

CORPORATE SOCIAL RESPONSIBILITY IN TOURISM



A SPECIAL QUALIFICATION ON THE
EUROPEAN LABOUR MARKET

TRANSPARENCY OF PERSONAL CSR SKILLS

ACKNOWLEDGMENT OF QUALIFICATIONS

www.csr-pass.eu

KNOW AND SHOW YOUR SKILLS

During your career you have been in touch with CSR or sustainability in tourism. You completed a university course or a vocational training. Or maybe your experience was more practical and you implemented an energy management, environmental management or other CSR tools like a sustainability report in your company.

With the CSR pass you will now have the chance to let your knowledge, skills and competences become transparent and structured for you and for employers.

Get your personalized CSR pass now!
www.csr-pass.eu

SELF-ASSESSMENT

→ evaluate your CSR knowledge, skills and competences

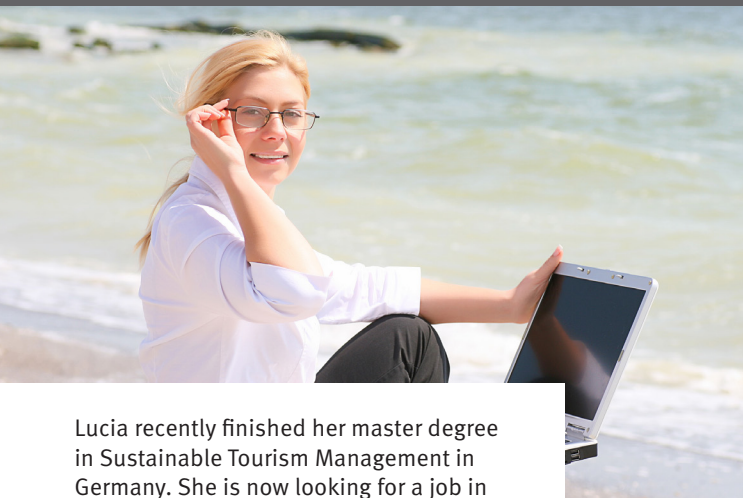
TRANSPARENCY

→ document your CSR skills in your personal Skills Passport

ACKNOWLEDGEMENT

→ confirm your qualification through ECVET credits

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Lucia recently finished her master degree in Sustainable Tourism Management in Germany. She is now looking for a job in her home country Italy.

George, Lucia and Anna gained their knowledge on CSR and tourism in formal, non-formal and informal learning environments.

They all need to know and show what they actually are able to do with their skills to make their way on the European labour market.



For 3 years now George has been working for a tour operator in England. He gained knowledge about CSR in an off-the-job training one year ago and since then uses his knowledge on the job as product manager for individual tours in Asia.



Anna has been working in the hotel sector in Austria for almost 12 years now. Since 2 years she is in charge of the environmental management of her company and regularly published environmental reports for 5 hotels.

CORPORATE SOCIAL RESPONSIBILITY IN TOURISM

Corporate Social Responsibility (CSR) and sustainable tourism are growing areas of concern in tourism. Especially for small and medium-sized enterprises (SME) the implementation of CSR is a quality feature that allows meeting future market requirements and enhancing their competitiveness. This requires qualified employees, who are able to drive and lead this change.

Customers are becoming more critical concerning the environmental or ethical impacts of products and services and the images of companies. This trend for fair-traded products, organic food, low-emission transportation and ethical labour-practices can also be observed in the tourism industry.

In a dynamic environment such as tourism, professional tasks change constantly and require special skills that are acquired in the workplace or at schools and universities. On the current European labour market the acknowledgement and transparency of qualifications becomes of increasing importance due to the demand for higher mobility of professionals.

csr-pass.eu

- offers a **self-assessment tool** to evaluate skills gained during your professional life.
- offers a **skills pass for the European Skills Passport** indicating the knowledge, skills and competences of CSR professionals in tourism.
- offers an overview of areas and topics of **state of the art** CSR skills and competences.
- valorises **professional CSR qualifications** on the European labour market through ECVET credits.

PARTNERS



Austria



Belgium



England



Latvia

Italy



Germany



With the support of:



CONTACT

kate - ecology & development
Blumenstraße 19, 70182 Stuttgart
Germany
info@kate-stuttgart.org



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