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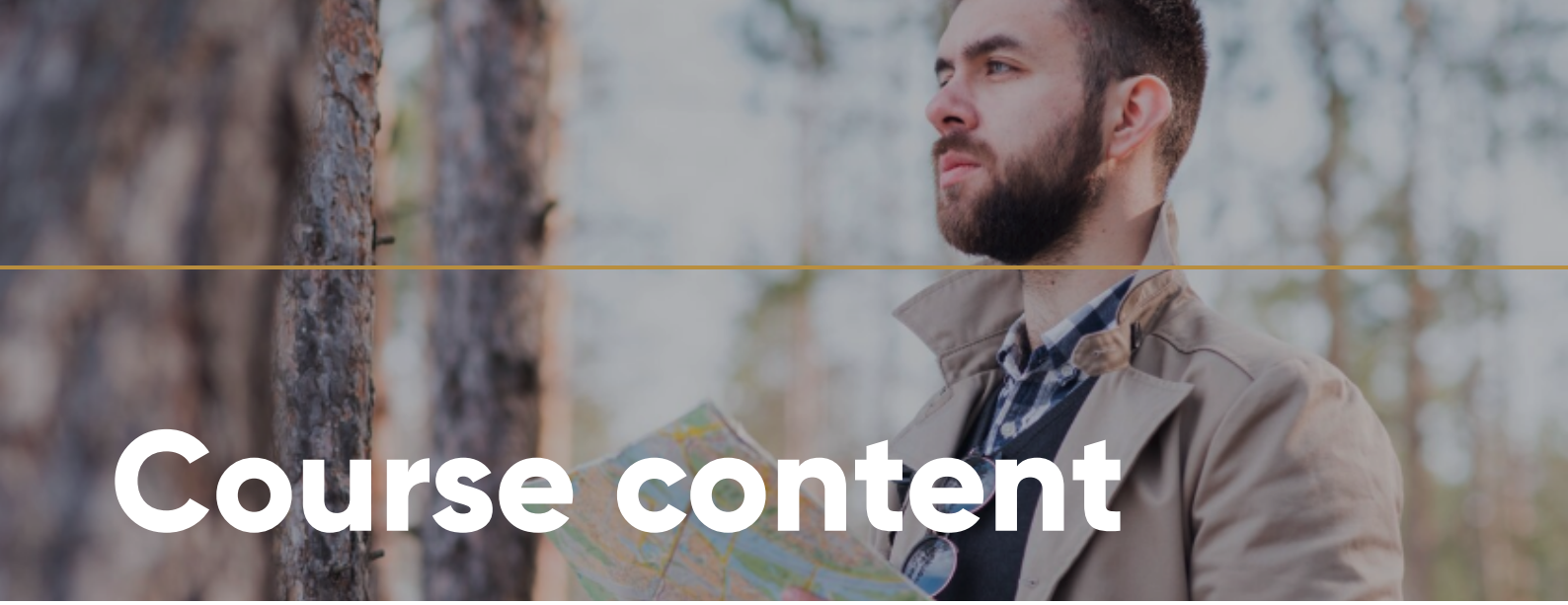


PUBLIC RELATIONS | COURSE

Certificate in Sustainable Tourism Development (CSTD)

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Waarderweg 50 - 2031PB
Haarlem - Netherlands



Course content

Why Attend

This course focuses on the responsible management of the travel industry to ensure the preservation of cultural, social, and environmental heritage while promoting economic growth. It starts by exploring the importance and dynamics of sustainable tourism in the context of a national strategy. Next, it lays out the fundamental principles for creating innovative tourism products. Finally, it explores the role of governance, risk, and quality in securing a sustainable approach toward tourism development.

This interactive course leverages a mixed learning approach, including presentations, video analysis, case studies, discussions, and group exercises.

By the end of the course, participants will be able to:

• Identify the dynamics of tourism development and their importance for sustainable growth

• Recognize sound tourism governance practices and the influence of stakeholders on sector development

• Apply sustainability principles in the creation of innovative products

• Implement strategies to mitigate both the positive and negative effects of tourism

• Assess the effectiveness of quality controls applied in the development of tourism projects

Managers, supervisors, and decision-makers directly or indirectly involved in the tourism sector.

• Identifying the basics of tourism development

• Recognizing sustainability in tourism

• Governing in the tourism sector

• Managing innovative tourism experiences

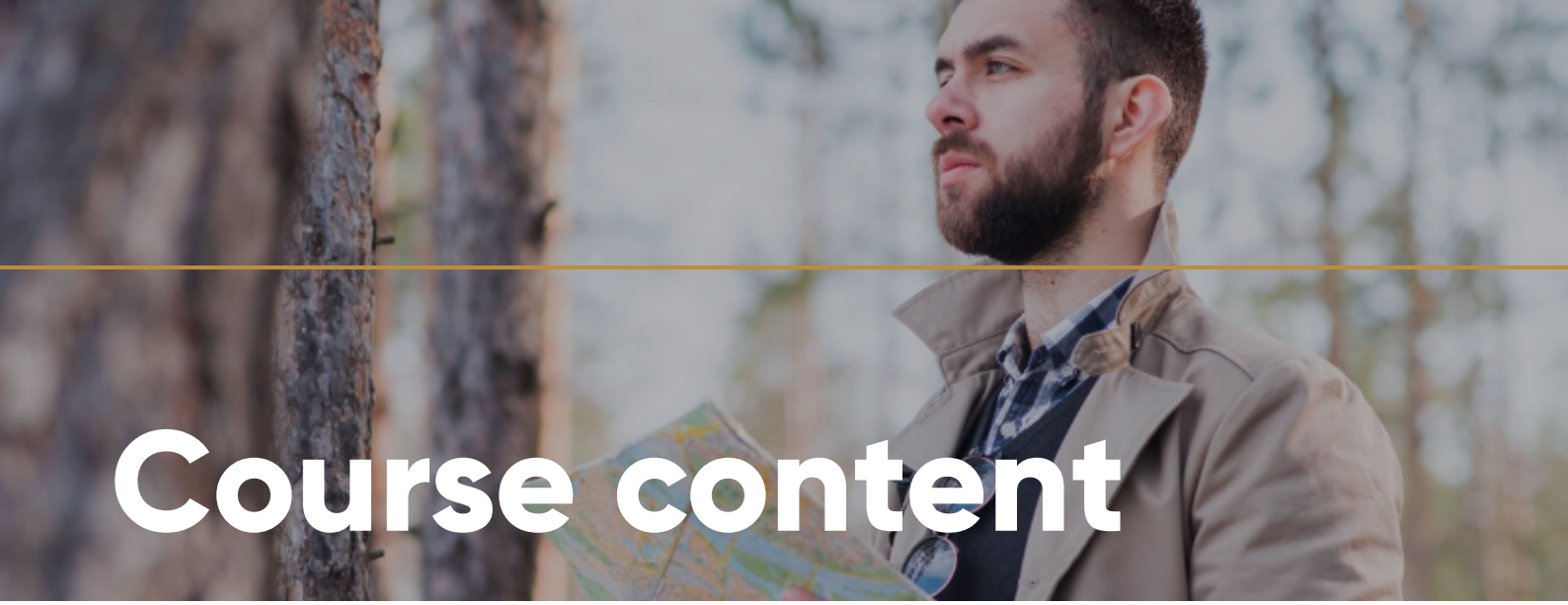
• Engaging stakeholders (notably local communities)

• Applying quality standards and controls

Course outline

Dynamics of Sustainable Tourism Development

• Introduction to tourism development



Course content

Course outline

- Principles and strategies for sustainable tourism
- Sectorial approaches to tourism and sustainability
- Management tools for sustainable development
- Challenges and opportunities in tourism development

Governance in Tourism

- Role of good governance
- Governance concepts in sustainable tourism
- Tourism and economic growth
- Tourism and employment

Innovation in Tourism

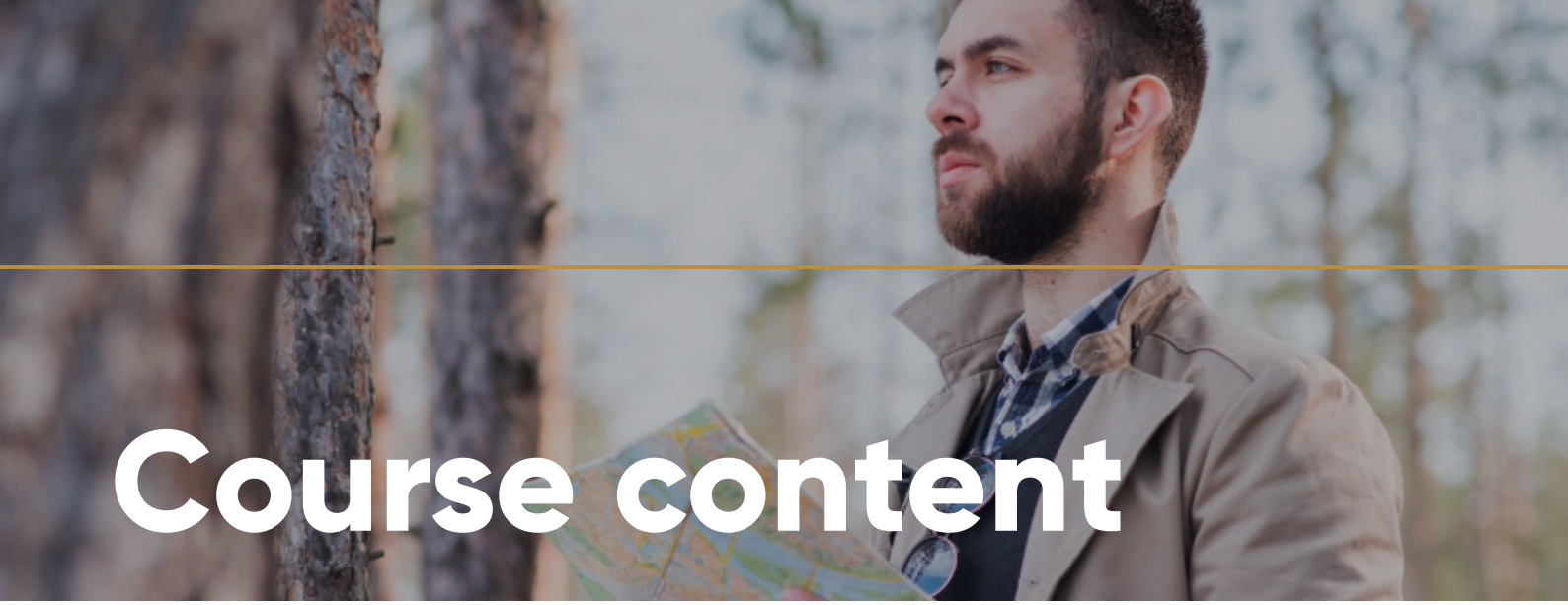
- Creativity versus innovation
- Destination development
- Tourism innovation models
- Innovation toward a sustainable approach

Tourism Impact

- Positive impacts of tourism
- Negative impacts of tourism
- Managing tourism impact
- Alternative tourism models to engage stakeholders

Quality Control and Ecolabelling

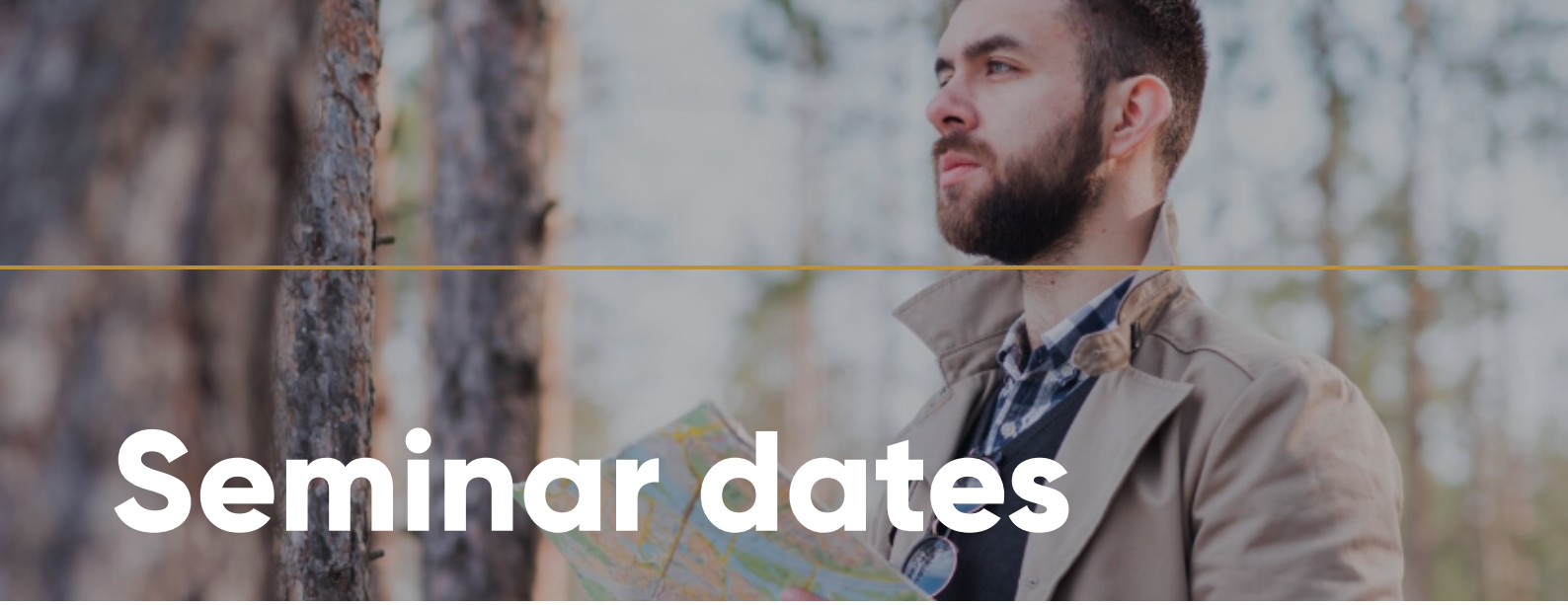
- Fundamentals of quality control



Course content

Course outline

- Future of tourism development
- Review of quality approach in tourism
- Quality assurance and ecolabels



Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Sustainable Tourism Development (CSTD) generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Paris - France	Classroom	**€3,600.-**
18 - 22 January 2027	Munich - Germany	Classroom	**€3,400.-**
15 - 19 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 March 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Vienna - Austria	Classroom	**€3,400.-**
21 - 25 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 July 2027	Cape Town - South Africa	Classroom	**€2,272.-**
16 - 20 August 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 September 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
18 - 22 October 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 November 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 December 2027	Vienna - Austria	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.