



# Sustainability for Tour Operators

## Advisor and auditor training

*28, 29 & 30 May 2015, Ulaanbaatar*

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 bring your own laptop or iPad to the training for online assignments.

### Supporting organisations

- The Netherlands Agency for the Promotion of Exports from Developing Countries (CBI)
- The Pacific Asia Travel Association (PATA)
- The British ABTA and Dutch ANVR travel associations
- Travelife for Tour Operators and Travel Agents

### Venue

To be confirmed.

### Registration

You can register via the following link: [www.cbi.eu/sustainability-in-tourism](http://www.cbi.eu/sustainability-in-tourism)

Deadline for registration is May 18<sup>th</sup>. As space is limited acceptance of your participation might be subject of a selection process.

### Contact

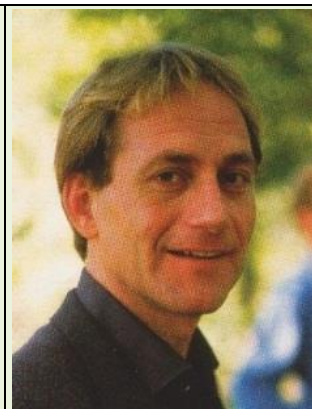
Naut Kusters, + 31 648 80 54 75, [n.kusters@eceat-projects.org](mailto:n.kusters@eceat-projects.org)

### 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.



CBI  
Ministry of Foreign Affairs



# Agenda

Day 1, May 28 <sup>th</sup>	
<b>9.30</b>	<i>Introduction (participants, supporting organisations, agenda).</i>
<b>10.15</b>	<b>Travelife for Tour operators: overview</b>
	Introduction and background
	The Travelife 3 stage approach (Engaged, Partner and Certified)
<b>11.00</b>	Coffee break
<b>11.30</b>	Training and capacity building
<b>12.00</b>	<b>Sustainability and Certification</b>
	Introduction and concepts
<b>13.00</b>	<b><i>Lunch</i></b>
<b>14.00</b>	<b>The Travelife Management system</b>
	<b>A.</b> Standards integrated <b>B.</b> Themes <b>C.</b> System characteristics <b>D.</b> Management cycle <b>E.</b> Stakeholder involvement <b>F.</b> Supply chain management <b>G.</b> Support tools
<b>15.00</b>	<b>The Travelife Certified criteria</b>
	<b>1.</b> Sustainability Management
<b>15.30</b>	<b>Office operations</b>
	<b>2.</b> Social policy and human rights <b>3.</b> Environment and community involvement
<b>16.00</b>	<b>Coffee break</b>
<b>16.15</b>	Online planning and reporting exercise
<b>17.30</b>	End day one
<b>19.00</b>	Joined dinner



# Agenda

Day 2, May 29 <sup>th</sup>	
9.30	Introduction of the day
9.45	<b>The Travelife Certified criteria (cont.)</b>
	<b>Supply chain management</b>
	4. Partner agencies
	5. Transport
	6. Accommodations
	<i>Short presentation by The Code (Mam Sakulpitakphon)</i>
	7. Excursions
	8. Guides and local reps
	<i>Short presentation by TEATA on excursion standards and CBT integration (Peter Richards)</i>
	9. Destinations
	10. Customers
11.00	Coffee break
11.20	<b>What is auditing</b>
11.40	<b>Auditing and certification standards</b>
12.00	<b>The Travelife audit and certification process</b>
12.30	<b>Lunch</b>
13.30	<b>The online audit</b>
	Understanding the company
	Auditors technical guide
	Auditors online reporting tool
	Conclusions of the online audit
14.30	→ Online audit exercise
16.15	<b>Practical experiences on sustainability management implementation in Mongolia</b> (experiences of Mongolian companies)
17.15	<b>Closing of the day</b>
	<b>Dinner</b>



Day 3, May 30 <sup>th</sup>	
<b>9.30</b>	<i>Introduction of the day</i>
<b>9.45</b>	<b>The onsite audit</b>
	Scope and objective(s) of the audit Planning of the audit Opening meeting
<b>10.30</b>	<b>Auditing principles and techniques</b>
	The auditor's ethics: role, responsibilities, limits. Auditor qualifications and skills Interview techniques
<b>11.00</b>	<b>Coffee break</b>
<b>11.15</b>	<b>Communicating your findings</b>
	The Audit report Non-conformities and remarks The closing meeting
<b>12.00</b>	→ Audit role play
<b>12.30</b>	<b>Lunch</b>
<b>13.30</b>	→ Audit role play
<b>16.00</b>	<b>The certification process</b>
<b>16.30</b>	Next steps
<b>17.00</b>	<b>Closure</b>

