



# **LEONARDO DA VINCI**

## **Community Vocational Training Action Programme**



**«GREEN INVESTMENTS IN  
TOURISM INDUSTRY»**

Reason for the proposition of  
'Green Investments in the  
Tourist Industry' project:

ü The contribution of the tourist sector in employment and economic development

In E.U. countries the tourist industry represents:

- 5.5% of Gross National Product
- 6% of total employment
- 30% of the total Commercial Services provided

In Cyprus:

- 40.10% of GNP
- 2000 income from tourism reach to CYP £1.194 millions
- 40.500 people are employed (12.75%)

Reason for the proposition of  
'Green Investments in the  
Tourist Industry' project:

ü E.U. environmental policy (Amsterdam agreement article 2)

- requires the inclusion of environmental and employment concerns in all EU policies
- high standard protection of the environment
- integration of environmental criteria in the tourist development

## Target Groups of the project:

- Ø Educational Organizations and vocational training organizations
- Ø Public Organisations
- Ø Local Authority Organisations
- Ø Syndicates and Unions of Businessmen
- Ø Enterprises

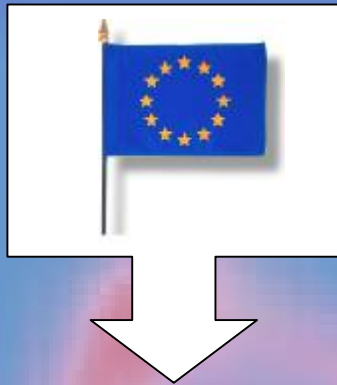


**The target group of the project ( GREEN INVESTMENTS IN THE TOURISM INDUSTRY ) covers all types of organizations and enterprises, all trainees of all levels in the Tourism and Environmental Protection sectors.**



**Needs covered by the project  
“Green Investments in the  
Tourism Industry”**

- **Development of a network**
- **Development of a Virtual Training Center**
- **Development of Manuals**
- **Development of a Virtual Library**
- **Realization of seminars**
- **Dissemination of the outcomes**

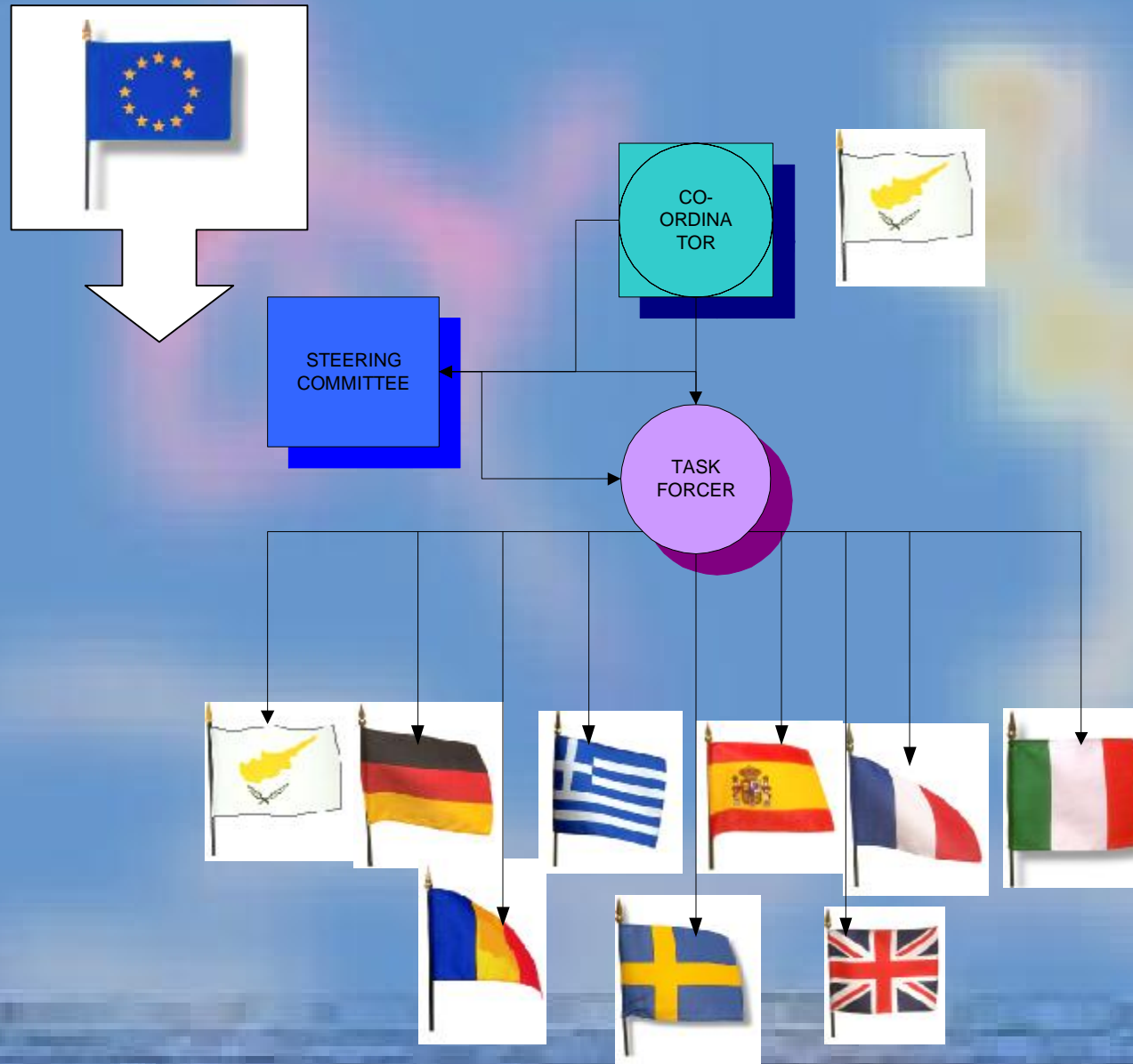


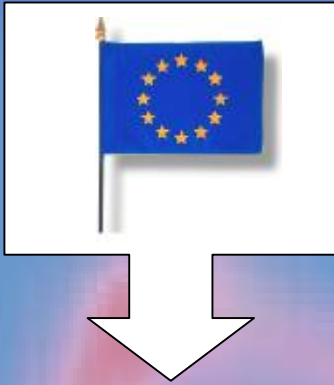
## **WORK PACKAGE**

- **PROJECT MANAGEMENT**
- **TRAINING MATERIAL DEVELOPMENT**
- **DEVELOPMENT OF THE VIRTUAL TRAINING CENTRE**
- **DEVELOPMENT OF E-LEARNING SEMINARS**
- **ORGANISATION OF MEETINGS AND WORKSHOPS**
- **DISSEMINATION**
- **EVALUATION**

# 1. PROJECT MANAGEMENT

WORK PACKAGE

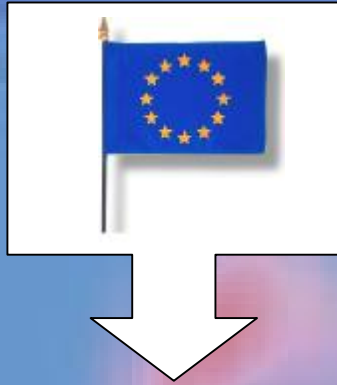




**WORK  
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## **2. TRAINING MATERIAL DEVELOPMENT**

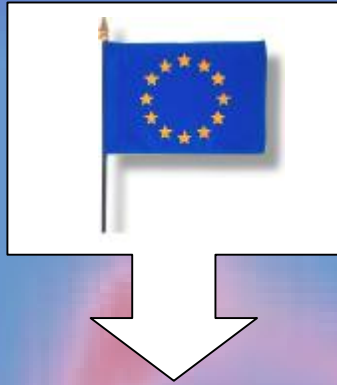
- **Manual 1.** Quality Management of a Tourist Unit
- **Manual 2.** Quality Management of the F&B Dpt and Housekeeping Dpt of a Tourist Unit
- **Manual 3.** Quality Management of a Tourist Agency, which aims at the Environmental Tourism
- **Manual 4.** Development of ISO 14001 and use of renewable energy resources in a Tourist Unit



**WORK  
PACKAGE**

### **3. DEVELOPMENT AND OPERATION OF THE VIRTUAL TRAINING CENTRE**

- **Development and operation of the Virtual Training Centre**
- **Operation of a Virtual Library**
- **Operation of a virtual meeting room for the environment**

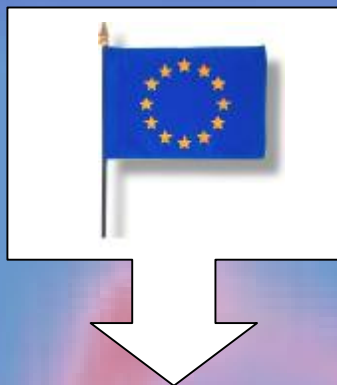


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## **4. DEVELOPMENT OF e-LEARNING SEMINARS**

- **Development of the software.**
- **Training material**
- **Selection of the trainees.**
- **Educational dissemination strategies.**

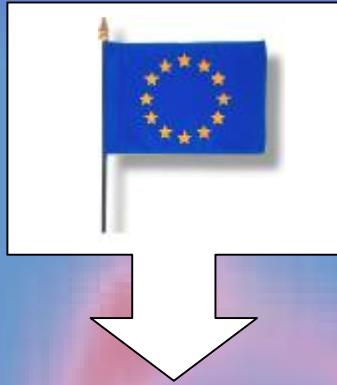




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## **6. DISSEMINATION OF THE OUTPUTS.**

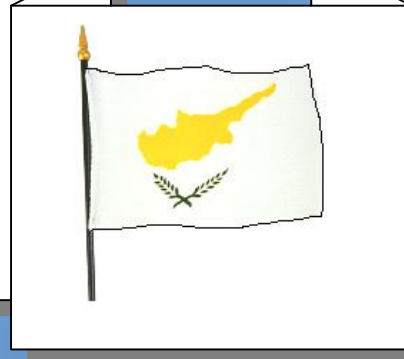
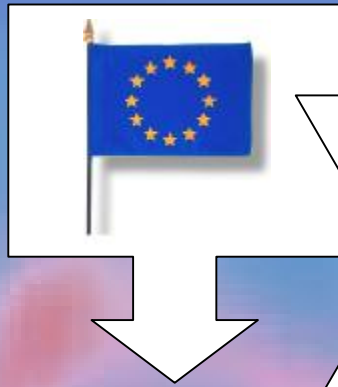
- **Continuous dissemination in all countries:**
  - Through the Internet
  - Through international environmental organizations
  - Through dissemination meetings
  - Through the mass media
- **Development of a dissemination guide for each country**



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## **7. EVALUATION**

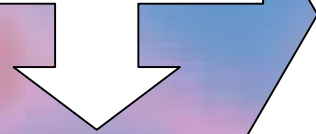
- ü **Internal Evaluation:**  
realized by the steering committee
- ü **External Evaluation:**  
realized by an independent  
external organization



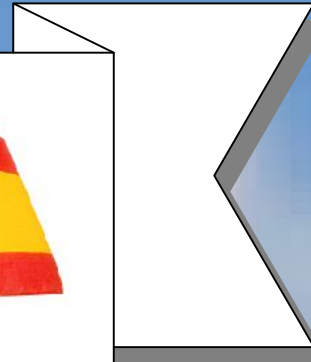
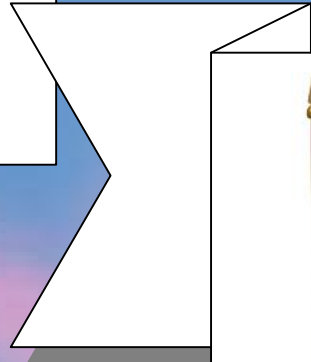
**RAI CONSULTANTS SERVICES LTD  
CYPRUS TOURISM ORGANISATION  
DHERYNIA MUNICIPALITY  
PAFOS MUNICIPALITY  
YERMASOYIA MUNICIPALITY  
KALAVASOS COMUNITY  
CYPRUS HOTEL ASSOCIATION  
COLLEGE OF TOURISM & HOTEL MANAGEMENT  
LOUIS TOURIST AGENCY LTD  
LCI LAUREATE CONFERENCE & INCENTIVE TRAVEL LTD**



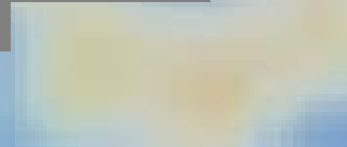
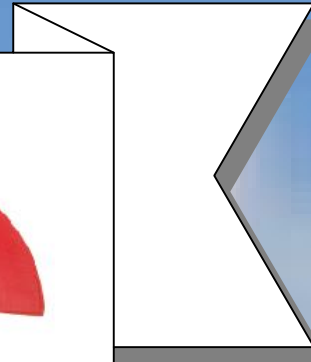
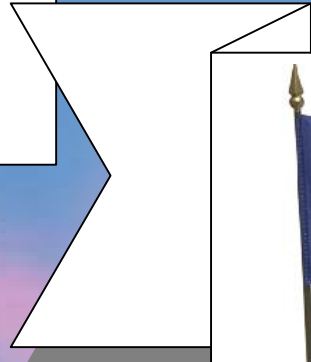
**TREND GESELLSCHAFT FUER  
MARKETING GMBH**



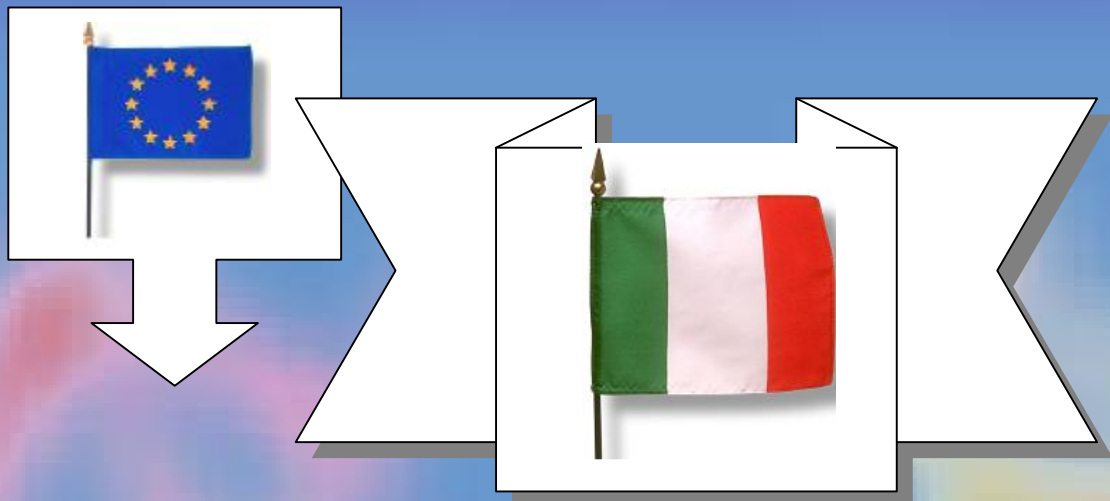
**UETP ACTION LINK-  
ACTION SYNERGY SA  
ATHINA**



# BALEAR DE DESAROLLO Y FORMATION

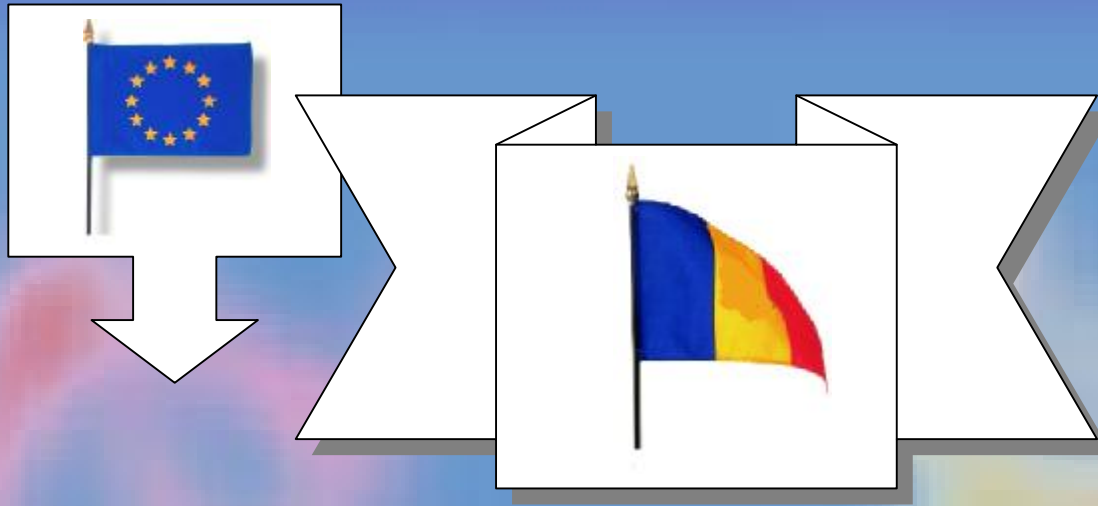


**INSTITUT MEDITERRANEEN DU  
LITTORAL**

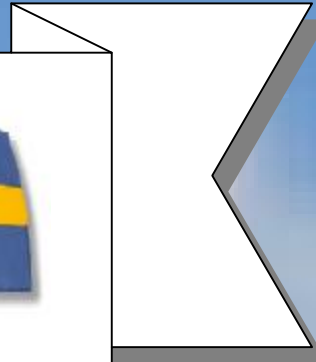
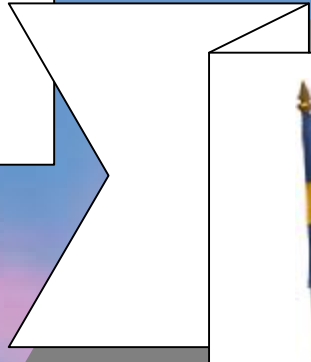


**ASSOCIAZIONE PROFESSIONISTI SARDI**

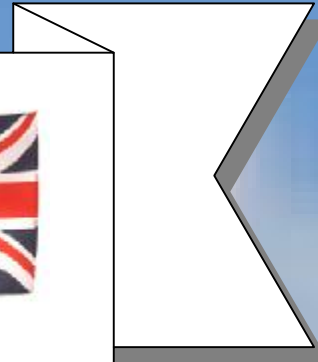
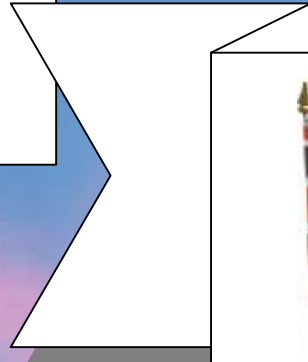
**SINTESI**



**MONDOSTIL CONSULTING & TRAINING SRL**



**ICTM A.B.**



**PARK LANE COLLEGE**



*Υπεροχή Διαγνώσης*

**Thank you very much for  
your attention ...**