

Newsletter 4

November 2023

TOUCAN m-learning solution is available online

SMEs from the tourism sector and VET providers and teachers can now find TOUCAN's m-learning solution, that encompasses 7 training modules, available online.

The content is available as an online flipbook and as an individual learning path, where you can select each module individually, in English, Greek, Italian, Portuguese, Turkish, and Polish, and at the end answer a set of questions to test your knowledge.

This training course focuses 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.

You can access the m-learning solution here:
<https://toucan.erasmus.site/pt/course-toucan/>

TOUCAN final meeting

The TOUCAN partners joined together in **Lisbon, Portugal**, in October 2023, for the 4th and final transnational project meeting.

Partners reviewed the status of the testing of the TOUCAN m-learning solution with the SMEs from the tourism industry and VET providers and teachers. Also, the Multiplier Events for the dissemination of the results of the project to a broader audience was discussed.

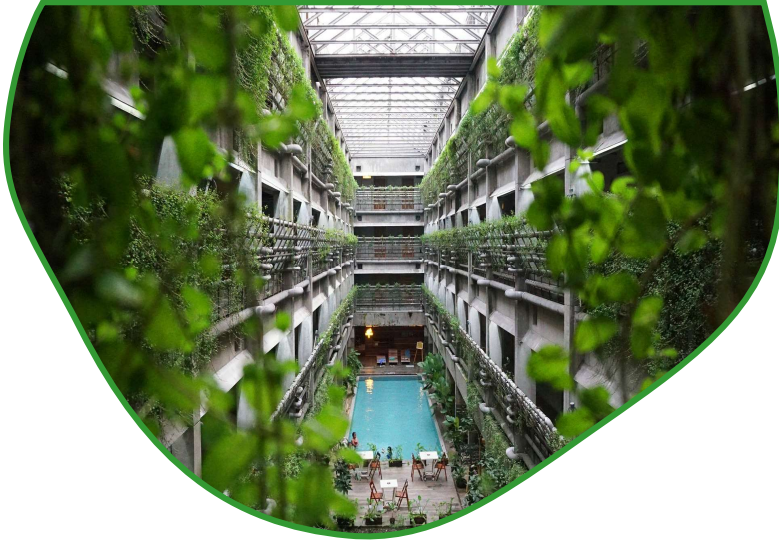


ABOUT TOUCAN

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.





SMEs and the road to sustainable tourism

SMEs in the tourism industry have a role in driving economic growth and creating job opportunities. However, it is important to acknowledge that their operations can also have an impact on the environment. To ensure the long-term sustainability of tourism, these businesses should embrace the concepts of economy and sustainability.

SMEs can start by reevaluating their business models and giving priority to practices. This includes reducing waste conserving resources and promoting consumption. Additionally, it is essential to equip SMEs with the skills for practices. Training courses such as the TOUCAN m-learning solution can provide insights into adopting eco-tourism offerings, waste reduction techniques, energy efficiency measures and other sustainable practices.

Moreover, encouraging SMEs to engage with communities and stakeholders fosters a sense of shared responsibility for protecting the environment. Collaborating with others can lead to solutions and mutual growth. Finally, embracing sustainability can also be a selling point for SMEs. As more customers seek eco-tourism experiences prioritising sustainability becomes a marketing tool.

SMEs can, thus, be pioneers of green tourism in their countries as they have the potential to make a significant difference, and with the right skills and mindset, lead the transformation towards sustainable practices.



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“Greening European tourism is part of the broader objective to develop a more sustainable and responsible ecosystem”

- European Commission

OUR PARTNERSHIP

