

1. How can we operate the European Ecotourism Labelling Standard (EETLS) and local ecotourism certificate in an effective, successful and cost-effective way?

Options:

- 1.EETLS** central organisation for EETLS (to manage, to update, licence) the local, regional organisations if they agree with the values (2 steps approach)
- 2.Umbrella initiative (first to meet and then to agree to principles and to communicate)
- 3.EETLS** to be used as a standard and guidance for bussiness certification scheme

2. How can certification schemes and quality assurance standards contribute effectively as a marketing tool for ecotourism businesses and destinations?

1. The concept to be known by consumers
2. Benefits have to be measured/monitored to communicate them
3. European Brand (e.g. EETLS) – for promoting high quality business in order to attract European clients
4. Communicate the benefits to policy makers
5. Common mapping of certificates and certified business and destinations on DestiNet for transparency and market access ➡
GreenHopping, Greendestinationviewer