



Sustainable Tourism Jobs and Skills Roadmap



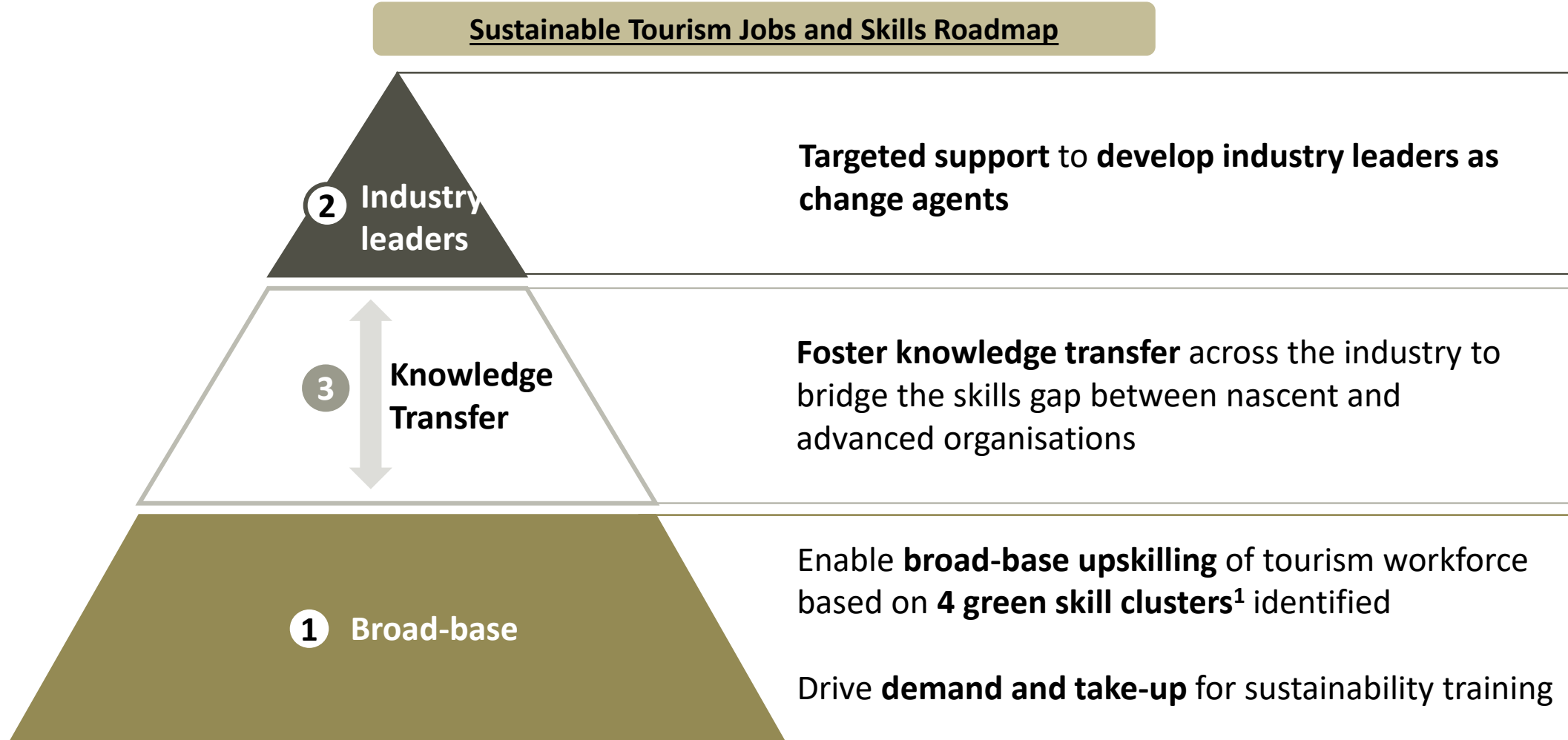
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We developed a jobs and skills roadmap to support the workforce in sustainability-related capability building



¹ GSTC-related training; carbon management; green marketing and comms; and green procurement/supply chain management

The identified 4 green skill clusters will impact existing job functions and create new jobs for the tourism workforce



Certification

Green Skills

Technical Skills & Competencies (TSCs) related to sustainability performance in the GSTC-Industry Criteria, e.g.

- *Environmental Sustainability Management*
- *Environment and Social Governance*
- *Impact Indicators, Measurement and Reporting*
- *Sustainable Engineering*



Carbon Emissions

Green Skills

Carbon management, e.g.

- *Carbon Footprint Management*
- *Compliance & Advisory*



Product & Experience Development

Green Skills

Green procurement & supply chain management, e.g.

- *Environmental Protection Management*
- *Sustainable Procurement*



Marketing & Storytelling

Green Skills

Green Marketing & Communications, e.g.:

- *Environment and Social Governance*
- *Sustainability Reporting*
- *Market Research and Analysis*