



# SUSTAINABLE DESTINATIONS TRAINING COURSE

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

The training course is hosted by the 3rd International Water Safety Symposium

The training course takes place at less than 50 km from North Korea, while the world is witnessing Korean leaders making approaches towards peace and prosperity for all Korean people. This is why we have chosen a special motto: **Tourism for Peace and Prosperity.**

*Register before: 31 May 2018*

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 – Why participate?

The Training course is highly interactive, not focusing on global theory but addressing the participants' challenges and real needs as you face them in your own destinations. The course is especially aimed at professionals at advanced level, who want to progress in making destinations **more sustainable**, in **destination certification** and award programs, and in the **Sustainable Destinations Top 100** competition. It is important that participants already have a good knowledge of sustainable tourism and some practical experience in one of the following fields:

- **Destination management.** Participation will help you to become a **Destination Sustainability Coordinator**; this is an important asset for all regions, municipalities and protected areas, and a requirement for certification and award programs.
- **Consultant or Advisor.** Participation will help you to become a **Recognized Auditor - Advisor**. In destination certification and award programs, qualified coaches, advisors and auditors are needed.

You will benefit most from the Course when you are already aware of the GSTC-D criteria or of the **Green Destinations Standard**, or when you participate as a follow-up to the GSTC STTP Course.

The Course is organized in cooperation with:



ASIAN  
ECOTOURISM  
NETWORK



## Elements of the Training Course

The Course will include plenary presentations, to field visits and parallel working groups:

1. **Destination Managers training sessions** on sustainable destination standards and criteria for management, both for destination managers and tourism stakeholders.
2. **Training sessions for Destination Auditor-Advisors.** These sessions are part of a wider Green Destinations training course that will be completed online after the course.

## Topics of the Course

- **The global framework:** the Global Sustainable Tourism Council and its Destination Standard (GSTC-D), and the Green Destinations Program and Standard.
- **How to become qualified** as Destination Coordinator, Destination Advisor or Destination Auditor.
- **Marketing benefits** of destination sustainability.
- **Green Destinations Approach:** 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.
- **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)**, Founder and President, Green Destinations. Founder of the QualityCoast Awards Program and of the Sustainable Destinations Top 100.

**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

15-19h Field visit to Hwaseong city.

15-18h Registration.

19-21h IWSS Icebreaker, welcome reception.

## 20 June

Morning and afternoon: Training sessions #1 and #2.

## 21 June

Morning: Field visit to Suwon Hwaseong World Heritage.

Afternoon: Training session #3.

Evening: Gala dinner (banquet).

## 22 June

Morning: Training session #4.

Afternoon: IWSS Field trips (parallel).

## Working languages: English / Japanese / Korean / Mandarin

After the plenary introductions on each key subject (all in **English**), there will be opportunities for questions and discussion in groups (**English / Japanese / Korean / Mandarin Chinese**). This will enable for technical language support by the trainers.

## Registration and Fees

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

This will cover:

- IWSS Icebreaker, welcome reception
- four half-day training sessions
- lunches, coffee breaks
- IWSS conference gala dinner
- three field trips.

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**:

- Make you ID for log-in; log in
- Go to Participation – Fees & Registration
- Click the Registration button
- Choose “Conference Registration” -> Green Destinations Registration (\$170)
- Fill out your information
- Choose other options (field trip, accommodation, social function, etc.)  
You can choose 3 or 4-nights accommodation (\$210 ~ \$560), or none at all
- Click Save and Next
- Payment.

## Important information

**Event disclaimer and limitation of liability:** Neither the conference or course organisers nor the field trip hosts accept liability to any hazards or risks, foreseen or unforeseen. Participation is at your sole and exclusive risk. You are strongly advised to arrange your own full travel and medical insurance.

**General program information:** IWSS website (<http://iwss2018.org/main/main.php>).

**After the official Registration deadline (31 May)** hotel accommodation cannot be guaranteed. In this case contact the IWSS conference organisers directly.

**A Certificate of Attendance** will be provided to all participants.

**An online exam** will be offered to those interested after the Course, in October 2018.

**More information** can be obtained from **Green Destinations** and from the Trainers (page 1).

# Preliminary Training Course program

General information on the IWSS-program, registration and logistics can be found [here](#).

## June 19, afternoon: Registration, field visit and welcome reception

- 15:00 Departure from Songdo Convensia. The bus cannot wait for late participants.  
Field visit offered by Hwaseong city. Optional only for participants arriving in time.  
Participants will return to Songdo to attend part of the conference icebreaker reception.
- 15:00 Registration (until 18h), for those who do not arrive in time for the field visit.
- 19:00 **IWSS Conference Icebreaker, welcome reception.**  
Training Course participants getting together after returning from the field trip, meeting with those who did not make the field trip to Hwaseong city.

## June 20, morning: Training Session #1

- 09:00 Welcome and introduction of the trainers.
- 09:10 Introduction of the participants, and their view on key issues in their destinations.
- 09:40 *Discussion in groups (English/ Japanese/ Korean / Mandarin):*
- **Priority issues** from the participants' practical perspective, to be addressed in the course.
- 10:00 **Global Sustainable Tourism Council (GSTC)**
- *Theory:* GSTC's Objectives and Standards (MK).
- 10:20 **Green Destinations**
- *Theory:* Green Destinations and its approach to destination development and management. The Green Destinations Standard, its background and development (AS/10)
  - *Practice:* The Green Destinations program for certification and benchmark awards (AS/10).
  - *Practice:* The links between the work of GSTC and Green Destinations (MK/5).
- 10:45 *Q&A in groups (English/ Japanese/ Korean / Mandarin).*
- 10:55 End of session 2.
- 11:00 IWSS Opening ceremony and lunch break.
- 11:30 Session dedicated to the theme "Tourism for Peace and Prosperity".
- 12:20 Lunch.

## June 20, afternoon: Training session #2

- 13:00 **Destination Management – from theory to practice**
- Introduction to a number of key issues (AS/10).
  - Developing a Vision and a destination strategy (AW/10).
  - From Inventory to Baseline Assessment: the methodology (MC/10)
- 13:35 **Interactive working in groups**
- *Practice:* Questions and discussion on priority issues identified by participants.
  - *Exercise for destination representatives:* Making a Green Destinations Baseline Assessment, adopting the case of your own destination.
  - *Exercise for auditor-advisors:* Online assessment on the Green Destinations platform (*auditor-advisors are given an audit login before the start of the course*).
- 15:20 Tea break
- 15:40 **Stakeholder and Business Sector involvement**

- The role of the business sector in destination sustainability (focus on GD-criteria related to business sector participation (AW/10)
  - Engaging industry stakeholders in sustainable destination management (MT/15).
  - The importance of understanding different stakeholders for developing initiatives or projects for sustainable tourism (AW/10)
  - The importance of local community involvement and support (AW/10).
  - *Questions and discussion in groups* (15).
- 16:40 **The Green Destinations Standard – *from theory to practice***
- Introduction to the criteria (AS/20).
  - *Practice for all: Interactive session on participants' priority issues, in groups.*
  - *Exercise for auditor-advisors: Online assessment on the Green Destinations platform.*
- 18:00 End of session 2.

## 21 June, morning: Field Visit Suwon Hwaseong World Heritage

- 08:00 Departure from Songdo. The bus cannot wait for late participants.  
Field visit to Suwon Hwaseong World Heritage, offered by Suwon city.

## 21 June, afternoon: Training session #3

- 12:30 Lunch.
- 13:30 **Destination Assessment and Certification (MK)**
- *Theory:* How does it work? The process and the requirements.
  - *Practice:* the key people and their responsibilities and tasks: the destination coordinator; the trainer-advisor; and the 3rd party auditor. Qualifications required for each of them.
- 14:00 **Capacity Building in practice, and the role of the trainer-advisor.**
- Capacity building, focus on community based-tourism destinations (AW/10)
  - Capacity building for sustainable destinations, experience from Taiwan (MC/10)
- 14:20 **Marketing sustainable destinations.**
- *Theory:* GSTC and Green Destinations criteria re: marketing (AS/10).
  - *Practice:* Dos and don'ts in marketing destinations. From focus on numbers to visitors' profiling (MT/15).
- 14:45 **Interactive working in groups**
- **Group for destination managers**
    - *Q&A on the theory:* destination assessment and certification
    - *Discussion.* Effective promotion and marketing: experiences and questions from participants.
  - **Group for consultants and advisors**
    - *Q&A on the theory:* destination assessment and certification
    - *Discussion.* Effective capacity building.
- 15:20 Tea break.
- 15:40 **The Sustainable Destinations Top 100 (AS/30)**
- *Introduction.* Benefits for Management & Marketing.
  - *Theory:* How to qualify and how to make an eligible nomination.
  - *Practice:* Making a nomination using the 30 Top 100 criteria.
- 16:10 **Exercise: Self-assessment in practice.**  
*Working in groups, focus on cooperation between destination manager and advisor.* Options:
- Working together on making (or improving) your Top 100 nomination (MC/AS)
  - Working together on the self-assessment of other criteria (MT/AW/MK).
- 18:00 End of Session 3.
- 19:00 **IWSS Conference Banquet.**

## June 22, morning: Training session #4

- 09:00 Evaluation of the self-assessment exercises of session 3 (20).
- 09:20 **Auditing destination adherence to criteria, desk vs on-site**
- *Instruction to the exercise (AS/10).*
  - *Interactive working in groups on **Exercise: Desk audit in practice**, for advisors and destination managers who have worked on criteria self-assessments in session 3.*
    - Desk auditing of Top 100 nomination. Improvement after the audit. Evaluation of the auditing considering desk vs. on-site assessment (MC/AS).
    - Desk auditing of other Green Destinations criteria self-assessments. Improvement after the audit. Evaluation of the auditing considering desk vs. on-site assessment (MK/MT/AW).
- 11:00 Survey which remaining questions of participants need to be addressed (AS).
- 11:10 Break
- 11:20 *Interactive working in groups*
- Remaining questions of participants.
  - Evaluation of the course.
- 12:20 Information on the finalization of the course and exam (AS).
- 12:30 End of the course.

## IWSS Field trips

### June 22, afternoon (part of the IWSS-program)

- 13-18h Field Trips, options (**more information here**):
- Korea Folk Village
  - Namsan Seoul Tower.

### Participation in sessions and exams

All participants (whether destination managers or consultants etc.) can attend all 4 sessions, all presentations, and will be free to choose for any of the parallel working groups in every session.

Every participant will be entitled to access all GD online training sessions this year and do both exams (for Sustainable destination coordinator and for Auditor-Advisors).

After the course, participants will receive a Certificate of Attendance.

It will be possible to do online Green Destinations Exams as from October:

- Exam Sustainable Destination Manager
- Exam Green Destinations Auditor-Advisor.

Draft version, 18 May 2018