

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Sustainable Tourism Development

Practitioner Level



LAPT — London Academy of Professional Training

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Reference TT-DMM-P • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-DMM-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Community Engagement in Tourism

5 chapters · 30 classes65 marks

• 1 Understanding Community Dynamics in Tourism — 6 classes

› 1.1 Exploring Key Concepts in Community Dynamics

› 1.2 Identifying Stakeholders in Sustainable Tourism

› 1.3 Analyzing the Impact of Tourism on Local Communities

› 1.4 Investigating Cultural Considerations in Tourism

› 1.5 Assessing Community Engagement Strategies

› 1.6 Applying Best Practices for Community Collaboration

• 2 Principles of Sustainable and Responsible Tourism — 6 classes

› 2.1 Understanding Sustainable Tourism: Definitions and Concepts

› 2.2 Exploring the Core Principles of Responsible Tourism

› 2.3 Identifying the Benefits of Sustainable Tourism for Communities

› 2.4 Evaluating Case Studies of Successful Sustainable Tourism Initiatives

› 2.5 Recognizing Challenges and Barriers in Sustainable Tourism

› 2.6 Developing Strategies for Effective Community Engagement in Tourism

• 3 Strategies for Effective Community Participation — 6 classes

› 3.1 Understanding Community Dynamics in Tourism

› 3.2 Identifying Key Stakeholders for Participation

› 3.3 Building Trust and Establishing Collaborative Relationships

› 3.4 Designing Inclusive Participation Frameworks

› 3.5 Facilitating Effective Community Dialogues

› 3.6 Evaluating Participation Outcomes for Continuous Improvement

• 4 Conflict Resolution and Negotiation in Tourism — 6 classes

› 4.1 Understanding Conflict in Tourism: Causes and Types

› 4.2 Identifying Stakeholders: Mapping Interests in Tourism Settings

› 4.3 Effective Communication: Building Bridges in Tourism Conflicts

› 4.4 Negotiation Techniques: Achieving Win-Win Solutions

› 4.5 Case Studies: Conflict Resolution in Practice

› 4.6 Developing Skills: Role-Playing Conflict Scenarios in Tourism

• 5 Measuring and Evaluating Community Engagement — 6 classes

› 5.1 Understanding Community Engagement in Tourism

› 5.2 Identifying Key Metrics for Community Engagement

› 5.3 Implementing Data Collection Methods

› 5.4 Analyzing Engagement Data Effectively

› 5.5 Evaluating Engagement Outcomes and Impact

› 5.6 Applying Feedback to Enhance Community Interaction

• 1 Introduction to Economic Principles of Sustainable Tourism — 6

classes

- › 1.1 Understanding the Basics: Defining Sustainable Tourism
- › 1.2 Exploring Economic Impacts: Benefits and Risks of Tourism
- › 1.3 Analyzing Economic Models: Supply and Demand in Tourism
- › 1.4 Investigating Leakage: Economic Leakage in Tourism
- › 1.5 Evaluating Multiplier Effects: How Tourism Stimulates Local Economies
- › 1.6 Applying Strategies: Enhancing Economic Sustainability in Tourism

• 2 Economic Impacts of Tourism on Host Destinations — 6 classes

- › 2.1 Understanding Economic Benefits of Tourism
- › 2.2 Identifying Economic Challenges in Host Destinations
- › 2.3 Analyzing Employment Opportunities Created by Tourism
- › 2.4 Evaluating Tourism's Impact on Local Businesses
- › 2.5 Exploring Infrastructure Development in Tourism Areas
- › 2.6 Developing Strategies to Maximize Economic Benefits

• 3 Financing Sustainable Tourism Initiatives**• 4 Cost-Benefit Analysis in Sustainable Tourism****• 5 Economic Policy and Regulation in Sustainable Tourism****• 1 Understanding the Environmental Impacts of Tourism — 6 classes**

- › 1.1 Exploring the Basics of Environmental Impact in Tourism
- › 1.2 Identifying Key Environmental Challenges in Tourism
- › 1.3 Examining Case Studies: Negative Impacts of Tourism on Ecosystems
- › 1.4 Understanding Methods of Environmental Impact Assessment in Tourism
- › 1.5 Evaluating Strategies for Mitigating Tourism's Environmental Impact
- › 1.6 Applying Sustainable Practices to Minimize Environmental Footprint

• 2 Principles and Practices of Environmental Impact Assessment —

6 classes

- › 2.1 Understanding Environmental Impact Assessment Concepts
- › 2.2 Exploring the Legal Framework of Environmental Impact Assessments
- › 2.3 Identifying Key Environmental Indicators in Impact Assessments
- › 2.4 Analyzing Methods for Assessing Environmental Impacts
- › 2.5 Evaluating Stakeholder Roles in Environmental Impact Processes
- › 2.6 Applying Environmental Assessment Principles to Case Studies

• 3 Tools for Measuring and Analyzing Environmental Impacts — 6

classes

- › 3.1 Understanding Environmental Impact Assessment: Concepts and Importance
- › 3.2 Identifying Environmental Indicators: Key Metrics for Assessment
- › 3.3 Exploring Tools for Data Collection in Environmental Impact Studies
- › 3.4 Analyzing Environmental Data: Techniques and Approaches
- › 3.5 Utilizing Software for Environmental Impact Analysis
- › 3.6 Interpreting Environmental Impact Reports: Case Studies

• 4 Mitigation Strategies and Sustainable Solutions — 6 classes

- › 4.1 Understanding Mitigation Strategies for Environmental Impacts
- › 4.2 Identifying Key Sustainable Tourism Solutions
- › 4.3 Evaluating the Effectiveness of Mitigation Techniques
- › 4.4 Implementing Sustainable Practices in Tourism Operations
- › 4.5 Analyzing Case Studies on Successful Impact Mitigation
- › 4.6 Developing a Sustainable Tourism Action Plan

• 5 Case Studies in Sustainable Tourism Impact Assessment — 6

classes

- › 5.1 Understanding the Basics of Tourism Impact Assessment
- › 5.2 Analyzing Case Studies: Successful Sustainable Tourism Practices
- › 5.3 Evaluating Environmental Impacts in Tourism Projects
- › 5.4 Comparing Impact Assessment Strategies in Different Regions
- › 5.5 Identifying Key Indicators in Sustainable Tourism Assessment
- › 5.6 Applying Assessment Tools to Real-World Tourism Scenarios

• 1 Understanding Sustainable Tourism Marketing — 6 classes

- › 1.1 Defining Sustainable Tourism Marketing
- › 1.2 Exploring the Key Principles of Sustainable Marketing
- › 1.3 Identifying Target Audiences for Sustainable Destinations
- › 1.4 Developing Eco-Friendly Branding Strategies
- › 1.5 Crafting Effective Sustainable Marketing Messages
- › 1.6 Evaluating the Impact of Marketing Strategies on Sustainability

• 2 Analyzing Market Trends and Consumer Behavior — 6 classes

- › 2.1 Understanding Market Dynamics in Sustainable Tourism
- › 2.2 Identifying Key Consumer Behavior Trends
- › 2.3 Analyzing the Impact of Sustainability on Consumer Choices
- › 2.4 Evaluating Data Sources for Market Trends
- › 2.5 Interpreting Consumer Behavior Data for Strategic Planning
- › 2.6 Applying Market Trend Analysis to Destination Marketing

• 3 Crafting Value Propositions for Sustainable Destinations — 6 classes

- › 3.1 Understanding Sustainable Tourism Value Propositions
- › 3.2 Identifying Core Attributes of Sustainable Destinations
- › 3.3 Analyzing Target Audience for Sustainable Tourism
- › 3.4 Crafting Compelling Value Propositions for Eco-Conscious Travelers
- › 3.5 Evaluating Competitor Value Propositions in Sustainable Tourism
- › 3.6 Communicating Value Propositions Effectively to Stakeholders

• 4 Developing Integrated Marketing Plans for Sustainable Tourism — 6 classes

- › 4.1 Understanding Integrated Marketing Plans in Sustainable Tourism
- › 4.2 Identifying Stakeholders for Collaborative Marketing Efforts
- › 4.3 Crafting Sustainable Tourism Value Propositions
- › 4.4 Leveraging Digital Channels for Sustainable Destination Marketing
- › 4.5 Incorporating Local Culture and Environment in Marketing Strategies
- › 4.6 Evaluating the Impact of Integrated Marketing Plans on Destinations

• 5 Measuring and Evaluating Marketing Impact on Sustainability — 6 classes

- › 5.1 Understanding Key Metrics for Sustainable Tourism Marketing
- › 5.2 Analyzing Data Sources to Assess Marketing Impact
- › 5.3 Evaluating Customer Engagement in Sustainable Tourism Initiatives
- › 5.4 Applying Tools for Measuring Marketing Effectiveness in Sustainability
- › 5.5 Interpreting Marketing Data to Inform Sustainability Strategies
- › 5.6 Reviewing Case Studies on Successful Sustainable Marketing Campaigns

• 1 Understanding Sustainable Tourism Concepts and Definitions — 6 classes

- › 1.1 Exploring the Definition of Sustainable Tourism
- › 1.2 Identifying Key Principles of Sustainable Tourism
- › 1.3 Investigating the Environmental Impact of Tourism
- › 1.4 Analyzing Economic Benefits of Sustainable Tourism
- › 1.5 Understanding Social and Cultural Implications in Tourism
- › 1.6 Applying Sustainable Tourism Concepts in Real-World Scenarios

• 2 The Triple Bottom Line of Sustainability in Tourism — 6 classes

- › 2.1 Understanding the Triple Bottom Line in Tourism
- › 2.2 Exploring Economic Sustainability in Tourism
- › 2.3 Examining Social Responsibility in Tourism Practices
- › 2.4 Assessing Environmental Impact in Tourism
- › 2.5 Integrating the Triple Bottom Line in Tourism Strategies
- › 2.6 Evaluating Case Studies of Sustainable Tourism Projects

• 3 Stakeholder Roles and Responsibilities in Sustainable Tourism — 6 classes

- › 3.1 Understanding Stakeholder Dynamics in Tourism
- › 3.2 Exploring the Role of Government in Sustainable Tourism
- › 3.3 Analyzing the Impact of Local Communities in Tourism
- › 3.4 Evaluating Business Responsibilities in Eco-Friendly Travel
- › 3.5 Engaging Non-Governmental Organizations in Tourism Sustainability
- › 3.6 Collaborating for Effective Stakeholder Partnerships

• 4 Sustainable Tourism Practices and Case Studies — 6 classes

- › 4.1 Understanding the Fundamentals of Sustainable Tourism
- › 4.2 Exploring Key Sustainable Tourism Practices
- › 4.3 Analyzing Successful Case Studies in Sustainable Tourism
- › 4.4 Implementing Eco-friendly Practices in Tourism Operations
- › 4.5 Evaluating the Impact of Sustainable Tourism Initiatives
- › 4.6 Designing a Sustainable Tourism Strategy

• 5 Policy and Planning for Sustainable Tourism Development — 6 classes

- › 5.1 Understanding the Framework of Policy in Sustainable Tourism
- › 5.2 Analyzing Stakeholder Roles in Tourism Planning
- › 5.3 Exploring Legal and Regulatory Mechanisms
- › 5.4 Developing Sustainable Tourism Strategies
- › 5.5 Implementing Community-Based Tourism Initiatives
- › 5.6 Evaluating Policy Success and Challenges in Sustainability