



LEVEL 6 CERTIFICATE IN SUSTAINABLE TOURISM DESTINATIONS



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



AN INNOVATIVE 12-SESSION PROGRAMME THAT PROVIDES YOUR TOURISM INDUSTRY WITH

- ✓ Level 6 Special Purpose Award, accredited by Munster Technological University: Certificate in Sustainable Tourism Destinations
- ✓ a practical roadmap to create a meaningful sustainability action plan
- ✓ the knowledge and tools to establish carbon footprint and plan to reduce carbon emissions
- ✓ an approach to integrate net positive action on biodiversity, community, accessibility and inclusion, outdoor ethics and collective marketing
- ✓ concise, actionable and practical training supported by templates, workbooks, checklists and case studies
- ✓ a blend of online and in-person training; a mix of group training and 1-2-1 mentoring from expert practitioners; option of a field trip
- ✓ a framework for a collective, shared journey in sustainable and regenerative tourism



THIS PROGRAMME CAN CREATE A COHORT OF BUSINESSES IN YOUR DESTINATION THAT

- ✓ have achieved a 10-credit qualification in Sustainable Tourism Destination, validated by Munster Technological University and recognised nationally and internationally
- ✓ have measured their carbon footprint and set meaningful targets for improvement
- ✓ have a Sustainability Action Plan that includes climate action as well as positive actions in biodiversity, accessibility and inclusion, outdoor ethics and marketing
- ✓ can lead to sustainable experience development, paving the way for others
- ✓ know how to collaborate and how to tell their collective destination story
- ✓ understand the Sustainable Development Goals (SDGs), Agenda 2030 and how they can take action towards the goals
- ✓ can showcase the sustainable experiences and practices in your destination



The true value of this programme lies in bringing a diverse group of businesses in your destination on a collective sustainability journey together

- The programme is designed to allow them to build relationships, trust and familiarity with each other.
- They are encouraged to share experiences, solutions and challenges.
- They can form a nucleus of sustainable tourism action and leadership within your destination and inspire future participation by others as well.
- Through a carefully curated field trip, they get to build relationships with another destinations leading in this area.
- They can also provide a trustworthy set of experiences that can showcase the sustainability initiatives in your destination.
- Participants gain a deeper understanding of sustainable tourism practices and their relevance to the balanced development of their destination.

This course is designed to build a cluster of sustainable tourism practice within your destination. We can accommodate 12-25 learners on each course



COURSE CONTENT

- Concepts of Sustainable and Regenerative Tourism
- Setting up a Sustainability Management System
- Calculating Carbon Footprint and Reducing Emissions
- Energy Management and Conservation
- Waste Management and Waste Reduction
- Water Conservation
- Biodiversity and Business
- Landscape Ethics and Leave No Trace
- Community and Your Business
- Accessibility and Inclusion in business and visitor experiences
- Sustainability Storytelling for Destinations
- Sustainable Visitor Experience Development

FORMAT

- 4 x in-person in-destination workshops
- 6 x online workshops
- 2 hours of one-to-one training/mentoring per learner
- Field trip learning journey
- Peer-to-peer networking, brainstorming and problem-solving

ACTION PLANNING

- An action plan is built out topic-by-topic, week-by-week
- Learners establish a baseline, and set targets for improvement to create an action plan
- The action plan is shared with peers through in-class presentation and is submitted for independent assessment



ALIGNMENT TO UN SDGS



SDG 8 Decent work and Economic Growth through enhancing job opportunities



SDG 9 Industry Innovation and Infrastructure through the development of innovative tourism practices and experiences reflecting evolving consumer trends and visitor expectations



SDG 10 Equality through the focus on accessible tourism



SDG 11 Sustainable Cities and Communities through the implementation of sustainable tourism practices and promoting the principles of the Circular Economy



SDG 12 Responsible Consumption and Production through engaging operators, staff and visitors in responsible travel practices



SDG 13 Climate Action through a comprehensive data measurement and monitoring system and use of a carbon calculator



SDG 14 Life Below Water relate to improving water quality and creating conditions for life to thrive in water



SDG 15 Life on Land relate to improving biodiversity and creating conditions for life to thrive on land



WHAT PREVIOUS PARTICIPANTS FROM INDUSTRY HAVE SAID

“We think this is a course that no business can afford to miss! We have gained so much knowledge from this course and it has been both thought provoking and has made us more consciously mindful of how our every day actions that we often do without thinking can have severe consequences to our environment.”

“The course has enabled me to shift my mindset on what a Sustainable Business is. Coming from the idea of simply having a responsibility to the environment, to a way in which to grow our business, our sense of community and as an opportunity to secure our peoples future in a this landscape.”

“Unlike some courses and programmes, this programme was filled with lots of relevant information which was very valuable as it didn't feel like a waste of time. Each week after the course there has been at least 2 new pieces of information that we didn't know and found we could do within our business. Using the action plans we have created are a great way of moving forward and implementing the steps learnt within our business. Each section provided information on how to achieve the goals set out by looking at what to do and how to achieve it e.g. a net zero/ zero carbon emissions. Also the discussions through business having implemented these and things they liked/didn't and would do differently greatly helped. The field trip demonstrated the importance of working together and promoting each other which was supported by the marketing section. The inclusion section informed us about the Cara programme. From this we are delighted to announce we signed the charter and now have contacts and a way to move forward to make our business a more accessible place.”

“It was a great learning opportunity for me to further develop my knowledge and skills regarding sustainability in the business and what we can do as a business to commit and contribute to being more sustainable and environmentally friendly.”

“The professionalism and personal touches of the course combined to make it a world class course in sustainability. I learned that energy, water and waste data are the first steps in conservation. Know how much you are using then reduce. I also relearned to be confident in our collective value and our destination.”

"The Tourism Space has really helped focus our thoughts for our way forward. They are very gifted at getting people to open up and feel safe about sustainability. We have gone from feeling very confused to feeling very confident in what we can do."

COURSE LEADER



Tina O'Dwyer

CEO The Tourism Space®



Tina O'Dwyer is a professionally certified coach, mentor and facilitator working exclusively with tourism enterprises. She has extensively researched, implemented and evaluated approaches to sustainable and regenerative tourism since 2011.

Through her work, she has demonstrated how sustainable and regenerative approaches to tourism can be made practical and palatable for tourism enterprises. Tina works with national tourism authorities, local authorities, regional development companies and tourism clusters to help develop sustainable strategies, development plans, industry toolkits and training resources.

TRAINERS AND SPEAKERS

Drawing on an extensive network of thought leaders and practitioners in sustainable and regenerative tourism, Tina brings together a team of experts, consultants and mentors to deliver this programme.

What sets our trainers apart is that they all have direct experience of working in tourism or hospitality businesses, and they have tested and tried the concepts and techniques that they teach. They are therefore highly relatable to your potential learners.

Your learners meet a variety of sustainable tourism professionals, each offering a rich perspective based in their own specialised area.

Coupled with a blended delivery format, your learners are assured of a diverse and broad learning experience.

We also create space for participants themselves to share areas of expertise they may have developed themselves and we actively facilitate the transfer of knowledge within the group.



ACCREDITATION

The Tourism Space recognises the importance of independent validation of sustainable tourism initiatives, that can stand up to external scrutiny and give true value for money for your investment. We have collaborated with the academic team in the School of Business, Computing and Humanities at Munster Technological University. Subject to satisfactory completion of assessment, this course leads to a Special Purpose Award at Level 6 on Ireland's National Framework of Qualifications, externally assessed and validated by Munster Technological University. This is a unique opportunity for accredited learning for your trade.



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