



Tourism Operator Sustainability Training Course

Fall 2025 Intake

Overview

Unlock the Future of Tourism: Training Series on Regenerative & Sustainable Tourism

Step into the next era of destination management with our dynamic 5-part training course designed for tourism operators ready to lead the shift toward regenerative and sustainable tourism.

This hands-on, action-oriented virtual course covers everything from foundational principles and global best practices to team & community engagement, climate action, and regenerative practices implementation. Whether you're just starting your sustainability journey or looking to level up, this training empowers you with the tools, strategies, and real-world examples needed to create lasting change.



A large, jagged iceberg floats in the ocean. In the lower-left foreground, a dark-hulled ship with a white superstructure is visible. The ship's name, 'PLANCUS', is printed on its side. The ship is positioned near the base of the iceberg. The water is dark and calm, reflecting the light. The sky is overcast and grey. The overall scene conveys a sense of scale and environmental impact.

“Tour operators face the urgent need to strengthen their focus on the climate challenge and take action now, ensuring that climate considerations are embedded into core business strategies and daily operations—both for immediate impact and long-term resilience, not merely as a compliance exercise.”



Your Session Coaches



Jill Doucette

Founder & CEO

Jill Doucette has been a driving force at Synergy since its establishment in 2008. Her dedication to uniting business, industry, and communities positions her as a leader in fostering a sustainable, low-carbon future. As a corporate sustainability leader with over fifteen years of experience working with companies and industry associations to advance sustainability, she brings a wealth of knowledge from various sectors and practical experience implementing sustainability practices.

Areas of Expertise

- ✓ Climate Action
- ✓ Regenerative practices
- ✓ Sustainability Frameworks
- ✓ Industry Trends



Margaux Martin-Jarrand

Project Manager

At Synergy, Margaux leads Sustainable and Regenerative tourism projects with DMOs, Hotel Brands, Operators and more. Her programs have educated many tourism communities and business leaders. Her expertise extends beyond traditional hospitality roles, as she specializes in integrating sustainability into every aspect of the tourism experience.

- ✓ Tourism & Hospitality
- ✓ Regenerative practices
- ✓ UN SDGs
- ✓ Certifications

Guest Experts in Sustainability Storytelling, Emergency Preparedness and other topics will join sessions throughout the course



Course

5 modules in workshop format from September to November 2025.

1-hour, Live delivery.

Maximum 25 Participants

\$499 per person

[Sign Up Here](#)

1

Seasonal Emergency Preparedness

This module helps tourism operators understand and implement seasonal emergency preparedness in response to climate change, equipping them with skills to enhance their plans.

2

Sustainability & Revenue Goals

This module explores innovative strategies for integrating sustainability into operations while boosting profitability, attracting eco-conscious travelers, reducing costs, and leveraging marketing.

3

Create your Sustainability Action Plan

This module helps tourism operators develop a comprehensive sustainability action plan through a step-by-step process that enhances put sustainability practices at the forefront while engaging staff and the local community.

4

Team engagement and Regenerative practices implementation

This module will explore innovative methods to engage teams and local communities in implementing regenerative practices to create a more sustainable and resilient tourism industry.

5

Sustainability storytelling & Community networking

This module will teach tourism operators how to effectively share their sustainability stories and foster community engagement through compelling narratives.



Course Schedule

Module #1: Seasonal Emergency Preparedness	Wednesday, September 17th at 10 AM PST 1 PM EST	Sign Up Here
Module #2: Sustainability & Revenue Goals	Wednesday, October 1st at 10 AM PST 1 PM EST	
Module #3: Create your sustainability action plan	Wednesday, October 15th at 10 AM PST 1 PM EST	
Module #4: Team engagement and Regenerative practices implementation	Wednesday, October 29th at 10 AM PST 1 PM EST	
Module #5: Sustainability storytelling & Community networking	Wednesday, November 12th at 10 AM PST 1 PM EST	





Contact:

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Find us on:

