

Green Destinations



Internship Assignment Options

This memo provides a summary of the main internship options.

We support students in creating a suitable internship program combining several of the options below.

Learning objectives of the trainee:

To acquire knowledge, skills and competences – options, examples:

Knowledge: What means “tourism sustainability” for destinations, at policy as well as at practical level?

What means “tourism sustainability” for companies?

Skills: How to assess the sustainability of destinations?

How to identify a destination’s green travel offer, making the destination attractive to green travellers.

How to organise an international event?

Competences: Ability to support or work for tourism destinations, DMOs, DMCs or the business sector in their tourism sustainability challenges.

Aims of the internship (main options)

1. Advancing tourism destination sustainability

- Learn about destination sustainability.
- Learn about good practice experience that can help destinations in improving sustainability.
- Learn how to make selected good practices available to destinations.

2. Supporting the operation of the GD Awards & Certification Program

- Learn how to make destination sustainability assessments at strategic and technical level.
- Learn about the process of destination certification and auditing.

3. Helping to identify and promote the green travel offer of destinations

- Learn how destinations can promote their responsible and green offer.
- Learn how to assess the role of businesses in the responsible offer of the destination.
- Learn how to present the green travel offer to consumers.

4. Assisting in Event organization

- Learn how to support the organization of a Green Destinations Event.

5. Assisting Green Destinations in Management & Communication

- Learn how to contribute to daily management, communication, promotion and PR activities.

Summary description of traineeship activities

1. SUSTAINABLE DESTINATION MANAGEMENT

- Help identify and analyse good practice experience and “green solutions” that can help destinations to improve sustainability.
- Make selected good practices and green solutions available to destination managers and experts by follow-up research and integrating good practices in the Guidance or Training modules of the Green Destinations Platform.
- Support specific Green Destinations Country Representatives and or Auditors in their work, e.g. by collecting evidence of sustainability compliance at country level, e.g. based upon legislation.

2. DESTINATION SUSTAINABILITY ASSESSMENT & CERTIFICATION

Support the GD Award & Certification Program

- Check Award & Certification applications on completeness and accuracy (technical check)
- Help evaluate GSTC-Accredited level auditor assessments (become trained as GD Auditor)
- Support daily operation, coordination of the program (keep track of membership terms and dues)
- Communication with program members about their application (deadlines, questions, coaching).

3. BUSINESS & MARKETING

- Support the identification of the green travel offer (sustainable businesses, products, responsible services, tourism and leisure activities) within selected countries and destinations.
- Help visualize and present the green travel offer to tour operators, travel agents and consumers, through the Green Travel Guide.
- Collaborate with partner consumer platforms to promote the green travel offer.

4. EVENT ORGANIZATION

Support the organization of a Green Destinations Event:

- Green Destinations Top 100 Awards at ITB Berlin, March (annually).
- Green Destinations – QualityCoast Awards in the Netherlands, April-May (annually)
- Global Green Destinations Days (GGDD), Sep-Oct (annually)
- Ad-hoc GD training workshops and field visits.

The leading event organizing trainee is usually supported in attending the event that s/he has helped prepare.

5. MANAGEMENT & COMMUNICATION

- Handling of GD main contact email account
- Organising/coordinating team workflow and team meetings (Trello)
- Maintenance and development of GD and Top100 websites (WordPress)
- Social Media post writing & dissemination
- Newsletter mailings and contact management (Mailchimp).

Monitoring the advancement of the trainees' learning objectives.

Monitoring Plan:

- At least twice-weekly contact with supervisor.
- Oral reporting, exchange and coaching in connection to weekly team meeting.
- Monthly written reporting (written progress report in shared doc).

Evaluation Plan:

- First evaluation after 4 weeks,
- 2nd evaluation after 8 weeks,
- Final evaluation and exit meeting.

NB: General Requirements – Student profile

- Firm interest in responsible tourism;
- Good communicator, both orally and in writing (especially in English);
- English language level: C1
- Able to work in a small team as well as individually;
- Highly committed to perform in a professional and accurate way.

Green Destinations
Leiden, August 2019