



The DISTINGUISHED EDUCATION COURSE by "TOURISM FOR SUSTAINABLE DEVELOPMENT. A GLOBAL INIATIVE FOR PUBLIC AND PRIVATE SECTOR EXECUTIVES"

Module 1 – "Understanding the Big Picture"				Module 2 – "Creating a Virtuous Circle"					Module 3 – "Implementing Case Work"															
PHASE 1 (online, Nov. 2021)				PHASE 2 (Andermatt, 28.2.-5.3.2022)					PHASE 3 (online and case work, Mar-May 2022)			PHASE 4 (Geneva, 14.-15.6.2022)												
"Warming up"				"Training"					"Applying"			"Reflecting"												
Day 1-2	Day 3	Day 4		Day 1 (situation analysis)	Day 2 (strategic implications)	Day 3 (strategic implications, implementation)		Day 4	Day 5 (implementation)	Day 6 (towards phase 3)		Month 1 (preparation)	Month 2 (implementation)	Month 3 (finalisation)		Day 1		Day 2						
Introduction to the course: explaining the value, tasks and resources for the participants; customising an individual virtual 'sustainable transformation lab' – introduction into SUSDE, the Agenda 2030, and the SDGs; and tourism's actual and potential role in them	Sustainability situation analysis: how to use the WEF Transformation map, the GCNSL Tool for Responsible Business Conduct and other tools	Developing your project	09:00-10:30	Welcome and introduction (participants arrive in Davos on the day before)	The future of mobility	At the macro level: sustainable tourism as transversal topic of polity, politics, and policies	At the micro level: making business models sustainable	Excursion, roundtable and discussion	Creating ecosystems 'data for sustainability'	G2G: participants (2-3) present action plan for Module 3	B2B: participants (2-3) present action plan for Module 3	Mid March: Bilateral virtual meeting of participant and FHGR case supporter to discuss the ongoing implementation	Mid April: Bilateral virtual meeting of participant and FHGR case supporter to discuss the ongoing implementation	Mid May: Bilateral virtual meeting of participant and FHGR case supporter to discuss the ongoing implementation	09:00-10:00	Welcome and introduction		Keynote e.g. civil society representative						
				The state of the Earth and world society (big picture)						G2G: participants (2-3) present action plan for Module 3	B2B: participants (2-3) present action plan for Module 3					G2G: 4 project presentations + discussion	B2B: 4 project presentations + discussion	G2G: 4 project presentations + discussion	B2B: 4 project presentations + discussion					
				11:00-12:30	Competitive tourism through sustainability: a systems approach	Creating and taking care of human capital (incl. decent work)	At the meso level: developing and managing sustainable and competitive tourism destinations (incl. integrative models of regional development, public goods approach)			Communicating and partnering for sustainable tourism	Lessons learnt from a government perspective (panel discussion)					Lessons learnt from a business perspective (panel discussion)	Lunch	Farewell lunch - end of phase 2	11:30-12:30	Lunch		Lunch		
				14:00-15:30	Resilient tourism through sustainability: adapting to a complex, uncertain world	Preserving natural capital, fostering social capital for a more balanced tourism	Transformation management			Case work	G2B: participants (2-3) present action plan for Module 3					B2G: participants (2-3) present action plan for Module 3	G2G: participants (2-3) present action plan for Module 3	B2B: participants (2-3) present action plan for Module 3	14:00-15:00	G2G: 2 project presentations + discussion	B2B: 2 project presentations + discussion	Plenary Panel (e.g. perspective: "What business wants from governments", or topic: "Competitiveness through sustainability")		
					Implementation in government realm		Implementation in business realm													Implementation in government realm	Implementation in business realm	15:15-16:15	Plenary Panel (e.g. perspective: "What governments want from business", or topic: "Resilience through sustainability")	
				16:00-17:30	G2G: participants present situation analysis of their organisation (module 1)	B2B: participants present situation analysis of their organisation (module 1)	G2B: participants present situation analysis of their organisation (module 1)			B2G: participants present situation analysis of their organisation (module 1)	Case work					G2G: participants (2-3) present action plan for Module 3	B2B: participants (2-3) present action plan for Module 3	G2G: participants (2-3) present action plan for Module 3	B2B: participants (2-3) present action plan for Module 3	16:30-17:30	Keynote e.g. by academic scholar			
				Subsequent	Networking and dinner																			