

# Sustainability & Travelife Training

for hotel staff

Flexible Training  
Online or In-Person to  
transform your team  
into sustainability  
champions



**Triple Impact Hospitality**

Healthier Planet, Smarter Business, Stronger Communities



80%  
of employees say  
learning &  
development  
would help them to  
feel more  
engaged on the  
job

# Travelife and Sustainability Training Just Got Easier

If we're being honest, **most hotel staff aren't dreaming about saving the planet.** Their priorities are usually about getting through their shift, getting paid, and getting home. **That's why good sustainability training needs to acknowledge that reality.**

Sustainability training shouldn't be preachy or be an extra burden, instead it should show how small, practical actions can make daily tasks easier, safer, and less stressful. Whether it's by reducing unnecessary effort, avoiding issues that lead to complaints, or helping the hotel save money (which keeps the business running and protects jobs), **the team ends up feeling more connected to the bigger picture, without being expected to take on more than they already do.**

It's about working smarter, not harder.



## TWO FORMATS

We offer sustainability training in two formats: online and in-person, each with its own advantages. You can choose the option that best suits your needs or even combine both, depending on the staff profiles you want to train, how many employees you need to reach, and the time frame you're working with.



### ONLINE

- Flexible: staff can learn anytime, anywhere
- Perfect for hotels with rotating shifts or busy schedules
- Covers key topics in short, easy-to-follow modules
- Scalable for large teams or multi-site operations
- Reduces travel costs and scheduling challenges



### IN-PERSON

- Practical, interactive sessions tailored to your hotel
- A chance to address questions and challenges in real time
- Strengthens team spirit and shared understanding
- Immediate feedback and on-the-spot adjustments
- Ideal for diving deeper into your property's specific needs

# INTERACTIVE ONLINE COURSE

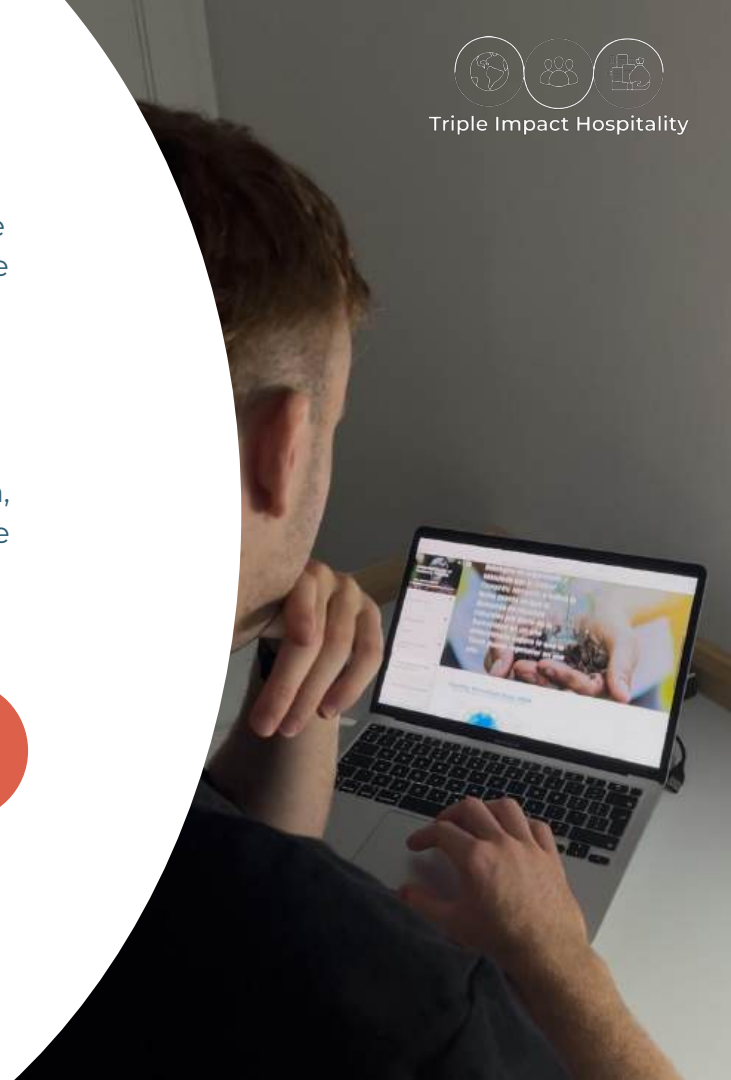
Learning is most effective when it's engaging and practical. That's why we go beyond slides and don't simply have staff reading information from the screen.

We use **interactive quizzes, flashcards, drag-and-drop exercises, videos, and real-world scenarios** to suit different learning styles.

This approach keeps them engaged, helps them to retain key information, and makes applying **responsible tourism practices** easier as examples are linked to their roles.



*"At Bull hotels, we firmly believe in the importance of sustainability in the hotel sector. We are really proud to share that we have renewed our Travelife Award and have been engaging our teams with the superb training sessions by Jo and Adrián."*





## INTERACTIVE IN-PERSON COURSE

We're not fans of standing at the front and talking at people for the whole session. We prefer dynamic, hands-on training that gets everyone involved. Our in-person sessions are designed to be interactive and engaging, with group activities, practical exercises, and open discussions that bring the team into the process.

The aim is for participants to learn in a relaxed and enjoyable way, share ideas, have a bit of fun, and build team spirit—while also discovering how sustainability can be applied in their day-to-day roles. This kind of approach helps break the ice, encourages genuine engagement, and makes the learning stick.

*Jo & Adrián were instrumental in helping our hotel meet the new sustainability criteria required to renew our Travelife certification. Their strategic vision, exceptional coordination, and ability to engage the team transformed our approach, making sustainability a central part of our business strategy.*







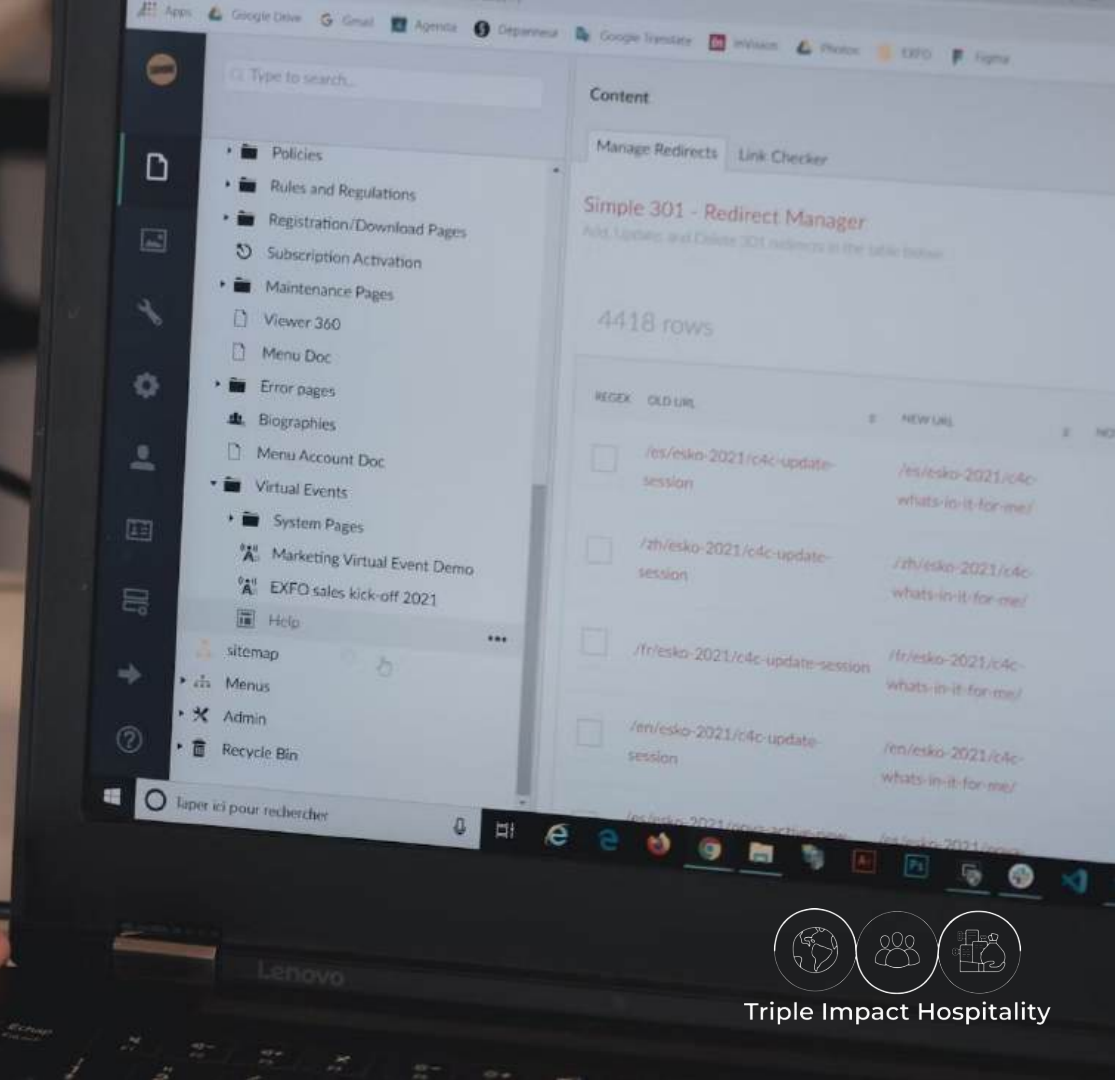
## ESSENTIAL TOPICS

- Environmental Sustainability
- Reducing your carbon footprint
- Waste management and recycling
- Social and community actions
- Human rights and child protection
- Employment policies and practices
- Protection and promotion of biodiversity
- Animal welfare in tourism



Our courses have  
been created by a  
certified Travelife  
Auditor

# Standard & Intermediate Modules



Triple Impact Hospitality



Triple Impact Hospitality



**95%** of the

hundreds of hotel staff  
that we have trained  
believe that living  
sustainably is only  
linked to recycling.



## 1) What is Sustainability?

- *Introduction to Sustainability*
- *The impacts of over consumption*
- *World Overshoot Day*
- *The principles of circular economy*

The training starts by introducing the broader principles of sustainability and asks whether we live a sustainable lifestyle today.

It creates an emotional connection to WHY living and working more sustainably is not only better for business and the environment, but also better for staff well-being and that of their families.

This important connection inspires behaviour change at home and in the workplace, making it easier for your hotel to achieve its sustainability goals.





## 2) What is Sustainable Tourism

- ***Practical actions that make the tourism industry more sustainable***
  - *Water, Energy & Waste*
  - *Carbon Emissions*
  - *Social Actions*
  - *Local Supply Chains*
- ***Good practices brought to life at real hotels in the Canary Islands***
- ***Deeper Drive into:***
  - *Carbon Footprint*
  - *Waste Management and Recycling with interactive exercises*

Sustainability is considered by many to be complicated and time consuming, when in reality it is simply about being logical and efficient.

Every department plays a role in the bigger picture, but without the right training, small inefficiencies add up costing time, resources, and guest satisfaction.

When staff understand how their actions impact the whole operation, they tend to work smarter and support each other, driving positive results all round.



### 3) What is Travelife?

- *A brief introduction to Travelife and why it's important*
- *What auditors look for during the audit visit*

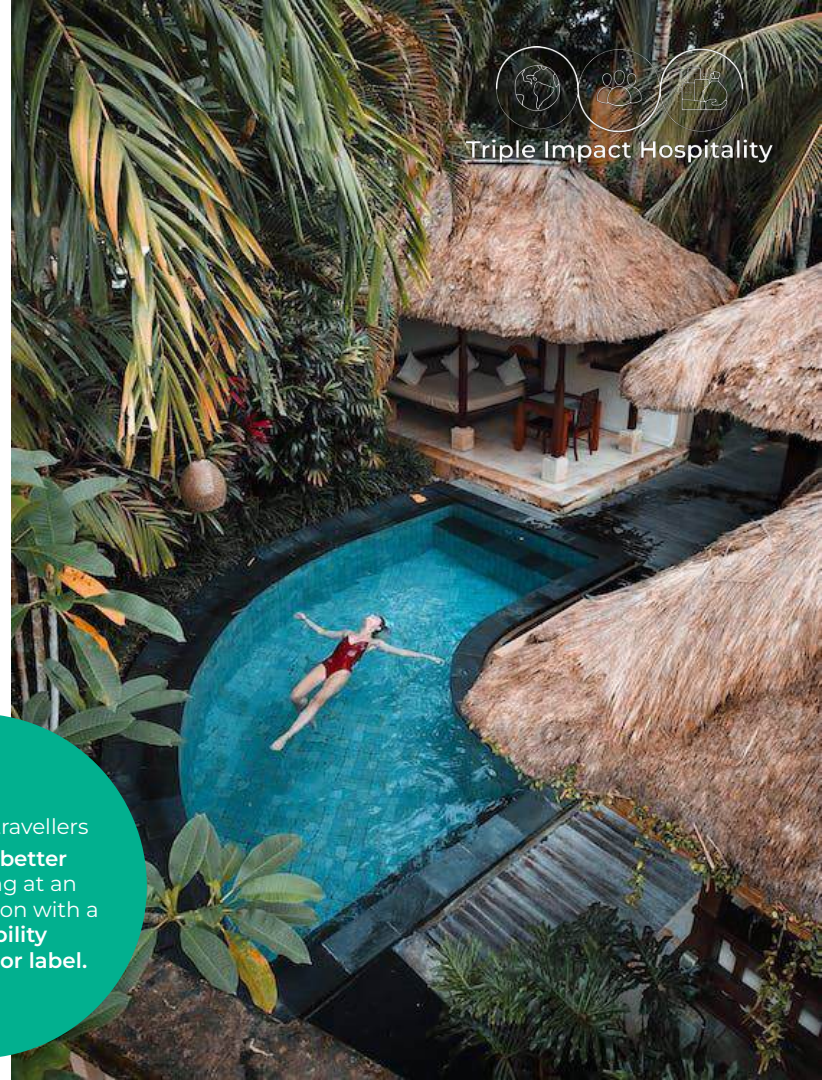
According to the latest Booking.com statistics, 65% of travellers would feel better about staying at an accommodation with a sustainability certification or label.

This short introduction helps your teams to understand the benefits of certification, and to recognise the Travelife logo.

The full course provides your teams with a deeper insight into what a Travelife Auditor looks for during inspection audit and how to comply.



**65%** of travellers would **feel better** about staying at an accommodation with a **sustainability certification or label.**





## 4) Being a Socially Responsible Company

- *Employee Welfare*
- *Human Rights*
- *Stakeholder Engagement*
- *Responsible Value Chain*
- *Community Engagement*
- *Codes of Conduct*
- *Volunteering*
- *Diversity and Inclusion*
- *Child protection*

Being a responsible business goes beyond donations or policies, it's about being a great employer and a great neighbour.

This module looks at how businesses can create a more supportive work environment, where staff feel valued, secure, and proud of where they work, as well as how they can actively building strong connections within society to create better places to live in as well as better places to visit.



## 5) Support & Promote Biodiversity

- *The importance of biodiversity for tourism destinations*
- *Practical actions to protect and promote biodiversity*
- *Chemicals and their impacts on biodiversity and health*

Biodiversity isn't just the foundation of tourism, it's the backbone of life itself. From the food we eat to the air we breathe, healthy ecosystems keep everything in balance. When biodiversity suffers, so do local food systems, water quality, and even our own health.

This module goes beyond beyond theory by including practical steps that hotels can take to protect nature, reduce harmful chemicals, and support local ecosystems.

**1 third** of the  
food we eat  
depends on  
bees! 🐝





## 6) Hotels and Animal Welfare

- *Cats, and cat cafés*
- *Pigeon traps*
- *Entertainment shows*
- *Endangered species on the menu*
- *Attractions and excursions sold by the hotel*
- *The Five Freedoms of Animal Welfare in Tourism*

Tourists today are more aware than ever of how animals can be treated in tourism, and they expect businesses to take responsibility.

Whether it is a cat café or an excursion to a local animal attraction, guests want to know that the experiences they support are ethical. This module helps to identify both good and poor practices and introduces the Travelife Responsible Hospitality Guide which can be downloaded in up to 15 languages for more information.









**Chris Thompson**

Head Auditor, Travelife

## THIS TRAINING IS EXCEPTIONAL

*This training is exceptional - it covers all the core sustainability content required by Travelife.*

*It's engaging, well-structured, and a great use of time.*

*Hotels will still need to show that their staff understand the company's specific sustainability goals and have received role-specific training, but this online course takes care of the general sustainability topics, which can often be time-consuming or challenging to deliver in-house.*



## PLAN YOUR BUDGET

All of our online training courses are delivered through the platform of our partner Urbiola, who handles course management and issues the completion certificates. In-person sessions are delivered directly by Travel Without Plastic / Triple Impact Hospitality. All of our courses are eligible for social security training credits in Spain.

<b>Online Course</b> Standard or Intermediate - 2 hrs	
<b>Pricing Parameters</b>	<b>Price Per Person</b>
<b>1-50 Employees</b>	45€
<b>51-150 Employees</b>	40€
<b>151-250 Employees</b>	35€
<b>251+ Employees</b>	30€

<b>In-Person Course</b> Standard or Intermediate - 2 hrs
<b>Price Per Session (Maximum 30 people)</b>
1,500€*

*\*Costs related to travel, accommodation and subsistence are not included in this price and must be covered by the hotel.*



# Contact Us

To learn more about what we do or to set up a collaboration, contact us:



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