

Sustainability for Tour Operators

Coach and auditor virtual training

10, 12, 14, 18, 20 January 2022

Operating a business in a socially and environmentally friendly manner makes good business sense! Both consumer and business demand for sustainable products is growing and the public wants to know how companies manage their business. Companies working towards sustainability score better on customer satisfaction, staff motivation, and business efficiency with positive effects for their competitive advantage. Sustainability management is all about commitment and consistent sustainable business practices. This includes the product itself, how impacts are monitored and managed, and how suppliers are supported on their road to sustainability.

Travelife helps tour operators and travel agencies to manage and improve social and environmental impacts by complying with internationally recognized sustainability criteria. To support companies on their road to sustainability, Travelife offers a wide range of services, which include training, management, planning, reporting, and B2B tools. Ultimately, when a company meets the requirements, it will receive a Travelife Award and will receive market access support to the international market.

The aim of this training is to:

- Acquire the knowledge and practical skills to enable you to support companies to carry out effectively, the integration of sustainability requirements into the daily operations of tour operators and travel agents.
- To provide you a basis to advise companies on how to comply with international sustainability requirements and how to report upon them in the Travelife online system.
- To provide the necessary skills to evaluate the degree of compliance in companies that have submitted the Travelife Report with the purpose of recognition (Travelife Partner) or certification (Travelife Certified).

What will you learn?

At the end of this course you will:

- Understand the principles of sustainability in the travel sector (tour operators)
- Understand the specifics of the standard and criteria and how to comply with them
- Understand the certification and auditing process
- Be able to conduct a desk and on-site audit
- Be able to advise companies that are willing to improve their sustainability

Who should attend?

- ✓ **Advisors and experts** in the tourism and sustainability field.
- ✓ **Travel associations** concerned with assisting tour operators on a daily basis towards sustainability.
- ✓ **Teachers and lecturers** of tourism educational institutes.

Conditions and requirements for participation

- Professional proficiency in the English language.
- Participants are expected to have already understanding of the principles of sustainability in tourism.
- A post training advising session is part of the final qualification.
- You will need to have your own laptop or iPad ready for online assignments.

Supporting organisations

This training is organised under the SUSTOUR project, which is co-funded by the European Union COSME programme. For more information: www.travelife.info/sustour

Time & Venue

This training is conducted online using web conference. Time zone of the agenda is Central European Time.

Registration

Please apply for register online via: www.travelife.info/training

Deadline for registration is 31 December 2022.

Costs

The training is free of charge. However a selection process might take place as we will limit the number of participants. As part of that we might request you a CV and short motivation letter.

Contact

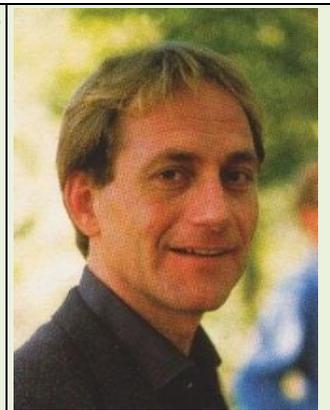
Chi Nguyen, c.nguyen@travelife.info

Trainer

The training seminar will be provided by Naut Kusters (Managing Director - Travelife for Tour operators) & Chi Nguyen (Account Manager - Travelife for Tour operators)

About Naut

Naut Kusters has been a leader in promoting sustainability in tourism since 1993 when he founded the European Centre for Eco and Agro Tourism (ECEAT), a European not for profit organisation promoting and marketing sustainable tourism among small scale rural accommodations. In 2004, Naut co-founded of the European VISIT association, uniting existing ecolabels in the accommodation sector. In 2007 Naut established in close co-operation with the European tour operator associations the Travelife Management and Certification system for Tour operators and Travel agencies which he is still managing. Naut is also one of the founding members of the Global Sustainable Tourism Council (GSTC). Naut holds a masters degree in environmental science and social forestry from Wageningen University.



About Chi

About Chi. Chi Nguyen draws on 8 years of practical experience in sustainability in tourism. She has lived, studied, worked and researched in different lands in between, including Vietnam, Japan, Netherlands, Australia, Myanmar, Indonesia. She has supported the Vietnam Responsible Travel Club initiative from the beginning and enriched her experiences by working with different stakeholders from tour operator, non-profit organization, business association and the first national-scale sustainability project in Vietnam funded by the EU called Environmentally and Socially Responsible Tourism Capacity Development Programme (ESRT). As the Travelife Account Manager, she has coached more than three hundred companies worldwide to implement Travelife sustainability standard. Chi has a master's degree in Tourism Destination Management from NHTV Breda University of Applied Sciences. She is a frequent guest lecturer at NHTV Breda on sustainability subject.



Co-funded by the COSME programme
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Training Agenda

Day 1 – January 10

9.00	Introduction (participants, supporting organisations, agenda)
9.15	Travelife for Tour operators: overview <ul style="list-style-type: none">➤ Introduction and background➤ The Travelife 3-stage approach (Engaged, Partner and Certified)
10.15	Sustainability and Certification <ul style="list-style-type: none">➤ Introduction and concepts
11.00	Coffee break
11.15	Understanding the role of a Travelife coach and auditor
11.30	The Travelife criteria and evaluation process <ul style="list-style-type: none">➤ Mandatory vs non-mandatory criteria➤ Desk auditing➤ Coach remarks vs auditor remarks
12.15	Q&A
12.30	Closure

Day 2 – January 12

9.00	Implementing a sustainability management system - 6 steps <ul style="list-style-type: none">➤ Engage your business➤ Baseline assessment➤ Sustainability policy➤ Prepare an action plan➤ Monitoring➤ Reporting
9.45	Online desk review exercise
10.15	The Travelife Standard - Internal management <ul style="list-style-type: none">➤ Treating employees fairly➤ Environment in the office
11.00	Coffee break
11.15	Online desk review exercise
11.45	The Travelife Standard - Internal management (cont.) <ul style="list-style-type: none">➤ Environment in the office (cont.)
12.15	Q&A
12.30	Closure

Day 3 – January 14

9.00	The Travelife Standard - Supply chain management
	<ul style="list-style-type: none"> ➤ Inbound partner agencies ➤ Transport ➤ Accommodations ➤ Excursions
10.30	Online desk review exercise
11.00	Coffee break
11.15	The Travelife Standard - Supply chain management
	<ul style="list-style-type: none"> ➤ Tour guides ➤ Sustainable Destinations ➤ Customer communication
12.15	Q&A
12.30	Closure

Day 4 – January 18

9.00	Introduction of the day
9.10	What is coaching?
	<ul style="list-style-type: none"> ➤ Roles & Responsibility of a Travelife coach ➤ The Travelife certification process
9.30	Coaching: Stages & Steps
	<ul style="list-style-type: none"> ➤ Conversion of new company ➤ Supporting the certification process
10.00	Coffee break
10.15	Coaching: Stages & Steps (continued)
	<ul style="list-style-type: none"> ➤ Desk review
11.00	Online desk review exercise
12.30	Coaching: Stages & Steps (continued)
	<ul style="list-style-type: none"> ➤ Follow-up
12.45	Q&A
13.00	Closure

Day 5 – January 20

9.00 What is auditing?

- Roles & Responsibility of a Travelife auditor
- Types of audits

9.30 Auditing: Stages & Steps

- Audit preparation
- Audit execution

10.30 Coffee break

10.45 Auditing: Stages & Steps (continued)

- Auditing principles and techniques
- Communicating the audit findings
- Follow up steps after the audit

12.00 Online audit exercise

12.45 Q&A

13.00 Closure
