

NUMBER OF STUDENTS	15 - 40
COURSE NAME	Sustainable tourism actions in business
DURATION	20 hours (theory, practice and work of the student)
DATES	20/10/2025 – 14/11/2025
PLACE / CLASSROOM	Online. ITC Campus
CONTENTS	
The course will be held online and in English with the following contents: <u>TOPICS:</u> SUSTAINABLE TOURISM ACTIONS IN BUSINESS This online course is an introductory course to understand the sustainable tourism actions to be implemented in tourism businesses. Tourism is one of the main economic activities with a significant impact on economic growth, employment and social development. The sustainability of the tourism industry is closely linked to its ability to adapt to current social and environmental issues. The aim of this training is to explore sustainable solutions for business in the tourism sector, (i.e. small and medium-sized tourism accommodation, travel companies) and the implementation sustainable practices such as energy and water saving, waste management, green procurement, mobility, corporate social responsibility, artificial intelligence impact, etc. Training modules: 1. Introduction to sustainable tourism 2. Awareness-raising and change in behaviour 3. Corporate responsibility 4. Mobility 5. Energy management 6. Water management 7. Purchases and consumption 8. Waste management 9. Low-tech approach 10. Eco-construction 11. Artificial Intelligence in sustainable tourism business These practices are the result of collaboration with various European partners from the sector located in Spain, France, Italy and Cyprus in the TOURISME project (https://tourisme-project.eu) Format The insights are communicated in three formats: 1. Tutorials presenting the key aspects of each module with visual support 2. Case studies. 3. Interactive exercises.	

TRAINERS:

Innovation Department, Canary Islands Institute of Technology

PLACE::

Online e-learning platform. Canary Islands Institute of Technology

<https://innovacion.itccanarias.org/>

METHODOLOGY:

Online training with access to content, forums and case studies. Students will be able to adapt their connection schedule and a final test to pass the course.

The training will include live sessions, via Zoom, for tutorials and to learn about real examples of sustainable tourism initiatives in the business context.