

Formation et certification de Responsabilité Sociale des Entreprises au secteur du tourisme

2012-1-HR1-LEO05-01703

<http://www.adam-europe.eu/adam/project/view.htm?prj=9758>

Information sur le projet

Titre: Formation et certification de Responsabilité Sociale des Entreprises au secteur du tourisme

Code Projet: 2012-1-HR1-LEO05-01703

Année: 2012

Type de Projet: Projets de transfert d'innovation

Statut: Clôturé

Pays: HR-Croatie

Accroche marketing: CSR-TOUR facilite la mise en place d'une système testée et éprouvée de formation et de gestion sur la responsabilité sociale des entreprises (RSE) entre les membres des associations touristiques polonais, letton, grec et croates. Élaborées conjointement par parties prenantes du secteur touristique au Royaume-Uni et Pays-Bas depuis 2004, la méthodologie Travelife pour RSE en tourisme offer aux entreprises de voyages une gamme de outils pratiques pour la formation, évaluation et réalisation qui permettent au personnel de mettre en œuvre la RSE dans leurs entreprises. CSR-TOUR adapte les composantes de la méthodologie au contexte particulier de chaque pays, élabore des normes en matière de RSE, mettre à l'essai les méthodologies et renforce les capacités locales et les connaissances nécessaires pour gérer, promouvoir, mettre en œuvre et développer le système de formation RSE et les normes de qualité afin d'assurer la continuité à long terme de l'intervention.

Résumé: Discussions and actions around Corporate Social Responsibility (CSR) have matured rapidly, driven by increasing demand for accountability of businesses to society. This development is driven by:

- Sustainable destinations are essential for the long term survival of a tourism sector and provide a competitive advantage.
- About 60% of consumers in Western European countries expect an ethical behaviour from the companies they buy from.
- B2B, companies ahead in CSR expect their business partners in destinations to comply with basic but gradually raising CSR requirements.

The project introduced CSR in the vocational knowledge and competence of current and future professionals working as tour operators, travel agents and their providers. It transferred an established and innovative CSR training and assessment system (Travelife) to Croatia, Greece, Poland and Latvia.

In order to achieve this goal, the project:

1. Improved and built upon existing and established training material, methodologies, virtual learning environments and support tools
2. Developed national CSR assessment standards for travel companies
3. Pilot tested developed training and assessment systems
4. Built local capacities and knowledge to manage, promote, implement and expand the CSR training system and standards.
5. Implementation: delivered training, assessment and certification to 25+ companies per country.

The consortium consisted of:

1. Exporting partners – developers of the sector wide CSR training and award system.
2. Importing partners - national travel associations (the target group) aiming to supporting their members in CSR.

VET institutes in each country were involved in delivering the training to their students. Consortium members had extensive experience in transnational cooperation from joint work on the development of the system to previous cooperation on the sustainable tourism projects.

The project produced a set of nationally adapted and tested CSR training materials and standards:

- Training and standards and award system for travel companies.

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- Training course for VET institutes.
- Sustainability training and assessment for Hotels (Croatia and Greece).

In the short term, the project results contributed to reducing the skills gaps in the labour market, enabled the travel associations and VET institutes to offer training that meets the labour market needs and supported the expansion of the efforts to include CSR into travel companies' business models.

In the long-term the project improved professional capacities and changed learning habits and attitudes of travel companies' employees. The project established strong and active links between the training sector and field practitioners' organisations. It helped efforts to minimise negative environmental, economic and social impacts.

Description: Drawing on best practices and lessons learnt by all partners, this project implemented the innovative CSR training and assessment system as developed and implemented in The Netherlands and the UK in 4 other European countries by following a methodology of preparation, testing, capacity building, integration and implementation that runs along six interrelated work packages.

WP 1 Improvement and adaptation of CSR training, standards and technical support system
In WP 1 the CSR training system (content and methodology) was improved, updated, adapted and translated to each country's specific situation and VET curricula. In addition, importing travel associations defined their own minimum CSR standard levels for travel companies, and standard for suppliers (accommodations) were translated. In parallel, the technical 'virtual learning environment' and practical tools were improved and upgraded in order to include present-day interactive opportunities from web-based systems.

Activities undertaken within WP 1 include:

Training modules were updated and adapted, with 2 new modules added: "Internal environment management" and "Tour leaders, local representatives and guides". Training and assessment materials are translated into national languages of importing countries.

Adaptation of CSR training to fit curricula of VET training institutes included consultation with national VET institutes in Croatia, Greece, Poland and Latvia.

Adaptation of CSR assessment standards included consultations with national working groups on standards for travel companies and translation of accommodation standards.

Technical and support system was improved (new website) and translated into national languages of importing countries. Improvement and adaptation process included minor changes that continued until 30-06-2014 in order to include feedback from implementation, evaluations and testing. This ensured that Training, standards and support systems were up to date with needs and requirements of the target groups.

WP 2 Testing the CSR training system and standards in importing countries

WP 2 tested the improved and updated training system, standards and technical & support system in each particular country, leading to final versions of training material, support tools and virtual learning environment.

Activities undertaken within WP 2 include:

Testing of CSR training system for travel companies staff and e-learning system was done and feedback was collected.

Pilot testing of the CSR training for VET students was done by VET teachers while testing by first students groups is in progress.

Testing of the CSR training for VET students took place in the school year 2013/2014 with scheduled courses in all importing countries. Testing of CSR training system for travel companies and testing of CSR standards continued in the second project as part of implementation activities in WP 4. The aim of prolonging this activity was to collect as much feedback and recommendations as possible.

WP 3 Train the trainers

WP 3 was an essential capacity building package which ensured that in each country

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a workforce was prepared to implement the training system and tools in both the world of work and the world of education, as well as setting up and managing the CSR assessment and certification system for travel companies and accommodation suppliers. The Train-the-Trainer workshop and further distance support of 5+ trainers in each importing country ensured the long-term sustainability and continuity of the project results.

Activities undertaken within WP 2 include:

Training module and programme for Train the trainers (TOT) module was developed with 3-day training workshop delivered 2-5/9/2013 with 28 participants. Feedback from testing phase was discussed and conclusions for further adaptations and improvements were created. 14 trained trainers received certificates after completing their training.

Training travel company advisors/auditors and training of accommodation auditors was organised in February-March 2014. Trainings included certification and distant support to trained trainers during 1 year after the training.

WP 4 Implementation and integration

WP 4 was the implementation phase and started off with the development of communication strategies in each importing country, in order to draw attention of stakeholders and motivate them to join the trainings. Furthermore, initial training was delivered by the trained trainers, accompanied by experts from exporting countries, leading to at least 30+ CSR certified travel company staff in each country. Equally, the first 'real' CSR courses were taught in VET tourism curricula, leading to the first CSR certified students (50+ in each country).

Activities undertaken within WP 4 include:

Preparation for training of tour operators and travel agencies was done with trainees recruited. Two day trainings were delivered in Latvia, Croatia, Greece and Poland with trained trainers from TOT participating as trainers and 107 participants. Training in Croatia was filmed in order to make several training videos to improve interactivity of online training.

Training courses for students started in Poland and preparation is done for training in Croatia, Latvia and Greece.

Trained trainers will provided support and distant trainings to travel companies in their action planning and implementation of concrete management and performance standards. Auditing and awarding of CSR performances was done by trained auditors. VET courses were implemented and individual distant student training was provided by including online assessment or regular exam. Other planned activities were an information and training workshop for hotel owners in Croatia and Greece followed by self-assessment and audits.

Finally, once trained travel company staff had been able to apply learned concepts and practices, adequate CSR performance of travel companies was awarded by either national (basic level) or international (EMAS level) certification. Equally, at least 20 hotels were certified with a sustainability award in Croatia and Greece.

WP5 Dissemination and exploitation of results

The work package of dissemination and exploitation sought to ensure that the numbers of trained and certified persons and companies quickly grew in the future and that experiences are disseminated to neighbouring countries.

Activities undertaken within WP 5 include:

Public project website was created with all project relevant materials created. Project leaflet is prepared, published and distributed. Project information and results are disseminated through newsletters, other web dissemination, press releases and through conferences, assemblies and congresses.

Dissemination activities were continued through publication of newsletters, other web dissemination, press releases and through conferences, assemblies and congresses.

Awarding ceremonies were used to further disseminate project results. All project relevant materials were uploaded on the public project website. A clear ownership and dissemination structure with financial and business strategy was established based on inputs from past activities.

Information sur le projet

- Thèmes: *** Développement durable
 *** Formation tout au long de la vie
 *** Validation, transparence, certification
 ** TIC
 ** Entreprise, TPE, PME
 ** Écologie
 ** Formation continue
 * Qualité
- Sectors: *** Hébergement et Restauration
 *** Autres Activités de Services
 *** Enseignement
 * Activités de Services Administratifs et de Soutien
 * Information et Communication
- Types de Produit: DVD
 Film
 Matériel d'apprentissage
 CD-ROM
 Site Internet
 Modules
 Transparence et certification
 Matériel pour l'enseignement
 Enseignement à distance
- Information sur le produit: Products developed during the project were:
 a) MoU between VET institutes and Associations indicating a mutual recognition of the CSR training
 b) Materials on web-site about sustainability standards, self-assessment and self-training for accommodations are translated and will help build knowledge and skills of hotels and other accommodation providers
 c) A "CSR for travel companies" virtual learning environment based on an existing platform was further improved as a result of evaluation, testing and integrating feedback and recommendations from associations and travel companies. It is translated into languages of each importing country. Learning environment was improved with Video materials and additional learning materials added and available to workshop participants.
 d) A set of web tools for "CSR in travel companies" include features to support easy implementation and assessment of CSR actions and performance, such as planning, reporting and benchmarking tools and a management system of sustainable suppliers. A 120 travel companies and 11 educational institute has registered online and are using or will be using available web tools.
 e) A "CSR for travel companies" training handbook was adapted and improved with two new modules added and translated for each importing country.
 f) Train the trainer course was developed for training travel company staff and VET tourism students about CSR in tourism companies. Jointly, staff / key members of importing associations and staff / teachers of VET institutes were trained and prepared by a training expert to integrate and implement the CSR training course in their organization. Training included content, didactics, case study and guest lectures from ANVR Dutch tour operator association and educational institutes who provided additional inputs for training content and methodology. Total of 28 participants were trained.
 After successfully and under supervision of the training expert conducting training in their own country, 14 participants received an official certificate as 'CSR in tourism trainer'.
 g) A Communication strategy for each country" was developed aiming to dissemination of project objectives and results, and recruiting training participants. Strategies include communication and dissemination activities such as issuing press releases, writing articles, presenting at conferences and events, etc. about CSR in travel companies.
 g) National training workshops for CSR coordinators s official kick-off of the CSR training programme for travel company in each importing country, a 2-day workshop

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aimed at training of CSR coordinators to implement CSR in their travel companies. Additional travel company staff and VET tourism teachers were invited to join in order to expand the local knowledge base on CSR.

Trainings were organized:

14.-15.10.2013, Zagreb, Croatia; 47 participants

16.-17.10.2013. Athens, Greece; 20 participants

21-22.10.2013. Riga, Latvia, 29 participants

24.-25.10.2013. Warsaw, Poland, 11 participants.

Total on 4 trainings there was 107 participants.

h) Information brochure for accommodation suppliers was translated with aim to inform and motivate accommodations towards CSR

i) Promotion leaflet promoting the initiative for interested stakeholders printed and distributed through web site and e-mail dissemination.

Page Web du projet: <http://www.travelife.info/csrtour>

Contractant du projet

Nom: Udruga hrvatskih putnickih agencija
Ville: Zagreb
Pays/Région: Zagrebacka regija
Pays: HR-Croatie
Type d'organisation: Association/organisation non gouvernementale
Site Internet: <http://www.uhpa.hr>

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Site internet: <http://www.uhpa.hr>

Partenaire

Partner 1

Nom: Polska Izba Turystyki
Ville: WARSZAWA
Pays/Région: Mazowieckie
Pays: PL-Pologne
Type d'organisation: Autres
Site Internet: <http://PIT.ORG.PL>

Partner 2

Nom: Hellenic Association of Travel & Tourist agencies
Ville: Athens
Pays/Région: Sterea Ellada
Pays: EL-Grèce
Type d'organisation: Autres
Site Internet: <http://www.hatta.gr>

Partner 3

Nom: Latvijas lauku trisma asociacija "Lauku celotajs"
Ville: Riga
Pays/Région: Latvija
Pays: LV-Lettonie
Type d'organisation: Autres
Site Internet: <http://www.celotajs.lv>

Partner 4

Nom: Association of British Travel Agencies (ABTA Ltd)
Ville: London
Pays/Région: London
Pays: UK-Royaume-Uni
Type d'organisation: Autres
Site Internet: <http://www.abta.co.uk>

Partenaire

Partner 5

Nom: European Centre for Eco and Agro Tourism - Nederland
Ville: Amsterdam
Pays/Région: Noord-Holland
Pays: NL-Pays-Bas
Type d'organisation: Autres
Site Internet: <http://www.eceat-projects.org>

Données du projet

CRS TOUR Newsletter #2.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%232.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #3.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%233.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #4.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%234.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #5.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%235.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #6.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%236.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #7.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%237.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #8.pdf

<http://www.adam-europe.eu/prj/9758/prj/CRS%20TOUR%20Newsletter%20%238.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #10.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2310.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #11.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2311.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #12.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2312.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CRS TOUR Newsletter #13.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2313.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

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CSR TOUR Newsletter #14.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2314.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CSR TOUR Newsletter #15.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%2315.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CSR TOUR Newsletter #1.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%231.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

CSR TOUR Newsletter #9.pdf

<http://www.adam-europe.eu/prj/9758/prj/CSR%20TOUR%20Newsletter%20%239.pdf>

Sustainability tourism / best practices in Croatia, Greece, Poland, Latvia and Netherlands.

Globtour Event.pdf

<http://www.adam-europe.eu/prj/9758/prj/Globtour%20Event.pdf>

First Travelife partner certificates - Press releases

I1813031 briefing and factsheet CSR TOUR Travelife hotels_HR.pdf

http://www.adam-europe.eu/prj/9758/prj/I1813031%20briefing%20and%20factsheet%20CSR%20TOUR%20Travelife%20hotels_HR.pdf

Training materials for Travelife for hoteliers training. Materials consist of: a) briefing with information about sustainable tourism and Travelife; b) fact sheet with useful informations how to implement sustainability in hotels and accommodations. Materials are in Croatian.

I1813062handbook UHPA Travelife training_HR.pdf

http://www.adam-europe.eu/prj/9758/prj/I1813062handbook%20UHPA%20Travelife%20training_HR.pdf

Handbook Travelife - Corporate Social Responsibility for Travel agencies and Tour operators. Croatian translation.

I1813171 leflet CSR TOUR project Travelife.pdf

<http://www.adam-europe.eu/prj/9758/prj/I1813171%20leflet%20CSR%20TOUR%20project%20Travelife.pdf>

Project leaflet-Croatian

I1814030 briefing and factsheet CSR TOUR Travelife hotels_EN.pdf

http://www.adam-europe.eu/prj/9758/prj/I1814030%20briefing%20and%20factsheet%20CSR%20TOUR%20Travelife%20hotels_EN.pdf

Training materials for Travelife for hoteliers training. Materials consist of: a) briefing with information about sustainable tourism and Travelife; b) fact sheet with useful informations how to implement sustainability in hotels and accommodations. Materials are in English.

I1814085 press release CSR TOUR cooperation.pdf

<http://www.adam-europe.eu/prj/9758/prj/I1814085%20press%20release%20CSR%20TOUR%20cooperation.pdf>

In Croatia, Greece, Latvia and Poland during 2013 and 2014, 8 educational institutes started working closely with national travel associations in offering their students latest trends in sustainable tourism.

The students were introduced to Travelife, leading initiative for training, management and certification for tourism companies committed to reach sustainability. During the project implementation more than 350 students in four countries attended courses on sustainable tourism with Travelife certificate as proof of their newly acquired knowledge and skills.

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I1814115_1 press CSR TOUR good practice examples.pdf

http://www.adam-europe.eu/prj/9758/prj/I1814115_1%20press%20CSR%20TOUR%20good%20practice%20examples.pdf

Within our CSR TOUR project we have successfully engaged educational institutions to offer courses in Sustainability in Tourism to students in 4 EU countries (Croatia, Poland, Greece and Latvia) with more than 350 of them successfully completing the courses. Another result of the project is an exchange of best practices between travel agencies and tour operators from 5 EU countries.

I1814128 press CSR TOUR final_EN.pdf

http://www.adam-europe.eu/prj/9758/prj/I1814128%20press%20CSR%20TOUR%20final_EN.pdf

CSR TOUR Press Release 28th January 2015

I1815015 CSR TOUR Travelife Best Practices Brochure.pdf

<http://www.adam-europe.eu/prj/9758/prj/I1815015%20CSR%20TOUR%20Travelife%20Best%20Practices%20Brochure.pdf>

Brochure of Best Practices collected during the CSR TOUR project.

I1815016 CSR TOUR Travelife DMC.pdf

<http://www.adam-europe.eu/prj/9758/prj/I1815016%20CSR%20TOUR%20Travelife%20DMC.pdf>

Training manual: Travelife for Destination Management Companies

PerfectMeetings.pdf

<http://www.adam-europe.eu/prj/9758/prj/PerfectMeetings.pdf>

First Travelife Partner certificates in Croatia - press release

Travelife trainings Latvia.pdf

<http://www.adam-europe.eu/prj/9758/prj/Travelife%20trainings%20Latvia.pdf>

Travelife sustainability training for students took place in Vidzeme University of Applied Sciences Lifelong Learning Centre in March, 2014. (<http://vmc.va.lv/>) Totally 32 students participated, most of them from the University Tourism Organization and Management programme. Till 1st of May 27, 2014 certificates for successful Travelife Sustainability Management training course are issued.

U1813082 leaflet TOI Travelife_LV.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813082%20leaflet%20TOI%20Travelife_LV.pdf

Project leaflet_Latvian

U1813093 leaflet TOI Travelife_EL.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813093%20leaflet%20TOI%20Travelife_EL.pdf

Project leaflet_Greek

U1813094 leaflet TOI Travelife_PL.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813094%20leaflet%20TOI%20Travelife_PL.pdf

Project Leafalet_Polish

U1813118 handbook LC Travelife training_LV.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813118%20handbook%20LC%20Travelife%20training_LV.pdf

Handbook Travelife - Corporate Social Responsibility for Travel agencies and Tour operators. Latvian translation.

U1813119 handbook PIT Travelife training_PL.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813119%20handbook%20PIT%20Travelife%20training_PL.pdf

Handbook Travelife - Corporate Social Responsibility for Travel agencies and Tour operators. Polish translation.

Données du projet

U1813123 handbook HATTA Travelife training_EL.pdf

http://www.adam-europe.eu/prj/9758/prj/U1813123%20handbook%20HATTA%20Travelife%20training_EL.pdf

Handbook Travelife - Corporate Social Responsibility for Travel agencies and Tour operators. Greek translation.

U1815010 press release CSR TOUR certification_LC.pdf

http://www.adam-europe.eu/prj/9758/prj/U1815010%20press%20release%20CSR%20TOUR%20certification_LC.pdf

Press Release: First latvian travel agencies and tour operators received Travelife Partner award

Zrównoważone praktyki w polskich biurach podróży – Projekt Travelife.pdf

<http://www.adam-europe.eu/prj/9758/prj/Zr%C3%B3wnowa%C5%BCone%20praktyki%20w%20polskich%20biurach%20podr%C3%B3%C5%BCy%20%E2%80>

Web article on Travelife project in Poland

Produits

- 1 Travelife website
- 2 Memorandum of Understanding
- 3 Web-site tools for implementation of sustainability standards, self-assessment and self-training for
- 4 A "CSR for travel companies" virtual learning environment
- 5 A set of web tools for "CSR in travel companies"
- 6 A "CSR for travel companies" training handbook
- 7 Train the trainer workshop
- 8 National training workshops for CSR coordinators
- 9 Information brochure for accommodation suppliers
- 10 Project leaflet
- 11 CSR TOUR Travelife Best Practices
- 12 Travelife training manual: Corporate Social Responsibility for Destination Management Companies

Produit 'Travelife website'

Titre: Travelife website

Type de Produit: Site Internet

Texte marketing: www.travelife.info is a state of the art and innovative web site which helps tour operators and travel agencies to manage and improve social and environmental impacts by complying with the international sustainability criteria. It is also a great learning tool used by educational institutes to provide students knowledge and skills in compliance with world of work.

Description: Travelife web page is available in Croatian, Latvian, Greek and Polish language (among others) and represent and offers a wide range of instruments to support company on the road to sustainability:

- Training for personal certification
- Action planning and reporting tools
- Suppliers assessment and award system
- B2B tools and market place
- Consumer communication tools
- Destination co-operation tools
- Recognition and Certification

Travelife website is also used by educational institutes in Croatia, Greece, Poland, Latvia and Netherlands as learning tool.

Cible: Travelife web page is learning tool for students and educational institutes staff. It is widely used by travel companies and their trade associations.

- Résultat:
- Training
 - Education
 - Management
 - Best practice standards
 - Suppliers assessment
 - Reporting
 - Certification

Domaine d'application: Tourism and education.

Adresse du site Internet: www.travelife.info ; www.travelife.info/hr; www.travelife.info/lv; www.travelife.info/gr; www.travelife.info/pl

Langues de produit: grec moderne
letton
croate
anglais
polonais

Produit 'Memorandum of Understanding'

Titre: Memorandum of Understanding

Type de Produit: Autres

Texte marketing: MoU between VET institutes and Associations indicating a mutual recognition of the CSR training. In each country, VET institutes approve the CSR training for company staff by associations; whereas the travel associations approve the VET courses as relevant to the world of work. This system of mutual recognition is institutionalized by signing a Memorandum of Understanding between VET institutes and Travel associations.

Description: MoUs is a informal document where future cooperation and CSR implementation in VET education is defined.

Cible: Travel associations and VET institutes

Résultat: MoU strengthened cooperation between VET and world of work and promoted mutual recognition of CSR training courses.

Domaine d'application: It will be applied in Tourism and VET and Lifelong learning education.

Adresse du site Internet:

Langues de produit: croate
letton
polonais
anglais
grec moderne

Produit 'Web-site tools for implementation of sustainability standards, self-assessment and self-training for accommodations'

Titre: Web-site tools for implementation of sustainability standards, self-assessment and self-training for accommodations

Type de Produit:

Texte marketing: On-line system of easy assessing , benchmarking and training of established sustainability standards in accommodations helps hotels and other accommodation providers to manage, promote and implement sustainability/CSR in their operations.

Description: An existing on-line system of easy assessing , benchmarking and training of established sustainability standards in accommodations was translated to the languages of importing countries Croatia and Greece who have the most significant hotel sectors.

Cible: Accommodation owners, managers and staff

Résultat: Translated materials helped build knowledge and skills of hotels and other accommodation providers to manage, promote and implement CSR in their operations.

Domaine d'application: Tourism, education

Adresse du site Internet:

Langues de produit: anglais
croate
grec moderne

product files

EN_Travelife Accommodation Criteria - February 2013.pdf

http://www.adam-europe.eu/prj/9758/prd/3/1/EN_Travelife%20Accommodation%20Criteria%20-%20February%202013.pdf

I1813180 criteria - check list UHPA Travelife accomodation.pdf

<http://www.adam-europe.eu/prj/9758/prd/3/1/I1813180%20criteria%20-%20check%20list%20UHPA%20Travelife%20accomodation.pdf>

U1813087 criteria - check list HATTATravelife accomodation.pdf

<http://www.adam-europe.eu/prj/9758/prd/3/1/U1813087%20criteria%20-%20check%20list%20HATTATravelife%20accomodation.pdf>

Produit 'A "CSR for travel companies" virtual learning environment'

Titre: A "CSR for travel companies" virtual learning environment

Type de Produit: Site Internet

Texte marketing: Virtual learning environment based on an existing platform was further improved as a result of evaluation, testing and integrating feedback and recommendations from associations and travel companies. It is translated into languages of each importing country. Learning environment was improved with Video materials and additional learning materials added and available to workshop participants. Already 29 employees of travel companies, educational institutes and trade associations used virtual learning environment to earn Travelife personal certificate. Virtual learning environment is available to 120 travel companies and 11 educational institutes who registered online and are using or will be using available virtual learning environment.

Description: Results contributed to improving existing virtual learning environment to ensure effective and efficient learning by current and future travel company professionals (objective 1). They also contributed to building local knowledge and skills to manage, promote and implement CSR (Objective 4). It is used with adaptations also by VET institutes and VET students encouraging in this was close cooperation between VET and world of work, enabling VET students with knowledge and skills relevant to their potential employers - travel companies.

Cible: Travel associations, travel companies, travel companies employees

Résultat: Online education and training material (e-learning) (PR16)

Domaine d'application: Tourism, education

Adresse du site Internet: <http://www.travelife.info/csrtour>

Langues de produit: croate
grec moderne
letton
polonais

Produit 'A set of web tools for “CSR in travel companies”'

Titre: A set of web tools for “CSR in travel companies”

Type de Produit: Autres

Texte marketing: Improved and translated web supporting tools helps travel companies in implementing CSR in their company and ensure sustainability of the initiative.

Description: Tools include features to support easy implementation and assessment of CSR actions and performance, such as planning, reporting and benchmarking tools and a management system of sustainable suppliers. A 120 travel companies and 11 educational institutes have registered online and are using available web tools.

Cible: Travel companies, travel companies employees, VET institutes, VET students

Résultat: Tools include features to support easy implementation and assessment of CSR actions and performance, such as planning, reporting and benchmarking tools and a management system of sustainable suppliers.

Domaine d'application: Tourism, education

Adresse du site Internet: <http://www.travelife.info/csrtour>

Langues de produit: polonais
croate
anglais
grec moderne
letton

Produit 'A "CSR for travel companies" training handbook'

Titre: A "CSR for travel companies" training handbook

Type de Produit: Matériel pour l'enseignement

Texte marketing: A "CSR for travel companies" training handbook was an up to date manual with practical examples connecting theory with practical implementation of Corporate Social Responsibility in travel company operations.

Description: Handbook ensured effective and efficient learning by current and future travel company professionals (objective 1), was used with pilot testing (Objective 3) and helped raise awareness and build local knowledge to manage, promote, implement and expand CSR in importing countries (Objective 4).

Cible: Travel companies, travel companies employees, VET institutes, VET students

Résultat: A "CSR for travel companies" training handbook was adapted and improved with two new modules added and translated for each importing country.

Domaine d'application: Tourism, education

Adresse du site Internet: <http://www.travelife.info/csrtour>

Langues de produit: grec moderne
croate
polonais
letton

product files

I1813062handbook UHPA Travelife training_HR.pdf

http://www.adam-europe.eu/prj/9758/prd/6/1/I1813062handbook%20UHPA%20Travelife%20training_HR.pdf

U1813118 handbook LC Travelife training_LV.pdf

http://www.adam-europe.eu/prj/9758/prd/6/1/U1813118%20handbook%20LC%20Travelife%20training_LV.pdf

U1813119 handbook PIT Travelife training_PL.pdf

http://www.adam-europe.eu/prj/9758/prd/6/1/U1813119%20handbook%20PIT%20Travelife%20training_PL.pdf

U1813123 handbook HATTA Travelife training_EL.pdf

http://www.adam-europe.eu/prj/9758/prd/6/1/U1813123%20handbook%20HATTA%20Travelife%20training_EL.pdf

Produit 'Train the trainer workshop'

Titre: Train the trainer workshop

Type de Produit: Matériel d'apprentissage

Texte marketing: Train the trainer workshop was aimed at training travel company staff and VET tourism students about CSR in tourism companies.

Description: Jointly, staff / key members of importing associations and staff / teachers of VET institutes were trained and prepared by a training expert to integrate and implement the CSR training course in their organization. Training included content, didactics, case study and guest lectures from ANVR Dutch tour operator association and educational institutes who provided additional inputs for training content and methodology. Total of 28 participants were trained. After successfully and under supervision of the training expert conducting training in their own country, 14 participants received an official certificate as 'CSR in tourism trainer'.

Cible: Travel associations representatives, VET institutes representatives

Résultat: Training materials, Certificates

Domaine d'application: Tourism, Education

Adresse du site Internet: <http://www.travelife.info/csrtour/?sub=14>

Langues de produit: anglais

product files

Day 1 Train the Trainer.pdf

<http://www.adam-europe.eu/prj/9758/prd/7/1/Day%201%20Train%20the%20Trainer.pdf>

Day 2 Train the Trainer.pdf

<http://www.adam-europe.eu/prj/9758/prd/7/1/Day%202%20Train%20the%20Trainer.pdf>

Day 3 Train the Trainer.pdf

<http://www.adam-europe.eu/prj/9758/prd/7/1/Day%203%20Train%20the%20Trainer.pdf>

Produit 'National training workshops for CSR coordinators'

Titre: National training workshops for CSR coordinators

Type de Produit: Matériel d'apprentissage

Texte marketing: Training workshops for CSR coordinators contributed to development of a first group of travel companies in each importing country that is committed to CSR and will motivate their colleagues to join the movement.

Description: As official kick-off of the CSR training programme for travel company in each importing country, a 2-day workshop aimed at training of CSR coordinators to implement CSR in their travel companies. Additional travel company staff and VET tourism teachers were invited to join in order to expand the local knowledge base on CSR.

Cible: Travel companies, travel company employees, VET teachers

Résultat: Trainings were organized:
14.-15.10.2013, Zagreb, Croatia; 47 participants
16.-17.10.2013. Athens, Greece; 20 participants
21-22.10.2013. Riga, Latvia, 29 participants
24.-25.10.2013. Warsaw, Poland, 11 participants.
Total on 4 trainings there was 107 participants.
Traning materials will be used in future CSR trainings

Domaine d'application: Tourism, Education

Adresse du site Internet: <http://www.travelife.info/csrtour/?sub=17>

Langues de produit: anglais

product files

I1813159 prezentacija TOI CSR training day I.pdf

<http://www.adam-europe.eu/prj/9758/prd/8/1/I1813159%20prezentacija%20TOI%20CSR%20training%20day%20I.pdf>
Workshop presentation - Day 1

I1813160 prezentacija TOI CSR training day II.pdf

<http://www.adam-europe.eu/prj/9758/prd/8/1/I1813160%20prezentacija%20TOI%20CSR%20training%20day%20II.pdf>
Workshop presentation - Day 2

Produit 'Information brochure for accommodation suppliers'

Titre: Information brochure for accommodation suppliers

Type de Produit: Autres

Texte marketing: The brochure provides information on the Travelife for hotels and raise awareness of hoteliers and accommodation providers on sustainability and CSR.

Description: Brochures aimed to inform and motivate accommodation providers towards CSR and is translated to Greek and Croatian to serve supply chain engagement activities of travel agents.

Cible: Accommodation suppliers, Accommodation employees

Résultat: Result contributed to raising awareness and motivating new companies to join the initiative.

Domaine d'application: Tourism

Adresse du site Internet:

Langues de produit: anglais
grec moderne
croate

product files

I1813174 letak TRAVELIFE hoteli_1.pdf

http://www.adam-europe.eu/prj/9758/prd/9/1/I1813174%20letak%20TRAVELIFE%20hoteli_1.pdf
Information brochure for hoteliers and accommodation providers. Croatian version.

I1813180 Leaflet HATTA hotel Travelife gr_1.pdf

http://www.adam-europe.eu/prj/9758/prd/9/1/I1813180%20Leaflet%20HATTA%20hotel%20Travelife%20gr_1.pdf
Information brochure for hoteliers and accommodation providers. Greek version.

Produit 'Project leaflet'

Titre: Project leaflet

Type de Produit: Autres

Texte marketing: The project leaflet provided target groups information about the initiative and provides general information on Travelife CSR training and tools.

Description: Leaflet promoting the initiative for interested stakeholders printed and distributed through web site and e-mail dissemination.

Cible: Partners, Stakeholders, Travel companies, Travel companies employees, VET institutes, VET students, Accommodation suppliers, Accommodation suppliers employees

Résultat: 1300 copies of the printed leaflet will help on raising awareness on CSR and recruitment of training participants.

Domaine d'application: Tourism, VET education

Adresse du site Internet: <http://www.travelife.info/csrtour/index.php?act=documents>

Langues de produit: croate
grec moderne
letton
polonais

product files

I1813171 leaflet CSR TOUR project Travelife.pdf

<http://www.adam-europe.eu/prj/9758/prd/10/1/I1813171%20leaflet%20CSR%20TOUR%20project%20Travelife.pdf>
Project Leaflet in Croatian language

U1813082 leaflet TOI Travelife_LV.pdf

http://www.adam-europe.eu/prj/9758/prd/10/1/U1813082%20leaflet%20TOI%20Travelife_LV.pdf
Project Leaflet in Latvian language

U1813093 leaflet TOI Travelife_EL.pdf

http://www.adam-europe.eu/prj/9758/prd/10/1/U1813093%20leaflet%20TOI%20Travelife_EL.pdf
Project Leaflet in Greek

U1813094 leaflet TOI Travelife_PL.pdf

http://www.adam-europe.eu/prj/9758/prd/10/1/U1813094%20leaflet%20TOI%20Travelife_PL.pdf
Project Leaflet in Polish language

Produit 'CSR TOUR Travelife Best Practices'

Titre: CSR TOUR Travelife Best Practices

Type de Produit:

Texte marketing:

Description:

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet: http://www.travelife.info/uploads/csr/1422460075_l1815015%20CSR%20TOUR%20Travelife%20Best%20Practices.pdf

Langues de produit: anglais

Produit 'Travelife training manual: Corporate Social Responsibility for Destination Management Companies'

Titre: Travelife training manual: Corporate Social Responsibility for Destination Management
Companies

Type de Produit:

Texte marketing:

Description:

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet: http://www.travelife.info/uploads/csr/1422629486_l1815016%20CSR%20TOUR%20Travelife%20DMC.pdf

Langues de produit: anglais

Événements

Travelife sustainability training for students in Latvia

Date	06.05.2014
Description	Travelife sustainability training for students took place in Vidzeme University of Applied Sciences Lifelong Learning Centre in March, 2014. (http://vmc.va.lv/) Totally 32 students participated, most of them from the University Tourism Organization and Management programme. Till 1st of May 27 certificates for successful Travelife Sustainability Management training course are issued, others plan to do it till end of month.
Cible	Tourism students
Public	Événement public
Informations de contact	Ivica Projic, UHPA, ivica.projic@uhpa.hr
Date et lieu	Valmiera LV 4201, Latvija, March 2014

Travelife course on Faculty of tourism and hospitality management

Date	05.05.2014
Description	Within lifelong learning on Faculty of tourism and hospitality mr Željko Trezner will present Travelife system and training.
Cible	Students of Faculty of tourism and hospitality
Public	Événement public
Informations de contact	Ivica Proji, UHPA, ivica.projic@uhpa.hr
Date et lieu	Faculty of tourism and hospitality, Opatija, Croatia, 21.5.2014.

Award ceremony - first Travelife Partner certificates

Date	10.04.2014
Description	First Travelife Partner certificates were handed out to Croatian travel agencies "PerfectMeetings.hr" and "Globtour Event".
Cible	Travel companies, general public
Public	Événement public
Informations de contact	Ivica Proji, ivica.projic@uhpa.hr , UHPA
Date et lieu	Zagreb, 26.3.2014.; Tuhelj, 9.4.2014.

Événements

AUDITOR TRAINING Travelife for Tour operators and Travel agents

Date 24.03.2014

Description Training Objectives

The aim is to acquire the knowledge and practical experience to enable you to carry out effectively, the verification of implemented Travelife criteria in tour operators and travel agents. This training provides the necessary skills to evaluate the degree of compliance in companies that have submitted the Travelife Report with the purpose of certification.

What will you learn?

At the end of this course you will:

- Understand the principles of the Travelife system for Travel companies
- Understand the specifics of the standard
- Be able to conduct a desk-audit
- Be able to conduct an on-site audit
- Be able to advise companies that are willing to reach the standard
- Be able to use appropriate interview techniques

Contents

The first day of the training will be spent explaining the basics of management systems and the criteria of Travelife. The second day will focus on auditing techniques, theoretically in the morning and may be followed up by a school-site in the afternoon. Day two or three will allow to analyse and draw conclusions on this first experience and get a final global understanding of the role of the audit.

Methodology

The training methodology will be based on the EMAS-Easy action-training principles: This training is intended to be a hands-on learning experience using a mixture of the following learning techniques/tools:

- Quick introduction of concepts
- Group discussions and brainstorm exercises
- Group and individual role-play
- Question and answer exercises
- Problem solving exercises
- Site visits and learning audits
- Role playing and direct experimentation

Cible Travel associations staff.

Consultants with experience in social and environmental auditing and/or sustainable tourism.

Public Événement public

Informations de contact Ivica Projic, Tel: +385 1 48 36 131, ivica.projic@uhpa.hr

Date et lieu 24th - 26th March 2014,
Zagreb, Croatia

Événements

Travelife course on Polytechnic of Šibenik

Date 22.03.2014

Description Sustainability is both integral and essential to the future success of any business. During this two-day training participants will learn more on sustainability in tourism.

Course topics:

- The concept of sustainability in tourism
- The key environmental, social and economic impacts of tourism
- The roles and responsibilities of tour operators (inbound/outbound)
- The types of actions tour operators can take in the field of transport, accommodation, excursions and customer communication
- Sustainability targets and methods of measuring success
- Personal sustainability USP's (Unique Selling Points)
- Communicating sustainability achievements in an effective way to clients
- Using sustainability achievements to create more business (marketing)

Methodology

This course is intended to be a hands-on learning experience using a mixture of the following learning techniques/tools:

- Presentations
- Group discussions and brainstorm exercises
- Group and individual role-play
- Question and answer exercises
- Problem solving exercises

Cible VET students, students, Travel agency staff, unemployed, tourism companies staff, all interested in sustainable tourism and corporate social responsibility

Public Événement public

Informations de contact Ivica Projic
Head of Department of Project Management

Association of Croatian Travel Agencies
Izidora Krsnjavoga 1/II, 10000 Zagreb
Tel: 00385 1 4836 131
Cell phone: +385 99 732 8164
Fax: 00385 1 236 0655
e-mail: ivica.projic@uhpa.hr
www.uhpa.hr

Date et lieu Day 1: Saturday, 22nd March 2014, from 09:00 to 14:00 hours
Day 2: Saturday, 29th March 2014, from 09:00 to 14:00 hours
Polytechnic of Šibenik, Trg A. Hebranga 11, Šibenik

Événements

AUDITOR TRAINING Travelife for Hotels and Accommodations

Date 11.02.2014

Description Travelife has grown rapidly and today counts more than 1,300 hotel members in 43 countries. In 2013 the new Travelife criteria also achieved official recognition from the Global Sustainable Tourism Council (GSTC).
To become a qualified Travelife for Hotels and Accommodations auditor participants first need to complete training in the Travelife system (followed by at least one session of 'on the job' shadowing of an existing auditor). The three-day training events will provide participants with a detailed understanding of the requirements of the Travelife criteria, checklist, and the audit preparation, on-site audit and post-audit processes.
The training will provide participants with:

- three days of training covering environmental, social and management criteria
- detailed information and expert guidance on the Travelife for Hotels and Accommodations criteria and procedures
- a practical element where you learn how to apply your qualification in a real-life scenario
- Travelife attendance certificate
- eligibility to perform audits on behalf of Travelife for Hotels and Accommodations (once the shadowing is complete) against our GSTC -recognised sustainability standard.

Cible Persons with relevant experience in social and environmental auditing, environmental engineering and/or sustainable tourism

Public Événement public

Informations de contact info@travelife.org

Date et lieu Donja Stubica (Zagreb), Croatia – 11–13 February 2014
Athens, Greece – 24-26 February 2014

Événements

Travelife Hoteliers Seminar

Date 10.02.2014

Description Why be sustainable:
Respecting people, nature and cultural aspects of the place where you operate, and showing your guests how you do this, demonstrates that you're taking action to protect holidaymakers' favourite places for years to come. It also makes good business sense.

Travelife is an international certification scheme which has been developed by the travel industry for the travel industry. Travelife has been designed as an affordable and fair system that helps hotels and accommodations to improve the way they manage their social and environmental issues, by complying with the requirements of its robust sustainability criteria.

What you will learn:

This training will highlight the main issues of sustainability concern in hotels and what they can do to manage and improve them. The main focus will be upon the management of water, energy and waste, but training will include a section on the sustainability issues related with community, human resources and suppliers.

The Travelife trainer will use worked examples and good practice examples to show the potential cost savings that can be achieved through implementing specific corrective measures, and demonstrate innovative ways a business can generate income to pay for improvements rather than having to divert and spend existing funds.

Using what has been learned:

After completing the training you can, through the resources available on www.Travelife.org, continue your education with the comprehensive "Getting Started with Sustainability" guide, explore the Travelife checklist and check your hotel's current sustainability performance. The checklist is a great starting point to understand your sustainability performance. You'll also get a list of ideas for improvement that are tailored to your individual business!

Cible Who should attend:
Owners, Company Executives, Department Managers, Environmental Manager or other employees of your hotels or accommodation

Public Événement public

Informations de contact Ivica Projic – Tel: +385 1 4836131, ivica.projic@uhpa.hr

Date et lieu 10th February 2014, 09.00-16.30 h

Rijeka, Grand Hotel Bonavia****
Dolac 4, HR - 51000 Rijeka, Croatia

Événements

Sustainability for Tour Operators

Date 14.10.2013

- Description Sustainability has many advantages for your company. During this two-day training you will learn more on sustainability in tourism. What's in it for you and how to benefit from best practices? Find out how to meet the requirements of European buyers in terms of environmental and social issues and generate more quality business on the EU market. What will you learn?
- At the end of this course you will be able to:
- 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
 - Identify personal sustainability USP's (Unique Selling Points)
 - Communicate sustainability achievements in an effective way to your clients
 - Use your sustainability achievements to create more business (marketing)
- Methodology
- This course is intended to be a hands-on learning experience using a mixture of the following learning techniques/tools:
- Presentations
 - Group discussions and brainstorm exercises
 - Group and individual role-play
 - Question and answer exercises
 - Problem solving exercises
- 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.
- Cible Who should attend
Company Executives, contracting and marketing managers of tour operators catering for the international market (inbound and/ or outbound). Participants should have relevant experience in the tourism business and master the English language on professional level.
- Public Événement public
- Informations de contact www.travelife.info/training
- Date et lieu
- | | |
|----------|-------------------------------------|
| Location | Date |
| Zagreb | 14-15 October (Monday and Tuesday) |
| Athens | 17-18 October (Thursday and Friday) |
| Riga | 21-22 October (Monday and Tuesday) |
| Warsaw | 24-25 October (Thursday and Friday) |

Événements

Événements

CSR in tourism vocational training

Date 02.09.2013

Description Sustainability and Corporate Social Responsibility will only become more important for the success of companies. Understanding CSR and Sustainability is key knowledge for today's students. It will enable them to practically apply ethical principles in their future workplace, which will provide them a (future) competitive advantage. Travelife offers a comprehensive training and management system for tourism companies which will also be tailored to students and vocational training institutes.

Objectives of the meeting

- To introduce the concept of sustainability and how to apply it in the travel sector
- Understand the Travelife system and how it can be applied in education
- To exchange experiences in integrating CSR in training and education
- To develop a strategy for transferring the knowledge and skills to vocational students.
- To agree on further development needs and responsibilities.
- To form an international tourism and sustainability co-operation network of teachers and trainers.

What will you learn?

At the end of this course, you will be able to:

- 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 type of actions tour operators can take in the field of transport, accommodation, excursions and customer communication
- Understand sustainability management for the travel industry
- Implement obtained knowledge and understanding of didactical tools
- Understand the Travelife system and how to apply it in education

Methodology

The course is intended to be a hands-on learning experience using a mixture of the following learning techniques/tools:

- Presentations
- Group discussions and brainstorm exercises
- Question and answer exercises
- Problem solving exercises

Using what has been learned

Upon completion of the training, participants will be offered support in the use and implementation of knowledge, methods and tools acquired in the training. This support will be in the form of national follow-up meetings and individual coaching sessions.

Cible Who can attend

- Teachers in tourism and sustainability of vocational training institutes
- Employees of travel associations dealing with sustainability and training
- Company trainers

Participants should have relevant experience in the tourism business and master the English language on professional level.

Public Événement public

www.travelife.info/training

Événements

Monday 2th, Tuesday 3th and Wednesday 4rd September 2013
Monnickendam, Netherlands