

SUSTOUR

**Promoting sustainability among European tour operators
through a business led approach.**

2020 - 2023

**Now open:
Call for SMEs**
Apply until
10th May, 2022
for SME support
programme



Co-funded by the COSME programme
of the European Union

SUSTOUR aims to foster the capacities and skills of 175+ tour operators (SME's) to implement training, management systems, standards and solutions, which will improve their sustainable management and performance and open up new market opportunities.

Objectives and activities

1. To update existing **standards, trainings** and (online) **implementation tools** to effectively implement sustainability within tour operators and their supply chain. A group of **45 advisors** and auditors from **12 different countries** will be trained and certified.

2. To develop standards, training modules, tools and criteria to **reduce** and better manage **carbon and plastics**, two of the key environmental impacts of the travel sector. Specific tools will be developed for the carbon management of (shore) **excursions**.

3. To engage and build capacities of a critical number of SME tour operators through a **blended training approach** (classroom training, online, webinar, video seminars). **175+ SME's** will be selected to benefit from the wider support programme.

4. To coach **120 tour operators** towards complying with 100+ best practices through onsite, group and distance coaching. Companies will develop detailed **sustainability reports**.

5. To evaluate and **certify tour operators** independently on the basis of international

standards. As a result, it is expected that 120 tour operators will obtain the basic **Travelife Partner award** and 60 tour operators will receive the **Travelife Certified** award of which at least 10+ EMAS registration.

6. To develop and implement a methodology and **online tool** for the sustainability certification of excursions by involving **excursion suppliers** including (local) transport, activities (e.g. boating, diving, city tours), food and guiding services. They will be implemented in practice among **150+ excursions** involving the assessment of 2000 tour operator suppliers.

7. To create **market linkages** and related financial benefits for the supported SME's and to disseminate the project results to the **wider travel sector** via the networks of project partners.

8. To **facilitate an effective implementation** of SUSTOUR involving all project partners and external stakeholders leading to the **planned impact**, outcome and output of the SUSTOUR project and to **report in detail** on the results and impact of the support provided.

Programme and benefits

SME support programme

SUSTOUR's support programme will provide innovative training courses, peer learning and knowledge transfers for SMEs and start-ups in the tourism sector.

1. Sustainability certification programme: SUSTOUR will support tour operators and travel agents through the Travelife programme in the form of **training and coaching**. The programme helps them achieve the Travelife Partner or Travelife Certified award.

2. Accelerator programme: Those who are already certified or who wish to focus on only one aspect can opt for **additional specialised services**. To deepen their impact on their supply chain, they can learn more about supply chain management, carbon management, plastic management and shore excursion certification.

For more information on how to benefit and apply for the support programme please go to www.travelife.info/sustour.

Benefits

- ✓ Participation in a **capacity building programme** through a specific training course made of online and face-to-face sessions.
- ✓ Participation in a sustainability management implementation programme **leading to Travelife certification**.
- ✓ Participation in an accelerator programme aimed at developing a specific innovation strategy to **implement sustainability solutions**.
- ✓ **Meetings** with leading innovators, providers and experts.
- ✓ Improve supply-chain and cross-sector **collaborations**.
- ✓ Enter international **networks** and be included in promotional activities.

SUSTOUR is co-financed by the European COSME programme that aims to boost the competitiveness and sustainability of European SME's.



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Project partners



1. European Centre for Eco and Agro Tourism (ECEAT), The Netherlands



2. The European Travel Agents and Tour operator Associations (ECTAA), Belgium



3. FUTOURIS, Germany



4. The Netherlands Association of Tour operators (ANVR), The Netherlands



5. Association of Croatian Travel Agencies (UHPA), Croatia



6. The Association of Finnish Travel Industry (SMAL), Finland



7. Portuguese Association of Travel Agencies and Tourism (APAVT), Portugal

Supported by European tour operator associations



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