

Certificate in Sustainable Tourism Development (CSTD)

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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

Who Should Attend

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

— Learning Objectives

- 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

Course Outline

DAY
1

Dynamics of Sustainable Tourism Development

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

DAY
2

Governance in Tourism

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

DAY
3

Innovation in Tourism

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

DAY
4

Tourism Impact

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

DAY
5

Quality Control and Ecolabelling

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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Vienna - Austria	€2,125
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Paris - France	€2,250
18 - 22 January 2027	Munich - Germany	€2,125
15 - 19 February 2027	Amsterdam - Netherlands	€2,125
15 - 19 March 2027	London - United Kingdom	€2,100
19 - 23 April 2027	Istanbul - Türkiye	€1,425
17 - 21 May 2027	Vienna - Austria	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.