

Sustainability for Tour Operators & Travel Agents

Travelife Training

24th and 25th August 2017, Bangkok

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 is a fair and affordable system, which 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.

Training Objective

The aim of this training is to:

- Acquire the knowledge and practical skills to enable you to carry out effectively, the integration of sustainability requirements into the daily operations of tour operators and travel agents.

What will you learn?

At the end of this course you will:

- Understand the concept of sustainability in tourism
- Recognize the key environmental, social and economic impacts of tourism
- Understand the roles and responsibilities of tour operators (inbound/outbound)
- Identify the types of actions tour operators 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
- Understand the principles of the Travelife sustainability system for tour operators
- Understand the specifics of the standard
- Understand the certification and auditing process

Using what has been learned

After completion of the training, you will 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. The ultimate goal is to prepare you for sustainability recognition in order to increase your competitiveness in the global markets.

Supporting organisations

- Travelife for Tour Operators and Travel Agents
- The Pacific Asia Travel Association (PATA)
- The British ABTA and Dutch ANVR travel associations

When

The training will take place on Thursday 24th & Friday 25th August 2017.

Venue

The advisor training will take place in the **PATA main office** in Bangkok (28/F Siam Tower, 989 Rama 1 Road, Bangkok, Thailand).

Who should attend

- ✓ Sustainability co-ordinators of **tour operators** already actively involved in sustainability.
- ✓ **Advisors and experts** in the tourism and sustainability field.

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.
- The training is free of charge.
- You will need to bring your own laptop or iPad to the training for online assignments.

Contribution

The training is free for Travelife and PATA members. For companies not yet member of Travelife or PATA a fee of 120 Euro is applicable.

Registration

You can register via the following link: www.travelife.info/training. Deadline for registration is August 15th. As space is limited acceptance of your participation might be subject of a selection process.

Contact

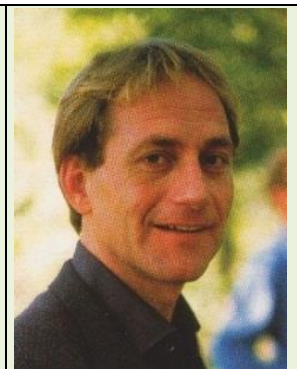
Naut Kusters, + 31 648 80 54 75, n.kusters@travelife.info

Trainer

The training seminar will be provided by Naut Kusters (*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.



Tentative agenda

Day 1, Thursday August 24th	
9.30	<i>Introduction (participants, supporting organisations, agenda).</i>
10.00	Sustainability and the market
	Role and responsibility of tour operators
	Consumer trends
	Expectations from EU tour operators.
12.00	The Travelife for Tour operators' sustainability system
	Travelife Sustainability System for Tour operators and Travel agencies
	The Travelife 3 stage approach (Engaged, Partner and Certified)
	Travelife training tools
13.00	Lunch
14.00	The Travelife standard
	Travelife Certified: integrated standards and principles
	The Travelife standard:
	1. Themes
	2. System characteristics
	3. Management system
	4. Stakeholder involvement
	5. Supply chain management
	6. Support tools
15.00	The Travelife Certified criteria
	Sustainability Management
	Office operations
	<ul style="list-style-type: none"> • Social policy and human rights • Environment and community involvement
17.00	End day one
	Dinner

Day 2, Friday August 25th	
9.30	Introduction of the day
9.45	The Travelife Certified criteria
	Working with suppliers: <ul style="list-style-type: none"> • Transport • Accommodations • Excursions • Guides and local reps • Partner agencies
11.30	Destinations
12.00	Customers
12.30	Lunch
13.30	Working towards Travelife Partner or Certified award
	The Travelife certification process
	The Travelife online reporting platform
	Reporting for the Partner level – Group work
16.30	Next steps, evaluation and certificates
17.00	Closing of the seminar