



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Responsible Tourism Principles and Practices

Services / Hospitality, Tourism, Travel, Gaming and Leisure

Unit Standard 246758 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with a comprehensive understanding of responsible tourism principles and practices, enabling them to apply sustainable and ethical approaches within the South African tourism industry. Participants will explore key issues such as environmental stewardship, socio-economic benefits, and cultural sensitivity to enhance tourism operations responsibly.

Category	Services
Subfield	Hospitality, Tourism, Travel, Gaming and Leisure
Unit Standard	246758
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate understanding of the main issues and principles of responsible tourism, including environmental, social, and economic dimensions.
- Apply responsible tourism practices to minimize negative impacts and maximize benefits for local communities and environments.
- Analyze case studies to evaluate the effectiveness of responsible tourism initiatives.
- Implement strategies for promoting cultural sensitivity and ethical engagement with tourists and host communities.
- Evaluate the role of stakeholders, including government, businesses, and communities, in fostering responsible tourism.
- Design a basic responsible tourism plan for a specific tourism context.

WHO SHOULD ATTEND

- This course is designed for tourism professionals, hospitality staff, tour operators, and individuals seeking to integrate responsible tourism practices into their work or business.

COURSE OUTLINE

Day 1: Foundations of Responsible Tourism

- Definitions and evolution of responsible tourism.
- Economic, social, and environmental pillars.
- South African Responsible Tourism Guidelines and global standards (GSTC).
- Stakeholder roles: communities, tourists, businesses, government.
- Case studies: positive and negative impacts.
- Barriers and enablers for implementation.
- Introduction to certification and awards (e.g., Fair Trade Tourism).

Day 2: Implementing and Managing Responsible Tourism

- Developing a responsible tourism policy and code of conduct.
- Environmental management: waste, water, energy, biodiversity.
- Social responsibility: fair labour, local procurement, cultural heritage.
- Marketing responsible tourism: authentic storytelling and avoiding greenwashing.
- Monitoring and reporting: key performance indicators and audits.
- Community-based tourism models.
- Practical steps for continuous improvement.
- Final action plan presentation and peer feedback.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 246758) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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