



## Details of the Program

### Dates & Times:

**PART A: Theoretical**  
09-10 April 2025

### PART B: Practical

The practical part for specialized consulting will be conducted on fixed days and times, which will be arranged separately with each company

### Program Duration:

Part A: 14 hours  
Part B: 4 hours per company

### Location:

Part A: Limassol  
Part B: Facilities of each company

## Participation Cost

Initial Cost: €1530  
Cost with Subsidy: €0

## PARTICIPATION FORM



APPROVED BY HRDA

## MULTIBUSINESS TRAINING PROGRAM

### SUSTAINABLE TOURISM DEVELOPMENT

## The criteria and indicators for the certification and promotion of sustainable tourism



### Purpose of the Program

According to recent studies, the dominant trends in tourism for the coming years will be: an increasing trend towards individual travel, the search for and development of alternative forms of tourism, a reduction in the average age of tourists, and a focus on health, safety, and environmental indicators when choosing a destination. The economic and energy crises, inflationary pressures affecting all of Europe, the war, and geopolitical instability necessitate a different perspective on tourism.

It is clear that despite the positive steps taken in Cypriot tourism, there is a pressing need to change the prevailing model and create a new one with elements that will enrich the country's tourism product and enhance the competitiveness of Cypriot tourism under the new conditions. Sustainable tourism with an ethical dimension is the key challenge of the time.

The new and sustainable tourism development model requires planning and vision. The responsibility for shaping this plan lies with both the State and the involved business entities and civil society organizations.

### General Objective of the Program:

The general goal of this program is to provide senior executives of tourism businesses with the necessary knowledge and tools for:

1. Understanding, assimilating, and utilizing the criteria and indicators of sustainable tourism to encourage the design and implementation of changes in their business's operational model towards sustainability.
2. Promoting (marketing) sustainable tourism.
3. Calculating the economic benefits derived from these practices for the business.

## Contact Us

---

Mind The Gap Ltd

Tel: 25251435

Fax: 25251436

info@mindthegap.com.cy

[www.mindthegap.com.cy](http://www.mindthegap.com.cy)

---



Upon completion of the training, participants will receive a Certificate of Attendance.

4. Initiating practical preparations for their business under the guidance of the instructor/trainer.

### **Innovative Elements of the Training Program:**

- A new methodology for a sustainable approach to modern tourism.
- A holistic approach, defined by four pillars: (A) Sustainable management, (B) Socioeconomic impacts, (C) Cultural impacts, and (D) Environmental impacts.
- Flexibility, determined by the possibility of gradual engagement according to the resources available to each interested business.
- Suggested changes to the main characteristics of the existing tourism product to address modern issues and enrich it with new products and services.

### **Target Audience:** The seminar is ideal for:

- Senior and top executives involved in the planning, programming, and implementation of decisions in areas such as management, marketing, human resources, public relations & communication, quality standards, new products/services, and other related fields.

### Participants should fall into one of the following categories:

- Owners actively involved in and employed by the business.
- General Managers and Operations Managers.
- Heads of Organizational Units (Departments or Sections) responsible for decision-making in the aforementioned areas.
- Executives who may potentially be directly involved with one or more of the four sustainability criteria groups.

Participants are not required to have a scientific background or specific years of experience, nor are there prerequisites for specific knowledge. However, they must: a) have a good understanding of the processes applied in their business, and b) possess basic computer skills (Word, Excel, Internet). No specialized knowledge in mathematics or statistics is required

### **Instructor Profile:**

Mr. Zervas, an economist with a Master's degree in Economics, works as a consultant for private and public organizations on issues related to sustainable development and beyond. He is a key member of the Evia Chamber team for the economic reconstruction of Northern Evia following the negative impacts of the pandemic and natural disasters and has conducted numerous training programs related to sustainable tourism development. Additionally, he actively participates in various European programs involving Greece, Italy, and other European countries, focusing on the development and promotion of sustainable tourism.

### **Thematic Theoretical Part:**

- Unit 1: Introduction and Overview of the Program
- Unit 2: Introduction to Concepts and Terminology
- Unit 3: The Impact of the Pandemic on the Sector
- Unit 4: Human Impact on the Planet
- Unit 5: Sustainable Production and Consumption

- Unit 6: Strategic Shift Towards Sustainability
- Unit 7: The Role of Sustainability Agreements in Tourism
- Unit 8: Principles of Sustainable Tourism
- Unit 9: The Global Sustainable Tourism Council
- Unit 10: Group A – Sustainability Management Criteria
- Unit 11: Group B – Maximizing Socioeconomic Benefits to the Local Community
- Unit 12: Group C – Maximizing Benefits for Cultural Heritage
- Unit 13: Group D – Maximizing Benefits for the Environment
- Unit 14: Sustainability Criteria for the Public Sector
- Unit 15: Recommendations for Identifying Needs and Improving Effectiveness
- Unit 16: Tourism in Cyprus and Its Relation to Sustainable Tourism
- Unit 17: Completion of the Institutional Part of the Program