

A model for sustainable tourism in Central Asia: Building Capacities, Creating Awareness, Introducing technology

1. General information and purpose of the invitation

ETA (Eurasian Tourism Association) is one of the 7 partners (along with lead partner Heraklion Development Agency, European Profiles SA, APINTECH Ltd., Latvian Country Tourism Association, Association of Private Tourism Agencies of Uzbekistan and Tajik Association for Promotion of Tourism Development), implementing the project “A model for sustainable tourism in Central Asia: Building Capacities, Creating Awareness, Introducing technology”, which is a Switch Asia, EuropeAid funded project and will run in Uzbekistan, Tajikistan, Kazakhstan in the period till the end of 2022. Its strategic aim is to **create environmental awareness and introduce related practices and technologies in Central Asia**. The current invitation will **select 30 tourism enterprises in Kazakhstan**. Selected organizations will enjoy the following opportunities:

1. **To attend a 4-day training course** (1 person per organization) on selected topics of environmental management in tourism enterprises (see Annex); the training will take place in 2 groups of 15 persons.
2. **To install and use software technology for data management** for environmental certification purposes
3. **To be eligible for receiving and installing hardware and software** for monitoring applications (*10 tourism enterprises will be selected out of the 30*) and this activity will take place in 2021);); the training will take place in 1 group.

2. The selection process

Selection criteria will take account of

1. **relevance and added value** of the activity with the organization profile and possibly intention to proceed to the installation of some environmental certification scheme
2. good **geographical distribution**
3. good **representation of the many types of possible organizations** (hotels, car rentals, tour operators, etc.)

3. The application and the time plan

To express your interest you are kindly advised to **fill and return in the attached sheet to ETA till 30.04.2020**. Please note that further information may be required later.

The selection will be carried out till **15.05.2020** and all candidates will be informed shortly thereafter. The exact content of the training program will be communicated to the selected organizations together

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with this information note. The **training will occur in the period between September- December 2020 in venues that will be announced in due time.**

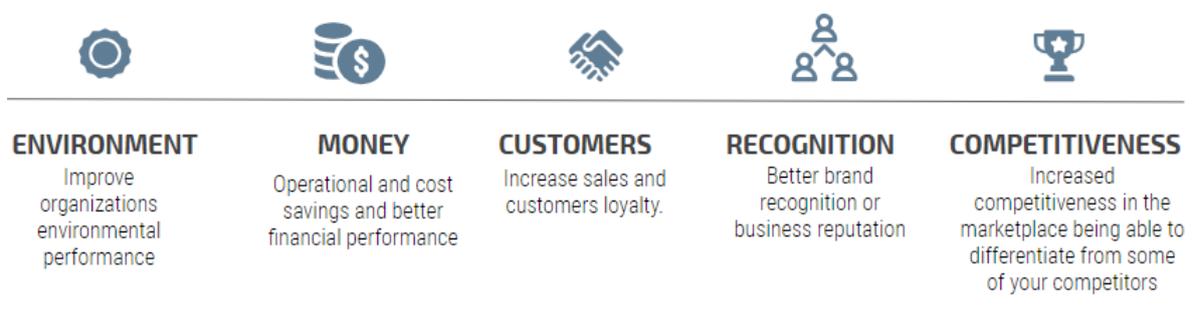
ANNEX 1 Training on environmental certification (1 day) and related data management technology (1 day)

Environmental certification is about voluntary compliance with environmental regulations. Companies choose to comply with predefined rules and processes, often called standards set forth by a certification service. Certification typically includes an auditing phase and an action plan development phase. The ability to report on both is also important. The main goal of an environmental certification is to foster sustainability, e.g. **minimize the harmful impacts on the environment and promote a socially responsible image for the company.**

a. Why certification?

Because there is an **intense market demand for certification**. Customers especially but also providers will often take an interest in what certification is in place. Because **engaging in certification will allow you to sense opportunities for economies and for making your services better** and enhancing your competitiveness. Directly or indirectly, **certification is more and more a key aspect of your business!**

Remember! Certification is not mandated by law! It is voluntary and is driven by your own business interest!



b. What certification standards will the training focus on?

Certification training will focus on the following standards:

- **ISO 14001:2015 (Environmental Management System):** This standard sets out the criteria for an environmental management system and maps out a framework that a company or organization can follow to set up an effective environmental management system. It provides

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guidelines and suggestions for environmental management, environmental auditing, environmental labeling or life-cycle assessment, etc. It essentially requires that companies track their waste generation and energy consumption so that they may then layout strategies to reduce waste and energy, to recycle, etc. so that they may save costs, reduce environmental impacts and enhance their environmental credentials.

- **HCMI (Hotel Carbon Measurement Initiative): is a methodology and tool which explicitly targets the hotel industry!** It enables hotels to measure and report on carbon emissions in a consistent way. It can be used by any hotel from small guesthouses to 5-star resorts. The areas of focus of the standard is: energy consumption may come from fuels consumed on-site, purchased electricity, mobile fuels, district heating, district cooling or energy purchased from a Combined Heat & Power (CHP) plant not operated by the hotel, and carbon emissions came from outsourced laundry, fugitive emissions, and mobile fuels.
- **CSR (Corporate Social Responsibility):** Sets out criteria for the environmental and social footprint of the company's operations, products, and facilities. The main aspects of a CSR are the elimination of waste and emissions, the maximization of energy efficiency and productivity, the minimization or elimination of practices that may adversely affect the utilization of natural resources by the coming generations. Auditing focuses on energy use, water use, waste management, recycling, emissions, packaging and eco-friendly office and business travel policies. In addition, activities that foster social sensitivity are important for a CSR. Accessibility for the disabled, gender equality practices, employment incentives are typical areas of the social part of a CSR.

c. What technology will be the selected companies trained upon?

LEIMINTE (LEarning IMPact INdicator Technology) is an innovative cloud platform (www.leiminte.com) that will be used for company auditing and collection and will be installed to all participants. Do not forget! Audit is an important first phase towards certification. A good and thorough audit will allow the company to develop, in the following, the best possible action plans.

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ANNEX 2 Training on GSTC criteria for sustainable tourism (1 day) and green procurement (1 day) Introducing technology

GSTC criteria for sustainable tourism

GSTC criteria are the result of a worldwide effort to develop a common language about sustainability in tourism and they are arranged in four pillars: (a) Sustainable management, (b) Socioeconomic impacts, (c) Cultural impacts and (d) Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes).

Training will include the following topics (indicatively not exhaustively):

- Introduction to the GSTC Criteria
- Definition and principles of sustainable tourism, and the GSTC's roles in the global tourism Industry
- Best practices in sustainable tourism management approaches
- Introduction and guidance on planning, marketing and communicating tourism product

Green procurement

Green Procurement is about purchasing products and services that cause minimal adverse environmental impacts. It incorporates human health and environmental concerns into the search for high quality products and services at competitive prices.

Training will include the following topics (indicatively not exhaustively):

- What is 'sustainability', sustainable production and consumption & the role of green procurement,
- Risks, barriers, business case and drivers for strategy change,
- Government strategy and policies and impacts on buyers and suppliers,
- Key sustainable production concepts – cradle-to- cradle, eco-efficiency, energy efficiency, LCA etc.
- Product and service approaches for implementation (EMS, partnerships, eco-labels, whole life costing, product specs, spending prioritisation etc.),
- Embedding sustainability into the procurement process and organisations,
- Green procurement tools,
- Additional useful guidance on green procurement.