

# 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, 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.** 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 2.000 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 Danish Travel Agents and Tour Operators (DRF), Denmark**



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



**7. Asociacion Corporativa de Agencias de Viajes Especializadas (ACAVE), Spain**



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