

Newsletter 1

May 2022

TOUCAN m-learning solution: What is it?

The TOUCAN m-learning solution will be the first result of the project. Its main goal is to create a mobile-based solution to deliver training courses on circular economy and sustainability with a specific focus on SMEs from the tourism industry to develop their vocational skills and become pioneers of green tourism in their countries. VET providers are also expected to be benefited, by being able to use and adapt the learning modules and didactic resources to their classes.

A total of seven training modules will be available:

- Green reception basics of low-emission tourism activity
- Low-emission planning of tourist activities and services
- Energy saving at the place of accommodation
- The role of agropreneurs in the low-carbon process
- The role of tour operators and guides in the low-carbon process
- Digital technology for sustainable development
- Rethink the business model for sustainable development

TOUCAN kicks-off in Poland

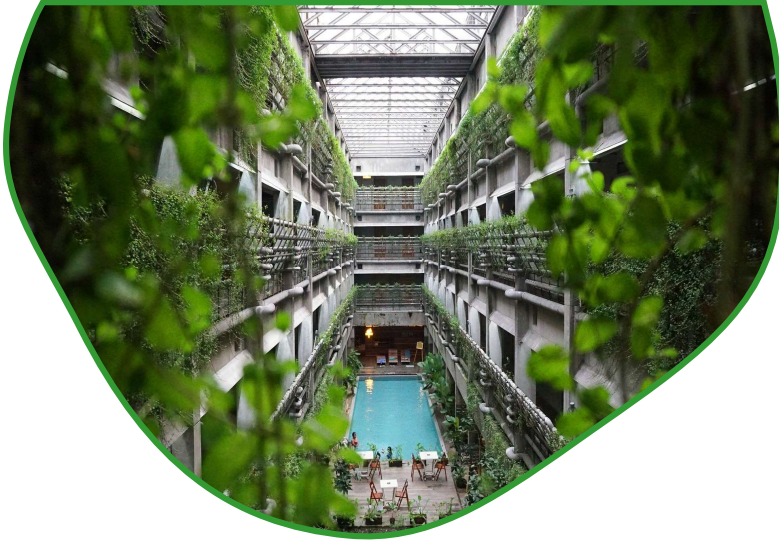
The TOUCAN partners joined together in Rzeszów, Poland, on the March 2022, to officially kick-start the project activities. This was still a hybrid meeting due to COVID-19 restrictions in some partnering countries. The main tasks, deadlines and next steps were presented and agreed.

ABOUT TOUCAN

Fighting climate change is of utmost importance nowadays, particularly in the tourism sector, whose numbers of tourism influxes cause great environmental burden in local communities, such as overuse of plastic, excess of waste, etc. However, tourism industry professionals still lack environmental skills and knowledge ("green skills") to develop a more sustainable and eco-friendly business.

The TOUCAN project's main goal is thus to **minimize the carbon footprint in the tourism sector** through environmental learning for tourism SMEs, as well as Vocational Education and Training (VET) providers and teachers in this area.





Sustainable tourism: European indicators

Tourist destinations are increasingly being called upon to tackle social, cultural, economic, and environmental challenges.

To help them measure their performance in relation to sustainability, the European Commission has launched in 2013 the **European Tourism Indicators System (ETIS)**, to encourage all tourism destinations to adopt a more intelligent approach to tourism planning, helping them to monitor and measure their sustainable tourism performance.

ETIS integrates three main instruments:

- 1) a management tool to support destinations that want to take a sustainable approach to destination management;
- 2) a monitoring system, easy to use for collecting data and detailed information and to let destinations monitor their performance early;
- 3) an information tool, useful for policymakers, tourism enterprises and other stakeholders.

Overall, the main goal of the ETIS system is to provide European destinations with the basic information they need to monitor sustainability and to manage tourism activity more effectively, by identifying a set of core indicators related with destination management, social and cultural impact, economic value, and environmental impact.



**“The competitiveness
of the European
tourism industry its
closely linked to its
sustainability”**

– European Commission

OUR PARTNERSHIP

