

# Sustainable Tourism Impact Monitoring and Indicators Training Course

15 – 19 February 2027
Casablanca

AGILE LEADERS
Training Center

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**Ref:** 2211_261726 **Date:** 15 – 19 February 2027 **Location:** Casablanca **Fees:** 4100 Euro

## Overview

Sustainable Tourism Impact Monitoring and Indicators Training Course is a one-week intermediate course for destination, sustainability, planning, operator, community, and evaluation teams, who leave with a Tourism Impact Monitoring System. The course connects theory of change, indicator architecture, baseline design, sustainable tourism indicators, visitor pressure, community benefit, data quality, tourism impact dashboards, reporting governance, and adaptive management. It turns scattered data into evidence for thresholds and corrective action. Agile Leaders Training Center develops sustainable tourism impact monitoring practice.

## Who Should Attend

- Teams responsible for destination sustainability and impact decisions
- Functions responsible for tourism data, research, and performance reporting
- People responsible for community participation and local benefit monitoring
- Teams responsible for visitor management and carrying-capacity responses
- Functions responsible for evaluation, assurance, and corrective action

The course assumes participants can interpret tourism, operational, community, or environmental data; it leaves out introductory statistics, tourism marketing, product design, and infrastructure delivery.

## Departments and Industries

The course supports impact monitoring across destination organizations, hospitality, attractions, tour operations, cultural sites, conservation areas, public planning, and data services.

- Destination management and tourism planning functions
- Sustainability, ESG, and responsible-business teams
- Research, data, and business-intelligence functions
- Community engagement and local-development teams
- Visitor experience, operations, and site-management functions

## Learning Objectives

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

- Apply a theory of change to tourism impacts.
- Build baselines, targets, and indicator definitions.
- Analyze economic, social, environmental, and visitor evidence.
- Evaluate data quality, attribution limits, and reporting controls.
- Prioritize thresholds, alerts, and corrective actions.
- Use dashboards to support adaptive management.

## Course Agenda

### Day 1: Frame Tourism Impacts

- Tourism Impact Theory of Change
- Stakeholder Outcome and Influence Map
- Impact Boundary and Materiality Matrix
- Baseline, Target, and Benchmark Framework
- Attribution and Contribution Assumption Log

### Day 2: Design Indicator Architecture

- Economic Value and Employment Indicator Set
- Community Benefit and Resident Sentiment Index
- Environmental Pressure and Resource Indicator Set
- Visitor Flow, Intensity, and Carrying-Capacity Measures
- Governance, Inclusion, and Response Indicator Matrix

### Day 3: Build Data and Dashboard Controls

- Indicator Definition and Data Dictionary
- Primary and Secondary Data Collection Protocol
- Sampling, Frequency, and Responsibility Plan
- Data Quality and Validation Checklist
- Tourism Impact Dashboard Wireframe

### Day 4: Govern Reporting and Response

- Threshold, Tolerance, and Alert Register
- Trend, Variance, and Hotspot Analysis Method
- Impact Reporting and Disclosure Calendar
- Evidence Ownership and Review Workflow
- Corrective Action and Adaptive Management Cycle

## Day 5: Practice Tourism Impact Monitoring

- Exercise: Map a Tourism Impact Pathway
- Exercise: Define an Indicator and Baseline
- Exercise: Test Data Quality and Attribution
- Exercise: Interpret a Dashboard and Trigger Response
- Capstone Exercise: Complete the Tourism Impact Monitoring System

## Practical Exercises

The course uses suggested activities based on accommodation, attraction, cultural-site, and destination monitoring decisions.

- Suggested activity: map activities, outputs, outcomes, affected groups, assumptions, and external influences in a theory of change.
- Suggested activity: define indicators, formulas, sources, baselines, targets, frequencies, owners, and data-quality checks.
- Suggested activity: interpret visitor pressure, resident sentiment, local value, resource, and biodiversity evidence.
- Suggested activity: set thresholds, assign responses, and present an adaptive action decision from a dashboard.

## FAQs

### Who suits sustainable tourism impact monitoring training and what does it assume?

Sustainable tourism impact monitoring training suits destination, operator, planning, sustainability, community, data, and evaluation teams able to interpret operational or impact evidence.

### How does tourism impact monitoring differ from general destination management training?

Tourism impact monitoring focuses on causal pathways, indicator definitions, baselines, data controls, thresholds, reporting, and evidence-triggered responses rather than the wider operation and promotion of a destination.

### Which sustainable tourism indicators should a destination monitor?

Sustainable tourism indicators should reflect material economic, community, environmental, visitor, and governance outcomes, with definitions and data sources suited to the destination’s decisions and available evidence.

## How can tourism impact dashboards support corrective action?

Tourism impact dashboards support corrective action by showing trends, variances, thresholds, hotspots, evidence gaps, responsible owners, and the status of agreed responses.

## What are the limits of attributing change to tourism?

Attribution is limited when other policies, market conditions, weather, community activity, or data changes also affect results; monitoring should record assumptions and distinguish contribution from proven causation.

## Conclusion

Participants take back a Tourism Impact Monitoring System linking outcomes, indicators, baselines, data protocols, dashboards, thresholds, governance, and responses. It changes isolated tourism statistics into an operating cycle for evidence-led decisions. The system supports coordinated action among destination teams, operators, communities, planners, sustainability functions, and data owners.