



Sustainability Training and Assessment in the Tourism Sector, SUSTOUR

## Travelife training seminar

# 'Sustainability for Tourism Companies'

*Sustainability is both integral and essential to the future success of any business!*

**Antalya, 27 & 28 October 2014**  
**Alanya, 30 & 31 October 2014**

**Sustainability has many advantages for your company. During this two-day training you will learn more on sustainability in tourism. What's in it for you and how to benefit from best practices?**

**Find out how to meet the requirements of European buyers in terms of environmental and social issues and generate more quality business on the EU market.**

**This training is supported by the European Commission, Turkish National Agency.**

### What will you learn?

At the end of this course you will be able to:

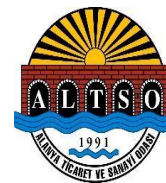
- Understand the concept of sustainability in tourism
- Recognize the key environmental, social and economic impacts of tourism
- Understand the roles and responsibilities of travel companies and travel agencies (inbound/outbound)
- Identify the types of actions travel companies and agencies can take in the field of transport, accommodation, excursions and customer communication
- Identify quick wins for your own business and for your suppliers
- Set realistic sustainability targets and identify methods of measuring success
- Identify personal sustainability USP's (Unique Selling Points)
- Communicate sustainability achievements in an effective way to your clients
- Use your sustainability achievements to create more business (marketing)

### Methodology

This course is intended to be a hands-on learning experience using a mixture of the following learning techniques/tools:

- Presentations
- Group discussions and brainstorm exercises





- Group and individual role-play
- Question and answer exercises
- Problem solving exercises

### Using what has been learned

After completion of the training, you will receive a certificate and be offered support, through the Travelife sustainability system, in the use and implementation of the knowledge, methods and tools that have been acquired in the training.

You are invited to do an online "Sustainability Management" training and formal exam.

The goal is to prepare you for the Travelife Partner recognition in order to increase your competitiveness in the global markets.

### Who should attend?

Company Executives, contracting and marketing managers of **travel companies and travel agencies** catering for the international market (inbound and/or outbound). Participants should have relevant experience in the tourism business and master the English language on professional level.

## PRACTICAL INFORMATION

### When

Location	Date
Antalya, ATSO Binası, Eğitim Salonu	27 & 28 October 2014
Alanya, ALTSO Binası	30 & 31 October 2014

### Supporting organisations

ANVR, Dutch Operators Organisation

Travelife for Tour operators and Travel agents

Alanya Chamber of Commerce & Industry

ABTA, The UK Travel Association

ABTTA, Association of Bulgarian Tour Operators and Travel Agents

SETO, French National Association of Tour operators

Akdeniz University, Tourism Faculty





## Trainer

The training seminar will be led by Chris Thompson (*Travelife*). The training will be in English.

**About Chris.** As the principal trainer, Chris Thompson draws on 27 years of practical experience which has taken him to hundreds of holiday destinations in over 30 different countries. He qualified and worked in education, but then moved on to spend more than 20 years' in the tour operator sector developing a broad understanding of the tourism industry. He was the Head of Sustainable Tourism for the British Federation of Tour Operators (FTO) and ABTA from 2003 until 2011, and initiated the Travelife Sustainability System for Hotels, in which he is presently involved as the lead consultant and auditor trainer. Chris has an Advanced Diploma in Sustainable Business from Cambridge University.



The training seminar will be assisted by:

ATSO, TRIADA & Akdeniz University, Tourism Faculty

## Costs

The training seminar is free of charge. ANVR/ ABTTA/ SETO members and partners of member tour operators have priority.

## Registration

Please apply for participation by registration through the following link:  
[www.travelife.info/training](http://www.travelife.info/training)

*As the number of participants is limited you are advised to apply as soon as possible!*

For more information you can contact Ayça Bağcı 0530 9232573 or Angelique Tonnaer Kırkıl 0533 7718027 (0031 6 10814845) or write to: [info@triadaconsultancy.eu](mailto:info@triadaconsultancy.eu)



Bu proje T.C. Avrupa Birliği Bakanlığı, AB Eğitim ve Gençlik Programları Merkezi Başkanlığınca (Türkiye Ulusal Ajansı, <http://www.ua.gov.tr>) yürütülen Hayatboyu Programı kapsamında ve Avrupa Komisyonu'ndan sağlanan hibeyle gerçekleştirilmiştir. Ancak burada yer alan görüşlerden Türkiye Ulusal Ajansı veya Avrupa Komisyonu sorumlu tutulamaz.



## Programme

Day one	Day two
<p><b>Session 1</b> <b><i>The relevance of sustainability</i></b></p> <p><b>08.30 - 09.00</b> Delegates gather  <b>09.00 - 09.05</b> Welcome by TRIADA  <b>09.05 - 09.20</b> Introduction and objectives  <b>09.20 - 10.10</b> What is sustainable tourism  <b>10.10 - 10.45</b> Tourism Impacts</p> <p><b>10.45 - 11.00</b> <b>Coffee break</b></p> <p><b>11.00 - 11.15</b> Benefits of sustainable tourism  <b>11.15 - 11.25</b> Role and responsibility of travel companies &amp; travel agencies  <b>11.25 - 12.15</b> Sustainability and the market          ➢ Consumer trends          ➢ Expectations from EU tour operators.  <b>12.15 - 12.30</b> Corporate Sustainability Policies  <b>12.30 - 13.30</b> <b>Snacks</b></p> <p><b>Session 2</b> <b><i>What can you do as a travel company or travel agency</i></b></p> <p><b>13.30 - 13.40</b> Different management fields  <b>13.40 - 14.30</b> Internal management          ➢ Treating employees fairly          ➢ Environment in your office  <b>14.30 - 15.00</b> Supply chain management          ➢ Transport  <b>15.00 - 15.15</b> <b>Coffee break</b>  <b>15.15 - 15.55</b> Supply chain management          ➢ Accommodations  <b>15.55 - 16.20</b> Supply chain management          ➢ Excursions  <b>16.20 - 16.35</b> Sustainable Destinations  <b>16.35 - 17.00</b> Customer communication  <b>17.00 - 17.15</b> Summary and objectives</p>	<p><b>Session 3</b> <b><i>How to implement it in your company: 6 steps</i></b></p> <p><b>08.30 - 09.00</b> Delegates gather  <b>09.00 - 09.30</b> Implementing a sustainability management system - 6 steps          ➢ Engage your business          ➢ Baseline assessment          ➢ Sustainability policy  <b>09.30 - 10.10</b> Writing a policy  <b>10.10 - 10.45</b> Implementing a sustainability management system - 6 steps          ➢ Prepare an action plan          ➢ Monitoring          ➢ Reporting  <b>10.45 - 11.00</b> <b>Coffee break</b></p> <p><b>Session 4</b> <b><i>Communicating and marketing sustainable tourism</i></b></p> <p><b>11.00 - 11.30</b> Writing your action plan  <b>11.30 - 12.30</b> Marketing sustainability-communication          ➢ Green washing          ➢ What to tell your customers  <b>12.30 - 13.30</b> <b>Snacks</b>  <b>13.30 - 14.00</b> Write your company sustainability USP's  <b>14.00 - 14.30</b> Marketing sustainability - Distribution  <b>14.30 - 15.30</b> Travelife Sustainability System  <b>15.30 - 16.00</b> Next steps and follow-up</p>