



ONLINE

SUSTAINABLE DEVELOPMENT

# BUILDING SUSTAINABLE, RESPONSIBLE AND INCLUSIVE TOURISM POST COVID-19

5 – 30 JULY 2021

 4 WEEKS

*Information Note*

2020 has been the most difficult year in the history of tourism. International arrivals fell by 72% in the first ten months of 2020, with travel restrictions, low consumer confidence and the global struggle to contain the COVID-19 virus all contributing to the worst year on record.

Tourism is an important driver of inclusive socio-economic development, and tourism generates many jobs in fragile segments of society. Migrants, refugees, indigenous populations have been heavily affected by the economic impact of COVID-19.

While news of the vaccine has boosted tourist confidence, there is still a long road to recovery. This road to recovery is also an opportunity to guide the sector towards greater sustainability and inclusiveness and to show its immense potential to generate lasting development.

The distance learning course “Building a sustainable, responsible and inclusive tourism post-Covid 19” offers participants the possibility to explore concepts, strategies, ideas and their practical application of sustainable, responsible and inclusive tourism to respond to the impacts and challenges due to the COVID 19.

## HOW IS THE COURSE ORGANIZED?

It is composed of three modules. Each module contains texts, exercises and questionnaires. Participants can learn from anywhere, at any time of the day or night, as the course is delivered through distance learning. Participants will be asked to comment on specific topics and to complete questionnaires and tasks related to the different modules.

In addition, three live sessions or webinars will be held (one for each module). These interactive sessions will focus on key issues of interest to participants and the presentation of practical work in groups. The live sessions and webinars will be conducted via videoconference.

Participants will have access to a collaboration platform on the ITC-ILO e-campus where they can access the course material and interact with tutors and participants

## WHAT IS THE COURSE CONTENT?

The course is composed of the following three modules:

1. How to reactivate a sustainable, responsible and inclusive tourism with security
2. How to develop a sustainable, responsible and inclusive tourism experience that best responds to the challenges of COVID-19?
3. How to promote and offer a sustainable, responsible and inclusive tourism product that better responds to the changes in demand due to COVID-19?

## WHAT WILL I LEARN IN THE COURSE?

Participants will improve their knowledge:

- Recovery plans and measures and good practices of resilience of tourism enterprises to adapt to the reality of COVID-19
- Development of sustainable and responsible tourism products that promote the participation of vulnerable segments of society in the sector
- Tourism marketing strategies and the development of communication strategies in response to the crisis of COVID-19.

## COURSE TARGET GROUP

- The course is offered to participants representing:
- Private sector operating in the tourism sector
- Ministries of Tourism; Local and regional governments
- Employers' and workers' organizations
- Non-governmental organizations that promote tourism

## HOW TO APPLY?

Applicants are kindly asked to send us:

- A completed online registration form: <https://oarf2.itcilo.org/MIF/A9713880/en>
- If you are financed by your organization (or a donor) an official sponsorship letter is required to finalize your registration. The letter can be uploaded to the application form or sent by email to [itcilo\\_sritourism@itcilo.org](mailto:itcilo_sritourism@itcilo.org)
- If you pay the course fees directly, please note that the payment is due before enrolment in the course. More details about payment methods can be found [here](#).

## PRACTICAL INFORMATION

### LANGUAGE

The course will be held in English and Spanish

### COST OF PARTICIPATION

**Tuition fee:** Euro 900

### REGISTRATION DEADLINE

**28 June 2021**

### DIPLOMA

ITCILO certificates of participation will be issued to participants who meet the requirements

### CONTACT

[itcilo\\_sritourism@itcilo.org](mailto:itcilo_sritourism@itcilo.org)

## WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

## INFO

### FOR FURTHER INFORMATION PLEASE CONTACT

**International Training Centre of the ILO**  
Jobs for Peace and Resilience (JPR)  
Viale Maestri del Lavoro, 10  
10127 Turin – Italy

itcilo\_sritourism@itcilo.org  
www.itcilo.org

**COURSE CODE: A9713880**