

Tourism Ethics and Social Responsibility Training Course

22 – 26 February 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 2216_262106 **Date:** 22 – 26 February 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Tourism Ethics and Social Responsibility Training Course is a one-week intermediate course for tourism managers, destination teams, tour operators, visitor-experience leaders, community teams, and sustainability professionals, who leave with a Responsible Tourism Decision and Accountability Pack. The course connects tourism ethics, responsible tourism governance, human-rights due diligence, community benefit sharing, inclusive visitor practice, supply-chain safeguards, grievance response, and impact reporting. It turns competing stakeholder expectations into traceable decisions and remedies. Agile Leaders Training Center develops applied tourism social responsibility practice.

Who Should Attend

- Teams responsible for destination policy, stakeholder coordination, and visitor management
- Functions responsible for hotel, attraction, and tour-operator social responsibility
- People responsible for community engagement, cultural relations, and local benefit
- Teams responsible for workforce standards, supplier oversight, and human-rights risk
- Functions responsible for accessibility, safeguarding, grievances, and impact reporting

The course assumes participants make or advise operational decisions involving visitors, workers, suppliers, or host communities; it leaves out introductory tourism management, environmental engineering, legal opinions, and certification preparation.

Departments and Industries

The course supports ethical and socially responsible decisions across tourism, hospitality, transport, culture, events, and public-facing destination services.

- Destination management and tourism policy functions
- Hotels, resorts, attractions, and visitor-service operations
- Tour operators, travel services, and passenger transport
- Museums, heritage sites, festivals, and cultural venues
- Community relations, procurement, human resources, and sustainability teams
- Accessibility, safeguarding, risk, and corporate reporting functions

Learning Objectives

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

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- Apply ethical tests to tourism decisions.
- Analyze human-rights, labor, and safeguarding risks.
- Build community participation and benefit-sharing controls.
- Evaluate inclusion, cultural respect, and visitor conduct.
- Use supplier, grievance, and remedy procedures.
- Build governance indicators and social-impact reports.

Course Agenda

Day 1: Frame Ethical Tourism Decisions

- Tourism Ethics Principles and Stakeholder Rights Map
- Ethical Decision Test and Conflict-of-Interest Matrix
- Responsible Tourism Governance Roles Chart
- Stakeholder Salience and Impact Prioritization Method
- Ethics Case Record and Decision Rationale Template

Day 2: Protect Rights and Decent Work

- Human-Rights Due-Diligence Cycle for Tourism Operations
- Decent Work Risk and Workforce Condition Checklist
- Child Safeguarding Policy and Escalation Path
- Vulnerable-Group Exposure and Protection Matrix
- Responsible Recruitment and Supplier Labor Review

Day 3: Share Community and Cultural Benefits

- Community Participation and Consent Planning Canvas
- Local Benefit-Sharing and Leakage Assessment
- Cultural Heritage Respect and Intellectual Property Protocol
- Community Access and Livelihood Impact Review
- Stakeholder Dialogue and Representation Plan

Day 4: Control Visitor and Supply-Chain Impacts

- Accessible and Inclusive Visitor Journey Audit
- Visitor Code of Conduct Design Method
- Ethical Marketing and Accurate Claims Checklist
- Responsible Procurement and Supplier Screening Scorecard
- Grievance, Remedy, and Corrective-Action Workflow

Day 5: Practice Responsible Tourism Governance

- Exercise: Apply the Ethical Decision Test to a Visitor Conflict
- Exercise: Assess Workforce and Safeguarding Evidence
- Exercise: Build a Community Benefit-Sharing Response
- Exercise: Review a Supplier Grievance and Remedy Plan
- Capstone Exercise: Complete the Responsible Tourism Decision and Accountability Pack

Practical Exercises

The course uses suggested activities based on hotel operations, destination events, guided tours, heritage venues, transport services, and community partnerships.

- Suggested activity: map stakeholder rights, impacts, influence, conflicts, and decision duties for a proposed visitor experience.
- Suggested activity: evaluate labor, human-rights, accessibility, cultural, safeguarding, and supplier evidence against defined controls.
- Suggested activity: design participation, benefit-sharing, visitor-conduct, grievance, remedy, and escalation arrangements.
- Suggested activity: assemble governance roles, indicators, records, review points, and a social-impact reporting brief.

FAQs

Who suits tourism ethics and social responsibility training and what does it assume?

Tourism ethics and social responsibility training suits managers and teams who make decisions affecting visitors, workers, suppliers, cultures, and host communities and can already interpret operational policies and stakeholder evidence.

How does tourism ethics training differ from general sustainable tourism training?

Tourism ethics training focuses on rights, duties, conflicts, participation, remedy, safeguarding, inclusion, and accountable decisions, while general sustainable tourism training usually balances broader environmental, economic, and social performance.

What is human-rights due diligence in responsible tourism governance?

Human-rights due diligence is a recurring process for identifying impacts, prioritizing risks, applying prevention and mitigation controls, tracking results, communicating performance, and enabling remedy when tourism activities affect people.

How can tourism social responsibility support host communities?

Tourism social responsibility can support host communities through meaningful participation, accessible grievance routes, cultural respect, local purchasing and employment, transparent benefit-sharing decisions, and monitoring of livelihood and access impacts.

What should a responsible tourism grievance mechanism include?

A responsible tourism grievance mechanism should include accessible intake routes, confidentiality and safeguarding controls, triage, investigation ownership, response times, remedy options, escalation, feedback, records, trend review, and protection against retaliation.

Conclusion

Participants take back a Responsible Tourism Decision and Accountability Pack linking ethical tests, rights assessments, participation, inclusion, supplier controls, grievances, remedies, indicators, and reporting. It changes ad hoc judgments into documented decisions with visible responsibilities. The pack supports consistent responses across visitor operations, workforce issues, community relationships, cultural settings, and supply chains.