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Where you belong

TRAINING

Sustainable Tourism

LEARNING OBJECTIVES

- Understand the environmental, social and economic challenges of sustainable tourism
- Identify best practices to make a tourism activity more responsible
- Develop a sustainable development strategy tailored to a business or region
- Communicate and promote commitments to stakeholders and the public

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism professionals, local authorities, project leaders, hospitality or recreational structures wishing to adopt a sustainable approach

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,540 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Introduction to sustainable tourism
 - Definitions, origins and key concepts
 - Legislative, regulatory and international frameworks
 - CSR, SDGs, Agenda 2030: convergence of approaches
- Impacts of tourism and action levers
 - Ecological, social and cultural footprint of tourism
 - Flow analysis, consumption and externalities
 - Eco-actions, stakeholder mobilisation, leading by example
- Building a sustainable tourism strategy
 - Assessing one's business or territory
 - Setting measurable objectives
 - Action plan, monitoring indicators, adjustments
- Communication and promotion
 - Avoiding greenwashing and adopting an authentic approach
 - Promoting commitments on communication channels
 - Labels, certifications, customer testimonials
- Career focus and inspiring initiatives
 - Case studies: accommodation, activities, food services, events
 - Local initiatives or networks of actors
 - Guest speaker or field testimonial
- Practical workshop
 - Rapid audit of a real or fictitious organisation
 - Creation of a personalised sustainable action plan
 - Group presentation and feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate sustainable tourism principles into their organisation, design a coherent strategy, engage their teams, and increase their appeal to a purpose-driven audience.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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