



Certificate in Sustainable Tourism Destinations

Empowering Sustainable Tourism Leaders in Tipperary

This 12-part programme offers a clear, guided, and fully supported pathway on your sustainability journey. It equips you with the knowledge and tools to align your business with Fáilte Ireland's Climate Action Plan, ensuring you are fully prepared with sustainability actions, plans, and initiatives. This training programme makes sustainability practical, manageable, and actionable, enabling you to implement sustainable tourism practices in your business while collectively crafting a compelling and sustainable destination story.

“Making Sustainability Make Sense”

Key Learning Areas:

- Energy, Waste, and Water Management
- Reducing Carbon Emissions
- Biodiversity, Accessibility & Inclusion
- Your Business and Your Community
- Landscape Ethics
- Sustainability Action Plan

Destination Benefits:

- Collective Journey
- Sustainable Growth
- Showcase Your Region
- Global Initiatives Locally
- Strengthened Local Collaboration



Course Content

- ✓ Concepts of Sustainable and Regenerative Tourism
- ✓ Setting up a Sustainability Management System
- ✓ Calculating Carbon Footprint and Reducing Emissions
- ✓ Energy Management and Conservation
- ✓ Waste Management and Waste Reduction
- ✓ Water Conservation
- ✓ Biodiversity and Business
- ✓ Landscape Ethics and Leave No Trace
- ✓ Community and Your Business
- ✓ Accessibility and Inclusion in business and visitor experiences
- ✓ Sustainability Storytelling for Destinations
- ✓ Sustainable Visitor Experience Development

"We think this is a course that no business can afford to miss! We have gained so much knowledge from this course and it has been both thought provoking and has made us more consciously mindful of how our every day actions that we often do without thinking can have severe consequences to our environment."

"The professionalism and personal touches of the course combined to make it a world class course in sustainability. I learned that energy, water and waste data are the first steps in conservation. Know how much you are using then reduce. I also relearned to be confident in our collective value and our destination."

Course Format



- 2 in-person
- 10 online workshops
- Field trip to exemplary destination.
- One-to-one mentoring
- Networking and Relationship-building
- Online Resource Library

"The course has enabled me to shift my mindset on what a Sustainable Business is. Coming from the idea of simply having a responsibility to the environment, to a way in which to grow our business, our sense of community and as an opportunity to secure our peoples future in a this landscape."

Training for Tipperary Tourism Businesses



Accredited
Certification



Personalised
Mentoring



Networking
Opportunities



Sustainability
Action Plan

Make Sustainability Work for You!

Take the Next Step and contact :



Mairéad- Tipperary Tourism Officer



0871482658



mairead.winters@tipperarycoco.ie

This programme is aligned to the Fáilte Ireland Climate Action Plan



Comhairle Contae Thiobraid Árann
Tipperary County Council

