

SUSTOUR

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

2020-2023



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, 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. To develop standards, training, 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 direct financial support program.

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

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 financial support provided.

SUSTOUR is co-financed by the European COSME Program 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. The Association of Finnish Travel Industry (SMAL), Finland



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



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



Contact: sustour@eceat.org
www.travelife.info/sustour

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Sustainability in tourism