



An Interactive

Trainers Guide e-Book on Fostering Low Carbon Tourism & Related Entrepreneurship

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Introduction

The Trainers' Guide e-Book will provide guidance to Tourism VET Trainers & Mentors on how to plan, prepare for and deliver training to Tourism VET learners and Tourism stakeholders, on how to foster low carbon activities in the different tourism phases.

It is designed to offer general information for:

- Trainers
- Their training role
- Their use of technologies
- Knowledge on sustainability and low carbon tourism

This guidebook thus covers their training needs and help them prepare training material and resources, organize their delivery and cater for their assessment.



[The full Guidebook PDF document is available here](#)

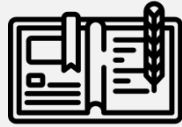


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The Trainer's guide

This section explains the role and responsibilities of a trainer in the low carbon tourism field:

- What the role as trainer/facilitator/mentor etc. entails
- The required knowledge and competences on the topic
- Guidance on the effective delivery of the course



There is also information on the course structure and the contents including:

- The 8 modules or topics
- The Virtual Reality and Augmented Reality experiences
- The quizzes
- The E-Learning (LMS) Toolkit
- The minimum technical specifications for computer hardware and software

[Click here for more details in the Guidebook PDF document](#)



Developing A Course: Subject Matter



Module 1: Introduction to Low Carbon Tourism

Module 2: Policies Fostering Low Carbon Tourism

Module 3: National Plans and Initiatives Relevant to Low Carbon Tourism

Module 4: Principles & Tools Fostering Low Carbon Footprint Activities

Module 5: Best Practices Fostering Low Carbon Tourism During The Travel Planning Phase

Module 6: Best Practices Fostering Low Carbon Tourism During the Travel/Mobility Phase

Module 7: Best Practices Fostering Low Carbon Tourism At The Destination Phase

Module 8: Entrepreneurial Opportunities for Low Carbon Tourism Initiatives

[Click here for more details in the Guidebook PDF document](#)



Module 1: Introduction to Low Carbon Tourism

- What is tourism? How tourism developed and how is it classified. What impact has tourism on Climate and vice-versa. Why is Low Carbon Tourism so important. What is the European Green Deal?
- Check these VINCI Case Study 1, 2, 4, 5, 8, 10, 12, 14, 18, 25, 30 & 31

Module 2: Policies Fostering Low Carbon Tourism

- UN Climate Change Frameworks, protocols & agreements
- European Union Climate Policy
- Recent Trends
- A climate-neutral EU by 2050
- The Glasgow Declaration
- A Net Zero Roadmap for Travel & Tourism (VINCI Case Study 12)
- EU Strategy for Sustainable Tourism



United Nations

Framework Convention on
Climate Change

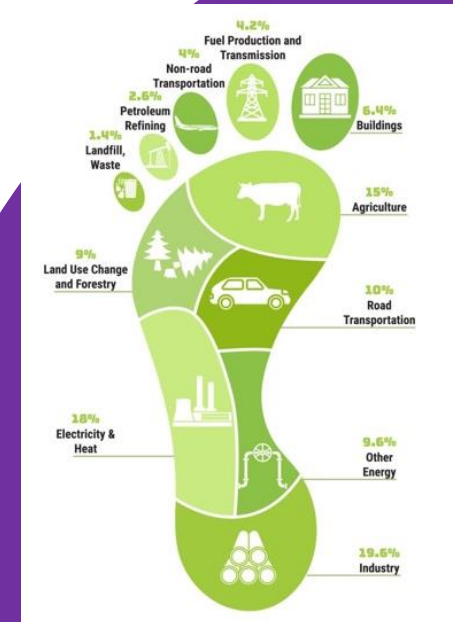


Module 3: National Plans and Initiatives Relevant To Low Carbon Tourism

National plans and initiatives from the VINCI partner countries: Croatia, Czechia, Estonia, Greece, Malta

Module 4: Principles & Tools Fostering Low Carbon Footprint Activities

- The Carbon Footprint, Foot printing methods, concepts and tools (VINCI Case Study 2, 4, 10, 11 & 31)
- International standards, methods and frameworks
- The Greenhouse Gases Protocol
- The Net Zero Approach (VINCI Case Study 12)
- Calculating Carbon Footprints (VINCI Case Study 2, 4, 10, 11 & 29)
- Case Study: Hotel Villa Dvor



Module 5: Best Practices Fostering Low Carbon Tourism During The Travel Planning Phase

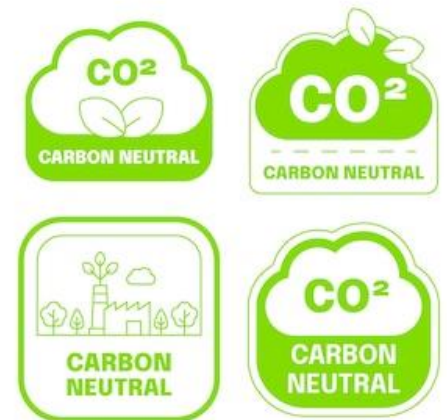
Unit 1: Low Carbon (LCT) Policies (VINCI Case Study 12, 21 & 27).

Unit 2: Best practices presenting travel planning and how they can positively impact LCT (VINCI Case Study 1, 3, 7, 14, 17, 18, 20, 22).

Unit 3: Checklist with advice to travellers and stakeholders

Module 6: Best Practices Fostering Low Carbon Tourism During the Travel/Mobility Phase

- Unsustainable Mobility Practices
- Consequences (1) to (5)
- UN and Sustainable Tourism
- EU: Challenges and Recommended Principles to tackle them
- Case Study 1 – 6 (VINCI Case Study 1, 5, 9, 10, 11, 15, 23, 27 & 28)





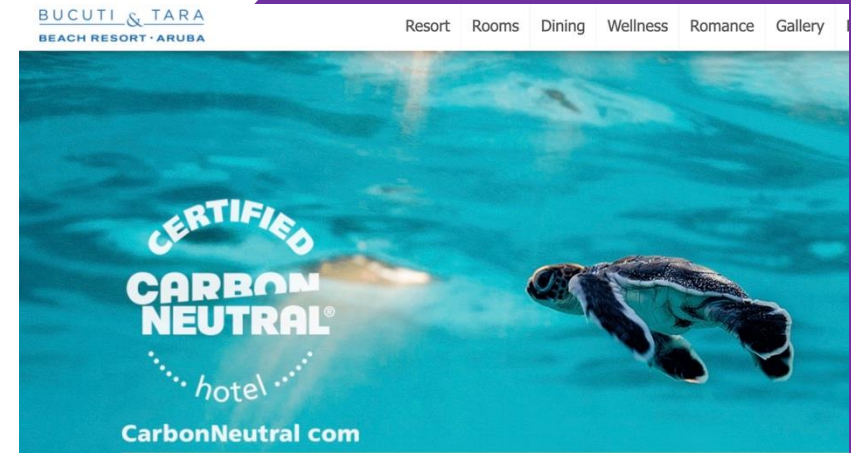
Module 7: Best Practices Fostering Low Carbon Tourism At The Destination Phase

- Best Practices: [Accor Group](#), [Bucuti & Tara Beach](#), [United Airlines](#), [Intrepid](#), [The Travel Corporation](#), [Tulips](#) and [Booking.com](#)
- Decarbonisation Checklist for Tourism (VINCI Case Study 2, 6, 12, 13, 16, 19, 21, 24, 25, 26, 29 & 30)



Module 8: Entrepreneurial Opportunities for Low Carbon Tourism Initiatives

- Overview of tourism entrepreneurship and low carbon strategies for tourism
- (VINCI Case Study 1, 3, 8, 12, 17, 18, 19, 21, 24, 27 & 30)
- Business opportunities in low carbon tourism (VINCI Case Study 1, 3, 5, 8, 12, 16, 17, 18, 19, 20, 21, 24, 28, 30 & 31)



Module 8: Entrepreneurial Opportunities for Low Carbon Tourism Initiatives (continued)



- Benefits of Low Carbon Tourism to Entrepreneurs (All VINCI case studies)
- The financial programs supported by the European Commission for the reduction of carbon emissions
- Sources of financing - The Innovation Fund
- Virtual reality and augmented reality in tourism
- Virtual Reality Applications & Augmented Reality Applications to promote LCT





Instructional Strategies

This section provides recommendations on the teaching and learning approaches to effectively deliver the course, including face-to-face classes and online learning. The following are covered:

- Delivering more interactive, engaging and motivating lessons
- Delivering face-to-face, blended and pure online courses
- Guidelines on using digital multimedia effectively
- Using the presentations in SCORM format
- A select bibliography and links to other online resources

The Toolkit, as essential tool in delivering the course, is mentioned later on in this presentation.

[Click here for more details in the Guidebook PDF document](#)





Instructional Strategies



Guidelines on using digital multimedia resources well in class

- Find Creative Commons Licence-based content
- YouTube, Vimeo and TikTok for video
- Find publications online with Google Scholar
- Use online quizzes
- Exploit Virtual Reality and Augmented Reality
- Make a judicious use of Artificial Intelligence



Instructional Strategies



The SCORM format

There is a presentation for each of the 8 topics of the course. There are available in a packaged educational format called SCORM (available in the Toolkit and as a download for installation in third party LMS)



The screenshot shows a presentation slide for 'Module 8: Entrepreneurial Opportunities For Low Carbon Tourism Initiatives'. The slide features the VINCI logo, the text 'Co-funded by the European Union', 'A Modular Course on Low Carbon Tourism', 'Project No. 2021-1-MT01-KA220-VET-00025011', and 'vinci.eumecb.com'. The slide is displayed within a presentation player interface with an 'OUTLINE' sidebar on the left and navigation controls at the bottom.



Instructional Strategies - Learning Styles

Face-to-face, also known as traditional classroom learning, is a style of education where students and instructors physically gather in a shared physical space for instruction. This approach to learning has been in use for centuries and can be adopted due to several effective features.



Instructional Strategies - Learning Styles

Blended Learning, often referred to as hybrid learning, is an instructional approach that combines elements of traditional face-to-face teaching with online or digital learning experiences. This learning style aims to leverage the advantages of both in-person and online education to create a more flexible and effective learning environment.



Instructional Strategies - Learning Styles

100% online (with tutor) , A 100% online learning format with a tutor involves an educational approach where all aspects of the learning experience, including instruction, assignments, assessments, and interactions with a tutor, are conducted through digital platforms and without any physical, in-person components. This model is commonly associated with online courses and distance education programs.



Instructional Strategies - Learning Styles

100% online (self-guided or peer-learning), this refers to an educational approach where all aspects of the learning experience occur in a digital environment, without direct involvement from a formal instructor or tutor. Instead, learners take on the primary responsibility for their own learning, either independently (self-guided) or through collaboration with peers.

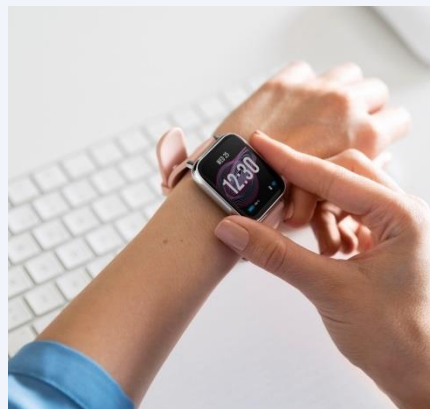




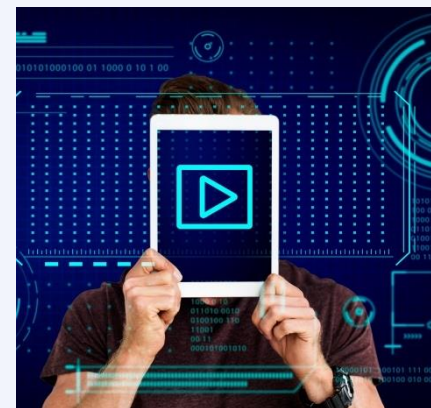
Instructional Strategies



Record and share your lessons so they're reusable as a planning resource and inspiration for other teachers.



Use digital multimedia effectively to render lessons more interesting and interactive. Exploit video, audio, VR, AR and AI



Use face-to-face classes and/or e-learning as needed. Use the Toolkit as the heart of the course



Assessing a Course

Assessing adult learning outcomes is a crucial part of any training program. In the case of the VINCI Project trainers need to make sure that the learning outcomes are met. Assessments will measure this, whether it is formative or summative. The course provides for both modes, though formative assessment is preferred. The following 4 principles should be followed:

- i. Emphasize the importance of ongoing assessment throughout the course to measure participants' understanding and progress

[Click here for more details in the Guidebook PDF document](#)



Assessing a Course



ii. Encourage trainers to use a variety of assessment tools, such as quizzes, written assignments, presentations, or practical exercises.

iii. Encourage trainers to use a variety of assessment tools, such as quizzes, written assignments, presentations, or practical exercises.

iv. Suggest incorporating self-assessment and reflection activities to encourage participants to gauge their own learning and progress amongst other benefits.



Assessing a Course

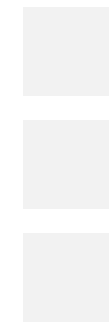
Suggestions for Formative and Summative Assessment Methods:

Formative assessments are designed to provide ongoing feedback to both instructors and students during the learning process, E.g. quizzes and short tests, peer and self-assessments, group discussions and mind maps.



Assessing a Course

Summative assessments are designed to evaluate student learning and understanding at the conclusion of a course or a significant learning period. E.g. final exams, term papers, case studies, written reports, group projects and online assessments.



Assessing a Course

Providing effective feedback and evaluating participant performance is crucial for fostering learning, growth, and improvement in educational settings. and weaknesses and using the “sandwich” approach.



Examples and good practice

The following slides will provide links to examples and good practices regarding all aspects of Low Carbon Tourism

Module 1: Introduction to Low Carbon Tourism

- Definitions and examples of Low Carbon Tourism, the “Carbon Footprint” and sustainability.
- The reduction of the impact of tourism on climate change can be found in the following VINCI Case Studies: 1, 2, 4, 5, 8, 10, 12, 14, 18, 25, 30 & 31 and the examples provided once this link is accessed.



[Click here for more details in the Guidebook PDF document](#)

Examples and good practice



Module 2: Policies Fostering Low Carbon Tourism

- A description of the most important policies
- History and evidence aimed to control global warming
- EU countries are signatories to these policies



Module 3: National Plans and Initiatives Relevant to Low Carbon Tourism

- National Plans and Initiatives Relevant to Low Carbon Tourism of the five VINCI partner countries explained to show what individual countries are doing to foster Low Carbon Tourism, control CO₂ emissions and fulfill its EU obligations.



Examples and good practice

Module 4: Principles & Tools Fostering Low Carbon Footprint Activities

- An explanation of the carbon footprint and ways to calculate it is essential
- [Click here for a compilation of the methods, tools and process that can be used in calculating the carbon footprint and introducing forms of low carbon tourism.](#)

Module 5: Best Practices Fostering Low Carbon Tourism During the Travel Planning Phase.

- A best practice is the most efficient and effective course of action to develop forms of tourism during the travel planning phase.
- [Click here for a variety of best practices.](#)



Examples and good practice



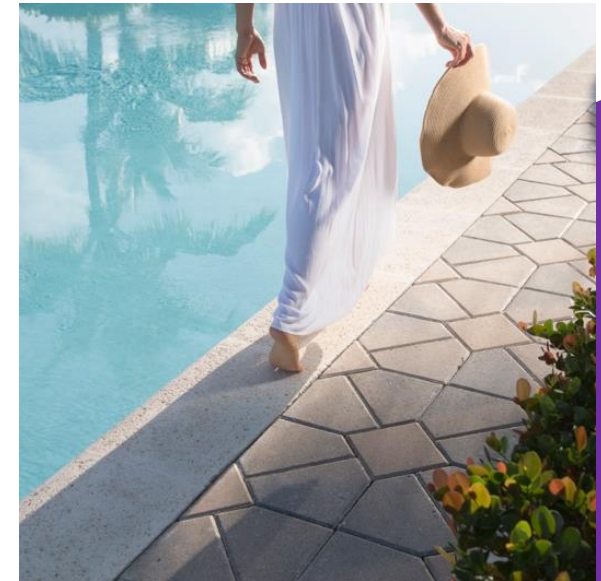
Module 7: Best Practices Fostering Low Carbon Tourism at The Destination Phase.

- A best practice is the most efficient and effective course of action to develop forms of Low Carbon Tourism during the destination phase.
- Click here for a variety of best practices during this phase



Module 8: Entrepreneurial Opportunities for Low Carbon Tourism

- Entrepreneurial opportunities are favourable conditions that create the need for a good or service or business. In this case, it is low carbon tourism and opportunities that come in various forms.
- Click here to access a number of best practices and case studies in this area



Sustainability action plan for low carbon tourism



Creating your own sustainability action plan.

As an educator being able to create a sustainability action plan to promote low carbon tourism activities is key, especially if you are active in the areas of entrepreneurship, sustainability and tourism.

But what is a sustainability action plan promoting and informing adults on low carbon tourism?

[Click here for more details in the Guidebook PDF document](#)



Sustainability action plan for low carbon tourism

It is a comprehensive strategy designed to minimize the environmental impact of tourism activities while in parallel increasing the economic and social benefits for the local communities.

The plan must include specific goals, targets, and initiatives to reduce carbon emissions related to tourism, integrating areas such as transportation, accommodations, waste management, and energy consumption.



Sustainability action plan for low carbon tourism

The plan is to promote and focus on sustainable practices, education, and collaboration among stakeholders in order to create a more environmentally responsible and resilient tourism industry.



Sustainability action plan

Hence, a sustainability action plan for low carbon tourism will...

- promote low carbon tourism practices as essential for reducing the environmental impact of the travel industry,
- prepare adult trainers in educating and inspiring future travelers,
- in an educational setting, outline how one can teach low carbon tourism activities to adults so that they develop own action plans and be able to monitor their progress.



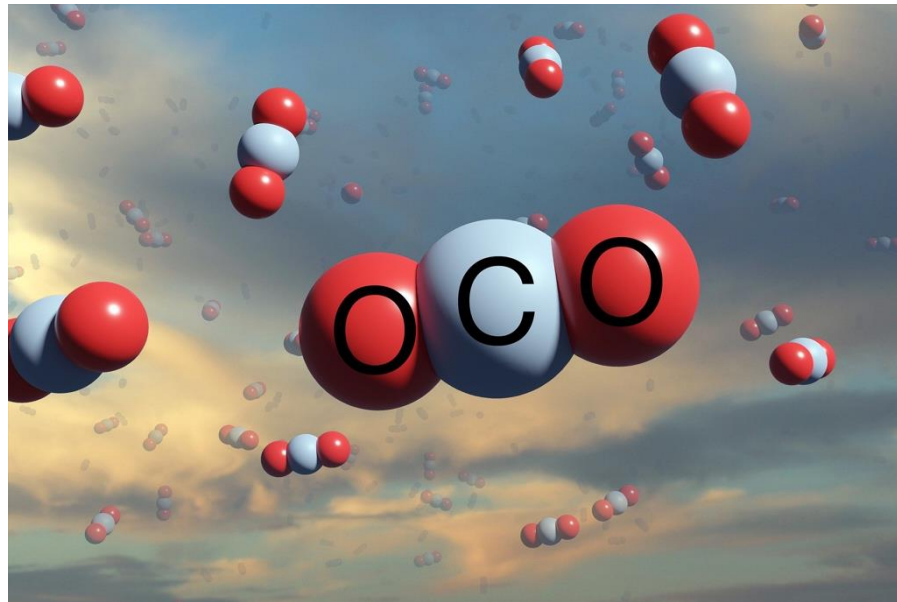
Sustainability action plan

There are certain steps you as educator can take, to design a sustainability action plan for the tourism sector. Go through the process and evaluate how you can use the steps in class with your trainees. These will help you teach adults and tourism SMEs, to design low carbon tourism activities.



Sustainability action plan

By understanding the importance of creating a well-structured action plan, you as a trainer will contribute to reducing the environmental impact of the travel industry. The designed sustainability plan will help you plan and tailor it to your specific context and goals, aligning it with the principles of low carbon sustainable tourism.



Sustainability action plan specific steps for low carbon tourism

This sustainability action plan outlines suggested steps to promote and implement low carbon tourism practices in a destination, business, or community. These are:

Step 1: Establish commitment and awareness / understand what you want to do as a sustainable practice

Step 2: Assess the current carbon footprint

Step 3: Set your goals and aims, research and explore possible options you have

Step 4: Design and develop your own low carbon tourism strategy. Make sure you prioritise actions and goals.



Sustainability action plan specific steps for low carbon tourism



Start implementing:

Step 5: Involve stakeholders, interested parties and your target group in the activity design

Step 6: Promote sustainable transportation – include sustainable mobility

Step 7: Promote eco-friendly hospitality and accommodation

Step 8: Engage the local community in your strategy and actions



Sustainability action plan specific steps for low carbon tourism

Start evaluating and promoting:

Step 9: Add KPIs, measures, indicators and monitoring strategy

Step 10: Evaluate, re-design, update and re-evaluate

Step 11: Promotion and marketing strategy, tools and actions



Sustainability action plan

Each of the above steps will aid in the preparing communities and people in making a positive contribution to communities and the tourism industry.

In addition, benefits are evident also for the tourism experience as it enhances the overall quality and sustainability and promotes community engagement.



Sustainability action plan – Trainer's skills

As a trainer, you will need a particular skills-set to promote these types of action plans in your class. The below skills and competences are indicative:

- General knowledge on sustainability,
- Good communication skills,
- Data analysis skills,
- General environmental assessments,
- General strategic planning skills,
- Understanding the need to form multi-disciplinary working teams
 - Transportation
 - Construction, eco labelling/certification,
 - Resource management,
 - Community engagement,
- Marketing and promotion, inc. campaign planning

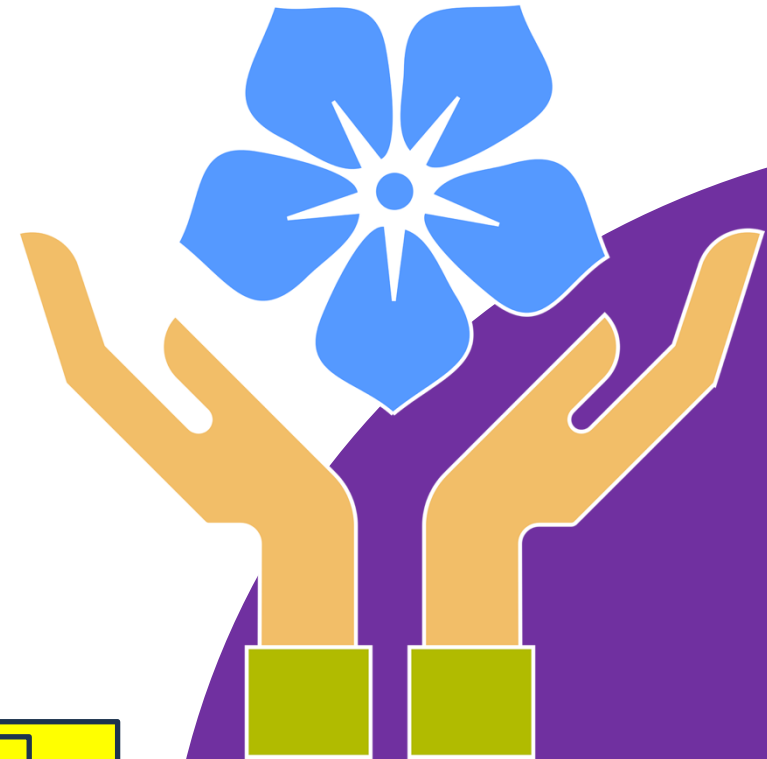
Tools and templates

Having prepared the sustainability action plan, the adult trainer can use various tools and templates that will allow the plan's monitoring and impact measurement.

Moreover, using evaluation tools, the trainer and users can monitor the progress and effectiveness of their plans.

Tools and templates to use can vary. Continue to find more information.

[Click here for more details in the Guidebook PDF document](#)





Various tools and frameworks that can be used



Various organisations, councils that can provide additional information and help you.



Various sustainability reporting tools or evaluation, frameworks that you can use as guidance.



Or specific software such as carbon footprint calculators, or sustainability management tools.



Tools and support offered by various organisations



Global Sustainable Tourism Council (GSTC): Find out more here:

www.gstcouncil.org

European Tourism Indicator System for Sustainable Destinations (ETIS):

Find out more here: [ETIS](#)

Green Tourism Business Scheme (GTBS): Find out more [here](#).

There are of course more organisation promoting sustainable tourism, both international and national. Try to locate what is available in your country.



Tools, frameworks and software



Global Destination Sustainability (GDS) Index: Find out more [here](#).

Sustainability scorecards: are pre-designed templates that allow you to track your sustainability efforts, including indicators and actions. Search to locate the ones that can be suitable to your own needs.

Locate European funded projects that work with sustainability and low carbon tourism initiatives and investigate the tools, educational resources and methodologies they have created.

One example is the VITAL project, find more information [here](#).



Tools, frameworks and software

Various **sustainability frameworks** that can help you are the following:

1. IFRS sustainability disclosure standards.
2. GRI standards.
3. SASB standards.
4. CDSB Framework.
5. CDP Framework.
6. TCFD Framework.
7. SBTI Framework.
8. United Nations Global Impact.

Go through each of them and select the most appropriate for you.



Additional tools for low carbon tourism



Other tools that you can use are:

Environmental audits: which will guide you to devise environmental audits or assessments to analyze the effectiveness of sustainable practices, looking at resource consumption and impact on ecosystems.

Benchmarking and key performance indicators (KPIs): The use of KPIs will aid in the successful evaluation of your sustainable practices.

Of course, many more exist which can be used to promote and successfully evaluate low carbon tourism activities. Navigate the supplementary document (PDF on the website) for more information.



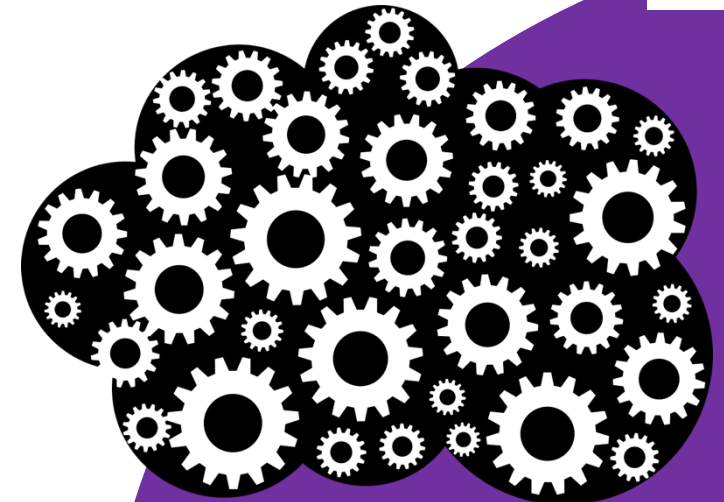


SDGs - low carbon tourism and sustainability

Connecting the Sustainable development goals (SDGs) to a sustainability action plan for low carbon tourism will offer a framework for understanding the broader global context and the educational perspective of such actions. Here's how specific SDGs relate to the sustainability action plan:

1. No poverty (SDG1): By promoting low carbon tourism, the plan can create job opportunities and stimulate economic growth, which can contribute to poverty reduction.
2. Zero hunger (SDG2): A focus on sustainable agriculture and local food sourcing within low carbon tourism can help reduce hunger.

[Click here for more details in the Guidebook PDF document](#)



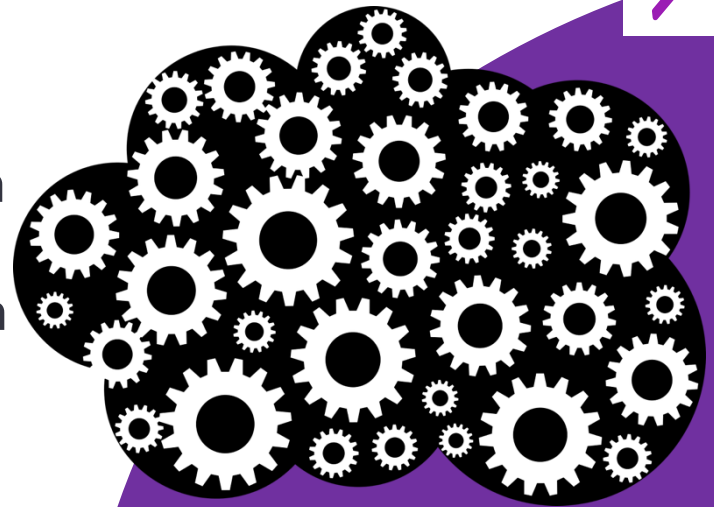


SDGs - low carbon tourism and sustainability

4. Quality education (SDG4): Education is a fundamental component of this action plan. Trainers can foster awareness and knowledge about low carbon tourism among stakeholders, promoting sustainable practices in the industry

7. Affordable and clean energy (SDG7): Encouraging the use of renewable energy sources and energy efficient technologies in low carbon tourism aligns with SDG7.

8. Decent work and economic growth (SDG8): The promotion of low carbon tourism creates employment opportunities, stimulates economic growth, and supports small businesses in local communities.





SDGs - low carbon tourism and sustainability

9. Industry, innovation and infrastructure (SDG9): Developing sustainable tourism practices often requires innovation in infrastructure and transportation. Trainers can educate stakeholders on innovative solutions and sustainable infrastructure development.

11. Sustainable cities and communities (SDG11): Low carbon tourism fosters sustainable development in urban areas. Trainers can emphasize how sustainable tourism practices contribute to the development of resilient and eco-friendly cities and communities.

13. Climate action (SDG13): The entire action plan centers around climate action. Training participants can understand the plan's direct contribution to mitigating climate change and supporting SDG13.



SDGs – education and sustainability

From an educational perspective, connecting the action plan to the SDGs emphasizes the global significance of local actions in low carbon tourism. It provides a comprehensive understanding of how local sustainability efforts contribute to broader global goals, encouraging participants to see themselves as part of a larger, interconnected system that has the potential to create a positive impact on multiple levels.

So, once SDGs are selected and promoted and connected within your organisation and specific activities, the next logical step will be to evaluate and track progress and effectiveness.



SDG tracker

As a trainer, you can use the SDGs Tracker which will allow you to track and monitor progress towards the United Nations' Sustainable Development Goals. It provides a framework for measuring sustainability performance across various sectors. More information [here](#).

Information on sustainable development goals are very important to be integrated within any type of adult training design and delivery as it forms a basic Connection to sustainability and the tourism sector.



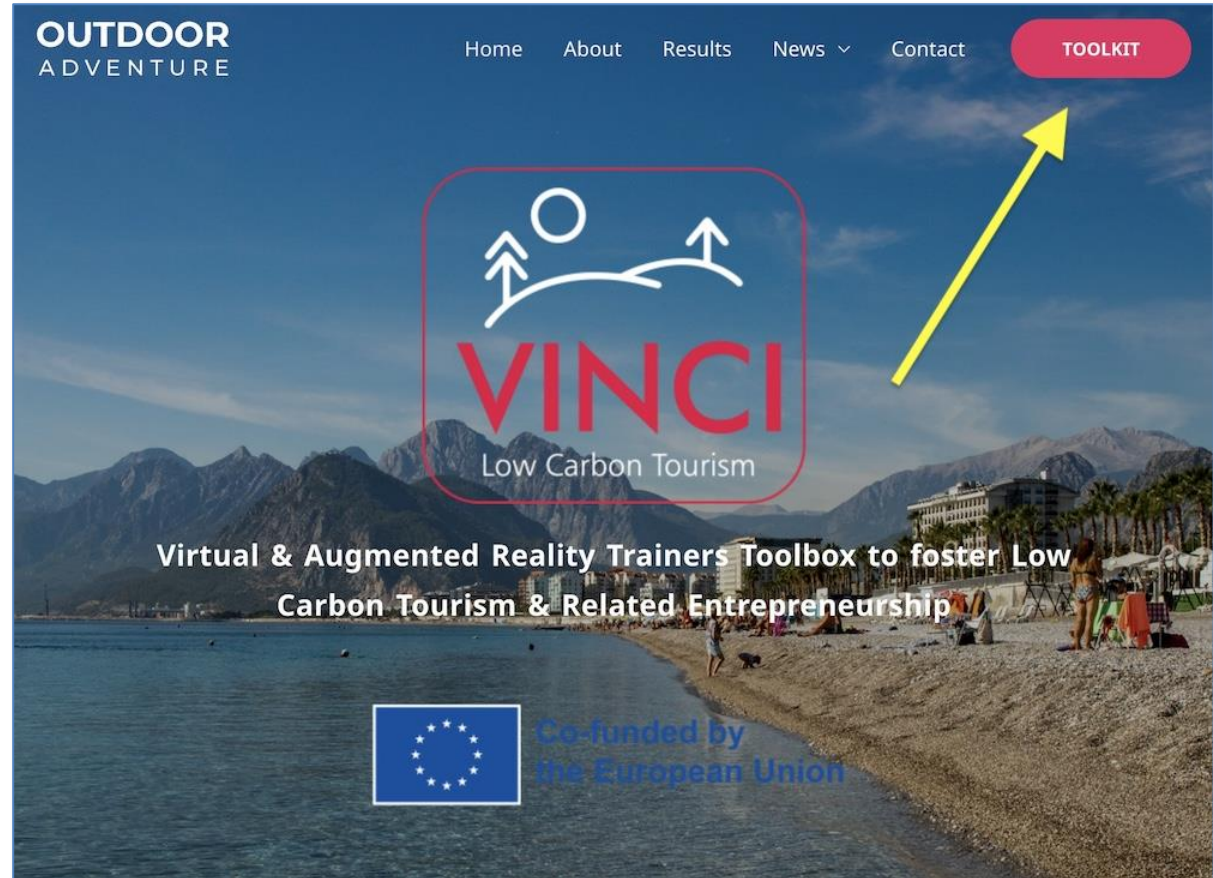
Sustainability plan - Tools - SDGs: Conclusion

In conclusion, equipping adult trainers with the knowledge and skills to create and teach a sustainability action plan for low carbon tourism is crucial for several reasons.

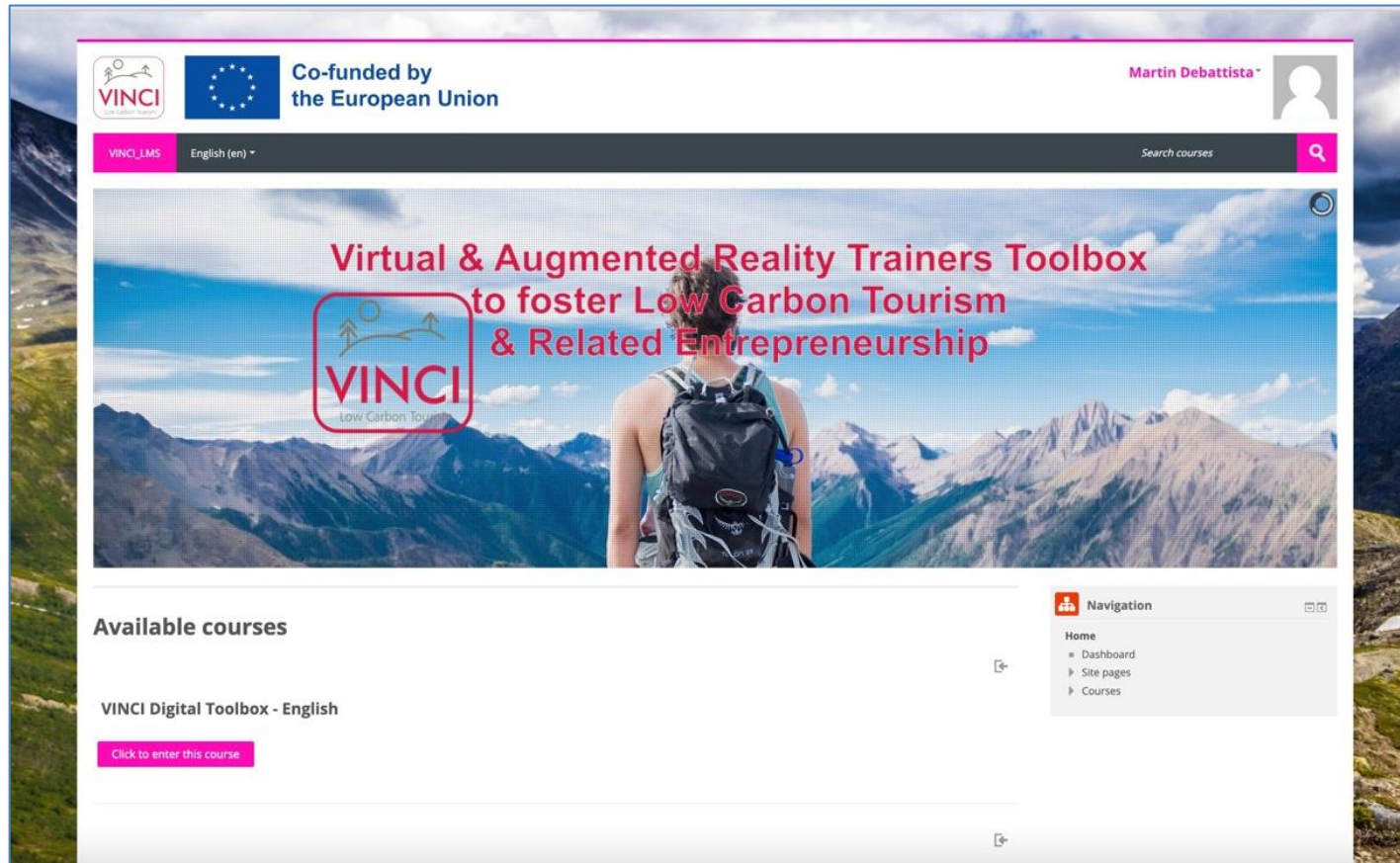
1. it empowers trainers to address the important global issue of climate change, fostering environmentally responsible tourism practices.
2. it creates adult trainers to become effective educators who can inspire a new generation of tourism professionals to make sustainable choices, who will contribute to a more environmentally friendly and economically sustainable future.
3. this knowledge ensures that adult trainers are well-prepared to lead their communities towards a more sustainable and resilient tourism industry, aligning with global sustainability goals, particularly the Sustainable Development Goals (SDGs), and protecting the planet for the future generations.

TOOLKIT User Guide

The course is accessible on a Learning Management System (LMS) that can be used in face-to-face, blended and 100% online learning accessible from the TOOLKIT icon on the [VINCI Project page](#)



TOOLKIT User Guide



The screenshot displays the main page of the VINCI LMS. At the top left, there are logos for VINCI and the European Union, with the text "Co-funded by the European Union". On the top right, the user name "Martin Debattista" and a profile icon are visible. Below the header, a navigation bar shows "VINCI_LMS" and "English (en)". A search bar with the text "Search courses" is located on the right side of the navigation bar. The main content area features a large banner with a background image of a hiker in a mountain landscape. The banner text reads "Virtual & Augmented Reality Trainers Toolbox to foster Low Carbon Tourism & Related Entrepreneurship". The VINCI logo is also present in the banner. Below the banner, there is a section titled "Available courses" which lists "VINCI Digital Toolbox - English" with a button that says "Click to enter this course". On the right side of the page, there is a "Navigation" menu with options for "Home", "Dashboard", "Site pages", and "Courses".

The main page of the LMS



TOOLKIT User Guide

The screenshot displays the VINCI TOOLBOX user interface. At the top, it features the VINCI logo, the European Union flag, and the text "Co-funded by the European Union". The user's name, "Martin Debattista", is visible in the top right corner. A navigation menu on the left includes "Navigation" and "Administration". The main content area shows a breadcrumb trail: "Home > My courses > VINCLLEN". Below this, there is an "Announcements" section with six resource cards:

- Innovative VET Curriculum to Foster Low Carbon Tourism & Related ...
- AR/VR enhanced Case-Studies on Low Carbon Tourism Activities
- Modular Course on Low Carbon Tourism
- Trainers Guide e-Book on Fostering Low Carbon Tourism & Related ...
- VINCI Repository
- VINCI webpage

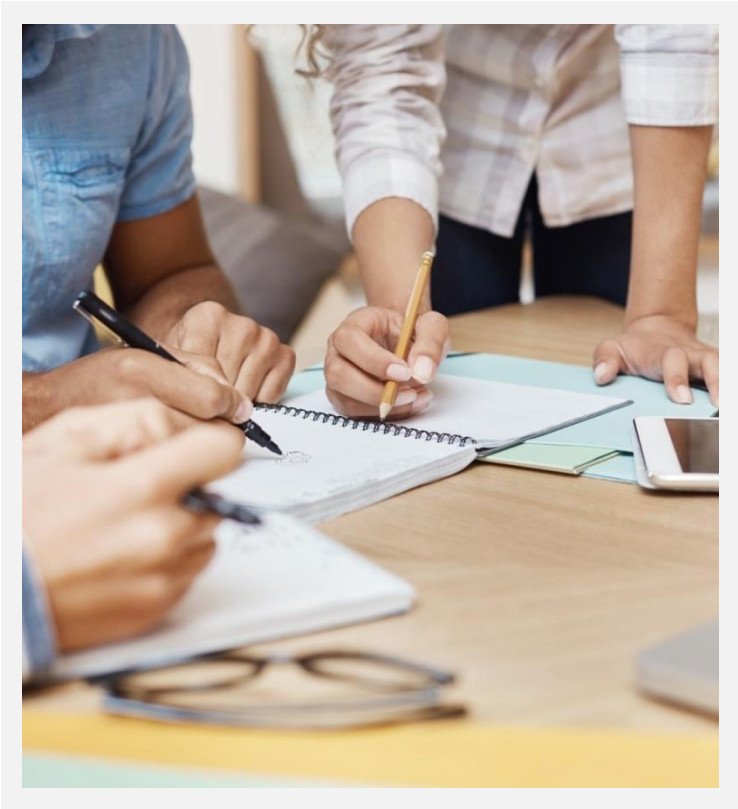
At the bottom of the page, a disclaimer states: "The VINCI project has been funded with support from the European Commission through Erasmus Grant No. 2021-1-MT01-KA220-VET-000025011. This webpage reflects the views only of the VINCI partnership, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

The main resources of the course





Keeping in touch



<https://vinci.eumecb.com/>



<https://www.facebook.com/vincilowcarbontourism/>

