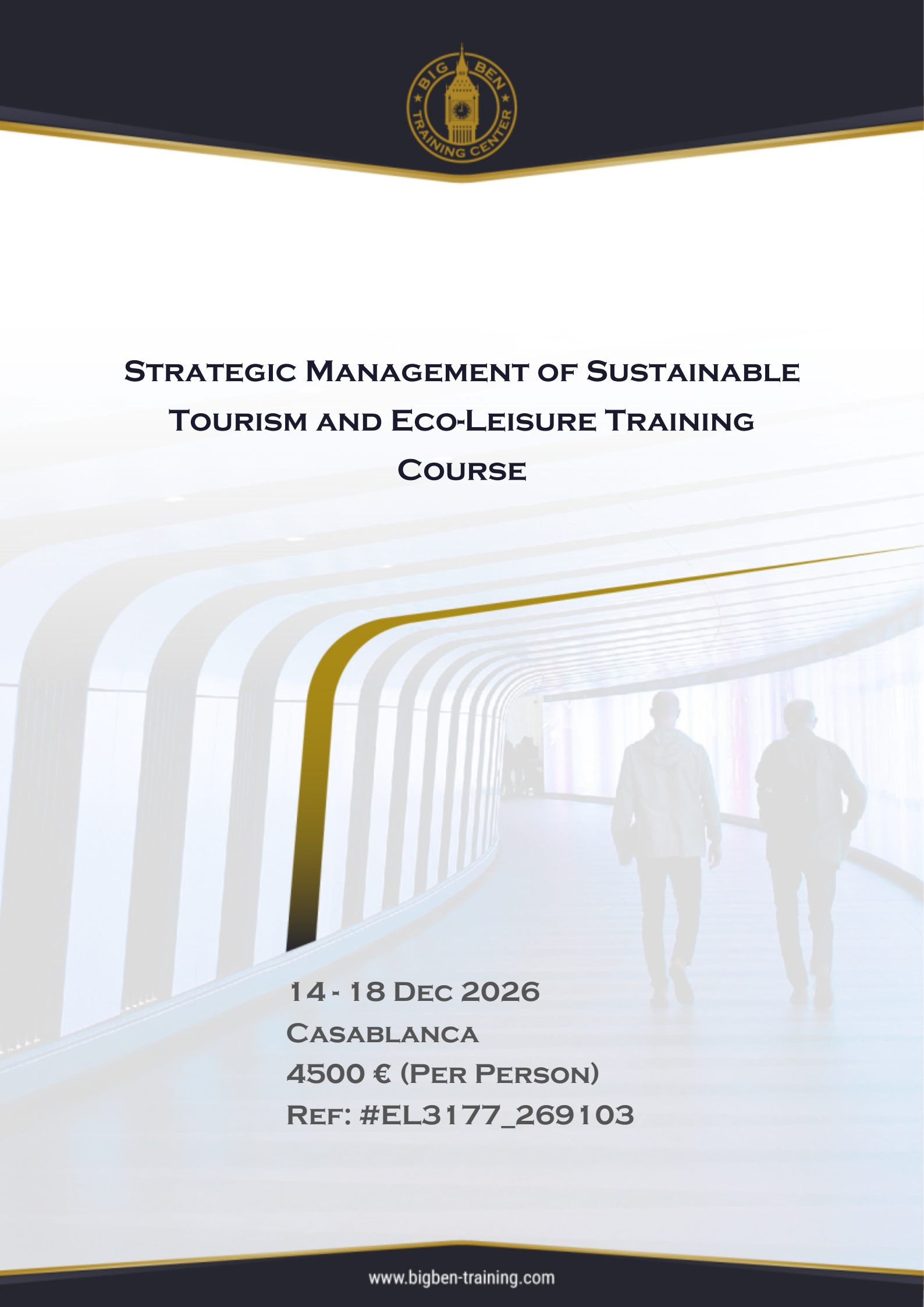
Strategic Management of Sustainable Tourism and Eco-Leisure Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #EL3177_269103

Course Introduction / Overview:

This comprehensive training course is designed for professionals seeking to lead the transition to sustainable and eco-conscious tourism and leisure operations. It provides a strategic framework for developing and managing tourism initiatives that are both profitable and environmentally and socially responsible. The curriculum is built upon foundational concepts from academic works such as "Sustainable Tourism Development: An Integrative Approach" by Linda S. Richter, which emphasizes the balance between economic viability, environmental preservation, and social equity. This program goes beyond a simple overview, delving into advanced topics such as green certification, ethical marketing, community-based tourism, and climate action planning. Participants will learn how to conduct environmental impact assessments, design sustainable supply chains, and engage local communities as genuine partners. BIG BEN Training Center has developed this training to be highly interactive, using real-world case studies of successful ecotourism ventures and sustainable destination management. The course emphasizes practical skills for implementing and measuring sustainability initiatives, enabling participants to create meaningful, long-term changes within their organizations and the broader industry.

Target Audience / This training course is suitable for:

- Tourism and hospitality managers.
- Eco-resort and park managers.
- Sustainable tourism consultants.
- Destination management organization staff.
- Environmental and conservation professionals.
- Urban planners and community developers.
- Corporate social responsibility (CSR) managers.

Target Sectors and Industries:

- Tourism and hospitality.
- Aviation and transportation.
- National parks and protected areas.
- Cruise lines and adventure travel.
- Government agencies and tourism boards.
- Non-profit and conservation organizations.
- Real estate and resort development.

Target Organizations Departments:

- Sustainability and environmental affairs.
- Operations and corporate social responsibility (CSR).
- Marketing and product development.
- Planning and development.
- Public affairs and community relations.
- Risk management.
- Financial and asset management.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate and implement a strategic plan for sustainable tourism development.
- Conduct environmental impact assessments and implement green operational practices.
- Develop and market eco-friendly tourism products and services.
- Engage and empower local communities as partners in tourism initiatives.
- Navigate international sustainability standards and certification processes.
- Analyze and mitigate the social and environmental risks of tourism projects.
- Measure the economic, environmental, and social impact of tourism operations.

Course Methodology:

This training course employs an action-oriented and case-study-based methodology to provide participants with the practical skills needed to drive change. The program combines theoretical instruction with hands-on, team-based projects where participants will work on a real-world case study, developing a comprehensive sustainable tourism plan for a specific destination or enterprise. This includes tasks such as conducting a sustainability audit, designing a community engagement strategy, and creating a sustainable marketing campaign. BIG BEN Training Center has designed the curriculum to foster critical thinking and collaborative problem-solving through interactive discussions, workshops, and peer-to-peer feedback sessions. The course also features expert guest speakers and a final presentation where participants will present their strategic plans to the class. This immersive and practical approach ensures that participants not only understand the principles of sustainable tourism but also gain the confidence and skills to implement them effectively, transforming their organizations into responsible industry leaders.

Course Agenda (Course Units):

Unit One: The Core Principles of Sustainable Tourism

- Defining sustainability in tourism and leisure.
- The triple bottom line: People, Planet, Profit.
- The role of tourism in sustainable development goals.
- The impacts of tourism: environmental, social, and economic.
- Case studies in successful ecotourism.
- Ethical considerations in destination management.
- Stakeholder analysis and engagement.

Unit Two: Strategic Planning for Eco-Tourism Ventures

- Conducting an environmental and social impact assessment.
- Developing a sustainable tourism master plan.
- Implementing green practices in operations and supply chains.
- Water and energy conservation strategies.
- Waste management and pollution prevention.
- Sustainable building and site design.
- Climate change adaptation and mitigation.

Unit Three: Community-Based Tourism and Social Equity

- The principles of community-based tourism.
- Empowering local communities as partners.
- Cultural preservation and heritage tourism.
- Fair trade and economic benefits for residents.
- Managing tourist-host interactions.
- Ensuring accessibility and inclusivity.
- Measuring social impact and well-being.

Unit Four: Marketing, Certification, and Risk Management

- Developing a sustainable marketing and branding strategy.
- Communicating green initiatives effectively.
- Navigating eco-labels and sustainability certifications.
- Risk assessment for environmental and social issues.
- Crisis management and reputation control.
- Regulatory compliance and policy advocacy.
- Building a resilient business model.

Unit Five: Innovation and The Future of Sustainable Travel

- Leveraging technology for sustainable tourism.
- Trends in regenerative tourism and responsible travel.
- Investing in green infrastructure.
- Innovative business models and financing.
- Measuring and reporting on sustainability performance.
- The role of leadership in driving changes.
- Personal action planning for a sustainable career.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does a tourism organization's commitment to social equity and community empowerment fundamentally shift its long-term profitability and resilience compared to a purely profit-driven model?

What unique qualities does this course offer compared to other courses?

This training course is distinguished by its strategic and holistic approach to sustainability in the tourism and leisure industry. Unlike programs that offer a narrow focus on one aspect like green practices, this curriculum, developed by BIG BEN Training Center, provides a comprehensive framework that integrates environmental stewardship, social equity, and economic viability. It teaches professionals how to lead meaningful change, moving beyond compliance to genuinely innovative and regenerative business models. The course emphasizes practical skills in impact assessment, community engagement, and strategic planning, empowering participants to build ventures that create a positive legacy. Through its focus on real-world case studies and actionable strategies, this program ensures that participants are not just knowledgeable about sustainable tourism but are also equipped to become powerful agents of change in their organizations and the world.