

SUSTOUR

Promoting sustainability among the European tour operator sector through a business led approach.

2020 – 2023

SUSTOUR aims to foster the capacities and skills of 175+ tour operators (SMEs) 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

Specifically, the project seeks to:

1. Update existing **standards, training** 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. Develop standards, trainings, 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. Engage and an build capacities of a critical number of SME tour operators through a **blended training approach** (classroom training, online, webinar, video seminars). 175+ SMEs will be selected to benefit from the wider direct **financial support programme**.
4. **Coach 120 tour operators** towards complying with 100+ best practices trough onsite, group and distance coaching. Companies will develop detailed **sustainability reporting**.
5. 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. 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 2.000 tour operator suppliers**.
7. Create **market linkages** and related financial benefits for the supported SMEs and **disseminate the project results** to the wider travel sector via the networks of project partners.
8. 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 financial support provided.



SUSOUR is co-financed by the European **COSME Programme** that aims to boost the competitiveness and sustainability of European SMEs.

Project partners

1. European Centre for Eco and Agro Tourism (ECEAT), The Netherlands
2. The European Travel Agents' and Tour Operators' Associations (ECTAA), Belgium
3. The Institute of Entrepreneurship Development (IED), Greece
4. FUTOURIS, Germany
5. The Dutch Association of Tour Operators (ANVR), The Netherlands
6. The Association of Danish Travel Agents and Tour Operators (DRF), Denmark
7. Association of Croatian Travel Agencies (HPHA), Croatia
8. Asociacion Corporativa de Agencias de Viajes Especializadas (ACAVE), Spain

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