

INTOUR

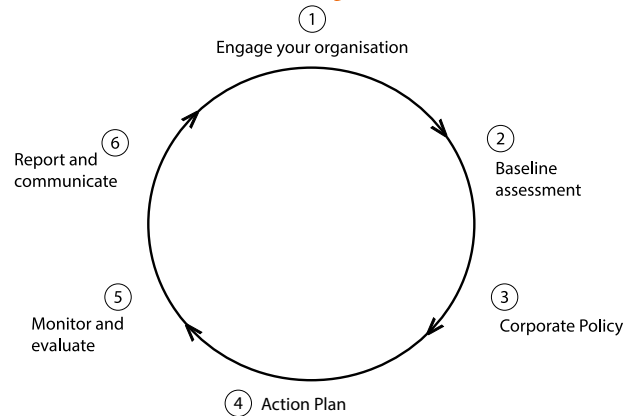
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INFORMATION ON THE ECO-INNOVATIVE SOLUTION PROVIDER

This eco-innovative solution is the output from the project titled “Intour” co-funded by the European Commission within the framework of the Competitive and Innovation Program. This solution has been developed by a team co-ordinated by the European Centre for Eco and Agro Tourism (NL), in partnership with Association of British Travel Agencies, Alliance of Independent Travel Traders Germany, Dutch Tour Operator Association, Culture Environment and Tourism Association (IT), Alanya Chamber of Commerce and Industry (TR), the Austrian Federal Ministry for Agriculture and KOAN Consulting (ES).

SHORT DESCRIPTION OF THE ECO-INNOVATIVE SOLUTION

The innovation consists of a management system and guidelines for sustainable tour packages for travel agencies, tour operators and hotels. By fulfilling the management and performance criteria, it is possible to highlight environmental performance and to differentiate the environmental friendly service from competitors.

INDUSTRIAL SECTOR – MARKET SEGMENT AND ACTUAL APPLICATION IN INDUSTRY

70-89 Services

INDUSTRIAL CLASSIFICATION - NACE CODE;

70-89 Services

1. DESCRIPTION OF ECO-INNOVATIVE SOLUTION

Technical aspects of the eco-innovative solution

The core of the innovation consists of a management and certification system for hotels and tour operators. Travelife offers:

- Certification of hotels and tour operators against a checklist of social and environmental criteria www.travelife.org/
- Technical know-how transfer to environmental and social certification

The implemented system will be audited by external auditors and certification will be used to promote environmental behavior.

Economic and environmental benefits of the eco-innovative solution

Benefits consist mainly in the access to Western tourism markets and tour operators and increased promotion via European tour operators and online travel agents.

Cost savings can be achieved through resource efficiency and waste reduction, increased employee welfare and increased customer retention. Yearly membership fee starting from 200€, depending on the size of the organization.

2. AVAILABILITY OF THE ECO-INNOVATIVE SOLUTION AND BUSINESS PARTNERSHIP

Market readiness, Trade mark, existing market coverage, commercialization strategy

The management system has been implemented over 1,000 times all over Europe by hotels and tour operators.

Trade mark available: Travelife

Requirements to adapt the solution to the local market and potential applications/market size

No requirements

On-site after-sales services support and the technical assistance requirements

For hotels and tour operators:

- Training seminar for hoteliers, to raise awareness of sustainable tourism and to prepare businesses for their audit and certification process
- Auditor qualification seminar to ensure local capacity
- Stakeholder seminar to initiate a dialogue on sustainable tourism bringing together relevant market participants, NGOs, governmental organisations and local community representatives.

Targeted local business partners

- Hotels and accommodation, individual and hotel chains
- Tour operators
- Online travel agents listing hotels in the relevant countries

Type of local business partnership sought

- Partnership with local auditing organizations
- Hotels join Travelife as members