

Sustainable Tourism Marketing and Green Claims Training Course

10 – 14 May 2027
Lisbon

AGILE LEADERS
Training Center

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Overview

Sustainable Tourism Marketing and Green Claims Training Course is a one-week intermediate course for tourism marketing, product, communications, and sustainability teams, who leave with a Sustainable Tourism Campaign Plan. The course connects visitor research, value propositions, claims evidence, audience segmentation, brand narrative, digital content, channels, partnerships, conversion, and performance metrics. It turns sustainability activity into accurate market communication without greenwashing. Agile Leaders Training Center develops sustainable tourism marketing practice.

Who Should Attend

- Teams responsible for tourism marketing and visitor acquisition
- Functions responsible for tourism products and commercial positioning
- People responsible for sustainability evidence and reporting
- Teams responsible for brand, content, and communications
- Functions responsible for partnerships and channel performance

The course assumes participants can interpret market, customer, campaign, or sustainability information; it leaves out introductory marketing theory and tourism operations management.

Departments and Industries

The course supports tourism marketing decisions across accommodation, tour operations, attractions, destination services, cultural experiences, and travel distribution.

- Marketing, brand, and communications functions
- Product development and commercial teams
- Sustainability and responsible-business functions
- Customer experience and visitor insight teams
- Partnership, sales, and distribution teams

Learning Objectives

By the end of this course, participants will be able to:

- Analyze visitor segments and sustainability expectations.
- Build evidence-based sustainable value propositions.
- Evaluate environmental and social marketing claims.
- Apply brand, content, channel, and partnership decisions.
- Design campaigns that influence responsible visitor behavior.
- Prioritize conversion and performance indicators.

Course Agenda

Day 1: Diagnose Markets and Visitor Needs

- Tourism Market Readiness Assessment
- Visitor Segment and Motivation Map
- Customer Journey Evidence Review
- Sustainability Expectation and Barrier Matrix
- Product-Market Fit Hypothesis Canvas

Day 2: Build Credible Value and Claims

- Sustainable Value Proposition Canvas
- GSTC Accurate Promotion Criteria Review
- Sustainability Claim Evidence Register
- Greenwashing Risk Screening Checklist
- Local Benefit and Experience Proof Map

Day 3: Shape Brand and Content

- Responsible Tourism Brand Narrative
- Message Hierarchy and Proof-Point Framework
- Digital Content and Story Asset Plan
- Inclusive Community Representation Review
- Visitor Behavior Change Message Design

Day 4: Plan Channels and Measurement

- Owned, Earned, and Paid Channel Matrix
- Partner and Distribution Collaboration Map
- Campaign Funnel and Conversion Logic
- Marketing Performance Indicator Set
- Claims Approval and Content Governance Workflow

Day 5: Practice Sustainable Tourism Marketing

- Exercise: Diagnose a Tourism Audience Opportunity
- Exercise: Test a Value Proposition and Claim
- Exercise: Build a Brand Message and Content Sequence
- Exercise: Select Channels and Campaign Measures
- Capstone Exercise: Complete the Sustainable Tourism Campaign Plan

Practical Exercises

The course uses suggested activities based on accommodation, tour, attraction, and cultural-experience marketing decisions.

- Suggested activity: segment visitors and map needs, barriers, behaviors, and evidence expectations.
- Suggested activity: test sustainability claims against records, relevance, clarity, and transparency.
- Suggested activity: create message, content, channel, partner, and conversion choices.
- Suggested activity: assemble campaign governance, measures, responsibilities, and review points.

FAQs

Who suits sustainable tourism marketing training and what does it assume?

Sustainable tourism marketing training suits tourism marketing, product, communications, sustainability, and partnership teams able to interpret market, customer, campaign, or sustainability information.

How does sustainable tourism marketing differ from general digital marketing training?

Sustainable tourism marketing connects tourism product value, visitor behavior, local impacts, claims evidence, greenwashing safeguards, and responsible representation rather than teaching channel tools alone.

What makes a sustainable tourism marketing claim credible?

A credible sustainable tourism marketing claim is specific, relevant, clear, transparent, supported by current evidence, and consistent with the experience actually delivered.

How can sustainable tourism marketing avoid greenwashing?

Sustainable tourism marketing avoids greenwashing by defining claim boundaries, checking evidence, removing vague language, documenting approvals, and monitoring whether delivery matches communication.

Which measures support sustainable tourism campaign decisions?

Useful measures connect reach and engagement with qualified interest, conversion, visitor behavior, customer feedback, partner contribution, claim accuracy, and evidence of the intended local or environmental value.

Conclusion

Participants take back a Sustainable Tourism Campaign Plan linking audiences, value propositions, claims evidence, brand messages, content, channels, partners, conversion, and measures. It changes isolated sustainability messages into a governed marketing process. The plan supports coordinated decisions among tourism operators, marketers, sustainability teams, communities, and distribution partners.