

Press Release

Important collaboration between business sector and vocational institutions

Sustainable tourism – new hit in schools

Over 350 students with sustainable tourism certificate

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.

Cooperation is the key

Cooperation between travel associations and educational institutions proved to be example how to successfully reduce the skills gaps in labour market.

“Sustainability in tourism is Association of Croatian Travel Agencies’ (UHPA) prerogative and we are proud to be a link between business and educational sector. It is important to have a system that gathers sustainable practices of travel companies and forwards it directly to schools and students. Only by doing so we can expect sustainability in future,” Željko Trezner, director of UHPA, has stated.

From practice, back to practice

Training materials regarding sustainability in tourism developed so far were mainly of an academic nature. Relatively little effort has been done however to develop materials based on the practice of implementing sustainability principles within the Travel industry.

Solution for this was found in the Travelife approach (www.travelife.info) based upon the practical experiences gained by several leading companies in Europe (from practice, back to practice).

“Using materials that came from practice helps the travel associations and educational institutes to offer training that meet the labour market needs and support expansion of the efforts to include sustainability into travel companies’ business models,” explained Naut Kusters, Travelife manager.

Sustainability essential for future success of any business

More and more companies recognize importance of sustainability and see it as integral and essential to the future success of their business. It wasn't surprise that not only students from educational institutes who completed the training, but more than 120 employees of travel companies in Croatia, Greece, Latvia and Poland also completed training earning Travelife Sustainability Manager Certificate. As a next step those companies are now implementing what they have learned by integrating sustainability in business and demonstrate achievements through international Travelife recognition and certification. First companies already achieved Travelife Partner recognition with more to come.

Sustainable education for sustainable tourism

The project set up a foundation for long-term continuity of the sustainable tourism education by developing local capacity and knowledge to manage, promote and expand the training system. Therefore, the capacity of participating associations' staff and teachers of educational institutes to provide sustainability trainings was enhanced in order to train, motivate and coach the association's members companies and prepare students of educational institutes to apply sustainability principles on their future workplaces.

About CSR TOUR project – www.travelife.info/csrtour

The initiative is a part of the „Corporate Social Responsibility Training and Certification in the Travel Sector – CSR TOUR“ project financed through EU Lifelong Learning Programme, Croatian Ministry of Tourism and Government's Office for Cooperation with NGOs. The project is a two year project in which, along with Croatia, participate tourist associations from Netherlands, Great Britain, Poland, Latvia and Greece.



Travelife award ceremony during Travelife auditors and advisors seminar for the first Croatian company with the Travelife Partner recognition.



*Travelife award ceremony in Poland at the **Vistula University - Warsaw School of Tourism and Hospitality Management** with 130 students receiving the Travelife sustainability manager certificate.*