

Grundtvig Course Title: Environmental performance in the tourism sector. <i>“Good business is green business!”</i>		
Agency: Environmental Office - DITEV		
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Number of sessions of course: 2 weekly courses of 3 hours, repeated for 5 different groups

Total number of hours of course: 6 hours x 5 groups = 30 hours

Number of participants that each course is designed for:
no more than 10-12 participants

Number of tutors needed for running the course: one is enough, but we had the luck to have a university professor with us who participated as well.

No. of tutor hours needed for preparation/support/follow-up etc:
About 30 hours were needed for preparation, as the information used had to be updated, a lot of figures had to be found and a short research was done on the tourism situation in Greece. Follow-up work was about an hour after each session.

Outline of purpose/content of course

The content of the course included:

- The existing situation in the tourism sector, related to the consequences on the environment and the quality of life. A global overview. Examples in Greece.
- Concepts of sustainable tourism – what does it mean and why it is so important to implement sustainable tourism.
- The EU steps towards a sustainable tourism strategy. National efforts.
- Priority issues for sustainable tourism policy –targets and actions to be taken in all levels
- Environment and tourism – horizontal measures
- Integration of Tourism into Overall Policy for Sustainable Development. Establishing strategies and plans
- Development of Sustainable Tourism. Planning measures. The role of environmental Impact Assessment. Environmental standards, legislative framework
- Management of Tourism – use of technology, monitoring, compliance mechanisms, initiatives by the tourism industry
- Conditions for Success - capacity building, information exchange, involvement of all local stakeholders

- Simple steps to be taken by all businesses in the tourism sector: recycling of waste, save water and energy, use of ecological detergents, minimization of toxic chemicals in all materials, use of organic and local food, minimization of packaging etc.
- The need to integrate tradition into tourism
- Implementation of staff education and awareness raising programs, information programs for visitors/tourists.

Summary of benefits/value of course

- Awareness of the local stakeholders of the tourism sector on the impact that their performance may have on the environment.
- Debates and dialogue between the municipality and the different businesses in the sector. Creation of partnerships for the benefit of the local environment.
- Information to the workers of the tourism sector on the benefits that a changing behavior- regarding their environmental performance –could have on their business.
- Information on simple steps that could be easily taken in order to improve their environmental performance.
- Advice on the possibilities of using any of the tools provided by the EU, like EMAS or Eco-labeling, in order to register and commit themselves in a continuous effort towards the environment.

Target group for course:

Businesses in the tourism sector: hotel owners, restaurant and catering businesses, tourist operators, women's associations involved in traditional food preparation and transport companies (buses, taxis etc)

Outline of publicity/recruitment methods (incl. Materials eg Example of poster)

The course was promoted in local newspapers and TV stations. Also personal contacts through meetings or by telephone were made to all tourism-related organizations (hotels, women, etc). A leaflet was also designed and distributed (by post – or do you mean via email?) to all businesses in the tourism sector in the city of Volos and surrounding villages.

Outline of each session - materials needed - info for tutors

For each one of the five groups we had two sessions of about three hours each. These two sessions were almost the same -at least in the presentation part. The second part of each session was quite different, as the discussion was focused on existing problems and opportunities that each group faces.

1st session:

We started with an overview of tourism facts and issues worldwide, in Europe and Greece. The main trends of tourism in Greece were discussed as well as the existing problems and the opportunities for improvement. Concrete examples were given and the participants expressed their views.

2nd session:

The session was focused on what sustainable tourism is, and what measures should be taken in national, local and individual level. The possibilities for further co-operation between the businesses of the tourism sector, and the Municipality were also analyzed.

Evaluation

All participants filled in the evaluation forms immediately after the end of their second course. Generally, it appears that they were satisfied with the course and only the women from the women association found it a little difficult to follow. Most of them mentioned that they were happily surprised for the initiative and would like to co-operate in the future as well. The results are analyzed in an excel file.

Conclusion – incl. – any recommendations about how the course could be used/adapted...

The course material could be used with businesses in the tourism sector in any country. However, as some of the data and examples (in the Power Point presentation) reflect the Greek situation some nationally and regionally specific revisions will be necessary. The leaflet we used may also need some adaptation.