

## New Digital Training Strengthens Human Rights in Tourism

*Hamburg, 30.01.2025 - A groundbreaking initiative led by Futouris e.V. and the Roundtable Human Rights in Tourism, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the private sector, has resulted in the creation of a free digital training on human rights due diligence in tourism. Developed in collaboration with leading tourism companies, associations, and organizations, the training raises awareness on human rights and sustainable business practices in tourism. It is now available on [atingi.org](https://atingi.org), the learning platform of the BMZ.*

The project is supported by forum anders reisen, the association for sustainable tourism, the German Travel Association (DRV) and ECPAT Germany, the working group for the protection of children from sexual exploitation. It was implemented as part of the Sector Dialogue on Tourism for Sustainable Development, with funding equally shared between the participating tourism companies and the BMZ.

### **Practical, Mobile and Engaging: The Training's Key Features**

The newly developed digital training "Human Rights in Tourism" is targeted at direct suppliers in the tourism industry worldwide. It is relevant for anyone seeking to expand their knowledge and understanding of human rights standards and their responsibilities within tourism.

The training program includes four basic modules with a learning time of 2 to 2.5 hours, as well as an in-depth module. It offers practical insights into human rights due diligence, focusing on the German Supply Chain Due Diligence Act (LkSG) and the European Corporate Sustainability Due Diligence Directive (CSDDD).

In addition, it presents specific strategies, interactive elements and practice-oriented approaches for implementing human rights requirements in the corporate context.

The training is designed for mobile use, written in simple language and conveys complex topics through storytelling and practical examples. After successfully completing each module, participants receive an "Open Badge" that summarises the content learned, as well as a final certificate upon completion of the training series. The courses are available in English, Spanish and French on the learning platform [atingi.org](https://atingi.org) of the BMZ.

### **Successfully Tested: Feedback and Insights from Practice**

To ensure broad acceptance, the usability and practical applicability of the training was initially tested by suppliers of participating companies in selected destinations. The trial period provided valuable insights for optimising the training content and confirmed the practical relevance of the training.

A participant from Lithuania summarises her experiences: „My key take-away from the training was the importance of proactively identifying and addressing human rights and environmental risks within our operations. Understanding the broader implications of our actions and how they impact various stakeholders has significantly shifted my perspective on our responsibilities.“

### **A Common Goal: Strengthening Human Rights in Tourism**

The industry initiative emphasizes the importance of human rights due diligence as a foundation for responsible tourism. The participating companies DERTOUR Group, TUI Group, TUI Cruises, Booking.com, Gebeco, Chamäleon, Studiosus Reisen, Hauser Exkursionen and FairAway Travel are integrating the developed training into their partner networks, thus promoting a broad application of the training content. Participation in the training is aimed to be established as an essential quality criterion for local partners, supporting sustainable collaboration with tourism companies.

For further information about the training courses and the opportunity to participate, please visit [atingi.org](https://atingi.org).

### **Insights from the industry**

*Responsibility knows no borders. With our online training, we create a basis for human rights - wherever we work together in this world* – Alicia Kern, Corporate Communications, Gebeco GmbH & Co. KG

*“The training raises awareness of human rights and ethical practices in global supply chains, helps improve working conditions, and fosters a culture of respect, accountability, and sustainability. This is how tourism can be a force for good.”* – Kathrin Möllers, TUI AG

*“Children need our protection— also in tourism. Learn how to spot risks and take action with this new training. Let’s make the tourism sector safer for children!”* – Antje Monshausen, Director, ECPAT Germany

*“The training sessions reinforce our collaborative approach with partners, align with our corporate values, and highlight our long-standing dedication to promoting human rights in tourism.”* – Tony Reyhanloo, Head of Corporate Sustainability, Studiosus Reisen

*“By sharing our free online trainings, tourism companies can raise awareness of human rights topics in their own operations and among their business partners. Together we can strengthen the tourism industry’s commitment to human rights.”* – Laura Steden, Director Corporate Responsibility, DERTOUR Group GmbH

*“As an industry, working together to educate our partners on identifying and addressing potential human rights risks is crucial. These training courses set out practical guidance on how to conduct human rights due diligence, enabling travel and tourism partners of any size to help prevent abuse, protect potential victims, and safeguard businesses from criminal activity,” – Femi Thomas, Chief Compliance Officer at Booking.com*

*The developed training modules are the result of a unique collaboration within the tourism industry. The goal was to communicate the topic of human rights due diligence in a practical and target group-oriented manner. The complimentary training sessions benefit all companies and their international supply chains.” – Petra Thomas, Managing Director, forum anders reisen e.V.*

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### Futouris e.V.

Preserving the natural and cultural heritage of our world and shaping the future of tourism in a sustainable way - that is what Futouris - the German Sustainability Initiative, founded in 2009, stands for. Together with our members we aim at developing and implementing pilot projects and innovations which enable more responsibility and sustainability in destinations and in the business activity of tourism companies. Members of the non-profit organisation are medium-sized companies and market leaders, national as well as international companies, which are united by a common spirit. They do not only work locally in the destinations, they also put the results into practice in their own company. To ensure the highest standards in qualifying the worldwide projects, Futouris is supported by an international scientific advisory board, who is involved in project development and accrediting the projects. The German Travel Association (DRV), the Austrian Travel Association (ÖRV) and the Swiss Travel Association (SRV) support the goals of Futouris and actively participate as patroness.

For further information please visit [www.futouris.org](http://www.futouris.org).

### Roundtable Human Rights in Tourism

The Roundtable Human Rights in Tourism is a multi-stakeholder initiative that promotes the implementation of human rights due diligence by tourism companies. The Roundtable currently has 39 members from seven countries, including tour operators, travel associations, certification bodies, industry multipliers and non-governmental organisations. It is an open dialogue platform for exchanging and transferring know-how within the industry. It provides information, materials, and good practice examples to respect human rights in tourism according to the [UN Guiding Principles on Business and Human Rights](#). For further information please visit [www.humanrights-in-tourism.net](http://www.humanrights-in-tourism.net).

### Sector Dialogue Tourism for Sustainable Development

The Sector Dialogue is a multi-stakeholder partnership of business, civil society, and academia with the aim of using tourism to contribute to the UN Sustainable Development Goals and the Paris Climate Agreement. As the secretariat, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH coordinates the cooperation of the *Sector Dialogue Tourism for Sustainable Development* and provides technical support for the sector initiative.