

Travelife Certified sustainability award for the Elite Travel, Croatia

First Croatia company to obtain a GSTC Accredited certification

Amsterdam, August 29, 2018. The Travelife Certified award was received today by Elite Travel. The award is a recognition for the long-term efforts and frontrunner position of *Elite Travel* regarding sustainability and Corporate Social Responsibility.

Elite Travel complies with more than 200 criteria, related to an operators' office management, product range, international business partners and customer information. The Travelife standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations; and is formally Recognised as in full compliance with the UN supported Global Sustainable Tourism Criteria.

Mr Naut Kusters, manager of Travelife for tour operators, "I am delighted to see that sustainability in the tour operators sector is obtaining momentum. The award of the front runner Elite Travel will inspire other companies Croatia to follow the same path".

Travelife, which has been established with the support of the European Commission, is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including ABTA, The British Travel Association and PATA, the Pacific Asian Travel Association. In 2017 Travelife for Tour operators has reached the GSTC Accredited status from the Global Sustainable Tourism Council (GSTC). Elite Travel is the first company in Croatia to have reached a GSTC Accredited certification.



Editor notes

About Elite Travel

Travelife for Tour operators en Travel agents

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About Travelife (www.travelife.org)

Travelife is a certification system, dedicated to achieving sustainable practices within the tourism

industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. Travelife is managed by ABTA – The Travel Association in the UK - and by ECEAT Projects - a not-for-profit organisation based in The Netherlands. Travelife has two key focuses:

Travelife for Tour operators: the scheme provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators and travel agencies of any size and cover all management aspects of the travel company business including office operations, the supply chain, destinations and consumers. Upon submitting a report in compliance with the Travelife standard (based on an independent onsite audit), the company can obtain the “Travelife Certified” status.

The Travelife standard for Tour operators and Travel agencies is based upon the full Corporate Social Responsibility themes, including labour conditions, human rights, environment, biodiversity and fair business practices. The management requirements are compatible with EMAS and ISO 14001. The system is supported by more than 35 national travel associations to further its implementation among members.

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