

Module 2: High-end tourism and the three pillars of sustainability

Activity 2: Reflections of module

Option 1

Written report (500 words approx.). Review again the GSTC Criteria and identify those criteria which, according to your opinion, are more relevant when we refer to high-end / luxury tourism companies (think about their specific characteristics). Justify the selection in each case.

Option 2

Written report (500 words approx.). Select a specific company in the high-end tourism segment where you can easily have access (e.g. where you are working or doing an internship). Then, make a proposal of application of specific actions to improve the sustainability of the company, justifying the effects of those actions on the global/local sustainability (external effects), and on the company's performance (internal effects).