Sustainable Tourism and Eco-Friendly Travel Strategies Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #TOU2884_285961

Course Introduction / Overview:

The global tourism industry stands at a critical juncture, facing unprecedented pressure to evolve beyond traditional models and embrace sustainability as a core operational principle. This course provides a comprehensive framework for understanding and implementing sustainable tourism and eco-friendly travel strategies. It addresses the urgent need for practices that conserve the environment, support the well-being of local communities, and ensure long-term economic viability. Drawing upon the foundational principles outlined by scholars like Dr. David Weaver in works such as "Sustainable Tourism: A Global Perspective," the curriculum delves into the three pillars of sustainability: environmental, socio-cultural, and economic. Participants will explore practical solutions to complex challenges like over tourism, climate change, and resource depletion. BIG BEN Training Center has designed this program to equip professionals with the strategic tools and operational knowledge required to lead the transition towards a more responsible and resilient tourism sector, transforming destinations and businesses into models of ecological stewardship and social equity. This is not just about being "green"; it's about creating a fundamentally better and more enduring form of travel for future generations.

Target Audience / This training course is suitable for:

- Tourism and Hospitality Professionals.
- Hotel and Resort Managers.
- Tour Operators and Travel Agents.
- Destination Marketing and Management Staff.
- Government Officials in Tourism and Environmental Ministries.
- Corporate Social Responsibility (CSR) and Sustainability Managers.
- Entrepreneurs in the travel and tourism sector.
- Non-Governmental Organization (NGO) representatives working in conservation and community development.

Target Sectors and Industries:

- Hospitality and Accommodation Sector.
- Travel Agencies and Tour Operations.
- Aviation and Transportation Services.
- Cruise Line Industry.
- Food and Beverage Services.
- National and Regional Tourism Boards.
- Governmental and Public Sector Agencies.
- Conservation and Environmental Organizations.

Target Organizations Departments:

- Operations and Management.
- Marketing and Communications.
- Corporate Social Responsibility (CSR) and Sustainability.
- Strategy and Business Development.
- Public Relations and Community Engagement.
- Procurement and Supply Chain Management.
- Human Resources and Training.
- Guest Services and Relations.

Course Offerings:

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

- Develop a comprehensive sustainable tourism management plan.
- Analyze the environmental, social, and economic impacts of tourism activities.
- Implement effective strategies for energy, water, and waste management.
- Design and market authentic, low-impact tourism products and experiences.
- Engage effectively with local communities to ensure shared benefits and cultural preservation.
- Integrate sustainability principles into the tourism supply chain.
- Utilize green marketing techniques to attract environmentally conscious travelers.
- Navigate international sustainability certifications and standards.
- Formulate policies that promote responsible destination stewardship.
- Measure and report on sustainability performance using key indicators.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We move beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the course material. The program is built around a blend of expert-led presentations, in-depth case study analyses of successful sustainable destinations and businesses, and collaborative group workshops. Participants will work in teams to tackle real-world challenges, such as designing a sustainable tour package or developing a community engagement strategy. Interactive sessions, facilitated discussions, and peer-to-peer feedback are integral components, encouraging the exchange of ideas and diverse perspectives. We emphasize experiential learning, providing practical tools and frameworks that can be immediately applied in the workplace. This hands-on approach ensures that participants not only grasp the theoretical concepts of sustainable tourism but also develop the confidence and competence to implement effective strategies within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Tourism

- Introduction to Sustainable Tourism Principles.
- The Three Pillars: Environmental, Socio-Cultural, and Economic.
- The Evolution from Ecotourism to Responsible Travel.
- Global Trends and Challenges: Over tourism, Climate Change, and Biodiversity Loss.
- The Role of Stakeholders in Sustainable Tourism.
- Key International Policies and the UN Sustainable Development Goals (SDGs).
- Ethical Considerations in the Tourism Industry.

Unit Two: Environmental Stewardship and Management

- Conducting Environmental Impact Assessments (EIAs) for Tourism Projects.
- Strategies for Carbon Footprint Reduction in Travel and Hospitality.
- Effective Water Conservation and Management Techniques.
- Waste Reduction, Recycling, and Circular Economy Principles.
- Protecting Biodiversity and Natural Habitats.
- Sustainable Sourcing and Procurement for Hotels and Restaurants.
- Implementing Renewable Energy Solutions in Tourism Operations.

Unit three: Socio-Cultural Responsibility and Community Engagement

- Preserving Cultural Heritage and Authenticity.
- Principles of Community-Based Tourism (CBT).
- Ensuring Fair Economic Benefits for Local Communities.
- Strategies for Meaningful Host-Guest Interactions.
- Preventing the Commodification of Culture.
- Labor Rights and Fair Employment Practices in Tourism.
- Developing a Community Engagement and Benefit-Sharing Plan.

Unit Four: Economic Viability and Green Business Models

- The Business Case for Sustainability in Tourism.
- Developing Sustainable Tourism Products and Experiences.
- Green Marketing and Communicating Sustainability Efforts.
- Building and Managing a Sustainable Supply Chain.
- Financial Planning for Sustainable Tourism Ventures.
- Measuring Success Beyond Profit: The Triple Bottom Line.
- Exploring Niche Markets: Voluntourism, Agritourism, and Wellness Travel.

Unit Five: Strategy, Policy, and Action Planning

- Developing a Corporate Sustainability Strategy.
- Sustainable Destination Management and Governance.
- Navigating Sustainable Tourism Certifications (e.g., Green Globe, Travelife).
- Crisis Management for Sustainable Destinations.
- The Role of Technology in Advancing Sustainable Tourism.
- Monitoring and Evaluating Sustainability Performance with KPIs.
- Final Project: Creating a Sustainable Tourism Action Plan.

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 can the principles of sustainable tourism be scaled to mitigate the negative impacts of mass tourism without sacrificing economic viability for developing nations?

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

This course distinguishes itself through its holistic and action-oriented approach, moving beyond theoretical discussions to provide a practical roadmap for implementation. While many programs focus on a single aspect of sustainability, we integrate the environmental, socio-cultural, and economic pillars into a cohesive strategic framework. The curriculum is uniquely designed to address the complex interdependencies between these pillars, teaching participants how to create solutions that are not only ecologically sound but also culturally sensitive and financially viable. A key differentiator is our emphasis on stakeholder engagement and policy development, equipping leaders to drive change at both an organizational and destination-wide level. Rather than just presenting tools, we use real-world case studies and hands-on workshops to build critical thinking and problem-solving skills. Participants will leave not with a generic checklist, but with a tailored action plan and the strategic foresight to navigate the future challenges and opportunities of the global tourism industry, making them effective agents of change in a sector that desperately needs a sustainable transformation.