





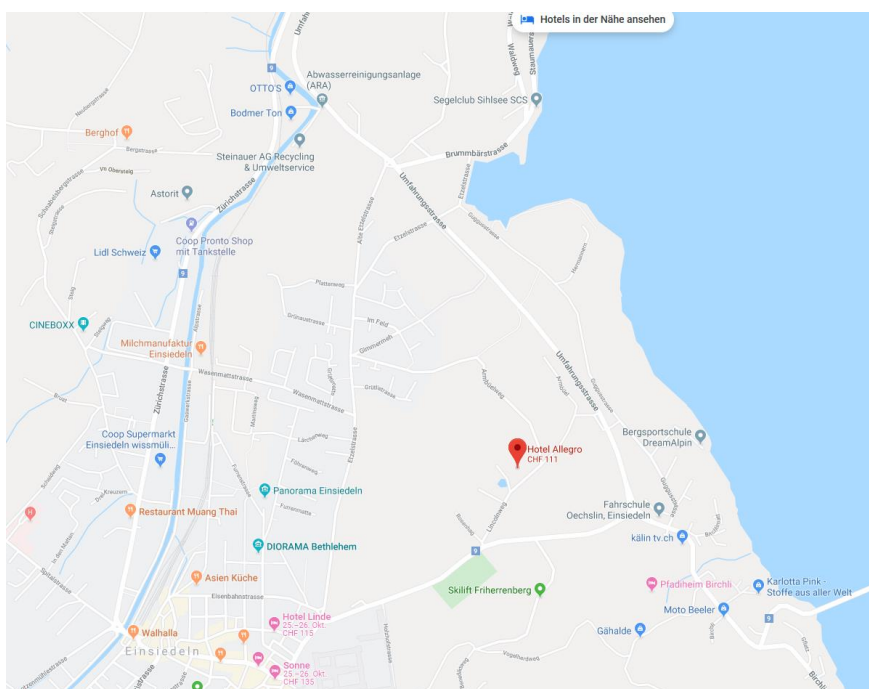
## GSTC Training Announcement

**When: 19.02.-21.02.2020**

**Where: Hotel Allegro, Einsiedeln, Kanton Schwyz**

 Lincolnweg 23,  
8840 Einsiedeln

 [hotel-allegro.ch](http://hotel-allegro.ch)



### Course fees only:

		Registration period
Early registration fee	CHF 450	05. January 2020
GSTC member training seminar registration fee	CHF 520	03. February 2020
Training seminar registration fee	CHF 590	03. February 2020

**Registrations after February 3<sup>rd</sup> only on request**

**Additional Option:** Exam and Certificate = US\$75 (this fee will be collected after the class upon registration for the exam. You will receive a GSTC Certificate in Sustainable Tourism that will be printed and mailed to you if you pass the exam).

### **Training seminar description**

The Global Sustainable Tourism Council (GSTC) and the Institute of Tourism (ITW) of the Lucerne School of Business are jointly offering a 2.5-day training seminar from 19.02.-21.02.2020.

The planned training pursues an innovative learning approach by presenting and applying the Global Sustainable Tourism Criteria (GSTC Criteria) for both destinations and companies (hotel and tour operators) in a life-case scenario in cooperation with Schwyz Tourism. The participants gain new theoretical impulses and insights and can apply them to specific circumstances in their destinations. The training incorporates a high degree of interaction among the participants and with the stakeholders and decision-makers of the destination.

Participants will have the opportunity to develop concrete sustainability measures within the framework of the life-case, which take into account the circumstances of the partner destination and could subsequently be implemented.

### **Detailed description**



This 2.5-day training will be delivered in English and is aimed at professionals in the travel and tourism industry, including representatives of tourism destinations, entrepreneurs and other organizations/institutions interested in sustainability and concrete implementation of sustainability measures.

The special feature of the training is the close cooperation with the partner destination Schwyz Tourismus. The participants gain deeper insights into the challenges as well as success factors in the implementation of sustainability measures, taking into account the GSTC criteria and standards.

The training covers tourism as a tool for sustainable development, best practice examples of sustainability and the GSTC criteria, the world's leading standard for tourism sustainability, as well as key issues such as global trends in sustainable tourism, sustainability marketing and the development and management of tourism products. This training is part of the GSTC [Sustainable Tourism Training Program \(STTP\)](#).

Highlights:

- Knowledge and expertise representing the GSTC as the global authority on quality sustainable tourism standards.
- Stimulating and rewarding learning experience, being part of an interactive training with fellow participants representing a variety of public, private, academic and non-profit entities.
- Practical insights on promoting sustainable and responsible travel experiences in a real destination through case studies and best practice examples.
- Learn to prioritize and make informed decisions about how to implement sustainability practices in companies and destinations.
- Learn about the role of accreditation and certification to advance and establish sustainability across the tourism industry.

How will the training benefit your work? Why should you take part in the training?

- First training course in Switzerland.
- Exchange with like-minded people about sustainability.
- Discuss how you can incorporate sustainability (even more) into your day-to-day. Be a pioneer and best practice yourself. Especially in the context of intensive "climate discussions" from the schools, we should let deeds follow.
- You will gain an in-depth knowledge of the GSTC Criteria, the baseline standard for sustainability in travel and tourism.
- You will be able to make informed decisions on how to implement sustainability practices for your company or destination.
- You will be able to build and establish viable and actionable sustainable tourism policies and practices for your organization.
- You will have the opportunity to participate in the official GSTC Sustainable Tourism Training Program (STTP) Exam, and upon successful completion, receive a Certificate in Sustainable Tourism by the GSTC to demonstrate your knowledge of sustainable tourism standards and practices.

The intensive and interactive training is a valuable training opportunity for professionals in the fields of tourism, hospitality, destination management and marketing as well as sustainability.

### **Information about the organizer**

The training seminar is organized and carried out by the Institute for Tourism Economics (ITW) of the Lucerne School of Business, in partnership with the GSTC, and takes place in Einsiedeln. Have you already heard about GSTC STTP training seminar and you would like to attend this training seminar? For information, please contact [itw@hslu.ch](mailto:itw@hslu.ch).

The training seminar will be conducted in English.

### **What is included in the registration fee?**

The registration fee includes the following services:

- Training materials
- Graduation certificate, which confirms the participation in the training seminar
- The possibility to take the official GSTC STTP exam (the exam fee is not included in the training registration fee) (see additional options)

### Accommodation and travel costs

The registration fee does not include the travel costs to / from Einsiedeln and not accommodation costs.

### Accommodation Prices Hotel Allegro

Single room (2 nights, 2 breakfasts, 3 lunches, 5 coffee breaks) CHF 385

Double room (2 nights, 2 breakfasts, 3 lunches, 5 coffee breaks) CHF 345

Hotel Allegro has 17 single rooms and 26 double rooms.

Dinner is excluded. Can be booked for 28 CHF by participants in the hotel.

For people arriving on a daily basis or not staying at Hotel Allegro, a seminar fee of CHF 200 will be added.

### Group registration options

If you register online, you can register several people for the training seminar at the same time. For groups of 2 people or more, you will receive a 10% discount on the registration fee for each participant in the group. You can specify the number of people you wish to register and the contact information for each participant on the form. If you want to register 5 or more people, please contact us ([itw@hslu.ch](mailto:itw@hslu.ch)) for further information.

### Cancellation conditions

If a registered participant can not participate in the training program and the training organizers have been informed via email ([itw@hslu.ch](mailto:itw@hslu.ch)), the following repayment rules apply (applies only to the net amount, payment fees will not be refunded): If the registration is canceled up to 30 days before the beginning of the training (20.01.2020) the entire registration fee will be refunded; If the registration is canceled up to 15 days before the beginning of the training (03.02.2020), 50% of the registration fee will be refunded; If the registration is canceled after 03.02.2020, the registration fee can not be refunded.

stakeholder requests and needs.

### Sign up – Page

## **GSTC Sustainable Tourism Training – Lucerne, Switzerland 19.02-21.02.2020**

**What's included:** As part of your training class registration, you will receive training materials.

**Certificate in Sustainable Tourism:** STTP Exam fee is NOT included in your registration. To take the exam after completing the training class, please select the “Exam & Certificate” add-on option during registration. You will receive a GSTC Certificate in Sustainable Tourism if you pass the exam.

**Cancellation and Refund Policy:** You will receive a full refund on your registration payment, until 30 days prior to the class start date. Until 15 days prior to the class start date, you will receive a 50% refund on your registration payment. No refund is available for cancellation after this date. You can transfer your registration to another participant any time before the training start date.

## Trainer Portraits

### **Prof. Urs Wagenseil**

Urs Wagenseil is Professor and Head of the Tourism Competence Centre of the Institute of Tourism at Lucerne University of Applied Sciences and Arts in Switzerland.

Since 2005, Urs has been working at the Institute of Tourism at Lucerne University of Applied Sciences and Arts, teaching as a Professor and leading applied research projects, as well as leading consulting projects with tourism businesses, NGOs, political institutions and other Universities in Switzerland and other countries around the world. Before working in the academic sphere, Urs acted as a Destination Manager in Lenzerheide, a good 1.1 million over-nights all-year-destination in the Swiss Alps.

Urs also has industry experience managing incoming and outgoing tourism (e.g. working with Kuoni), and focuses on the following key topics: destination management, tourism strategies, tourism and sustainable development, tourism business entrepreneurship & start-ups and tour operating.

In addition to his main roles, Urs serves as a visiting professor in several other countries, and is a Board Member for TourCert, a sustainability certification for tourism businesses and destinations.

At the GSTC, he has two positions, on the one hand as Chair of the Education & Training Work Group GSTC and on the other as a member of the Destination Stewardship Working Group (GSTC). In addition, Urs Wagenseil is a Certification Council member of TourCert, a sustainability certification organization for tourism businesses and destinations.

### **Dr. Sabine Müller**

Dr. Sabine Müller is Lecturer and Project Manager at the Institute of Tourism at Lucerne University of Applied Sciences and Arts in Switzerland. Her main areas of expertise include: community based tourism, destination competitiveness and sustainable tourism development. Sabine is involved in teaching and leading consulting projects in a variety of topics with tourism businesses and political institutions.

Prior to her work at the Institute of Tourism in Lucerne, Sabine has worked for the German Development Cooperation in Asia. Her work included sustainable product and destination development, strategy development, implementation of tourism standards. She advised capacity building measures regarding sustainable tourism and designed training programs based on stakeholder requests and needs.