

SUSTOUR


SeaGoingGreen

Case Study

SUSTOUR

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CONTEXT

The SUSTOUR project, led by the European Centre for Eco and Agro Tourism (ECEAT) including partners such as The Netherlands Association of Tour operators (ANVR), European umbrella association of travel associations (ECTAA) and others focused on enhancing sustainability in the tourism industry. It primarily targets small and medium-sized enterprises (SMEs) in the tourism sector, aiming to improve their sustainable management and performance. This is achieved through providing training, management systems, standards, and practical solutions, thereby opening new market opportunities for these businesses.

In this context, our project involved the development of climate-change specific training modules to address the environmental impacts and carbon footprints of the tourism industry. These modules spanned various aspects of the industry, from transport to operations to activities. Moreover, we consulted tour operators on the use of the carbon calculator Carmacal, aiding them in reducing the carbon footprint of their tours as part of the project's broader objectives.

SUSTOUR

THE CHALLENGE

A significant challenge confronted by the SUSTOUR project and our involvement in it, particularly for small and medium-sized enterprises (SMEs) in the tourism industry, was the reduction of carbon emissions from their tours. This challenge was crucial because the tourism sector is a notable contributor to global carbon emissions, primarily through transportation, accommodation, and leisure activities. Reducing these emissions is vital for mitigating the impact of climate change, preserving biodiversity, and ensuring the long-term sustainability of tourist destinations.

The complexity of this challenge lies in the diverse nature of tourism operations. For many tour operators, especially SMEs, there are hurdles in accurately measuring and managing their carbon footprint. This includes the lack of access to effective tools for calculating emissions, limited resources for implementing sustainable practices, and the need to balance sustainability with customer satisfaction and business viability.





OUR SCOPE OF WORK

1. Development of Training Modules: We focused on creating climate-change specific training modules that addressed the environmental impacts and carbon footprints of the tourism industry. These modules covered a wide range of topics, from transport to operations and activities.
2. Consultancy on Carbon Footprint Reduction: Our work involved consulting tour operators on the use of the carbon calculator Carmacal. This tool helped them in assessing and reducing the carbon footprint of their tours.
3. Supporting SMEs in establishing a structured carbon management based on 8 stages of implementation and reporting against a Travelife carbon management report with specific criteria.

Two key events marked significant milestones in this journey. The first was ITB Berlin in March 2023, a premier gathering in the travel industry, where the project's initial progress was shared and tour operators and travel agents that achieved a Travelife Partner and Travelife Certified award were celebrated for their commitment and excellence in sustainability. The culmination of this project was the final event in Cascais, Portugal, in September 2023. This event was a significant milestone, showcasing the achievements and best practices of the SMEs that had successfully integrated sustainability into their operations. It served as a platform for knowledge sharing and networking, further promoting sustainable tourism. This event highlighted the collective efforts of over 600 SMEs towards achieving sustainability milestones and recognized their contributions with the Travelife Award Ceremony.



Laura Selenz
Project Coordinator
Sustour - ECEAT

“Our collaboration with the team of Sea Going Green in the SUSTOUR project was always very professional, friendly and open-minded. Their communication was swift and flexible towards any required changes within a large project.

Sea Going Green took the tour operators in the SUSTOUR project on a deep dive into the topic of carbon management in tourism and showcased a deep understanding of the impact of climate change on the tourism industry and a passion for supporting actionable change.

I would highly recommend Sea Going Green as a cooperation partner due to their quality expertise, structured working method and approachable professionalism. Thank you for contributing to the success of our project!”





OBJECTIVES MET



Encouraged and supported SMEs in adopting sustainable practices



Guided SMEs towards attaining Travelife carbon certification



Delivered training modules on carbon footprints to enhance awareness and understanding among SMEs in tourism




Assisted tour operators in using the carbon calculator Carmacal

& MORE

I WANT THIS FOR MY COMPANY





Do you have questions that
you'd like to discuss with us? -
Get in touch!

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