

Program

Day 1: Training

- 09:30 - 10:00 Event opening
- 10:00 - 10:15 Green Destinations introduction
- 10:15 - 11:45 Sustainable tourism in Southeastern Europe
- Keynote lecture
How to manage a sustainable destination and its stakeholders?
- Panel discussion
Destination management: new challenges, new needs
- 11:45 - 13:00 Lunch break
- 13:00 - 14:30 Training session
Understanding core criteria in sustainable tourism certification
- Interpretation & reporting of the Green Destinations Standard theme 1, 2, 3
- 14:30 - 15:00 Coffee break
- 15:00 - 17:00 Training session
Understanding core criteria in sustainable tourism certification (cont.)
- Interpretation and reporting of the Green Destinations Standard theme 1, 2, 3
- 19:00 - 21:00 Gala dinner

Day 2: Field visit + best practices

- 09:00 - 09:30 Keynote
Sustainability trends in tourism
- 09:30 - 10:45 Panel discussion
Best practices - Destinations
- 10:45 - 11:00 Coffee break
- 11:00 - 12:30 Panel discussion
Best practices - Protected areas and businesses
- 12:30 - 13:30 Lunch break
- 13:30 - 18:00 Field visit - Medimurje

Day 3: Training & Workshop

- 09:00 - 11:30 Training session
Practical tools & techniques
Resource inventory
Appraisal of impacts
Stakeholder mapping
Action plan
- 11:30 - 13:00 Lunch break
- 13:00 - 15:00 Workshop session
Implementing practical tools and techniques
- 15:00 - 15:30 Closing ceremony
Closing speeches
Awarding of Certificates

ORGANISERS

SUPPORTED BY

