

Sustainable Tourism Policy Development and Implementation Training Course

22 – 26 November 2026
Marbella

AGILE LEADERS
Training Center

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Ref: 2212_261858 **Date:** 22 – 26 November 2026 **Location:** Marbella **Fees:** 5700 Euro

Overview

Sustainable Tourism Policy Development and Implementation Training Course is a one-week intermediate course for tourism policy, destination, planning, sustainability, economic development, association, and engagement teams, who leave with a Sustainable Tourism Policy Package. The course connects evidence-based tourism policy, policy problem definition, policy instruments, stakeholder consultation, options appraisal, governance, sustainable tourism safeguards, financing alignment, implementation roadmaps, and policy evaluation. It turns competing tourism priorities into an accountable policy cycle. Agile Leaders Training Center develops sustainable tourism policy practice.

Who Should Attend

- Teams responsible for tourism policy design and review
- Functions responsible for destination planning and cross-government coordination
- People responsible for sustainability, economic development, and community outcomes
- Teams responsible for industry consultation and stakeholder engagement
- Functions responsible for implementation, monitoring, and policy evaluation

The course assumes participants can interpret policy, planning, economic, community, or environmental evidence; it leaves out destination operations, tourism marketing, infrastructure design, and statistical system administration.

Departments and Industries

The course supports policy decisions across tourism authorities, destination organizations, economic development, environmental planning, hospitality associations, cultural attractions, transport, and local development.

- Tourism policy and strategic-planning functions
- Economic, regional, and local-development teams
- Environment, sustainability, and land-use functions
- Industry association and stakeholder-relations teams
- Governance, performance, and evaluation functions

Learning Objectives

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

- Diagnose sustainable tourism policy problems.
- Build objectives, outcomes, and appraisal criteria.
- Compare regulatory, economic, information, and partnership instruments.
- Analyze stakeholder, land, visitor, community, and environmental evidence.
- Prioritize governance, finance, and implementation responsibilities.
- Evaluate indicators and revise policy choices.

Course Agenda

Day 1: Define Tourism Policy Problems

- Sustainable Tourism Policy Problem Tree
- Tourism System and Policy Boundary Map
- Economic, Social, and Environmental Evidence Register
- Visitor and Land Pressure Diagnostic Matrix
- Policy Baseline and Case-for-Change Brief

Day 2: Set Outcomes and Consult Stakeholders

- Policy Objective and Outcome Hierarchy
- Stakeholder Interest and Influence Map
- Community and Industry Consultation Plan
- Distributional Impact and Local Value Lens
- Consultation Evidence and Response Log

Day 3: Appraise Policy Instruments

- Regulatory, Economic, Information, and Partnership Instrument Matrix
- Environmental and Social Safeguard Checklist
- Policy Option Multi-Criteria Appraisal
- Unintended Consequence and Trade-Off Analysis
- Financing and Incentive Alignment Map

Day 4: Plan Governance and Implementation

- Cross-Government Governance and Coordination Model
- Policy Role, Accountability, and Decision Matrix
- Implementation Roadmap and Milestone Plan
- Policy Indicator, Target, and Threshold Set
- Evaluation, Learning, and Revision Cycle

Day 5: Practice Sustainable Tourism Policymaking

- Exercise: Diagnose a Tourism Policy Problem
- Exercise: Facilitate a Stakeholder Consultation
- Exercise: Appraise Policy Instrument Options
- Exercise: Build an Implementation and Evaluation Roadmap
- Capstone Exercise: Complete the Sustainable Tourism Policy Package

Practical Exercises

The course uses suggested activities based on accommodation growth, visitor pressure, cultural-site access, and local tourism value decisions.

- Suggested activity: assemble a problem tree, policy boundary, evidence register, and case for change.
- Suggested activity: map stakeholders, test distributional effects, and document consultation responses.
- Suggested activity: compare instruments against effectiveness, feasibility, equity, cost, risk, and sustainability criteria.
- Suggested activity: assign governance, financing, milestones, indicators, evaluation points, and revision triggers.

FAQs

Who suits sustainable tourism policy development training and what does it assume?

Sustainable tourism policy development training suits policy, destination, planning, sustainability, economic development, industry, and engagement teams able to interpret policy or sector evidence.

How does sustainable tourism policy development differ from destination management training?

Sustainable tourism policy development selects public objectives, instruments, safeguards, governance, financing alignment, and evaluation arrangements rather than managing daily destination services and visitor operations.

Which instruments can sustainable tourism policy use?

Sustainable tourism policy can combine regulatory requirements, economic incentives, information measures, voluntary agreements, investment conditions, public procurement, partnerships, capacity building, and visitor-management tools according to the policy problem.

How should stakeholders be involved in sustainable tourism policy?

Stakeholders should be involved through a documented process that identifies affected groups, provides accessible evidence, records competing interests, tests options, explains responses, and assigns roles in delivery and review.

How is sustainable tourism policy evaluated and revised?

Sustainable tourism policy is evaluated against defined outcomes, indicators, thresholds, distributional effects, implementation evidence, costs, risks, and unintended consequences, with revision triggers agreed before delivery.

Conclusion

Participants take back a Sustainable Tourism Policy Package linking evidence, objectives, consultation, instruments, safeguards, governance, finance, implementation, indicators, and review. It changes separate policy ideas into an appraised and accountable decision cycle. The package supports coordinated action among tourism authorities, destination teams, communities, industry, planners, sustainability functions, and delivery partners.