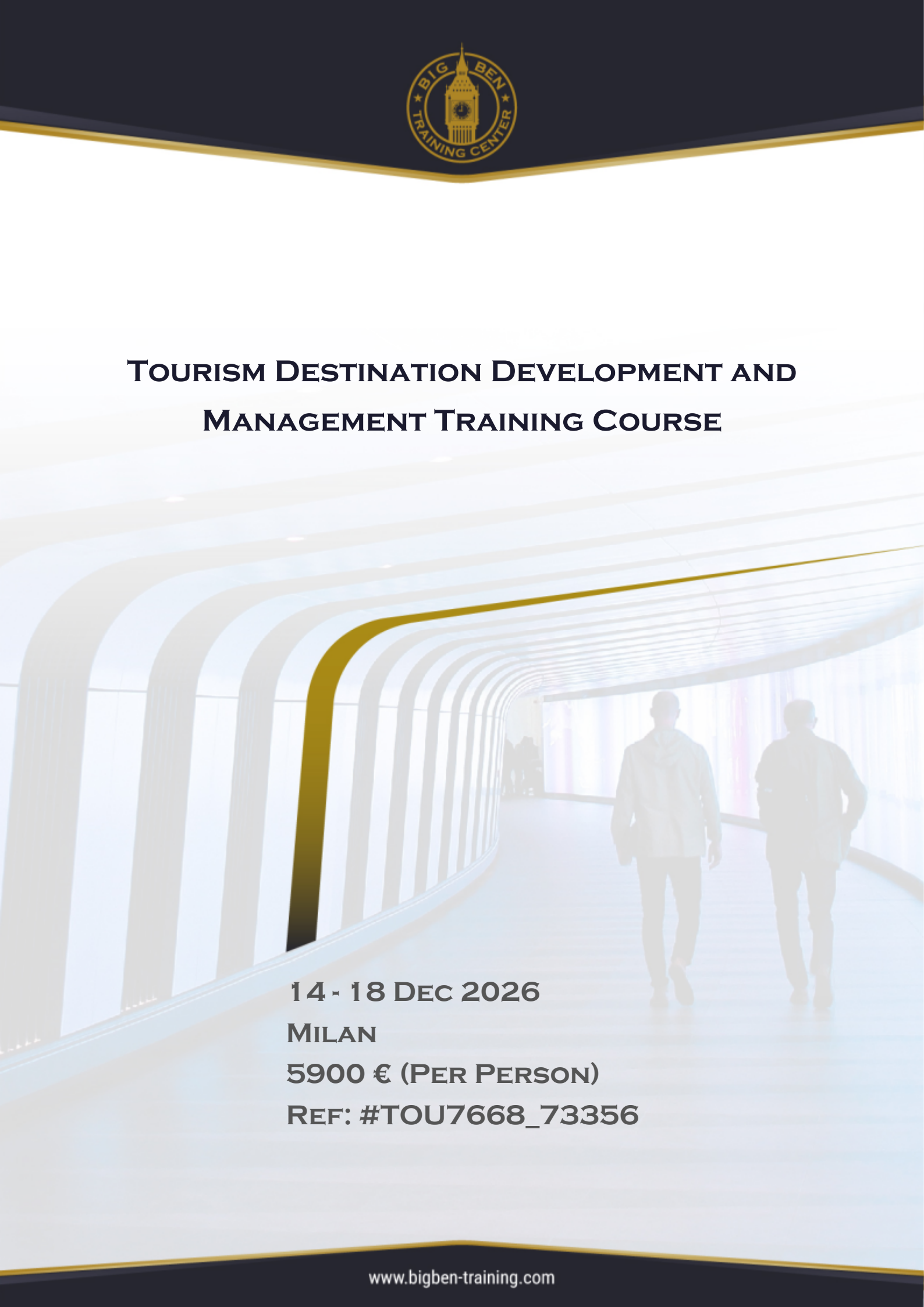
Tourism Destination Development and Management Training Course



14 - 18 Dec 2026

Milan

5900 € (Per Person)

Ref: #TOU7668_73356

Course Introduction / Overview:

The growth of the global tourism industry brings immense economic benefits but also presents significant challenges related to environmental impact, cultural preservation, and community well-being. Sustainable tourism development is not an optional add-on but a fundamental necessity for creating resilient and long-term successful destinations. This is the central premise of the Sustainable Tourism Destination Development and Management Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the art and science of planning and managing tourism destinations responsibly. Drawing on influential academic works such as "Tourism Planning: An Integrated and Sustainable Development Approach" by T. D. A. H. P. McKercher, the course explores critical areas including strategic destination planning, carrying capacity management, and the implementation of green tourism policies. Participants will learn how to create a balance between attracting visitors and preserving a destination's unique character, as well as how to measure and manage the social and environmental impacts of tourism. The curriculum addresses the complexities of a multi-stakeholder environment and the need for a collaborative approach. By focusing on both the theoretical framework and practical application, BIG BEN Training Center ensures participants are equipped to lead sustainable and impactful tourism initiatives that benefit both travelers and the communities they visit.

Target Audience / This training course is suitable for:

- Tourism and destination managers.
- Government officials in tourism ministries.
- Urban and regional planners.
- Community development officers.
- Sustainability and environmental consultants.
- Entrepreneurs in the tourism sector.

Target Sectors and Industries:

- Government and public administration.
- Tourism boards and destination management organizations.
- Hotels and resorts.
- Non-profit and community development.
- Urban planning.
- Transport and travel services.

Target Organizations Departments:

- Tourism Development.
- Strategic Planning.
- Environmental and Sustainability.
- Community Relations.
- Urban Planning.
- Destination Marketing.

Course Offerings:

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

- Formulate and implement a strategic plan for sustainable tourism development.
- Master techniques for managing visitor flow and carrying capacity.
- Measure and mitigate the environmental impact of tourism activities.
- Engage and collaborate with local communities and stakeholders.
- Develop marketing strategies that attract responsible travelers.
- Identify and secure funding for sustainable tourism projects.
- Create policies that support the long-term sustainability of a destination.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of destinations with successful and challenging sustainability initiatives to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex situations such as managing over tourism or developing a community-based tourism project. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as strategic planning, community engagement, and environmental management, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated sustainable tourism strategies in a way that is both effective and responsible.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Tourism

- Defining sustainable tourism and its key pillars.
- The history and evolution of sustainable development.
- Environmental, social, and economic impacts of tourism.
- The role of stakeholders: government, private sector, community.
- Global trends and challenges in sustainable tourism.
- The triple bottom line: people, planet, profit.
- Ethical considerations in destination development.

Unit Two: Destination Planning and Governance

- Developing a strategic plan for a tourism destination.
- The concept of carrying capacity and its management.
- Visitor flow management and overcrowding solutions.
- Tourism governance models and policy frameworks.
- Public-private partnerships in tourism development.
- Community-based tourism and local participation.
- Creating a master plan for a sustainable destination.

Unit Three: Environmental and Resource Management

- Measuring the environmental footprint of tourism.
- Strategies for waste, water, and energy management.
- Biodiversity conservation in tourism areas.
- Certification and standards for sustainable tourism.
- Climate change adaptation and mitigation.
- Sustainable transportation and infrastructure.
- Protecting natural and cultural heritage sites.

Unit Four: Social and Economic Sustainability

- Ensuring equitable economic benefits for local communities.
- Job creation and skill development in tourism.
- Cultural preservation and respectful tourism.
- Managing the social impacts of tourism.
- Developing local supply chains and food networks.
- Measuring social return on investment.
- Case studies of community-based tourism enterprises.

Unit Five: Marketing and Future Trends

- Marketing a sustainable destination to responsible travelers.
- Communication strategies for promoting green practices.
- Digital trends and their impact on sustainable tourism.
- The role of technology in monitoring and managing impacts.
- The future of sustainable tourism.
- Resilience and crisis management in sustainable tourism.
- Final project: Developing a sustainable action plan for a specific destination.

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:

Given the inherent tension between economic growth and environmental protection, how can a tourism destination effectively measure and balance its pursuit of profit with the long-term imperative of preserving its natural and cultural resources?

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

This course provides a distinct and specialized focus on the comprehensive and strategic management of sustainable tourism, bridging the gap between high-level policy and on-the-ground implementation. Unlike many general tourism programs, this training course delves deeply into the practical challenges of developing a destination that is both economically viable and environmentally responsible. The curriculum is distinguished by its emphasis on actionable frameworks for visitor management, stakeholder collaboration, and impact measurement. It goes beyond a simple discussion of eco-friendly practices to provide a holistic blueprint for creating resilient and ethical destinations. By combining academic principles with practical, industry-specific case studies, BIG BEN Training Center ensures that participants are equipped to lead the transition to a more sustainable and responsible model of tourism development.