



Sustainable Destinations Training Course

Songdo Convensia, Incheon (Korea), 19-22 June 2018

Organised in connection to the 3rd International Water Safety Symposium

IMPORTANT: All general program information can be found [here](#).

Announcement and Call for Registration

Green Destinations and an international team of trainers in the field of destination sustainability invite destination managers and professionals, participants from the tourism business sector, and destination management experts to register for this course. Participation is limited.

Objectives of the Course: Why participate?

The Training course prepares participants for the following functions:

- **Trained Destination Sustainability Coordinator.** In GSTC-Accredited certification programs destination management bodies should have a trained Destination Sustainability Coordinator in their team.
- **Green Destinations Recognised Auditors and Advisor.** In the GSTC-Accredited Green Destinations Certification and in the Awards program, qualified Coaches, Advisors and Auditors are required.

Elements of the Training Course

The Course will consist of five half-day training sessions and two different types of working groups that will run in parallel:

1. **Destination Managers training sessions** on Sustainable Destination Standards, Destination Management and Marketing, both for destination managers and representatives of the business sector in tourism destinations.
2. **Training sessions for Destination Auditor-Advisors.** These sessions are part of a wider Green Destinations training course that will mainly run online.

The Training Course is organized in cooperation with:



ASIAN
ECOTOURISM
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General Topics of the Course

- **The global picture:** the relationship between the Global Sustainable Tourism Council Destination Standard (GSTC-D) and the Green Destinations Standard.
- **Marketing benefits** of destination sustainability.
- **Green Destinations Standard:** focus on the 30 Core Criteria of the Top 100; how to make progress.
- **Sustainable Destinations Top 100:** Introduction to the program, how to make a self-assessment, how to make an eligible nomination; how to win a special Award at ITB Berlin 2019.
- **How to become qualified** as Destination Coordinator, Destination Advisor or Destination Auditor.
- **The role of the business sector** in developing a sustainable destination.

Specific (additional) Topics for Auditor-Advisors

- The various important roles in destination management, assessment and certification.
- The role of a destination coach.
- The role of a destination consultant or trainer.
- The role of a destination auditor.
- Preparation for the Green Destinations Auditor-Advisor Exam.

The Trainers

Drs. Albert Salman (Netherlands), President, Green Destinations. Founder and Jury President, Sustainable Destinations Top 100 Awards. Founder, QualityCoast Awards Programme.

Dr. Mihee Kang (Korea), President, PlayForest Cooperative. Program Director for Asia-Pacific, Global Sustainable Tourism Council (GSTC). Country Representative and trainer, GSTC. Member, Korean Geoparks Committee. Member, Korean UNESCO MAB Committee. Member, Jeju UNESCO World Heritage Committee.

Mr. Masaru Takayama (Japan), Founder and Chair, Asian Ecotourism Network (AEN). President, Spirit of Japan Travel.

Mrs. Monique Chen (Taiwan), Director, Sustainable Travel Taiwan. Green Destinations Representative in Taiwan.

Dr. Alan Wong (Hong Kong), Lecturer, China MSc Program Leader, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.

Program Outline

End of May participants will receive a list of documents and web sources to study. This will reduce the need for long lectures during the course, and make the course as interactive and useful as possible.

19 June

15-18h Registration. 19-21h: 1st training session, IWSS Icebreaker, welcome reception.

20 June

Morning and afternoon: 2nd and 3rd training session.

21 June

Morning and afternoon: Field trip (tbc) and 4th training session.

Evening: Gala dinner (banquet).

22 June

Morning: 5th training session.

Afternoon: field trips.

Working language

The course will be given in English. Limited technical language support in Chinese, Japanese and Korean language can be provided by the trainers.

Registration and Fees

Registration fee all-in excl. hotel: **USD 170**.

This will cover:

- 5 half-day training sessions
- full buffet breakfast, lunches, coffee breaks,
- welcome reception (19th)
- field trip (21st)
- IWSS conference gala dinner.

Registration fee all-in incl. hotel: **USD 450** (on the basis of four nights, June 19-23, double occupancy).

Registration can only be done in the [IWSS website](#):

- In the [IWSS Fees & Registration page](#), you will see that the training course fee (“Green Destinations”) is USD 170 (all-in, excl. hotel accommodation);
- Click “Registration”;
- In the next [page](#), click “Register”;
- In the next [page](#), fill in a UserID, a Password, Basic Information, and “Submit”; proceed.

More information

All participants will receive a Certificate of Attendance.

There will be an online exam after 22 June.

More information can be obtained from Green Destinations (<http://greendestinations.org/home/contact/>) and from the Trainers (page 1).

A more extensive version of this Announcement and of the Program will be published early April by Green Destinations (<http://greendestinations.org/>) and by IWSS (<http://iwss2018.org/main/main.php>).

Draft 8, 30 March 2018