

Newsletter No 14

We are pleased to present you with one of many newsletters gathering the best sustainability practices from Croatia, Greece, Poland, the Netherlands and Latvia. Join us weekly in the discovery of new tips to meet with Travelife criteria!

Best of Travelife sustainability practices

"Mastic-mystique" excursion

Travelife criteria: **Excursions offered / 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

masticulture
ecotourism activities

experience farming!"

Masticulture (Greece) 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.

<http://www.masticulture.com/>

Guarantee fund

Travelife criteria: **Customer communication and protection**

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 (Latvia) 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 that 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



<http://www.teztour.lv/>

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Training product managers

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

koningaap

écht op reis!

<http://koningaap.nl>

Young people bring new ideas

Travelife criteria: **Trainee places**



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.

Globtour Event (Croatia) 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.


globtour event

<http://www.globtour.hr>

Helping clients feel safe

Travelife criteria: **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 (Poland) 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.



www.ave.turystyka.pl



LIFELONG LEARNING PROGRAMME, LEONARDO DA VINCI

Transfer of innovation

CSR TOUR „Corporate Social Responsibility Training and Certification in the Travel Sector“

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The contents of this publication can under no circumstances be regarded as reflecting the position of the Office for Cooperation with NGOs of the Government of the Republic of Croatia and/or the position of Ministry of Tourism Republic of Croatia.”