

Partners

PARTNER INTRODUCTION

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Learn more about **FAIR TOURISM** project Visit:
<http://fairtourism.eu>

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FAIR TOURISM



Guidelines and Training Programme for Corporate Social Responsibility in Tourism Developed by VET and HE Providers for Micro and Small Sized Enterprises

Fair Tourism Background Information

Tourism is the third largest economic activity in the EU and the sector continues to grow. Although tourism has a broadly positive impact on economic growth and employment, it is also a resource-intensive industry that leaves a large footprint on the environment and it can also threaten cultural heritage.

Therefore, sustainable tourism and Corporate Social Responsibility (CSR) are promoted by policymakers as well as by consumers. However, one target group has had so far very little contact with these concepts: Micro and Small Sized Enterprises. Interestingly, research suggests that almost 95% of companies in the tourism sector employ fewer than 10 employees. Their managers usually have no access to information about CSR and, in any case, CSR concepts have to date not been tailor-made for micro and small enterprises.

This two year project runs from 1st, September; 2014 to 31st, August 2016.

Intellectual Outputs

ONE:

Implementation of a European survey to obtain a clear picture of the extent to which CSR is known in the tourism industry, especially within Micro and Small Sized Enterprises.

TWO:

Based on these outcomes the Fair Tourism training course will be developed, tailor-made to the needs, interests and demands of the main target group.

THREE:

Finally, we will publish the Fair Tourism policy paper, which will summarise experiences and outcomes from the project activities inform European Vocational Education Training (VET) and Higher Education (HE) policies together with regional, economic and ecological development.

To learn more about Fair Tourism and to track the progression of the project visit our website: <http://fairtourism.eu>

Fair Tourism Brief Project Description

The first phase of Fair Tourism project is to develop and design an electronic questionnaire to be completed by relevant stakeholders, representatives of target groups and the external expert across Europe. The responses will be analysed and evaluated resulting in the production of a research report.

It is anticipated that the research outcomes will indicate the areas of CSR knowledge which needs to be developed resulting in the design of Corporate Social Responsibility Training Course. Hopefully, this course should fulfil the CSR needs of SME's in the tourism sector across Europe.

This training course will be based on ECVET principles at EQF Level 5. There will be approximately 6 to 8 individual modules or units developed, each carrying 10 ECVET credit points, which will be formally assessed to award a Certificate / Diploma of CSR in Tourism for Micro and Small Sized Enterprises.

