



Scenario-based Learning for Green Transversal Skills in Tourism (TRANS4GREEN)

2023-2-BG01-KA210-VET-000185392

ASSESSMENT LEVEL 1: REACTION SMILE SHEET

THEME CODE	THEME TITLE	ESCO SKILL
T02	PROMOTING SUSTAINABLE PRACTICES IN TOURISM ENTERPRISES THROUGH ETHICAL SOURCING, BIODIVERSITY CONSERVATION, AND ENVIRONMENTALLY RESPONSIBLE OPERATIONS	ADOPT WAYS TO FOSTER BIODIVERSITY AND ANIMAL WELFARE

Dear learner, please rate the following aspects of your learning experience:

HOW CONFIDENT ARE YOU THAT YOU COULD USE WHAT YOU'VE LEARNED IN A WORK SETTINGS? *(Choose one)*

Not ready yet – I'm not able to use these skills in a real work situation



Basic awareness – I understand the concepts but would need a lot of guidance to use them



Developing skills – I can use these skills with some help or supervision in practice tasks



Confident – I can use these skills well on my own in a real setting.



Expert level – I can use these skills very well and could guide or support others in using them.



THINKING ABOUT THE CONCEPTS TAUGHT IN THIS TOPIC, HOW MOTIVATED ARE YOU TO USE THESE SKILLS IN A REAL WORK SETTING? *(Choose one)*

Not a priority – I don't plan to focus on using these skills.



Low priority – I might use these skills, but they won't be a main focus.



Moderate priority – I will try to use these skills when possible.



High priority – I will actively look for ways to use these skills.



Top priority – I will make using these skills one of my main goals.





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Which parts of the training were MOST HELPFUL for your learning? What should we make sure to keep in future training?

Which parts of the training COULD BE BETTER OR MORE HELPFUL for your learning?

Remember, your feedback is critical, especially in providing us with constructive ideas for improvement.

Is there anything we didn't ask that you think is important? Anything else you'd like to share with us?



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ASSESSMENT LEVEL 2: LEARNING ASSESSMENT QUIZ

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2	PROMOTING SUSTAINABLE PRACTICES IN TOURISM ENTERPRISES THROUGH ETHICAL SOURCING, BIODIVERSITY CONSERVATION, AND ENVIRONMENTALLY RESPONSIBLE OPERATIONS	ADOPT WAYS TO FOSTER BIODIVERSITY AND ANIMAL WELFARE

Choose the right answer:

1. What is ethical sourcing, and why is it important for tourism enterprises?
A) Buying products from the cheapest suppliers regardless of their environmental or social impact
B) Procuring goods and services that are produced with fair labor practices and minimal environmental harm
C) Focusing only on products that are popular among tourists
2. How can tourism enterprises support biodiversity conservation in their operations?
A) By developing tourist attractions in protected natural areas without concern for local ecosystems
B) By integrating conservation efforts into tourism activities, such as guided eco-tours that educate visitors
C) By avoiding any activities that involve wildlife or natural resources
3. What are the benefits of promoting sustainable practices in a tourism enterprise?
A) Increased profits due to reduced operational costs and better public image
B) Decreased visitor interest and limited growth opportunities
C) More regulations and fines for the company
4. Which of the following is an example of an environmentally responsible operation in tourism?
A) Operating hotels with low energy efficiency and wasteful water usage
B) Using sustainable materials in construction and offering green certifications to guests
C) Expanding tourism services without regard for local environmental regulations
5. What is the role of tourism enterprises in reducing carbon emissions?
A) Tourism enterprises have no responsibility in carbon reduction



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- B) They can reduce emissions through energy-efficient technologies, promoting sustainable transport, and offsetting emissions
C) They can increase emissions to meet growing tourist demand
6. How can a tourism business ensure that its supply chain is sustainable?
A) By purchasing products and services from local and sustainable suppliers, and ensuring fair labor practices
B) By focusing solely on price and ignoring sustainability criteria
C) By outsourcing supply chain operations to the cheapest overseas providers
7. How can tourism enterprises contribute to reducing plastic waste?
A) Providing unlimited single-use plastic bottles and straws
B) Ignoring recycling policies because they are costly
C) Offering refillable amenities and encouraging reusable containers
D) Burning plastic waste as a disposal method
8. Which of the following practices can a tourism business adopt to promote responsible water usage?
A) Encouraging guests to use as much water as they want, as water is unlimited
B) Implementing water-saving technologies, such as low-flow faucets and water-efficient landscaping
C) Offering bottled water to guests for every meal and activity
9. Which of the following best demonstrates a business integrating biodiversity conservation into its core operations?
A) Avoiding any discussion of wildlife in tourism marketing
B) Focusing only on cultural heritage while disregarding ecosystems
C) Designing nature-based experiences that protect habitats and respect wildlife
D) Importing exotic plants and animals to attract tourists
10. What role do green certifications (e.g., Green Key, Travelife, EarthCheck) play in tourism?
A) They are used only for marketing without any sustainability requirements
B) They provide tax exemptions for large corporations
C) They set clear sustainability standards and build consumer trust
D) They guarantee higher tourist numbers regardless of practices

Excellent work! Thank you!



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Correct answers

1. B
2. B
3. A
4. B
5. B
6. A
7. C
8. B
9. C
10. C



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ASSESSMENT LEVEL 2: LEARNING ASSIGNMENT

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For individual work

Scenario:

You are working for a tourism business (*depending on your field of study – a hotel, a restaurant, or a tour operator*). The company is committed to reducing its environmental footprint and wants to strengthen sustainable practices across its operations. Management has asked you to develop a Sustainability Plan that includes practical actions to minimize the negative impact of consumption on the environment, improve resource efficiency, and support ethical sourcing and biodiversity conservation.

Task:

Develop a Sustainability Plan for your tourism business. The plan should include clear strategies, concrete actions, and realistic measures the company can implement to become more environmentally responsible.

Content Guidelines:

- Identify and analyse key areas of consumption within the business (energy, water, materials, waste) and propose strategies to reduce them.
- Propose at least three practical methods to reduce plastic waste, such as replacing disposables with reusable alternatives, offering refill stations, or working with suppliers to cut packaging.
- Develop an action plan that includes:
 - Short-term measures (simple, low-cost actions that can be implemented immediately)
 - Medium-term measures (actions that require some investment or planning)
 - Long-term measures (strategic goals for sustainable operations in the future)
- Include a timeline and budget estimates for implementing the measures.



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ASSESSMENT LEVEL 3: BEHAVIOR CHECKLIST

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Instructions: Use this checklist to assess whether participants apply the principles of ethical sourcing, biodiversity conservation, and environmentally responsible operations in their personal/workplace life after completing the training. Complete the checklist at least 1 month after the training.

1 – 2 – 3 – 4 – 5 –
Never Rarely Sometimes Often Always

1. Application of Sustainable Consumption Practices

Chooses products and services that are ethically sourced and environmentally friendly.

Actively reduces unnecessary consumption of goods, materials, and resources in daily work routines.

Uses tools, systems, or methods introduced during training to support sustainable operations (e.g., eco-certified suppliers, digital over paper, sustainable catering options).



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2. Biodiversity and Environmental Responsibility in the Workplace

Consistently supports practices that protect biodiversity (e.g., avoiding harmful chemicals, supporting local ecological initiatives).

Minimizes the environmental footprint of services offered (e.g., reducing food waste, limiting use of disposable products).

Encourages colleagues and clients to adopt sustainable behaviors related to consumption and biodiversity protection.

3. Consistency and Results

Shows regular commitment to reducing negative impacts of consumption, not just one-off actions.

Demonstrates measurable results (e.g., less waste generated, more use of sustainable suppliers, improved biodiversity-friendly practices).

Receives positive recognition from teammates, trainers, or supervisors for responsible consumption choices.

After completing the assessment, summarize the findings:



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- High-level performance (average score 4–5):
The participant consistently demonstrates responsible consumption behaviors, integrates ethical sourcing and biodiversity protection into work processes, and acts as a role model for others. Training outcomes are well transferred to the workplace.
- Medium-level performance (average score 3):
The participant applies sustainable consumption practices inconsistently. Additional reinforcement, coaching, or follow-up activities may be required to ensure long-term adoption.
- Low-level performance (average score 1–2):
The participant shows little to no application of sustainable practices. Barriers (lack of motivation, resources, or management support) should be identified and addressed.



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ASSESSMENT LEVEL 4: RESULTS CHECKLIST

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Instructions: The checklist is to be used by a supervisor in the workplace to evaluate organizational results after the training. Compare data, gather feedback, and observe changes. Rate each area as follows:
0 = No change | 1 = Some change | 2 = Clear positive change

1. Before & After Comparison -*Check data one month before training and one month after.*

Procurement records show increased use of eco-certified, ethically sourced products. ☐ 0 ☐ 1 ☐ 2

Waste reports show reduced single-use items and overall material consumption. ☐ 0 ☐ 1 ☐ 2

Food & supply management shows reduced waste and more biodiversity-friendly choices (e.g., local, seasonal, organic). ☐ 0 ☐ 1 ☐ 2

Score (0–6): ____

2. Short Surveys / Feedback- *Collect feedback from staff and tourists (2–3 short questions).*

Staff report more responsible consumption practices (e.g., less waste, careful sourcing). ☐ 0 ☐ 1 ☐ 2



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Tourists notice visible changes in ethical sourcing and eco-friendly practices. ☐ 0 ☐ 1 ☐ 2

Satisfaction with sustainability and biodiversity efforts has improved. ☐ 0 ☐ 1 ☐ 2

Score (0–6): ____

3. Observation Check - Supervisors/trainers observe staff routines.

Staff reduce unnecessary consumption (e.g., avoiding overuse of supplies, efficient resource use). ☐ 0 ☐ 1 ☐ 2

Staff actively promote sustainable choices to clients (e.g., local products, eco-friendly souvenirs, green food options). ☐ 0 ☐ 1 ☐ 2

New biodiversity-friendly and eco-responsible routines are visible (e.g., sustainable catering, minimized disposable use). ☐ 0 ☐ 1 ☐ 2

Score (0–6): ____

Final Results

Total Score (0–18): ____

Interpretation:

- 13–18 points: Strong results – training had a clear positive impact.
- 7–12 points: Moderate results – some improvements, reinforcement needed.
- 0–6 points: Weak results – little evidence of change; barriers should be addressed.