Sustainability for Travel Companies

BEST PRACTICES FROM CROATIA, GREECE, LATVIA, POLAND, NETHERLANDS AND UK
Tour operators and travel agents play a central role in the tourism industry. As intermediates between tourists and tourism businesses, they can influence the choices of consumers, practices of suppliers and the development within destinations. Through their unique position travel companies can make an important contribution to the protection of the environment and culture, and in promoting social and human rights standards in the destinations they visit.

More and more tourism businesses take an active approach towards sustainability, not only because consumers expect them to do so, but also because they are aware that intact destinations are essential for the long-term survival of the tourism industry.

Companies ready to work on sustainability score better on customer satisfaction, staff motivation and business efficiency, with positive effects for their competitive advantage. Sustainability management is all about consistent sustainable business practices. This includes your products, how you monitor and manage your company impacts, and how you support your suppliers on their road to sustainability.

**Travelife for Tour operators and travel agents**

Travelife is a fair and affordable system which helps tour operators and travel agencies to manage and improve social and environmental impacts by complying with sustainability criteria. Ultimately, when a company meets the requirements, it receives a Travelife award.

To support you on your road to sustainability, Travelife offers a wide range of services which include training, management, planning, reporting and B2B tools.

The more than 270 Travelife Good Practices are based upon what other travel & tourism businesses are already doing. They are small steps which do not take much effort, but will motivate your staff and will support you on your road to certification.

This brochure presents you with Good Practice examples from companies in Croatia, Greece, Latvia, Poland and The Netherlands. It shows that sustainability can be fun, and its success is based on taking small steps on the ‘sustainability road’. There is no ‘one size fits all’, every company needs to find its own route.

We hope this brochure will inspire you to start your sustainability journey.

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**Key operating areas where travel companies can integrate sustainability practices are:**

- **Office operations**, by e.g. saving paper and energy resources, and complying to best labour practices.

- **Product development**, by integrating sustainability principles in the selection process of suppliers (e.g. accommodations, transport companies, excursions).

- **Working with Suppliers**, by supporting and motivating existing partners towards sustainability with for example training, information and incentives.

- **Customer relations**, by creating awareness and responsible choices through for example information and codes of conduct.

- **Destinations**, by supporting destination stakeholders’ efforts to address sustainability issues, and financially contributing to conservation and development projects.
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**Engagement in Sustainability**

**Travelife criterion: 1.4 Trained key staff**

LOGOS TOURS was the first member of Polish Chamber of Tourism to get engaged in 2012 in the international project EOS Code - providing quality and sustainability related standards and practices for tour operators and travel agencies. EOS Code training materials on various sustainability issues in tourism were distributed among the key staff members (product managers, managers of the hotel in Kraków owned by the company) via internal communication channels.

LOGOS TOURS in brief: has been present in Polish tourist market since 1981 and is one among the oldest and the most significant Polish tour-operators. Over the past 30 years more than 1 million of tourists benefited from its services. The subject of the company’s activity, having 11 branches all over Poland and LOGOS Hotel in Cracow, are almost all segments of tourism. Logos Tour offers 150 trips to Asia, the Americas, Africa, Australia, Europe, Antarctica as well as around the world. It also has a rich offer of excursions, holiday and incentive packages in the most interesting places in Europe.

**Teamwork**

**Travelife criterion: 1.4 Trained key staff**

SNP key staff members did the Travelife online training & exam and are member of the sustainability team. This keeps their knowledge and engagement on high level which makes it easy and fun to disseminate it among their colleagues and in other networks.

SNP in brief: SNP Natuurreizen was founded in 1984 as a foundation for ‘Nature Study Projects’, and has developed into the largest Dutch specialist tour operator for active and nature holidays around the world.
**Training Product Managers**

**Travelife criterion: 1.4 Trained key staff**

In addition to the sustainability coordinator several people within Koning Aap have completed Travelife training and passed the exam. In the future, product managers and marketing staff will also have to take the exam.

**Koning Aap in brief:** Koning Aap offers group travel to long haul destinations, is engaged with sustainability in tourism and is Travelife Certified.

[www.koningaap.nl](http://www.koningaap.nl)

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**Sharing Is Caring**

**Travelife criterion: 1.5 Collaboration**

PerfectMeetings is actively involved in a working group for sustainable tourism established as a non-formal group of members of the Association of Croatian Travel Agencies and educational institutes. Within the working group the company’s sustainability coordinator is actively sharing their own experiences with sustainability along with information and educational materials that could be of use to other colleagues, as well as additional education materials in schools and universities.

**PerfectMeetings in brief:** PerfectMeetings.hr is Croatia’s premier company specializing in meeting management, sales incentive and performance motivation programs. We are a privately owned PCO, DMC & EMC (Professional Congress Organiser, Destination Management Company & Event Management Company) based in Zagreb, Croatia’s capital. We arrange a wide variety of events: from small intimate gatherings for senior staff and board members to events with over 1,000 participants across Croatia and neighbouring countries (Slovenia, Bosnia & Herzegovina, Serbia, Montenegro, Macedonia).

[www.perfectmeetings.hr](http://www.perfectmeetings.hr)
Giving Back to the Community

Travelife criterion: 1.7 Donations

We believe in sustainable development, social responsibility and ecological awareness. Through its policies and strategies of sustainable development, Gulliver travel works to promote principles of corporate social responsibility and ecological awareness. We are aware that this will not bring greater business success, however, we believe that as an active member of society, it is our duty and responsibility to contribute to the greater good.

We are sponsors of sport clubs (The water polo club Jug CO, Soccer tournament in Dubrovnik for touristic professionals, Combat Sports Club Dubrovnik), cultural events (Dubrovnik summer Festival, The Feast of St. Blasius, The Cultural Artistic Association “Stjepan Radic”, Concert Festival “Ana Rucner in the Old Town”, Dubrovnik Fashion Week-end International, Epidaurus Festival), we cooperate with schools and universities and we participate actively in sustainable development and environment preservation (TUI Group – Group Sustainable Development activities, campaigns for cleaning), we support organisations oriented to children welfare and health in generally (Kindergarten “Radost”, Nazbilj Association event “Santa Claus on Stradun”, Teddy Bear Hospital Dubrovnik, Children’s Home “Maslina”, General Hospital Dubrovnik).

One of the examples is the Water Polo Club Jug CO, one of the most trophy clubs in Croatia with the tradition almost 90ty years old. As one of the best water polo teams in the world and Europe and as a multiple European champion, Jug is truly one of the best Croatian representatives in the world. We support and cooperate with Jug by providing our services. For Gulliver travel this is one of those initiatives where we are focused more on social component than on sustainability and responsibility related to our core business tourism and ecology.

Gulliver travel in brief: founded on February 1, 1989 as the first private tourist and travel agency in Dubrovnik, is currently the leading destination management company (DMC) in the region. By following and adapting to global and local trends, we upgraded our successful business with our transformation from a travel agency into a DMC. We are also proud t be a part of the leading travel company in the world - TUI Group. Our products can be recognized by our special “Gulliver Seal”, which we believe to be both a product trademark and an element distinguishing us from the competition. Through its policies and strategies of sustainable development, Gulliver travel works to promote principles of corporate social responsibility and ecological awareness.
Supporting Children in Need

The company has its own camp site in a small town of Radków, located in the south of Poland. From the very beginning CHRIS has been participating in the projects helping children in need. Since 2006, every month CHRIS has been funding scholarships for the most talented pupils of the Primary School and Junior High School in Radków. CHRIS supports the local Society of Children’s Friends in Radków by providing transport free of charge when needed for excursions organized for local children. Every year children from local schools have free access to sport facilities in company’s camp site for sport activities carried out by CHRIS’s local staff. Regularly on the 1st of June CHRIS organizes celebrations of Children's Day in Camp Radków, Camp Serwy and Camp Tarda for employees’ children together with children from the neighborhood. The company is supporting schools and kindergartens by sponsoring main prizes for children in various competitions or art contests; purchasing educational equipment, financing school excursions and summer holidays for children in need.

CHRIS in brief: CHRIS was established in 1995 as a small family enterprise. The Company organizes holidays for children and youth in the innovative on the Polish market, camp – formula. CHRIS owns 8 campsites, all located in picturesque places in Poland. Moreover the company offers cycling holiday-tours in Germany, the Netherlands, Austria &Czech Republic, Denmark and France; sailing, windsurfing and young leaders’ training.

Engaged Suppliers

S-Cape has informed its partners and suppliers that it has begun work which will be certified by TRAVELIFE and asked them if they are involved in sustainability in any way as well as what it is they are doing in this field. From about 800 businesses asked, only 10 sent a reply.

The goal of S-Cape is to prepare a more detailed relative questionnaire and to address first its bigger and most important suppliers. This will be approximately 15 suppliers with a turnover over EUR 10,000 per year.

S-cape Travel in brief: S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and destinations of great beauty and cultural significance.
**Questionnaire on Sustainability Practices**

**Travelife criterion: 1.8 Overview partners / suppliers**

Tribes Travel requests all (new) suppliers (accommodation providers or local agents) to answer questions on sustainability. This includes questions on local people and customs, local economy, natural resources and pollution, as well as wildlife, flora and fauna. Suppliers’ answers to each of these questions are available to clients in the tour information part of the company website. This emphasizes the company’s commitment to sustainability, and actively demonstrates how important information is to suppliers. Any problems are discussed with the supplier by phone. The company ‘keeps an eye on’ those who do not provide a lot of information, and sometimes needs to make repeated requests for completion.

**Tribes Travel (United Kingdom) in brief:**

Tribes was started by a married couple in 1998 after years spent as travel guides and in travel marketing. Over the years, the company has grown but it is still a family-run and an independent company. They want to provide the best holiday experience possible and try to ensure that their travels are sustainable.

[www.tribes.co.uk](http://www.tribes.co.uk)

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**Environment Protection and Personal Contribution**

**Travelife criterion: 1.13 Staff involvement**

We believe in sustainable development, social responsibility and ecological awareness. Through its policies and strategies of sustainable development, Gulliver travel works to promote principles of corporate social responsibility and ecological awareness. We are aware that this will not bring greater business success, however, we believe that as an active member of society, it is our duty and responsibility to contribute to the greater good.

We are sponsors of sport clubs, cultural events, we cooperate with schools and universities and we participate actively in sustainable development and environment preservation, we support organisations oriented to children welfare and health in generally. In all our actions, we try to involve our employees as much as possible.
Eco actions & World Environment Day are one those where their contribution is the most visible. Along with acting responsible in our everyday activities in accordance with the stated principles, marking the World Environment Day (5th of June) represents our most direct involvement in environment preservation and the continuation of our involvement in activities of such character. In previous years we marked the World Environment Day by actions of cleaning the sea bed and coastal areas in the Dubrovnik region which were organized and enforced by Dubrovnik Diving Club, the City of Dubrovnik, the Dubrovnik School of Tourism and Catering and Gulliver Travel. The latest ecological action “Cleaning the protected area of River Ljuta in Konavle” was Gulliver’s contribution to the TUI Group’s “Sustainable week” and to the World Environment Day. In order for the entire idea to take on a local character with the aim of increasing awareness of sustainable development issues we included in action: employees of Gulliver Travel, members of Agrotourism Konavle, other institutions and non-governmental organizations, the local population and Deputy Minister of Tourism of the Republic of Croatia. The environment of River Ljuta was chosen because River Ljuta in Konavle, i.e. its upper stream is a protected park of nature, whereas the water and stamp mills are a protected cultural monument.

Gulliver travel in brief: founded on February 1, 1989 as the first private tourist and travel agency in Dubrovnik, is currently the leading destination management company (DMC) in the region. By following and adapting to global and local trends, we upgraded our successful business with our transformation from a travel agency into a DMC. We are also proud to be a part of the leading travel company in the world - TUI Group. Our products can be recognized by our special “Gulliver Seal”, which we believe to be both a product trademark and an element distinguishing us from the competition. Through its policies and strategies of sustainable development, Gulliver travel works to promote principles of corporate social responsibility and ecological awareness.

NETHERLANDS
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Top Down

Travelife criterion: 1.13 Staff involvement

Experience at TUI - NL has shown that a top-down, rather than horizontal management approach, is much more effective in stimulating change. The company’s Board of Directors is very supportive of sustainable tourism and has empowered the responsible tourism manager to actively implement the policy throughout the company. The manager is now developing specific responsibilities for each job role to ensure the policy is followed in all areas of business and knowledge is integrated into company procedure rather than internalised by individual employees (which risks knowledge loss if they leave).

TUI in brief: as market leader in the Dutch travel industry, TUI Nederland feels jointly-responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.

www.tui.nl/sustainabletourism
Travelife criterion: **2.8 Maternity**

The company offers schemes for pregnancy- and maternity leave for all employees. The company ensures compliance with the Latvian legislation, which states that 70 days before the birth of child and 56 days after birth the woman are going on prenatal vacation. After these calendar days, the company maintains position to the woman, who can return to work within 1.5 year.

**LTD „365 Brīvdienas“ in brief:** LTD „365 Brīvdienas“ for the first time opened their doors for customers on March 2005. Company moto – „Every day as a holiday“ reflects their mission – to give an opportunity to relax every day. Cooperates both with individual and corporate customers. Mostly working with outbound tourism, but on request also offers inbound tourism services. Company offers not only tour packages, but also as a tour operator organizes their own, thus offering customer’s wide range of travel for each client taste and budget. „365 Brīvdienas“ are experts in organizing exotic travel to Kenya, Mexico, Thailand etc.

**Recognising Satisfied Employees as Base for Successful Business**

Travelife criterion: **2.21 Measuring employee satisfaction**

Employees are the base of our organisation. Their knowledge and skills are crucial for successful business operations. But we also recognise as equally important their happiness and satisfaction with working conditions, teamwork and department cooperation. Therefore it is of utmost importance to learn from their inputs what can be improved and what are their suggestions and complaints. For these purposes the company has developed questionnaires which are anonymous and distributed quarterly to all employees. Their results are analysed and presented to the management who take the results in consideration when planning.

**Globtour Event in brief:** We are one of the leading Croatian fully-licensed travel agencies with more than 36 years of experience in the travel industry. Since 1997 we have been the Carlson Wagonlit Travel partner for Croatia. Together we have successfully implemented the highest standards of services as required by business and leisure travellers worldwide. As well as corporate travel, we have a longstanding tradition in luxury individual and group travel, serviced by incoming and outgoing divisions. To keep up with the growing demand for Meetings and Events, we have specialized as a Destination and Event Management Company and Professional Congress Organizer offering only the very best from Croatia and the region.
Employee Training and Education

Travelife criterion: **2.23 Training and education**

This company's employees are mostly trained in launching new or upgraded booking systems. This is because specially selected employees operate a specific and technically precise system. Moreover, their knowledge about novelties in tourism is improved at tourism fairs where employees are given the opportunity to attend professional seminars and participate in “study tours” each year in order to become acquainted with the products they sell to their customers.

**TEZ TOUR**

in brief: TEZ TOUR, the international tour operator is the largest Latvian tour operator that organizes trips to various tourist destinations in the world. In Latvia, the tour operator cooperates with more than 200 tourist agencies all over the country. TEZ TOUR Riga is part of a large international tourist holding, TEZ TOUR Group, which employs more than 500 persons.

www.teztour.lv

Traineeship

Travelife criterion: **2.24 Trainee places**

Every year, the company offers traineeship for 1 student of tourism in one of Latvia's universities. During traineeship, students have the possibility to learn and do practical work in tourism agency, ranging from the updating of data on the website to work in customer services. Almost half of the Baltic Country Holidays staff who are now full-time employees started as trainees.

**Baltic Country Holidays** in brief: Baltic Country Holidays grew out of the Latvian Country Tourism Association in 1998 and is a small incoming operator. All the staff are passionate outdoor and nature enthusiasts and that is why routes and offers are tried and tested by employees. The company focusses on small businesses and provides a personal touch and detailed local expertise. The company designs tour routes for individual travellers and small groups – travel by bicycle, boat or bus, hiking, bird-watching, visits to craftsmen and designers, etc. Various guidebooks and maps are also available.

www.celotajs.lv
Cooperation with educational institutes is established and every year traineeships are offered to students. Traineeships last for three months during which students are familiarised with our business operations and have their first work assignments. Often students show initiative and bring new ideas to our products. This has proven to be a good way to recruit new employees for our company.
Office Paper Printing

**Travelife criterion: 3.1 Reduction of disposable and consumable goods**

The company's policy is to avoid useless paper consumption – it saves both money and resources. Our e-mail email signature contains a message to think about the environment before printing e-mails and all staff are used to printing on both sides when possible. Also, company management encourages staff to use IT technologies to store and organize data to avoid unnecessary printing.

*Vanilla Travel in brief:* is the first travel professionals Latvian - since 1995, the passionate and frenzied travel-enthusiasts have grown into a full-service travel agency with a wide range of offers and destinations around the world. Company are experts in convincing individual and business travel in the organization - regularly improve their offers and introduce innovations to travel. Romantic Vacations Bali beach or adventure full competition with colleagues at the foot of Mount Etna – with Vanilla Travel everything is possible! Vanilla Travel is Latvian Travel Agents Association ALTA member.

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**Reduction of Paper**

**Travelife criterion: 3.1 Reduction of disposable and consumable goods**

In order to reduce the paper used in the office, according to COSMOROES's relative policy. They use only their already existing brochures and accomplish the major part of their communication with clients and collaborators via SMS or email. All their correspondence -as far as possible- is made by email and they even ask to receive their invoices by email, whenever these are available in electronic form, since this is now permitted by the legislation. The office in Trikala and the new branch in Athens share the same electronic files, thus not having the need to exchange anything by mail between them. They only print what is required by law to be in paper.

*COSMOROES in brief:* Under the slogan “Around the World with Us” COSMOROES discovers the destinations of its customers' dreams, meets their fantasies, cultivates a sense of unique and makes them a “present” of unique travel memories. Its aim is to meet the expectations of even the most experienced traveler. Its concern is to make unique tailor-made suggestions to its clients. With an experienced and knowledgeable staff in a modern and fully equipped office, the aim and focus of COSMOROES is and has always been to offer high quality services. COSMOROES is located in the city of Trikala, in central Greece. A new branch opened recently in Athens.
**Latvia**

**Toner/Ink**

Travelife criterion: **3.1 Reduction of disposable and consumable goods**

For internal printing the company uses laser printers with cartridges which are refillable. This option allows saving company money as well as resources that are saved in manufacture of cartridges. This service is offered by several companies in Riga and it doesn’t take long for the cartridges to be refilled and available for use.

**Vanilla Travel in brief:** is the first travel professionals Latvian - since 1995, the passionate and frenzied travel-enthusiasts have grown into a full-service travel agency with a wide range of offers and destinations around the world. Company are experts in convincing individual and business travel in the organization - regularly improve their offers and introduce innovations to travel. Romantic Vacations Bali beach or adventure full competition with colleagues at the foot of Mount Etna – with Vanilla Travel everything is possible! Vanilla Travel is Latvian Travel Agents Association ALTA member.

**Croatia**

**Waste Separation during Daily Excursions**

Travelife criterion: **3.3 Waste reduction**

In the buses, our guides hand out small garbage disposal bags in various colours and explain how to separate waste. When guests arrive to the hotel, the driver and the guide (or just the driver if the guide needs to stay with the guests), takes the waste to the waste bins where it can be separated appropriately. The collected waste is mostly paper, glass and plastic (water bottles, etc.) so bags can be reused. Sometimes the guests write their names on the bags so they can get them back. We organize small competitions to make it even more interesting. Those who take extra care of waste win a bottle of wine or something similar which they eventually share with others at dinner. The guests find this very interesting. Our Canadian guests find this initiative very amusing and commendable. If the guests arrive with their own buses, which is mostly the case, we take a different approach. In that case, our guide walks through the bus with bags in various colours and takes the trash from the guests. This makes French drivers especially happy at the end of their day...

**M-G Express in brief:** Established in 1994, M-G Express acts both as a tour operator and DMC with its head office based in the Istrian town of Kanfanar. They offer a range of services for both group and individual travel. Their travel programs are suitable for those who wish to discover all the secret beauties of Croatia and the neighbouring countries. M-G Express specializes in group travel, but pays attention equally to individual guests and family travel. They believe in the best quality for the best price and in making your dreams come true.

www.mgexpress.hr
**Internal Management**

**Travelife criterion: 3.4 Office paper: printing**

S-Cape has only 2 printers (one for colour and one for monochrome prints) at the end of a corridor in order to discourage more printing than is necessary in the office. S-Cape strives to print as little as possible. As regards its clients, only one page with the company’s concise program is printed and shown, but not given, to service providers. S-Cape has convinced its suppliers not to insist on vouchers anymore, since they can see every booking made electronically and only need to verify that the name of the client corresponds to the booking. S-Cape collects all the paper used in the office in one dedicated bin (no small waste baskets by each employee’s desk to avoid more paper waste than absolutely necessary) and takes it for recycling to a specialised recycle bin for paper, instead of the regular “blue” bins used in Greece for all recyclable materials. S-Cape uses My Planet cleaning materials (http://www.myplanet.com.gr/en) in the office. They are the most environmentally friendly solution that exists on the Greek market.

**S-cape Travel in brief:** S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and destinations of great beauty and cultural significance.

**Office Paper Printing**

**Travelife criterion: 3.4 Office paper: Printing**

A new and energy efficient big printer has replaced all the small printers in the office, with the aim -among all other things- to reduce printing altogether due to its „remote“ location. (Which, by the way, seems to be working!) The paper used in the office is recycled, although it is more expensive. The company’s policy concerning paper is to always print on both sides and, if in some cases this is not possible, to use the other side for notes before recycling the whole.

**COSMOROES in brief:** Under the slogan “Around the World with Us” COSMOROES discovers the destinations of its customers’ dreams, meets their fantasies, cultivates a sense of unique and makes them a “present” of unique travel memories. Its aim is to meet the expectations of even the most experienced traveler. Its concern is to make unique tailor-made suggestions to its clients. With an experienced and knowledgeable staff in a modern and fully equipped office, the aim and focus of COSMOROES is and has always been to offer high quality services. COSMOROES is located in the city of Trikala, in central Greece. A new branch opened recently in Athens.

**COSMOROES Travel Services**

www.cosmoroes.gr
**Travelife criterion: 3.4 Office paper: printing**

Athens Direct is basically a paperless travel agency. As far as possible, all their work is being done via the internet and by emails and they only print when it cannot be avoided. When printing at all, they make it double-sided.

**Athens Direct in brief:** is a modern, boutique- and customer-centred travel agency. Its goal is to offer customers personalized quality and value-for-money services that fulfil their travel criteria. Every customer at Athens Direct Travel is assigned to a Personal Travel Consultant, whose job is to offer advice and assist the customer in planning his/her trip. Currently, Athens Direct Travel offers a wide range of travel services, from airline tickets and hotel reservations, to alternative tourism and incentive travel. The company serves both the Greek and international market, providing services to individuals, organizations and corporations.

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**Notes for Reusing Paper**

**Travelife criterion: 3.4 Office paper: printing**

All printers and photocopiers which have a double-sided printing option are set to it, and all one-sided printed pages which are no longer in use are reserved for re-printing internal documents, and are only afterwards tossed in a recycling bin, or are made into sticky notes. A part of the one-sided printed pages are set aside in a box which when filled-up is taken to a bookbinder where they are cut into six pieces and glued from one side to make sticky notes for writing down reminders, messages, etc. When used up these notes are thrown in a recycling bin.

**Kompas in brief:** Kompas.hr travel agency has branch offices in Zagreb, Split, Osijek, Rijeka, Karlovac, Čakovec and Šibenik, and deals with all types of tourist travel arrangements and affairs. Our main objective is the provision of high-quality services in all types of organized travel – for both individuals and groups. We book air tickets, hotel accommodation, vacations in Croatia and abroad, assist in visa procedures, organize visits to international exhibitions, fairs and conventions, provide professional advice and give recommendations.
Reusable Brochures

Travelife criterion: **3.12 Efficient brochure use**

Most of the company's clients come from German and English speaking countries and one of the ways to reach clients is to participate in tourism fairs and distribute leaflets with available packages. As tour prices change every year, brochures become useless and have to be printed every year – it is expensive and unsustainable. The company staff, together with the layout designer, developed a brochure that is easily restorable every year. It contains the basic information about the tour, photos and all other information the clients need, but the main novelty is that the price list is printed every year and the sheet is inserted as an appendix.

**Baltic Country Holidays in brief:** Baltic Country Holidays grew out of the Latvian Country Tourism Association in 1998 and is a small incoming operator. All the staff are passionate outdoor and nature enthusiasts and that is why routes and offers are tested by employees. The company focuses on small businesses providing a personal touch and detailed local expertise. The company designs tour routes for individual travellers and small groups – travel by bicycle, boat or bus, hiking, bird watching, visits to artisans and designers, etc. Various guidebooks and maps are also available.

Use of Light Sensors

Travelife criterion: **3.13 Energy reduction policy**

In TUI NL headquarters in Rijswijk and Enschede and Thomson offices, the lighting is linked to sensors so that the lights switch off when an area is unoccupied. This system works with low energy light bulbs to provide an energy efficient system.

**TUI in brief:** As market leader in the Dutch travel industry, TUI Nederland feels jointly-responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.
**Energy Consumption**

**Travelife criterion: 3.17 Energy efficient lighting**

All the lighting in Athens Direct’s offices is being provided by energy efficient LED lamps.

**Athens Direct in brief:** is a modern, boutique- and customer-centred travel agency. Its goal is to offer customers personalized quality and value-for-money services that fulfil their travel criteria. Every customer at Athens Direct Travel is assigned to a Personal Travel Consultant, whose job is to offer advice and assist the customer in planning his/her trip. Currently, Athens Direct Travel offers a wide range of travel services, from airline tickets and hotel reservations, to alternative tourism and incentive travel. The company serves both the Greek and international market, providing services to individuals, organizations and corporations.

www.athensdirect.gr

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**Energy-Efficient Computers**

**Travelife criterion: 3.21 Low energy equipment**

In November 2013, energy efficient personal computers of the latest technology have replaced all the old computers in the offices of Athens Express, as well as their peripherals. This resulted, among other, in a visible reduction in the number of cables in the office, as well as in an eco- and user-friendly working atmosphere.

**Athens Express in brief:** Athens Express brings you the best of Greece. The company’s services are designed to meet all your travel needs and make your Mediterranean holiday a memorable one. The company’s extensive and knowledgeable staff can also take care of your worldwide travel requirements. Athens Express will surely provide you quality and reliable services.

www.athens-express.com
Green Wall

Travelife criterion: **3.23 Other measures**

The new project that is in Athens Direct’s immediate plans is to create a “green wall”, a vertical garden on the walls of their office building. The oxygen produced by this type of planting, apart from being beneficial for the environment, contributes significantly to natural heat and cold isolation of the building. They will begin at their own (5th) floor and gradually the plants will expand to the floors below, thus benefitting the whole building.

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Water

Travelife criterion: **3.24 Water reduction policy**

Athens Direct has two energy class A+++ dish washers for its relative needs, which contribute to drastically reduce water consumption in the office while being at the same time very energy efficient. As a result, Athens Direct never pays more than 7€ per water bill (water bills are issued in Greece every three months).

**Athens Direct in brief:** is a modern, boutique- and customer-centred travel agency. Its goal is to offer customers personalized quality and value-for-money services that fulfil their travel criteria. Every customer at Athens Direct Travel is assigned to a Personal Travel Consultant, whose job is to offer advice and assist the customer in planning his/her trip. Currently, Athens Direct Travel offers a wide range of travel services, from airline tickets and hotel reservations, to alternative tourism and incentive travel. The company serves both the Greek and international market, providing services to individuals, organizations and corporations.
**Recycling**

Travelife criterion: **3.33 Waste reduction**

Athens Direct is actively recycling everything that can be recycled. Every staff member has his/her own “blue bin” and puts in there all the recyclable stuff that goes into the big blue bins on the streets to be taken away and recycled (paper, glass, aluminium, packaging etc.). All ink cartridges and toners used at the office are being refilled and all batteries and equipment that don’t work anymore is recycled. Athens Direct’s staff even uses all suitable food remains to make compost for the office’s plants.

**Athens Direct in brief:** is a modern, boutique- and customer-centred travel agency. Its goal is to offer customers personalized quality and value-for-money services that fulfil their travel criteria. Every customer at Athens Direct Travel is assigned to a Personal Travel Consultant, whose job is to offer advice and assist the customer in planning his/her trip. Currently, Athens Direct Travel offers a wide range of travel services, from airline tickets and hotel reservations, to alternative tourism and incentive travel. The company serves both the Greek and international market, providing services to individuals, organizations and corporations.

[www.athensdirect.gr](http://www.athensdirect.gr)

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**Free Refillable Water Bottle**

Travelife criterion: **3.35 Plastic bottles**

The ‘Dopper’, a refillable water bottle with a modern design, is an initiative to reduce the use of plastic water bottles. All customers who travelled with Sawadee between December 2010 and December 2011 received the Dopper upon departure to their destination.

**Sawadee in brief:** is a tour operator that offers some very exciting and adventurous travels. They are a part of the PEAK Adventure Travel Group, which is the global leader organization of active and adventure holidays. Sawadee stands for exceptional travel experiences that enable their guests to see the reality of the visited country and meet the local population.

[www.sawadee.nl](http://www.sawadee.nl)
Recycling Corner

Travelife criterion: **3.36 Reuse / recycling of waste**

Petros has set up a recycling corner in their office where they keep separate boxes for paper, toner cartridges and bottle packaging. The corner also displays a message reminding the employees to recycle.

**Petros travel agency in brief:** The Petros travel agency is a privately owned company located in Zagreb that has been operating successfully since 1990. It specializes in group travel. Petros offers tailor-made tours, escorted coach tours in Croatia and the neighbouring countries, excursions, city tours, transfers, accommodation. School and pilgrims group are welcome. Petros invites you to book their newly opened apartments in Zagreb and Pag online at www.petros.hr. They guarantee efficient, high-quality services at competitive prices.

Recycling – Supporting a Good Cause

Travelife criterion: **3.36 Reuse / recycling of waste**

COSMOROES recycles everything that can be recycled in Trikala: paper, glass, plastic, batteries, aluminium etc. Moreover, it collects the caps of all the used plastic bottles of water, soft drinks, ice tea, juices etc. and brings them to the „Red Cross” of Trikala, where they are collected for a project that the „Red Cross” is running: When they have a specific amount of these caps, they buy a wheelchair for someone who needs it. COSMOROES also recycles any available cables. For the copper inside them it receives a small amount of money, which it also donates to the „Red Cross”.

**COSMOROES in brief:** Under the slogan “Around the World with Us” COSMOROES discovers the destinations of its customers’ dreams, meets their fantasies, cultivates a sense of unique and makes them a “present” of unique travel memories. Its aim is to meet the expectations of even the most experienced traveler. Its concern is to make unique tailor-made suggestions to its clients. With an experienced and knowledgeable staff in a modern and fully equipped office, the aim and focus of COSMOROES is and has always been to offer high quality services. COSMOROES is located in the city of Trikala, in central Greece. A new branch opened recently in Athens.
Recycling4smile

Travelife criterion: **3.37 Toner/ink**

Red Noses – Clowndoctors, in cooperation with the international organisation “RED NOSES Clowndoctors International” and the EMBATEX company initiated in Croatia, as well as the project “Recycling4smile” – Recycle for a smile :o)

Since 2003, public institutions and companies in Austria, Germany, Slovenia and Slovakia have been gathering empty toner and ink cartridges and ribbons as part of this new project. The amount of waste is thus reduced helping the RED NOSES organisation in their mission of bringing laughter and joy to the sick and infirm. The Globtour Event joined this campaign through collection of toner cartridges and their donations for the clowns that visit sick children in schools. Empty toner and ink cartridges and ribbons are delivered in specially marked boxes for collection, which are set up in Globtour Events offices. Empty toner and ink cartridges and ribbons are thrown in the boxes wrapped in PVC packaging (recommended but not necessary) to prevent ink leakage. When the box fills up, people call the telephone number indicated on the box and the recycling company comes shortly to exchange the filled box with a new, empty one. Empty toner cartridges are sent for recycling. For every item collected, the recycling company donates funds to the Red Noses organisation.

**Globtour Event in brief:** We are one of the leading Croatian fully-licensed travel agencies with more than 36 years of experience in the travel industry. Since 1997 we have been the Carlson Wagonlit Travel partner for Croatia. Together we have successfully implemented the highest standards of services as required by business and leisure travellers worldwide. As well as corporate travel, we have a longstanding tradition in luxury individual and group travel, serviced by incoming and outgoing divisions. To keep up with the growing demand for Meetings and Events, we have specialized as a Destination and Event Management Company and Professional Congress Organizer offering only the very best from Croatia and the region.

www.globtour.hr
Promoting Active Lifestyle

Travelife criterion: **3.47 Employee incentives**

Our company supports a healthy and active lifestyle by providing safe parking for employees’ bicycles on the office balcony. This way we support the use of the sustainable “two wheels” in the daily travel to/from work.

**Travel Projekt in brief:** Travel Projekt Sp. z o.o., is an incoming tour operator whose main offer includes: city breaks, round trips, culture & music tours, active & nature tours, culinary tours, recreation, spas & wellness, youth & school tours, Central & Eastern Europe tours.

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Mobile yet Sustainable

Travelife criterion: **3.48 Transport reduction**

We have significantly reduced employee travel with organisation of conference call meetings. It has proved to be cheaper to organise and easier for employees. When travel can’t be avoided we try to use sustainable means of transport as much as possible. When going to our Ljubljana office we use the train. Employees are stimulated to use bikes and we are proud that half of our staff is traveling by bike to work.

**Globtour Event in brief:** We are one of the leading Croatian fully-licensed travel agencies with more than 36 years of experience in the travel industry. Since 1997 we have been the Carlson Wagonlit Travel partner for Croatia. Together we have successfully implemented the highest standards of services as required by business and leisure travellers worldwide. As well as corporate travel, we have a longstanding tradition in luxury individual and group travel, serviced by incoming and outgoing divisions. To keep up with the growing demand for Meetings and Events, we have specialized as a Destination and Event Management Company and Professional Congress Organizer offering only the very best from Croatia and the region.

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**www.globtour.hr**
Tele-Working

Travelife criterion: **3.48 Transport reduction**

De Jong Intra Vakanties expands its team through teleworking. From their homes, the staff members have equal access possibilities to the companies´ IT and information system. This enables the organisation to employ extra staff without the need to physically extend the head office. It also enables part-timers to increase the number of work hours and, when staff change their residence, they can continue their employment for the organisation without spending too much time in traffic jams.

De Jong Intra Vakanties in brief: De Jong Intra Vakanties is an all-round tour operator offering numerous thematic, package and tailor-made travels to both European and long haul destinations. De Jong Intra Vakanties organises tours to more than 50 different countries each year. One of the specialties of De Jong Intra Vakanties are city breaks. A city tour by De Jong Intra Vakanties is an ideal opportunity for a superb weekend away.

Greenest Product

Travelife criterion: **3.50 Staff environmental training and information**

TUI NL offers an internal award for the ´Greenest Product´. It stimulates and motivates staff members to become involved in sustainability. It has already proven to be effective.

TUI in brief: as market leader in the Dutch travel industry, TUI Nederland feels jointly-responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.
Supporting Recreational Attraction by Local Community

Travelife criterion: **3.52 Sitting and design**

One of the company’s properties is a holiday camp site in a small town of Radków in the south of Poland. CAMP RADKÓW property includes accommodation and private access to the shore of local picturesque Radkowskie Lake. As the area of the property is quite big, the owners of the company decided to let 1/3 of the lake shore to the Radków Community free of charge. The provided area has considerably contributed to improving the recreational quality of the community, enabling numerous tourists and local residents to use the bathing area of Radkowskie Lake.

**CHRIS in brief:** CHRIS was established in 1995 as a small family enterprise. The Company organizes holidays for children and youth in the innovative on the Polish market, camp – formula. CHRIS owns 8 campsites, all located in picturesque places in Poland. Moreover the company offers cycling holiday-tours in Germany, the Netherlands, Austria &Czech Republic, Denmark and France; sailing, windsurfing and young leaders’ training.

Transport

Regular Sea Transport

Travelife criterion: **5.1 Transport to destination**

S-Cape encourages (and includes in its packages) the use of regular ferry lines as means of transport to the destination, “a more authentic travel experience”, instead of a journey by catamaran, for example, which is more harmful to the environment.

**S-cape Travel in brief:** S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and destinations of great beauty and cultural significance.

www.s-cape.eu

Sustainable Transport

Travelife criterion: **5.1 Transport to destination**

In case of tours organized for children and youth in Poland, when the bus is not needed during the whole excursion or holiday, transport by train is selected instead.

**Gro-tour in brief:** Gro-tour organizes guided tours for adults and children to various destinations in Europe. Gro-tour travel agency has been operating in the tourism market since 1992. Many years of work and steady development of the company guarantees that you are in the hands of people full of passion and commitment.

www.gro-tour.pl

Public Transport to or from the Airport Encouraged

Travelife criterion: **5.2 Transport to departure airport**

S-Cape mostly offers transportation by taxi to or from the airport as an optional service at a higher price as a way to discourage its use. Whenever it is easier for the traveller to use public transport in this case, he is encouraged to do so and then the transfer is not included in the package.

**S-cape Travel in brief:** S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and destinations of great beauty and cultural significance.

www.s-cape.eu
Public Transport Excursions

Travelife criterion: **5.5 Sustainable transport**

During the holiday, local excursions and sightseeing included in the program are done using public transport options: metro, bus, tram, train, etc. Guides are required to comply with internal rules and procedures established by Gro-Tour for the security of participants.

**Gro-tour in brief:** Gro-tour organizes guided tours for adults and children to various destination in Europe. Gro-tour travel agency has been operating in the tourism market since 1992. Many years of work and steady development of the company guarantees that you are in the hands of people full of passion and commitment.

www.gro-tour.pl

Local and Sustainable Train

Travelife criterion: **5.7 Sustainable packages**

Gulliver travel pays special attention in its business to constant monitoring of trends, hence the creation of a wide range of new and differentiated tourism products / programmes. When developing new programmes our main guidelines are innovation, sustainability, originality, exclusivity, discovering new, yet undeveloped locations, involvement of the local population and their products/services, authenticity and high quality of service is one of the basic characteristics of our products.

We are particularly happy that our trip “SCENIC TRAIN RIDE THROUGH KONAVLE VALLEY” was recognized and awarded with Crystal statue “Simply the Best” for inventiveness and creativity in designing the offer for Konavle in harmony with sustainable and responsible tourism. This excursion represents a novelty in the excursion offer of the Dubrovnik area, because for the first time it presents winemakers and traditional crafts from the area of Konavle in an original way by a tourist train ride. The first excursion by train was organized in the 2011 season as a novelty and exclusive in excursion offer of Gulliver for Dubrovnik region. Soon it has become one of our bestsellers. Special added value of the project is the development of the Konavle region in terms of tourism through the inclusion of a larger number of participants / suppliers. Program is developed in cooperation with local Agrotourism Konavle Association with the significant role of measures of Croatian Ministry of Tourism (project Visit Croatia) and measures of Croatian National Tourist Board (project of Promotion campaigns), representing successful example of cooperation between NGO, public and private sector.

**Gulliver travel in brief:** founded on February 1, 1989 as the first private tourist and travel agency in Dubrovnik, is currently the leading destination management company (DMC) in the region. By following and adapting to global and local trends, we upgraded our successful business with our transformation from a travel agency into a DMC. We are also proud to be a part of the leading travel company in the world - TUI Group. Our products can be recognized by our special “Gulliver Seal”, which we believe to be both a product trademark and an element distinguishing us from the competition. Through its policies and strategies of sustainable development, Gulliver travel works to promote principles of corporate social responsibility and ecological awareness.
Accommodation

LATVIA

Best of Travelife sustainability practices

Local Food

Travelife criterion: **6.15 Local and fair food**

Most of the agencies offer tours that include catering – breakfast and dinner. As accommodation is mostly offered in rural areas outside villages, these are often the only places where guests can eat. Their meals come with the guarantee of fresh food that has been specially prepared for the guest. When planning meals, agencies do not order the caterers exactly what to cook, only inform them of special requests or allergies, encouraging thereat the use of seasonal and local products bought from local farmers. In addition, the caterers are encouraged to serve regional and typical food. To promote a diverse catering offer, accommodation providers are regularly invited to participate in workshops organized by the Latvia Country Tourism Association.

**Baltic Country Holidays in brief:** Baltic Country Holidays grew out of the Latvian Country Tourism Association in 1998 and is a small incoming operator. All the staff are passionate outdoor and nature enthusiasts and that is why routes and offers are tested by employees. The company focuses on small businesses providing a personal touch and detailed local expertise. The company designs tour routes for individual travellers and small groups – travel by bicycle, boat or bus, hiking, bird watching, visits to artisans and designers, etc. Various guidebooks and maps are also available.

[www.celotajs.lv](http://www.celotajs.lv)
Sustainable Excursions

Sustainable Hiking, Climbing and Biking

Travelife criterion: **7.2 Sustainable excursion policy**

The most important elements offered in S-Cape's excursion packages are hiking, climbing and biking. S-Cape specializes in this kind of travel and strives to make its excursions as sustainable as possible.

**S-cape Travel in brief:** S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and destinations of great beauty and cultural significance.

www.s-cape.eu

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True Excursions

Travelife criterion: **7.2 Sustainable excursion policy**

DMC TUI Hellas in Crete developed several actions to embed sustainability in its excursions. For example, they offer cultural and natural excursions like cycling and hiking tours, they always include local suppliers like bakeries, fishermen and markets. Moreover, they only cooperate with suppliers that commit to reduce their overall environmental impact through reduced water and energy usage, producing less waste and/or other relevant measures.

**TUI Hellas in brief:** As leading DMC in Crete, TUI Hellas acknowledges that the environment, the community and the culture in which they operate, are vital to the success and continuity of the business. TUI DMC handles all international TUI arrivals in Crete which includes transfers to all resorts in Crete, transfers for excursions, contracting accommodations and assuring the good quality of the clients' visits.

www.tui.gr
Caring about nature conservation

Travelife criterion: **7.4 Distribution of codes of conduct / guidelines for sensitive excursions or activities**

The Cetina River Canyon has been a protected area since 1963. Our trips and activities take place in this area and the beauty of nature along with the rich flora and fauna, the crystal-clear river and one of the highest canyons in Europe provide an added value to our programmes. But, it is also our responsibility to protect these added values for future generations. Our guides introduce the guests to natural treasures and provide them with guidelines of how to behave. These include instructions on personal safety, but also instructions on preserving flora and fauna, such as information about waste disposal. A proof of our dedication is also the organization of voluntary waste collection activities.

**Radmanove Mlinice in brief:** Travel agency Radmanove Mlinice was established in 2006 and is a leading DMC and eno-gastro specialist for Omis and its surrounding. We offer a wide range of travel services for groups and individuals such as: accommodation (pansion, apartments and hotels), attractive and exclusive excursions in river Cetina canyon like Pirate night and boat trips from Omis to Radmanove Mlinice, active holidays (rafting, zip line, free climbing), gastro offer in our two restaurants Kaštily Slanica and Radmanove Mlinice, both located in protected area of canyon of the river Cetina.

Training and Education

Travelife criterion: **7.4 Distribution of codes of conduct / guidelines for sensitive excursions or activities**

Expert Africa (UK) provides its clients with its Responsible Travel Policy which presents their business practice. They send this to all of their travellers before they leave, and encourage them to read it and assist them in achieving the objectives mentioned in the policy paper. They also welcome any comments in that regard from all those interested and committed to the concept of responsible tourism.

**Expert Africa in brief:** Expert Africa specialises in high quality, tailor-made trips to selected areas of Southern and East Africa. Their official seat is in the UK, but their travellers come from all over the world.

**www.expertafrica.com**
**Travelife criterion:** **7.4 Distribution of codes of conduct / guidelines for sensitive excursions or activities**

Kayak trips in Augustow Lake District – a green and still wild region in north-east Poland - are very popular among tourists who, have chance to observe wild life – unique species of fauna and flora enjoying wellbeing in this protected area – during their kayak trips.

Before every, even individual, trip tourists are informed by trained guides about recommended behavior in the protected area and legal regulations in order to minimize the negative impact of visitors during wildlife watching. Also, everyone has to sign a declaration to respect safety rules while kayaking.

**SZOT in brief:** SZOT offers kayaking trips with a passion. Our services also include organized events, water equipment rental and assistance in planning kayaking trips. We also organize a wide range of trips to Lithuania, Belarus, Latvia, Estonia and Russia. Before and after the kayak trip our guests are also offered sustainable accommodation in our Villa Skomanda or in wooden houses located in the SZOT Base area.

**LATVIA**

**Best of Travelife sustainability practices**

**Environment-Friendly Product Development**

**Travelife criterion:** **7.8 No negative impact activities**

The company offers nature, hiking and cycling tours in Latvia, Lithuania and Estonia, on existing paths and road bases to avoid negative impact (soil erosion, disturbing of animals, trampling on plants, etc.). The tours are offered to clients only after being tested by the agency’s employees. Each client is sent an e-mail with the route description and map, including “Green advice” for active travelling with boats, bicycles etc.

**Baltic Country Holidays in brief:** Baltic Country Holidays grew out of the Latvian Country Tourism Association in 1998 and is a small incoming operator. All the staff are passionate outdoor and nature enthusiasts and that is why routes and offers are tested by employees. The company focuses on small businesses providing a personal touch and detailed local expertise. The company designs tour routes for individual travellers and small groups – travel by bicycle, boat or bus, hiking, bird watching, visits to artisans and designers, etc. Various guidebooks and maps are also available.

**www.celotajs.lv**

**www.szot.pl**
I Am Not a Plastic Cup

Travelife criterion: **7.8 No negative impact activities**

In all motor and sailing yachts, crewed yachts and Gullets, where there is no possibility of using glass (due to the risk of breaking glass and injuries), Aventur provides cups made from plant starch, and which are compostable and biodegradable.

**Aventur Travel Agency in brief:** Aventur Travel Agency - Yacht Charter & Broker was established in Trogir in 1997. Since its establishment, the agency has been very determined to establish a partnership with clients and partners in travel management by listening to their requirements and meeting all their needs and wishes. Aventur aims to provide superior and personalized travel services and business results by offering the highest level of expertise. They specialize in nautical services such as motor and sailing yachts, catamarans, crewed yachts and Gullets.

Take Only Pictures, Leave Only Footprints

Travelife criterion: **7.8 No negative impact activities**

Safety is our first concern: while we take pride in offering "off the beaten path" holidays, we do make sure to stick with the routes we are 100% sure are safe, even for families with children. Our employees have helped map and lay out trails which we use today on Koločep Island. We believe sticking to these hiking trails is very important, as it keeps our guests safe, preserves the environment and leaves it undisturbed.

On our trips, we bike on paved or existing cycling roads, walk and hike on existing paths and ask our guests not to feed, fish, hunt or disturb animals. Our company strives to promote those types of tourism in which use of motor vehicles is minimal. We are proud of the beauties Croatia has to offer and of the fact that we were the first to combine them with activities for offer to the public. We encourage you to travel on foot, by bike, kayak, canoe, raft or sailboat. Our motto is - take only pictures, leave only footprints.

**Huck Finn in brief:** Huck Finn is the leading Croatian adventure travel outfitter and operator. The company has pioneered rafting, canoeing, sea kayaking, biking and adventure sailing tours and excursions in the country in the past 20 years and has reached the highest level of quality and professionalism in service. Huck Finn operates over 20 original multi day packages, as well as over 20 different one-day trips, guaranteed departures, available for individual bookings. Huck Finn has its own fleet of 9-seat passenger vans, two 4-cabin sailing catamaran yachts and over 500 canoes, kayaks, rafts and bicycles.

www.huckfinncroatia.com
Ornithologist Guides

Travelife criterion: **7.12 Skilled guides**

The company's team of tour guides consists of experienced ornithologists and bird watchers, who deal with wild birds in research and public education every day.

**Motacilla in brief:** Motacilla is a member of the Latvian Ornithological Society and specializes in nature and birding tours in Latvia and abroad in combination with quality guiding based on deep respect for nature and local knowledge. The company's goal is to develop and promote bird watching tourism in Latvia by offering short or long-term tours for individual or small groups of travellers. The company also performs educational work in the form of workshops at which it presents the diversity of Latvian birds, and teaches how to differentiate them based on their appearance and voices.

www.motacilla.lv

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Best Accommodation for Motorcyclists

Travelife criterion: **7.13 Supporting local communities**

We organize tours for small groups of motorcyclists, with accommodation in guesthouses and small family hotels in the countryside which cannot support mass tourism due to insufficient accommodation capacities. In this way, we support local and small family businesses giving them the opportunity for additional earnings.

**Travel Projekt in brief:** Travel Projekt Sp. z o.o., is an incoming tour operator whose main offer includes: city breaks, round trips, culture & music tours, active & nature tours, culinary tours, recreation, spas & wellness, youth & school tours, Central & Eastern Europe tours.

www.travel-projekt.pl
Buying Local Products

Travelife criterion: 7.13 Supporting local communities

Our guides will always draw your attention to the stores selling local homemade products that are worth buying or the little stands where locals sell their products. Guides inform the guests about the advantages of buying products in such places as opposed to the bigger stores. Guests are guided through every destination and informed about local specialities throughout the regions. An example of this is an Istrian truffle store (Motovun) where a guest can taste the products before he buys them… The same goes for the souvenirs made from wood (see souvenirs made from olive tree), rocks (exp. in Istria "kažuni") or others. In small places, these souvenirs are often sold by elderly people who are very pleased when the guest recognises the quality, praises and ultimately buys their product. We have instructed our guides to make sure the guest does not wander off into a store with "pretty stuff" made in China.

M-G Express in brief: Established in 1994, M-G Express acts both as a tour operator and DMC with its head office based in the Istrian town of Kanfanar. They offer a range of services for both group and individual travel. Their travel programs are suitable for those who wish to discover all the secret beauties of Croatia and the neighbouring countries. M-G Express specializes in group travel, but pays attention equally to individual guests and family travel. They believe in the best quality for the best price and in making your dreams come true.
Collaboration with Local Associations

Travelife criterion: **7.13 Supporting local communities**

Through supporting local associations we contribute to preserving of the town of Omiš. An example is our collaboration with a local association during the "Pirate Nights in the River Cetina Canyon" which brings to life the history of Omiš pirates in a way which makes the guest a participant and not only an observer. The reimagining of history takes place in front of the restaurant Kaštil Slanica, in the place where pirates used to find shelter between the 12th and 14th century. An essential part of the program is the pirates’ table containing a variety of dishes based on local ingredients which were enjoyed by the famed pirates of Omiš in the past centuries.

**Radmanove Mlinice in brief:** Travel agency Radmanove Mlinice was established in 2006 and is a leading DMC and eno-gastro specialist for Omiš and its surrounding. We offer a wide range of travel services for groups and individuals such as: accommodation (pansion, apartments and hotels), attractive and exclusive excursions in river Cetina canyon like Pirate night and boat trips from Omiš to Radmanove Mlinice, active holidays (rafting, zip line, free climbing), gastro offer in our two restaurants Kaštil Slanica and Radmanove Mlinice, both located in protected area of canyon of the river Cetina.

www.radmanove-mlinice.hr
Connecting Farmers

Travelife criterion: **7.13 Supporting local communities**

As part of the "Discover Croatia" project we've managed to attract many professional agricultural and horticultural groups from New Zealand, Australia, France, Sweden, Denmark, Slovakia, Switzerland.

Through the programme "Precious gifts of Istrian soil" we've attracted a large number of agricultural and horticultural groups, factory owners, and eco-producers from the entire EU. In this way we've helped the local community and domestic producers in establishing contacts with potential associates and partners. Apart from establishing collaboration our programme has enabled the exchange of experience and promotion of local producers and their products outside of Croatia's border.

As part of travel packages tourists are offered a wide array of activities and educational programs. From a presentation covering production of blueberries and degustation of local products to searching for truffles and tasting Istrian delicacies. They also meet leading agricultural producers of Istria, visit their olive groves and vineyards, and exchange experiences and contacts. They visit a "boškarin" cow farm and learn more about small fish processing.

Our trips are a unique blend between a holiday and learning, but also provide opportunities for developing new ideas, business relationships, exchanging experiences and spreading local products outside Croatia.

**Travelana in brief:** established in Rijeka in 1994 and since then operates as an inbound tour operator. We offer a premium product and high quality service for all types of accommodation and accompanying facilities along the Adriatic coast and in continental Croatia. Our travel service activities include organisation of all types of group and individual travel and package arrangements which include accommodation, excursions, tours, tourist guides, tailor made programs, SIT, transfers, sailing and yacht charter etc.

www.travelana.hr
This tour includes a 4-day cross-country bicycle tour of the Mazury region which is famous for its unspoiled wildlife and nature. During the tour, groups stop at local inns where they are served local Polish specialties, i.e. the Polish rye soup and sausages, dumplings, delicious fishes from local lakes. Culinary workshops provided by locals are also one of the attractions of this tour.

Travel Agency Weiss in brief: Travel Agency Weiss from Poznań, established in 1991, offers customized tours of Poland and the Baltics. The company offers tour programs focused on specialised themes which can be tailor-made to suit different tastes, such as visits to national parks, medieval tournaments, folklore performances and horse-drawn carriage rides, lectures about Polish history and culture given by expert local guides. They also focus on the delicious regional cuisine which is part of a rich Polish heritage.
Mastic-Mystique Excursion

Travelife criterion: **7.13 Supporting local communities**

A presentation of and contribution to mastic cultivation. Young farmers demonstrate all the stages of mastic tree cultivation and encourage participants to try using traditional tools and techniques involved in the extraction and harvesting of mastic resin. Depending on the season the programme includes various surprises like the picking of tomatoes right out of an organic garden and the picnic in the field under the shade of the mastic trees. As the owner of Masticulture says: “On our mastic-harvest-related tours we don't just explain, we encourage our guests to “get their hands dirty” and experience farming!”

**Masticulture in brief:** is a locally owned and operated small scale travel bureau in the mastic village of Mesta on Chios Island in the Aegean Sea, specialising in ecotourism on the island. It provides a broad variety of activities related to Chios’ environment (natural and social) as well as the people, businesses and associations representing the local traditions and culture of Chios. Masticulture belongs to, and operates with the help of Mesta's inhabitants, whilst also cooperating with locals throughout the island.

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CROATIA

Best of Travelife sustainability practices

Reviving Forgotten Traditions

Travelife criterion: **7.13 Supporting local communities**

Međimurje is an area of Croatia offering interesting history, natural beauty and unique traditions. Our programs consists of educative content for children and adults along with a dose of adventure. By making baskets, bags and straw dolls the tourist gain new knowledge and skills, get to know old Međimurje crafts and in that way revive an almost forgotten tradition. This experience is remembered by all our guests. Through this program we promote Međimurje, restore old and forgotten crafts and promote the culture of the local area as well as offering unique programs to our guests.

**Etno Art Travel in brief:** Etno Art Travel is a receptive destination management company. We own two restaurants: the Međimurski Dvori restaurant in Lopatinec and the Lovački Dvori restaurant in Čakovec. Our aim is to enrich the range of tourism products in Međimurje by offering contemporary, high-quality, interesting and innovative tourist programmes, as well as the traditional gastronomic products of this area. Our long experience of work in tourism and knowledge of every inch of our region guarantee you an excellent vacation and unforgettable moments in our green country.

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www.masticulture.com

www.etnoart-travel.com
Social and Ecological Sensibility

Travelife criterion: **7.13 Supporting local communities**

Our programs are always composed in that way that our clients discover the rural areas inland and on the islands, enjoy and learn about the local way of living, taste home-made organic food and mingle with the inhabitants. We have well established programs on the island of Hvar, Mljet and the Konavle region. When presenting different kinds of animations we give preference to local assemblies or bands.

**TerraNautika in brief:** TerraNautika is all about the land, the sea and meeting your requirements to the smallest detail, offering you memorable lifetime experiences. Since 2006, as DMC, TerraNautika operates out of the historic town of Dubrovnik and covers whole Croatia and the Adriatic Coast. We offer personalized meeting and incentive services for corporate clients, offer tailor made programs to leisure groups and individuals and assist cruise specialists in creating unique land excursions. We rely on a multidisciplinary team of professionals with worldwide experience, strong area expertise enhanced with a nautical background to guide you through this fabulous region rich in historical, natural and cultural heritages. Our mission is to take away all the hassle of planning and coordinating your meetings or travel experiences and to assist you in choosing carefully all the ingredients to put your event or holiday to an exceptional level. Our Vision is through dedication become your dedicated destination consultant.

Visits to Local Artisans

Travelife criterion: **7.13 Supporting local communities**

This company’s tour offer includes visits to local stakeholders – small breweries, potters, cheese makers, bakeries etc., where visitors can try their hands in ancient crafts, taste traditional foods and see how craftsmen work in their workshops. Tourists pay the entrance fee at each of the sights where they can buy local products and thus support the local community.

**Skaisto Skatu Aģentūra in brief:** Skaisto Skatu Aģentūra, established in 2012, specializes in local tourism offering 1- to 2-day trips to Latvia, Lithuania and Estonia. The company’s offer focuses on tours which include not only significant sights, but also a wide variety of “countryside bounties”, like craftsmen, traditional food producers etc. Most of the tours are for groups (~30 persons) with a tour guide; the offer also includes guided tours to Riga and Jurmala.

www.skaistieskati.lv
Working with Local Communities

Travelife criterion: 7.13 Supporting local communities

When booking some of our trips, the clients are bringing much needed income to the people who are still recovering from the war-torn years as these are some parts of Croatia which were severely affected. Our trips ensures that the local people benefit as much as possible through employment (we employ local guides and drivers) and accommodation provision (we use family owned hotels or home stays with local families). We also use local transfer services, buy food from the small farms and work on developing responsible waste management by stimulating waste recycle. By buying local products you are supporting this country’s economy and helping Croatia to stand on her feet again! We consider it our responsibility to lead efforts to maintain and preserve the integrity of this fledgling sector by petitioning the introduction of tighter controls over the use of the country’s natural resources.

As a company, we support the local community by building camps in partnership with local families, building bridges and accesses to the rivers. In order to preserve traventine barriers on Zrmanja River we have built wooden detour bridges. We also support an orphan bear shelter in Kuterevo. The Korana Village has less than a dozen houses and it is situated on both sides of a small river of the same name, at the end of a dead-end road in Plitvice Lakes National Park, UNESCO World Heritage Site. Travel agencies or tour operators never showed interest in the place that cannot accommodate more than 20 tourists and whose road is too narrow for a tourist bus. Like in no other hotel room you have stayed in, these traditional houses are perched on the very edge of the river bank. Hear first-hand how this village has managed to preserve their tradition and rebuild all family houses after it has been torn down and burned in the war. Our local guides are cooks and famous for their delicious cuisine. We keep a full stock of supplies and stop frequently at local shops to load up on fresh food supplies to ensure our meals are always healthy and nutritive sufficient with a touch of tradition.

Huck Finn in brief: Huck Finn is the leading Croatian adventure travel outfitter and operator. The company has pioneered rafting, canoeing, sea kayaking, biking and adventure sailing tours and excursions in the country in the past 20 years and has reached the highest level of quality and professionalism in service. Huck Finn operates over 20 original multi day packages, as well as over 20 different one-day trips, guaranteed departures, available for individual bookings. Huck Finn has its own fleet of 9-seat passenger vans, two 4-cabin sailing catamaran yachts and over 500 canoes, kayaks, rafts and bicycles.
Cleaning the World

Travelife criterion: **7.14 Supporting environmental and biodiversity protection**

At the beginning of each camp program, the participants are introduced to the campsite’s waste management rules. The last day of their stay is traditionally the day of “cleaning the world”. Every person takes a waste bag and joins in with the collecting and sorting of any waste found at the campsite and its surroundings: in the forest, at the beach, the lake shores, etc. The purpose of this activity is to protect the biodiversity of natural areas at the destination and teach young people good habits for supporting environmental protection.

Travel agency “Wonderlands” in brief: The travel company organizes various thematic summer and winter camps for children and youth: Sport & Adventure camps; Survival Camps.

www.wonderlands.pl
Tour leaders, local representatives and guides

Tour Leaders, but Also Travelife Sustainability Managers

Travelife criterion: **8.6 Sustainability knowledge**

Petros travel agency has been organising courses for tour leaders for more than 15 years with continuous improvements of materials and course topics. In order to improve knowledge of tour leaders on sustainability, Petros has included a Travelife module in their course, enabling participants to complete the Travelife training and earn the Travelife Sustainability Manager certificate. In that way, Petros is actively promoting sustainability and developing a base of skilled tour leaders with certified sustainability knowledge.

**Petros travel agency in brief:**
Petros travel agency is a privately owned company located in Zagreb that has been operating successfully since 1990. We are specialized in group travel and offer you tailor-made tours, escorted coach tours in Croatia and the neighbouring countries, excursions, city tours, transfers, accommodation. School and pilgrim groups are welcome. We invite you to book our newly opened apartments in Zagreb and Pag online at www.petros.hr. We guarantee efficient, high-quality service at competitive prices.

Tour Guide’s Manual

Travelife criterion: **8.8 Customer Communication**

For each specific destination, product managers have included practical information in the tour guide’s manual, such as how to behave in national parks, with taking photos, littering etc. Sawadee has noticed that tour guides are very interested in the sustainability issue and that is why a guidebook for tour guides is planned to be developed and distributed.

**Sawadee in brief:**
Sawadee is a tour operator that offers some very exciting and adventurous travels. They are a part of the PEAK Adventure Travel Group, the global leader in active and adventure holidays. Sawadee stands for exceptional travel experiences that enable their guests to see the reality of the country and meet the local population.

www.sawadee.nl
Supporting Environmental and Biodiversity Protection

Travelife criterion: **9.8 Support biodiversity conservation**

One of the tours that the company offers is the Slītere National Park “Tourist Days” which are organized every year at the beginning of June. The company brings people with a bus and gives them the opportunity to choose tours they are interested in.

During Soviet times this territory was closed, which helped to preserve an untouched environment. Besides wild beaches, pine woods and cultural attractions which are available to everyone now, the national park has several preserved areas and other interesting nature places that are opened to the public once a year during “Slītere Tourist Days”. During these two days a lot of excursions by local guides are offered, emphasising natural processes and education. For example, one of the tours includes a visit to a bog to demonstrate how nature changes after a forest fire.

**Skaisto Skatu Aģentūra in brief:** “Skaisto Skatu Aģentūra” has been operating since 2012 and focuses on local tourists by offering 1-2 day trips in Latvia, Lithuania and Estonia. Its emphasis is on offering tours which include not only significant sights, but also a wide variety of “countryside bounties,” like craftsmen, traditional food producers, etc. Most of the tours are for groups (~30 persons) traveling by bus, but it also offers guided tours in Riga and Jurmala.

Online Information and Distribution of Flyers on Illegal Souvenirs

Travelife criterion: **9.9 Forbidden souvenirs**

Many ANVR members display online information on forbidden souvenirs with a link to the WWF leaflet and website. Dutch tour operators have in the past actively distributed the "Kijken, kijk en niet kopen!" flyer produced by WWF Netherlands regarding purchase of illegal souvenirs. These were distributed by reps in destinations, enclosed in travel documents, hotel information books, and supported by an in-flight video and features in in-flight magazines.

**ANVR in brief:** People have been travelling the world for centuries. For business and pleasure, alone or in groups. As an entire industry evolved to cater for their needs, it is little wonder that the businesses concerned began to feel the need to unite in support of their common interests. The result of that drive for solidarity in the Netherlands is the ANVR, the Dutch Association of Travel Agents and Tour Operators. A representative body for the travel industry, not a consumer group.
World of Birds

Travelife criterion: 9.9 Forbidden souvenirs

The company offers souvenirs that help discover the world of birds, learn about the nature and be part of it. Souvenir offer – brooches, T shirts and cups with bird pictures, bird feeders, wooden bird cages etc.

Motacilla in brief: Motacilla is a member of the Latvian Ornithological Society and specializes in nature and birding tours in Latvia and abroad in combination with quality guiding based on deep respect for nature and local knowledge. The company's goal is to develop and promote bird watching tourism in Latvia by offering short or long-term tours for individual or small groups of travellers. The company also performs educational work in the form of workshops at which it presents the diversity of Latvian birds, and teaches how to differentiate them based on their appearance and voices.

www.motacilla.lv
As the first Croatian company awarded the Travelife Partner certificate, PerfectMeetings.hr insists on professional and honest communication with its clients, and it has developed its Code of Ethics which sets out the general principles of PerfectMeetings.hr for maintaining high standards of professional service and conduct towards clients, colleagues, suppliers, employers, employees and the public. The Code of Ethics is published on the company’s website ensuring that company communication complies with the relevant standards and this voluntary code of ethics.

PerfectMeetings.hr in brief: PerfectMeetings.hr is Croatia’s premier company specializing in meeting management, sales incentive and performance motivation programs. We are a privately owned PCO, DMC & EMC (Professional Congress Organiser, Destination Management Company & Event Management Company) based in Zagreb, Croatia’s capital. We organize a wide variety of events: from small intimate gatherings for senior staff and board members to events with over 1,000 participants from all over Croatia and the neighbouring countries (Slovenia, Bosnia & Herzegovina, Serbia, Montenegro, Macedonia).

In Exodus, key sales and marketing decisions were made to ensure that responsible tourism is the core element of Exodus’ business. For example: the responsible travel section of the company’s website is directly accessible from the home page; the Exodus newsletter includes a section on responsible travel; and all sales personnel are encouraged to raise the issue in their sales talks with clients, whenever they feel appropriate.

Exodus in brief: Exodus was launched on 4 February 1974 when two friends got together to provide an overland truck to travel to the Minaret of Jam, deep in the heart of the Hindu Kush, the most inaccessible of the world’s great monuments. Exodus is about adventure. That is what Exodus was founded on and what the company is still all about. Discovering countries, cultures, environments, cities, mountain ranges, deserts, coasts and jungles; exploring the amazing planet we all live on. At Exodus, they know what makes people tick when it comes to holidays. It’s a desire shared. A yearning to visit new places and come home with a real sense of what these places are all about.

www.perfectmeetings.hr

www.exodustravels.eu
**Communication on the Tour Operator’s Website**

**Travelife criterion: 10.4 Product information**

TUI Netherlands has well-developed responsible tourism information on its website; the site is regularly updated and includes information on environmental activities and achievements, policy reports and checklists, products and projects, articles on sustainable tourism, partner websites and an email address for customer feedback.

**TUI in brief:** as market leader in the Dutch travel industry, TUI Nederland feels jointly-responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.

**www.tui.nl/sustainabletourism**

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**LATVIA**

**Guarantee Fund**

**Travelife criterion: 10.4. Product information**

When consumer is purchasing a package of tourism services, it is important that the service would be provided by the customer paid cash security guarantees, what means that consumer will be able to get back on the tour money paid tour operator insolvency. Latvian legislation requires that the money paid by the client provides security guarantee for a period of not less than one year, and it must be sufficient to ensure the fulfilment of the conditions, but not less than 20 000 lats. Tour operator TEZ TOUR provides all the necessary steps to provide guaranty for their customers.

**TEZ TOUR in brief:** is the largest Latvian tour operator that organizes trips to various tourism destinations in the world. In Latvia tour operator cooperates with more than 200 tourism agencies all over the country. TEZ TOUR Riga is part of the large international tourism holding TEZ TOUR Group, which employees more that 500 persons.

**www.teztour.lv**
Product Plan

Travelife criterion: **10.4. Product information**

All product plans contain a separate chapter on sustainability. One issue they cover is whether the local (inbound) agents and accommodations in destinations work with the Travelife programme themselves.

TUI Nederland in brief: As the market leader in the Dutch travel industry, TUI Nederland feels jointly responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.

Green Transport Labels Displayed in Brochures

Travelife criterion: **10.7 Sustainable transport**

TUI strongly encourages its clients to use trains and tour buses when going to European winter destinations as an environmentally friendly option. Green transport labels are displayed in Arke and Holland International brochures next to packages which include trans and tour buses as means of transport to destinations.

TUI in brief: As market leader in the Dutch travel industry, TUI Nederland feels jointly-responsible for the future of our holiday destinations. For that reason, TUI Nederland has a proactive strategy and policy on sustainable tourism and corporate social responsibility.

www.tui.nl/sustainabletourism

www.tui.nl/sustainabletourism
Train Holidays

Travelife criterion: **10.9 GHG / Carbon Compensation information**

VNC Asia Travel, a Dutch tour operator, openly supports the train as the best eco-friendly means of travelling on holiday. Customers are advised to take the Transsiberië-express from Europe to Asia and vice versa. In Asia itself, namely in China, VNC also recommends the train as an alternative to domestic flights. Incentives to take the train are presented throughout the brochure.

**VNC Asia Travel in brief:** VNC Asia Travel develops high quality and responsible travel products. They wish to minimize the negative effects and strive for more sustainability in foreign destinations and their inhabitants. In the long run, VNC Asia Travel intends to offer only sustainable travels.

Advising Sustainability

Travelife criterion: **10.12 Travel advice: sustainable offers**

Prior reservation and on site, TerraNautika inform and instruct its clients whether individuals or enterprises to be aware of their behaviour and actions and encourage to sustainability.

On our new web site of which the screenshot is attached we inform our clients about sustainability management. Our clients receive guidelines and sustainability messages while walking & biking through nature, visiting cultural sites, driving vehicles, staying at accommodations and sailing at sea. (When having our clients on site they get a technical program or itinerary with guidelines through the destination). Also we ask our client to report on lack of missing infrastructure for instance for waste disposal as such we can report the local authorities.

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www.terranautika.hr
**Environmentally Friendly Excursions**

**Travelife criterion: 10.12 Travel advice: sustainable offers**

In our programs for bus tours to Mazury, the Land of 1000 Lakes, we encourage our customers to explore the lakes by traditional boats without fuel engines (a rafter pushes the rod). This is certainly a more environmentally friendly manner of exploring the beauty of Masurian lakes than a standard ship cruise.

**Skaisto Skatu Aģentūra in brief:** Travel Projekt Sp. z o.o., is an incoming tour operator whose main offer includes: city breaks, round trips, culture & music tours, active & nature tours, culinary tours, recreation, spas & wellness, youth & school tours, Central & Eastern Europe tours.

**Cleaning the World**

**Travelife criterion: 10.15 Sustainability information**

At the beginning of each camp participants are acquainted with waste management rules at the campsite. The last day of their stay traditionally is the day of “Cleaning the world”. Everybody receives waste bags and takes part in collecting and segregation of any waste found at at the campsite and its surroundings: in the forest, at the beach, lakes shores, etc. The purpose of this activity is to protect biodiversity of natural areas at the destination and to teach young people good habits for supporting environmental protection.

**Travel agency “Wonderlands” in brief:** The travel company organizes various thematic summer and winter camps for children and youth: Sport & Adventure camps; Survival Camps.

[www.travel-projekt.pl](http://www.travel-projekt.pl)

[www.wonderlands.pl](http://www.wonderlands.pl)
**Travelife criterion: 10.15 Sustainability information**

Croatia includes sustainability messages in all of its vouchers sent to clients after online bookings. It also promotes sustainability in its programs and when communicating with potential clients.

**Travel agency “Croatica” in brief:** Croatica is a specialist in private accommodation in Croatia. Our main motto is to offer a quality and individual travel service in best parts of Croatia. That way we have opportunity to present the best of Croatia and to have satisfied guests. That is the reason we choose Dubrovnik and Dubrovnik islands and Split and Trogir area as our base. These are most attractive and most visited areas in Croatia. All accommodation units on which is written Book with Croatica are personally checked and visited by our representative.

**Helping Clients Feel Safe**

**Travelife criterion: 10.17 Customer communication and protection**

Sacred shrines are usually places full of pilgrims and it is easy to get lost. Pilgrims are very often older people who may have health problems while praying in overcrowded holy places. To protect pilgrimage participants AVE TOUROPERATOR provide every tourist/pilgrim with a personal ID card comprising detailed information about a traveller and emergency contacts:

- Name and surname
- Personal number on the list of participants
- Address and phone Organizer – AVE
- Addresses Polish embassies in countries along the route
- The names and telephone numbers of all the accommodations during the tour
- Emergency phone number to the guide of the tour

On the bus, when the tour starts, the guides are instructing pilgrimage participants about codes of conduct in the sacred places and procedures in case of emergency situations.

**AVE Touroperator in brief:** AVE travel agency operates since 1991 as a licensed incoming and outgoing touroperator. AVE Pilgrimage Branch specializes in the organization of the pilgrimages to sacred shrines and places in Poland and around the world. AVE POLAND Incoming supports foreigners in Poland by offering programs presenting the cultural, natural and religious heritage of Poland and/or leisure holidays. AVE ACTIVE organizes all types of active tourism for groups and individuals: skiing, biking, sailing, windsurfing, expeditions.
First Aid Training

Travelife criterion: **10.18 Emergency situations**

Quoted above is the motto of the Orange Family Club at Sun & Fun Holidays which offers family holidays in club hotels. Before the beginning of each holiday season, our animators undergo a training program in the principles of animation, rules of the games, psychological mechanisms of tourists' behaviour and how to build good relationships between parents and children during their family holiday. Striving for more safety for our young guests and their parents during their holiday, our animators also receive first aid training. The Safe Company Certificate for Sun & Fun Holidays is available at [www.sunfun.pl/certyfikaty](http://www.sunfun.pl/certyfikaty).

Sun & Fun Holidays in brief: Since 2004 they have gathered extensive experience in organizing trips to the Orient - Egypt, Tunisia, Turkey, United Arab Emirates, Morocco and Europe - Greece, Spain and Bulgaria. They will show you their beauties and cultural richness with great pleasure. Their excursions will take you to the most interesting places in each country and our licensed guides will introduce you to their history and tradition.

CROATIA

Best of Travelife sustainability practices

Traditional Local Cuisine

Travelife criterion: **10.22 Local services and goods**

We attach great importance to local traditional cuisine in our programs, contributing to preserving the traditions and rich flavours of the local region. This area combined the cuisines of the sea and the river. Homemade oven-baked bread is always available in our restaurants in the Cetina River Canyon, Kaštil Slanica and Radmanove Mlinice, as well as soparnik pie, declared an intangible heritage by UNESCO.

Radmanove Mlinice in brief: Travel agency Radmanove Mlinice was established in 2006 and is a leading DMC and eno-gastro specialist for Omiš and its surrounding. We offer a wide range of travel services for groups and individuals such as: accommodation (pansion, apartments and hotels), attractive and exclusive excursions in river Cetina canyon like Pirate night and boat trips from Omiš to Radmanove Mlinice, active holidays (rafting, zip line, free climbing), gastro offer in our two restaurants Kaštil Slanica and Radmanove Mlinice, both located in protected area of canyon of the river Cetina.
**Sharing with People**

**Travelife criterion: 10.24 Donations/charity**

Logos Tours is, since many years, engaged in socially responsible business. Every year 1% of tax is transferred to the charity foundations taking care of people with disabilities. Also, in cooperation with the ‘Jasiek Mela Foundation’, the company organized charity auction to get funds for the leg prosthesis for a disabled girl.

In 2011 Logos Tours joined the campaign of the Polish Humanitarian Organization (PHO) and Polish Chamber of Tourism by promoting on its website and among its customers the initiative: “Holidays of Life - Let's help the starving Africa.” The company encouraged its customers going on vacation to pay extra PLN 23,80 (€5,5) per week of holiday to help the people in Africa suffering from drought. Extra money for two weeks of holiday mean 2 weeks of life for an African.

All collected funds were spent by Polish Humanitarian Organization on food for Africans and construction of wells to provide water supply in a few villages most suffering from drought.

**LOGOS TOURS in brief:** has been present in Polish tourist market since 1981 and is one among the oldest and the most significant Polish tour/operators. Over the past 30 years more than 1 million of tourists benefited from its services. The subject of the company’s activity, having 11 branches all over Poland and LOGOS Hotel in Cracow, are almost all segments of tourism. Logos Tour offers 150 trips to Asia, the Americas, Africa, Australia, Europe, Antarctica as well as around the world. It also has a rich offer of excursions, holiday and incentive packages in the most interesting places in Europe.

**Customer Care and Protection**

**Travelife criterion: 10.27 Complaints**

Holiday Tours, according to the legal requirements for tour operators in Poland, maintains insurance for the reimbursement of the costs of repatriation to the clients in case of company’s bankruptcy. Holiday Tours has also clear procedures concerning complaints from clients. Both documents: current certificate of insurance and the terms and conditions of the travel contract, including claim procedures are always available to the customers from the company's website.

**Holiday Tours in brief:** Our company has over 20 year experience in professional organization of tailor-made events according to the needs of our clients: business travels, participation in fairs, incentive travels. Our activities also include: sales of air tickets, hotel bookings, travel insurance, visa arrangements. Destinations: Asia, North & South America.
Inspiring clients

Travelife criterion: 10.24 Donations/charity

Through the year we participate in humanitarian and environmental actions through all kinds of contributions of which our clients are informed through our proposals. In 2014, one of our clients which to rent choppers as a transfer. The rental fees the client paid went to the Moto club as donation in their humanitarian actions which they do around X-mas time in Dubrovnik. Through the disposal of plastic bottles we used the collected money to contribute to the costs of supplying a physiotherapist for children with the Down Syndrome. When clients drive with jeeps, beetle or 4L cars through the region we reserve a part of the rental fee which we donated to the Croatian police association to help their actions in anti-drugs campaigns among young children. While having city quests through the cities, our guests contribute in buying educational material which we offer to a grade in a school. (Ref rotary club France).

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Interested in many more good practices? Join the Travelife online platform and find out about more than 270 things you can do: www.travelife.info.

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