



GREEN

DESTINATIONS

Internship Programme 2020

We support students in creating a personalized internship program combining a diverse set of tasks, based on their learning goals and provide coaching for their future career objectives.

During the COVID19 crisis, we are offering the internships online to those who are still motivated to work with us.

Learning objectives of the trainee:

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

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

What does “tourism sustainability” mean 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 - sustainable - conference?

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 assignments)

1. Advancing tourism destination sustainability

- Learn about destination sustainability.
- Learn about good practice experience that can help destinations in improving sustainability.
- Help us 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 a strategic and technical level.
- Learn about the process of destination certification and auditing.
- Be in contact with destinations assigned to you in alignment with your language skills.

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

- Learn how to assess the sustainability of tourism businesses.
- Learn how destinations can better promote their responsible and green offer.
- Learn how to present the responsible travel offer to consumers.

4. Assisting in Event organization

- Learn how to support the organization of Green Destinations Events.

5. Assisting Green Destinations in Management & Communication

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

6. Managing the Sustainable Destinations Top 100 Competition

- Mobilize partners and be the bridge between destinations and Green Destinations

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

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

The Good Travel Guide

- Help identify the responsible travel offer (businesses, products, services, tourism and leisure activities) in selected countries and destinations.
- Become involved in responsible tourism certification of businesses (Good Travel Seal).
- Help promote the responsible travel offer of our destinations to tour operators, travel agents and consumers, through the Good Travel Guide website, social media and booking platforms.

4. EVENT ORGANIZATION

Support the organization of a Green Destinations Event:

- Sustainable Destinations Awards at ITB Berlin, March (annually)
- Green Destinations – QualityCoast Awards in the Netherlands (bi-annually)
- Global Green Destinations Days (annually)
- Ad-hoc GD training workshops and field visits.

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

5. MANAGEMENT & COMMUNICATION

- Handling of GD email account assigned to the intern
- Organising/coordinating team workflow and team meetings (FreedCamp)
- Maintenance and development of GD, Good Travel Guide and Top 100 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 a supervisor.
- Oral reporting, exchange and coaching in connection to weekly team meetings.



- Monthly follow up with the intern coordinator, giving feedback about the internship (both ways) and forming a critical opinion about GD, along with solutions and ideas drafted by the intern.

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 performing in a professional and accurate way.

Find more information about our Awards and Certification Programme here:

https://greendestinations.org/wp-content/uploads/2017/12/guide_for_destinations_ENG.pdf

Csenge Adriany
Internship Coordinator
Green Destinations

