

Sustainability for Tour Operators

Sustainability is both integral and essential to the future success of any business.

Training seminar

Tokyo, Friday 20th and Saturday 21st December 2019

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 and hotels 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.

Who should attend?

- ✓ Company Executives, contracting and marketing managers of **tour operators** catering for the international market.
- ✓ Higher and middle management of **travel associations** and **tourism boards** concerned with assisting tour operators on a daily basis.

Participants should have relevant experience in the tourism business.

PRACTICAL INFORMATION

Location

YaesuFujiyama Building, 'Fureai Kashi Kaigishitsu' (rental meeting room)
<https://goo.gl/maps/rw1WnFosSFT6hadK8>

Language

English

Supporting organisations

- Travelife, Sustainability in Tourism
- ECEAT, European Centre for Eco and Agro Tourism
- JARTA, Japan Alliance of Responsible Travel Agencies

Trainer

The training seminar will be led by Chi Nguyen, *Travelife Account Manager*

About Chi. Chi Nguyen draws on 8 years of practical experience in sustainability in tourism. She has lived, studied, worked and researched in different lands in between, including Vietnam, Japan, Netherlands, Australia, Myanmar, Indonesia. She has supported the Vietnam Responsible Travel Club initiative from the beginning and enriched her experiences by working with different stakeholders from tour operator, non-profit organization, business association and the first national-scale sustainability project in Vietnam funded by the EU called Environmentally and Socially Responsible Tourism Capacity Development Programme (ESRT). As Travelife Account Manager, she has coached more than hundred companies worldwide to implement Travelife sustainability standard. Chi has a Master Degree in Tourism Destination Management from NHTV Breda University of Applied Sciences. She is a frequent guest lecturer at NHTV Breda on sustainability subject.



Costs

A fee of **30,000 Yen** is applicable.

Registration

Please apply for participation by registering through the following link:

<https://forms.gle/mLJRZJFP7zd8bEW38>

The deadline for registration is 13th December, 2019. As the number of participants is limited you are advised to apply as soon as possible.

For more information you can contact Japan Alliance of Responsible Travel Agencies

jartasecretariat@gmail.com

Final acceptance may be subject to a selection process (in case more applicants than places).

Provisional agenda

Day one	Day two
<p>Session 1. The relevance of sustainability</p> <p>0900 – 0930 Delegates gather 0930 – 0935 Welcome by Travelife 0935 – 0950 Introduction and objectives 0950 – 1040 What is sustainable tourism 1040 – 1115 Tourism Impacts</p> <p>1115 – 1130 Coffee break</p> <p>1130 – 1145 The benefits of sustainable tourism 1145 – 1155 Role and responsibility of tour operators 1155 – 1245 Sustainability and the market ➢ Consumer trends ➢ Expectations from EU tour operators.</p> <p>1245 – 1300. Corporate Sustainability Policies 1300 – 1400 Lunch</p> <p>Session 2. What can you do as a tour operator?</p> <p>1400 – 1410 Different management fields 1410 – 1500 Internal management ➢ Treating employees fairly ➢ Environment in your office 1500 – 1530 Supply chain management ➢ Transport</p> <p>1530 – 1545 Coffee break</p> <p>1545 – 1625 Supply chain management ➢ Accommodations 1625 – 1650 Supply chain management ➢ Excursions 1650 – 1705 Sustainable Destinations 1705 – 1730 Customer communication</p>	<p>Session 3. How to implement it in your company: 6 steps</p> <p>0830 – 0900 Delegates gather 0900 – 0915 Summary and objectives 0915 – 1045 Implementing a sustainability management system - 6 steps ➢ Engage your business ➢ Baseline assessment ➢ Sustainability policy</p> <p>1045 – 1115 Coffee break</p> <p>1115 – 1155 Writing a policy 1155 – 1230 Implementing a sustainability management system - 6 steps ➢ Prepare an action plan ➢ Monitoring ➢ Reporting</p> <p>1230 – 1330 Lunch</p> <p>Session 4. Communicating and marketing sustainable tourism</p> <p>1330 – 1400 Writing your action plan 1400 - 1500 Marketing sustainability - Communication ➢ Greenwashing ➢ What to tell your customers</p> <p>1500 – 1515 Coffee break 1515 – 1545 Write your company sustainability USP's 1545 – 1615 Marketing sustainability - Distribution 1615 – 1715 Travelife Sustainability System 1715 - 1730 Next steps and follow-up 1730 Group Photograph/Certificates</p>