group Rates

- 3-5 participants: EUR 475 per person
- 6-9 participants: EUR 450 per person

Reduced Rates

- EUR 375 per person
(For small businesses and professionals from emerging destinations)

What's included in the registration fee?

As part of your registration for the course you will have access to:

- Self-study content including recorded videos and reading materials.
- Access to weekly scheduled live sessions offering interactive lessons and discussions.
- Access to the replay videos of the live sessions.
- Downloadable tools and template, along with instructions and guidance on using them for your own business.
- Opportunities to receive individualized feedback, both from your peers and trainers.

Is there a deadline for registration?

Registration for each cohort of the Sustainability Management for Tourism Businesses course is open until the course start date. However, each cohort has a limited number of seats available, which are offered on a first-come, first-served basis.

Registration will be closed when all available seats are filled, so we recommend signing up early to secure your spot.

Is there a group option for 10+ people?

For a group of 10+ people, we recommend setting up a custom in-house training for your group, tailored to your requirements.





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