

## **ALTOUR-MED**

**2022-2-MT01-KA210-VET-000096406**

***KA210-VET - Small-scale partnerships in vocational education and training***



**altourmed**  
Alternative Tourism for the Mediterranean Region

## **Good Practices: GREEN VILLAGE, GREECE**



**Co-funded by  
the European Union**

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<b>Practice number</b>	5
<b>Name of the Practice</b>	<i>Greek Ecotourism Society</i>
<b>Category</b>	<i>1. Ecotourism</i>
<b>Type</b>	<i>1. Service 4. Activity/Event</i>
<b>Developer / initiator</b>	<i>Greek Ecotourism Society</i>
<b>Short description</b>	<i>Greek Ecotourism Society is a non-profit association aiming to promote ecotourism offers in Greece by networking and organisation of relevant activities.</i>
<b>Goal</b>	<p><i>To preserve the environment and cultural heritage in Greece whilst respecting local communities.</i></p> <p><i>To promote Greece as an ecotourism destination internationally and promote Greek ecotourism businesses on the international tourism market.</i></p> <p><i>To offer guidance and support for ecotourism businesses in Greece to become certified under the European Ecotourism Labelling Standard.</i></p> <p><i>To encourage networking and the sharing of best practices between ecotourism businesses in Greece and the rest of Europe.</i></p> <p><i>To conduct research and studies on the subject of ecotourism in Greece.</i></p> <p><i>To create, edit and disseminate ecotourism publications with a particular focus on Greece.</i></p> <p><i>To organise conferences, workshops and seminars which focus on ecotourism in Greece.</i></p>
<b>Detailed description</b>	<i>Greek Ecotourism Society is a non-profit association aiming to promote ecotourism offers in Greece by networking and organisation of relevant activities. It aims to highlight the importance of Greece as an ecotourism destination throughout the world, help protect the individual ecotourism destinations of Greece and promote them within</i>

	<i>Greece and over the world market. We also seek to promote our members' businesses on the international ecotourism market</i>
<b>Innovativeness</b>	<i>An organisation dedicated to the promotion and increase of quality of ecotourism offers across Greece. It also supports its members through networking, visibility and knowledge transfer as well as capacity building activities in up taking ecotourism activities and developing sustainability related strategies</i>
<b>Financial aspect</b>	<i>€€ = Moderate investment (membership fee)</i>
<b>Country</b>	<i>Greece</i>
<b>Transferability</b>	<i>Interested tourism stakeholders can become members of the of the association. Or create synergies with the Society for developing strategies for promoting alternative tourism offers and services</i>
<b>Website and/or relevant links</b>	<i><a href="https://www.greekecotourism.org/">https://www.greekecotourism.org/</a> <a href="https://ecotourism-greece.com/">https://ecotourism-greece.com/</a></i>