



Calling Thai Tour Operators!

Sustainability is both integral and essential to the future success of any business.

Online training and coaching program, working towards an ATTA-Travelife Partner Level Sustainability Award

Starting Friday 17th March, with half-day workshops running once per month to October 2023.

Demand for sustainable tourism is at an all-time high. Tourists and tour operators are demanding better, greener holidays. Proving that your company can benefit people and planet by following sustainability standards is now a condition of business contracts between serious outbound and inbound tour operators.

Our program will help you, step by step, to achieve an internationally recognized standard.

The Association of Thai Travel Agents (ATTA) has teamed up with Travelife for Tour Operators, to help your company to operate more sustainably and more profitably. Through our program of monthly workshops and individual coaching, our team will help your business to put sustainable tourism into practice, meet the needs of international buyers and generate more quality, international business. **Are you ready?**

What will you learn?

- Better understand the concept of sustainability in tourism
- Recognize the environmental, social and economic impacts of tourism
- Understand the roles and responsibilities of tour operators and concrete actions you can take in the fields of transport, accommodation, excursions and customer communication
- Identify quick wins for your own business and for your suppliers
- Set realistic sustainability targets and learn how to measure success
- Communicate your sustainability achievements in an effective way to your clients
- Use your sustainability achievements to create more business (marketing)

How will you learn? Between March and October, 2023, your company will:

- Join a 1 Day Sustainability in Tourism Refresher training
- Appoint a Sustainability Coordinator in your company
- Learn how to use the ATTA-Travelife online training and reporting tools
- Learn, step by step, through short training workshops and one-on-one coaching



- Report your progress and work towards an ATTA-Travelife for Tour Operators Award

Who should attend?: Company executives, sustainability managers, product managers, contracting and marketing managers of tour operators catering for the European market.

Location: Online (Zoom)

Languages: Thai and English

Supporting organisations

- ATTA, Association of Thai Travel Agents
- Travelife for Tour Operators and Travel Agents, Sustainability in Tourism
- ECEAT, European Centre for Eco and Agro Tourism

Costs: ATTA members receive free membership of the ATTA-Travelife program in 2023.

Registration

Please apply for participation by registering through the following link:

<https://atta.travelife.info/workshops/>

Deadline for registration is Friday 24th February, 2023. The number of participants is limited, so you are advised to apply as soon as possible.

More information, contact Andrew Lewis at atta@travelife.info

Important Dates

- I. Friday 17th March: 1 day sustainability training for Thai tour operators (09.00 to 17.00)*
- II. Friday 31st March: Sustainability Management and Legal Compliance (13.00 – 16.30)*
- III. Friday 28th April: Social, policy, labour and human rights (13.00 – 16.30)*
- IV. Friday 26th May: Environment and community relations (13.00 – 16.30)*
- V. Friday 30th June: Partner agencies, transport and accommodation (13.00 – 16.30)*
- VI. Friday 28th July: Excursions and activities (13.00 – 16.30)*
- VII. Friday 26th August: Tour Leaders, local reps and Guides (13.00 – 16.30)*
- VIII. Friday 29th September: Destinations and customer communications (13.00 – 16.30)*
- IX. October: desk audits for ATTA-Travelife Partner Level
- X. November 6th to 8th: Awards / Promotion at WTM 2023**
- XI. March 2024: Awards and promotion at ITB Berlin 2023**



- * Each session will be supported by an ATTA-Travelife coach
- **Travel and participation at own expense

Introducing Your Trainers

The training seminar is provided under the TOURLINK project, funded by EU SWITCH-Asia. Training will be led by Peter Richards, *TourLink Project Manager* Mr. Nithi Subhongsang, Managing Director and Mr. Andrew Lewis, Marketing Manager of Nutty's Adventures.

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| <p>About Peter. Peter Richards has 20 years of professional experience in the Greater Mekong Subregion (GMS), working at the crossroads of responsible tourism and community development. Peter has worked in the private and NGO sectors; with governments, tourism associations, tour operators and guides, local communities, hotels and restaurants. Core skills include project development and management; training; facilitating market access partnerships for communities and SMEs; and sustainable tourism standards development and auditing. Peter has undertaken consultancies for a broad portfolio of businesses and NGOs, including long term UN and EU project roles. Peter has an MSc with Distinction in Responsible Tourism Management and received the UK ATHE Prize for Best Postgraduate Student, 2016.</p> |  |
| <p>About Mr. Nithi (Nutty) Subhongsang. Khun Nutty began his career in tourism in 1999 managing overnight rice barge cruises along remoter stretches of the Chao Phraya River. Here, his love of community-based tourism and desire to bring benefit through tourism began. After later working for some years as a tour guide for a major international tour operator, in 2003 he founded ABT Journeys, dedicated to responsible tourism and bringing benefit to all stakeholders. This was followed in 2014 with the establishment of Nutty's Adventures, to promote responsible CBT throughout Thailand. Nutty's Adventures became a Travelife Partner in 2015 and in 2018 Travelife Certified.</p> |  |
| <p>About Mr. Andrew Lewis. Andrew has 50 years' experience in the tourism industry, having worked in the UK, Holland, Denmark, and for the past 30 years, Thailand. He has experience of many different aspects of the industry but has always believed that it can be a force for good in the world. He is also committed personally to concept of sustainable living and ardently believes that tourism must become more sustainable in order to survive and the bring the benefits it is capable of. He has been the Sustainability Manager of Nutty's Adventures since 2015 and has guided the company through the Partner and Certification process.</p> |  |

