

# FAIR TOURISM

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

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## 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 to medium enterprises. 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.

The duration of the project is two years, running from 1<sup>st</sup>, September; 2014 to 31<sup>st</sup>, August 2016.



*Fair Tourism Project Partners*

For further details please contact the project co-ordinator:

**Project Co-ordinator:**

**Institution:** Grŵp Llandrillo Menai

**Contact:** Dr Shyam Patiar MBE

**Tel:** 0044 1492 542 316

**Email:** s.patiar@gllm.ac.uk



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# Fair Tourism Website

<http://fairtourism.eu/>

During January; 2015, the project homepage was established. It provides background information on Fair Tourism Project and keeps all the interested stakeholders up-to-date. Here, the partners can download the project results and communicate with the project partners.



# 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.

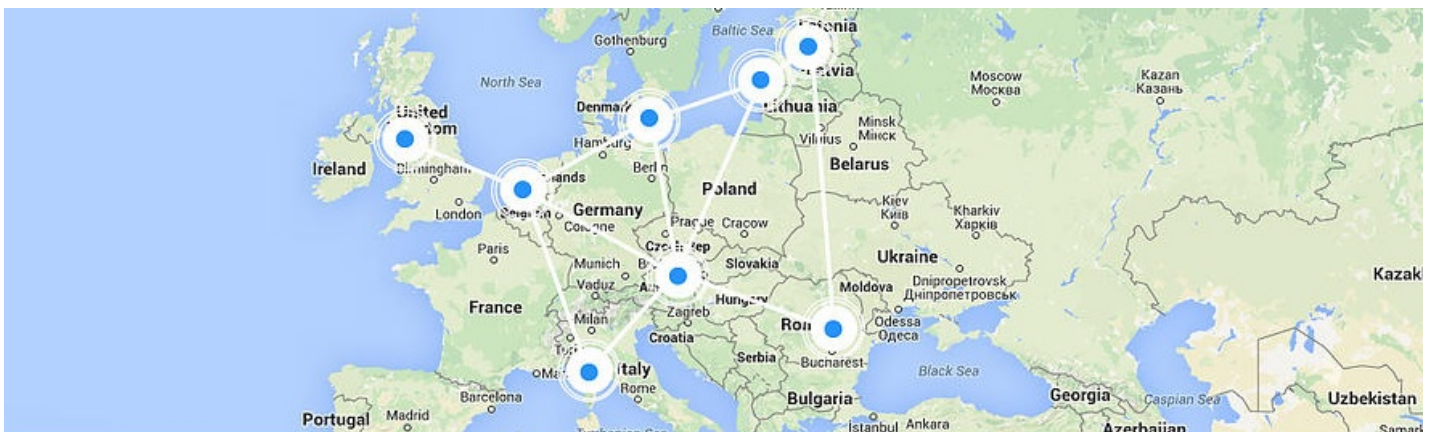
**THREE:**  
Finally, we will publish the Fair Tourism policy paper, which will summarise experiences and outcomes from the project activities inform European Vocational Education Training (VET) and Higher Education (HE) policies together with regional, economic and ecological development.

# Intellectual Output 1

The first step in this intellectual output has been to design a questionnaire to be completed by the owners of SME's, employers and all interested stakeholders in the tourism sector across Europe, including the European countries beyond the partner countries.

The first version of the questionnaire was pre-tested and evaluated by all project partners. The final version has been uploaded on the project website which is in all national languages of the partner countries.

The outcomes will be summarised, analysed and reported by Romanian partner by the end of August; 2015. The outcomes from this research will deduce the content and structure of Fair Tourism Training Course.



## Latvia Kick-off Meeting

The FIRST KICK-OFF meeting of Fair Tourism project took place in Riga, Latvia from Wednesday, 3<sup>rd</sup> December; 2014 to Friday, 5<sup>th</sup> December; 2014. The main aim of this meeting was to meet with ALL the project partner representatives

and understand the Work Packages and Deliverable Outcomes to be completed by the target dates set. Each project partner was set specific roles and responsibilities to be delivered prior to the next meeting.



*Visit to local CSR best practice example, Riga's travel company Carson Wagonlit Latvia*

## France Second Meeting

The SECOND meeting has been agreed in Corte, France from Wednesday, 20<sup>th</sup>, May; 2015 to Friday, 22<sup>nd</sup> May; 2015. It is anticipated that the project partners will be able to draw conclusions, deductions and impacts of European Survey's results and outcome for the Fair Tourism Training Course and also for the Fair Tourism Policy Paper in order to move the development of the training course and policy paper forward.

### **Status of Corporate Social Responsibility (CSR) with a special focus on Micro and Small Sized Tourism Enterprises in United Kingdom:**

The draft version of this report has now been produced by each project partner for their respective countries. The next stage is to consolidate these individual reports on to a single document. This report has been prepared covering the following objectives:

1. Gain a general overview of the tourism industry in each partner country including the size and scope of the industry, employment statistics, the value of tourism and leisure and the industry's contribution to GVA.
2. Examine the application of CSR in tourism enterprises across partner country's including reporting, memberships, tools and the sustainability of CSR.
3. Analyse the benefits and challenges faced by micro and small sized tourism enterprises in adopting CSR concepts, particularly concerning legislative directives enforced by the central or regional governments in partner countries.
4. Compare the certification of CSR for tourism enterprises in each partner country.
5. Identify qualifications / courses available for CSR in each partner country.

## PARTNER INTRODUCTION



**Grŵp Llandrillo Menai** is the largest FE institution in Wales and has approximately 35,000 students a year, many of them in disciplines such as hospitality, catering and tourism. The college delivers a range of FE and University courses, all providing pathways to careers or HE level study.

Contact: Shyam Patiar | Tel: 0044 1492 542 316 | Email: s.patiar@gllm.ac.uk



**Ernst-Moritz-Arndt-Universität Greifswald** was founded in 1456 and is one of the oldest academic institutions in Europe. Over 12,000 students from all over the world receive modern academic instruction and exciting research opportunities in a time-honoured environment.

Contact: Wilhelm Steinbrube | Tel: 0049 3834 864 540 | Email: steingru@uni-greifswald.de



**ENTER – European Network for Transfer and Exploitation of European Project Results** is the largest dissemination network for EU project results and outcomes in Europe, boasting more than 760 member organisations from 35 different countries.

Contact: Petra Kampf | Tel: 0043 316 329 005 | Email: petra.kampf@enter-network.eu



**ViaVia Tourism Academy** is an autonomous non-profit centre of expertise and education in sustainable tourism development. Operating on four continents, the academy grew out of a socially responsible entrepreneurship approach, its aim is the deployment of sustainable tourism as a tool for development.

Contact: Dorien De Troy | Tel: 0032 15 407 560 | Email: dorien@viaviatourismacademy.com



**Klaipėda University** was established in 1991, its mission is to develop the University of Lithuania as a marine state and up-to-date centre of research, arts and studies in the Baltic Sea Region for the purpose of education and training of highly qualified specialists.

Contact: Ilona Cesnaite | Tel: 0037 0609 58 651 | Email: i.cesnaite1989@gmail.com



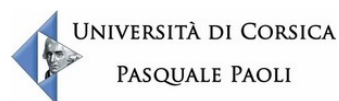
**Latvian Country Tourism Association** was founded in 1993 and has been developing rural tourism products in Latvia ever since. The association is the oldest and strongest rural tourism organisation in Latvia, with staff experienced in the areas of environmental sciences, IT, public relations and biology.

Contact: Asnate Ziemele | Tel: 00371 292 857 56 | Email: asnate@celotajs.lv



**Bucharest University of Economic Studies** is a research intensive university which offers 22,000 students Bachelor, Master and Doctoral programmes of study across 11 faculties. The university promotes the reform of the education system applying the recommendations of the Bologna Process.

Contact: Gabriela Tigu | Tel: 0040 213 192 023 | Email: gabriela.tigu@ase.ro



**University of Corsica Pasquale Paoli** is a multidisciplinary institution. Founded in 1765, its campus hosts 4,300 students studying across four main areas; law-economic-management, literature-languages-arts, social sciences-humanities and sciences-health-technologies-sports.

Contact: Caroline Tafani | Tel: 0033 646 411 008 | Email: tafani@univ-corse.fr