



# ECEAT

European Centre for Ecology and Tourism

## **Národní systém certifikace ekologicky šetrných služeb v cestovním ruchu**

**Ing. Kateřina Gryndlerová**



# ECEAT

European Centre for Ecology and Tourism

QUALITY-TRAVEL-EXPERTISE



**ECEAT QUALITY LABEL**

**GREEN-HOLIDAYS TRAVEL**

**ECEAT EXPERTISE**

**[www.eceat.cz](http://www.eceat.cz)**

**Czech Rep.  
Finland  
Latvia  
Germany  
The Netherlands  
Poland  
Romania  
Slovenia  
Serbia  
Spain  
Sweden  
Turkey  
Great Britain  
Belorussia.....**



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## DEFINICE UDRŽITELNÉHO ROZVOJE:

zajistí potřeby současných generací, aniž by bylo ohroženo splnění potřeb generací příštích, a aniž by se tak dělo na úkor jiných národů. (1987, Komise OSN pro živ. prostředí)

## DEFINICE UDRŽITELNÉHO CEST. RUCHU:

"Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the **environmental**, **economic** and **socio-cultural aspects** of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability." (UNWTO)



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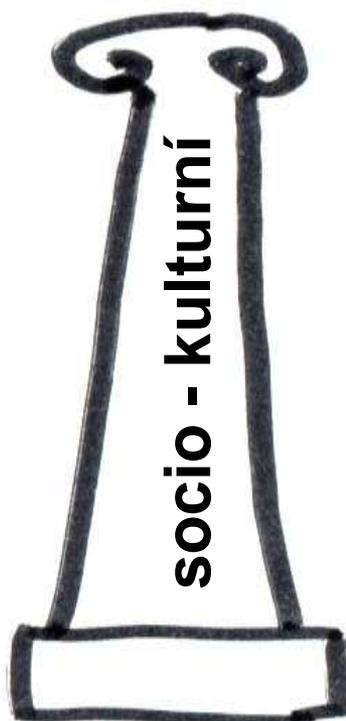
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**UDRŽITELNÝ ROZVOJ (CEST.RUCH)**



environmentální



socio - kulturní



ekonomický



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**- dobré vnímání odbornou veřejností**



A vibrant business. Revealed



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WTM 2007 EVENT PROGRAMME



Following the success of the 2007 Event Programme, a selection of sessions are available online as a series of PowerPoint presentations and Webinars. All events can be searched according to topic.

The WTM 2008 Event Programme will be available to view online from July 2008.

**Airlines:**

- [WTM Airline Debate](#)

**Business / Corporate travel:**

- 21st Century Business Travel
- How business travellers are turning to each other to get a better deal on the road

**Cruising:**

- Seatrade Cruise Panel
- Seatrade Cruise Seminar
- Seatrade and ACE cruise call

**Destination Marketing:**



ADD WTM DATES TO OUTLOOK ✓



# LOHAS ONLINE

Lifestyles of Health and Sustainability

CONTACT US

SEARCH

SUBSCRIBE

WHAT IS LOHAS? LOHAS FORUM LOHAS JOURNAL LOHAS NEWS BUSINESS DIRECTORY

ABOUT MISSION CALENDAR RESOURCES GLOSSARY

## LOHAS: WHAT IS IT?

LOHAS is an acronym for Lifestyles of Health and Sustainability, a market segment focused on health and fitness, the environment, personal development, sustainable living, and social justice.

[Learn more about the LOHAS market!](#)

### Highlight Video of LOHAS 11, 2007



00:00 04:13

email get link MENU

[Learn more about the LOHAS Forum!](#)

### LOHAS Resources

[LOHAS Directory](#)

[Job Links](#)

## Changing our footprint on the environment



LOHAS companies practice "responsible capitalism" by providing goods and services using economic and environmentally sustainable business practices. LOHAS business owners and industry leaders from around the world meet each year at the LOHAS Conference to discuss industry trends, share ideas and learn how to run a successful LOHAS business.

LOHAS consumers, sometimes referred to as Lohasians, are interested in products covering a range of market sectors and sub-sectors, including: Green building supplies, socially responsible investing and "green stocks", alternative healthcare, organic clothing and food, personal development media, yoga and other fitness products, eco-tourism and more.

TODAY: Wednesday March 12, 2008



### Featured Story: As Green Building Matures, Business Opportunities Abound

Nowhere is the need for environmental stewardship more critical than in the building industry. U.S. buildings consume approximately 65 percent of the nation's electricity demand, 30 to 40 percent of wood products, and 25 percent of total water consumption.

[MORE >>](#)

### LOHAS Forum

June 18-21st, 2008 Boulder, CO

The intersection of multiple

### LOHAS Newsletter

[Click Here to Sign Up >>](#)

LOHAS news

endangered species  
Chocolate  
ChocolateBar.com

FREE TRIAL ISSUE & SPECIAL ONLINE RATE

Inc.  
12 Issues  
JUST \$9.97

[CLICK HERE TO ORDER](#)

loveOrganics

skin care and  
body products  
shop online

unique business  
opportunity

Recycling

Fire & Light  
It's part of our artistic process

PLAYA VIVA

Let the Environment



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QUALITY-TRAVEL-EXPERTISE

- dobré vnímání odbornou veřejností
- množství značek, zmatečnost



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- **1987 – Blue Flag (pláže Dánsko)**
- **2002 – 60 ekoznaček**





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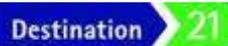
## QUALITY-TRAVEL-EXPERTISE



Framtiden skapas nu.



Qualität und Umweltziel der Bundesregierung Ausstellerin e.V.



QUALITÄT IST UNSERE NATUR





# ECEAT

European Centre for Ecology and Tourism

QUALITY-TRAVEL-EXPERTISE

- dobré vnímání veřejností vč. odborné
- množství značek, zmatečnost
- **různorodost přístupů, nesouměřitelnost výsledků**



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QUALITY – TRAVEL – EXPERTISE

## SYSTÉMY ZNAČENÍ UDRŽITELNOSTI

- značky („labels“) - “lepší než“
- ocenění („awards“) - “nejlepší z“
- prohlášení, charty - “přihlašuji se k“

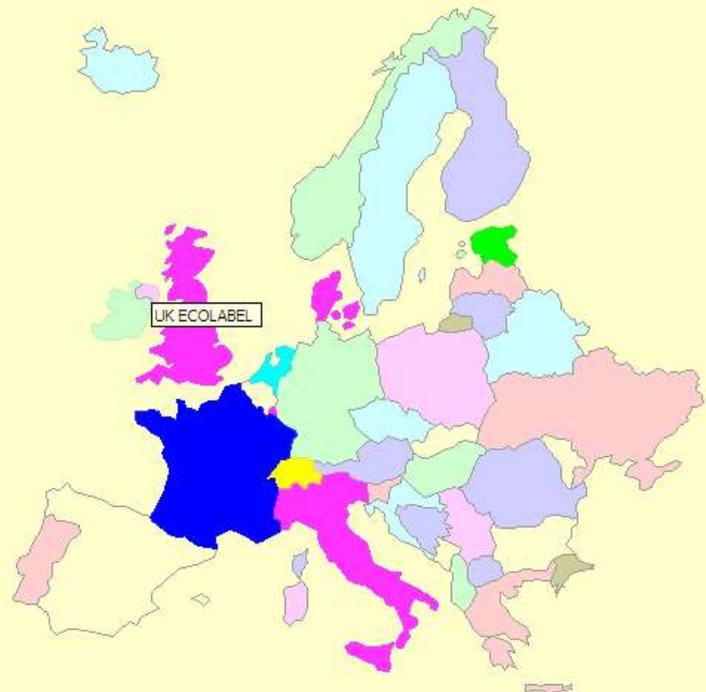


VISIT21.net ECOLABELS ASSOCIATES VISIT PLANS

Voluntary Initiatives for Sustainability in Tourism



Ecolabels





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## SYSTEMY V ČESKÉ REPUBLICĚ

1. EMS (Environmental Management System)

2. EU Flower



3. ECEAT QUALITY LABEL





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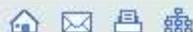
QUALITY-TRAVEL-EXPERTISE

- dobré vnímání veřejností vč. odborné
- množství značek, zmatečnost
- různorodost přístupů, nesouměřitelnost výsledků
- **nejednoznačné přijetí byznysem**



## TOUR OPERATORS INITIATIVE

FOR SUSTAINABLE TOURISM DEVELOPMENT



About TOI

Members Area

News

Newsletter

Events

Good Practices

Supply Chain

Reporting

Cooperation with Destinations

Publications

How to apply

### Supporting Members



### Cooperating Partners



## Welcome to the Tour Operators' Initiative



"We are committed to developing, operating and marketing tourism in a sustainable manner; that is, all forms of tourism which make a positive contribution to the natural and cultural environment, which generate benefits for the host communities, and which do not put at risk the future livelihood of local people" (Article 1.3 of the Statement of Commitment).

- Members
- Statement of Commitment
- International Support
- Mission & Objectives
- Programme of Activities
- Structure
- Supporting Members and Cooperating Partners

### News TOI Members

The TOI Side pilot project received a prize "ad honorem" at the DRV Annual Meeting at the 57th Annual Meeting of the German Trav

[» read more](#)

TUI AG merged with the First Choice Holidays PLC to form TUI Travel PLC

The Tourism Business of TUI AG had been merge

### Other News

Urban Rehabilitation for two Moroccan Cities  
Assa (Morocco), 4 December 2007 - Morocc

[» read more](#)

2007: Full Steam Ahead For International Tourism - Latest UNWTO World Tourism Baromet...  
International tourist arrivals continue susta

[» read more](#)

### TOI Members





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## MOTIVY ZAVEDENÍ EKOZNAČKY

- vyšší obsazenost, vyšší zisk, konkurenční výhoda
- úspora nákladů (investice)



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## APLIKACE ÚSPORNÝCH OPATŘENÍ

- termostatické vodovodní baterie
- dvojitý splachovací systém toalet (3 a 6 l)
- energeticky úsporná zařízení třídy A a vyšší

**→ dosažení úspor**

- vody 50-65 %
- energie 60-80 %



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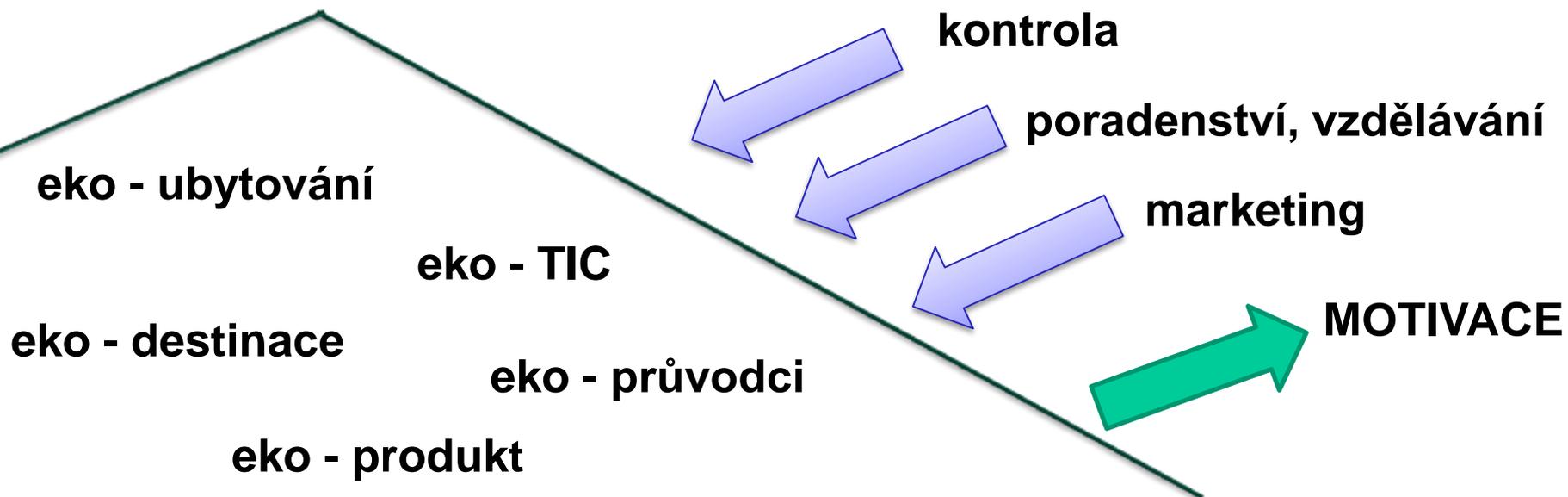
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## NÁRODNÍ SYSTÉM CERTIFIKACE EKOLOGICKY ŠETRNÝCH SLUŽEB V ČR

- rok 2005-6: Ministerstvo životního prostředí

- rok 2008: MŽP a MMR → IOP





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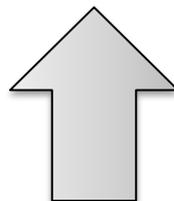
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## NÁRODNÍ SYSTÉM CERTIFIKACE EKOLOGICKY ŠETRNÝCH SLUŽEB



**EKO INDIKÁTORY**



**ZÁKLADNÍ KVALITATIVNÍ POŽADAVKY**



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**Děkuji za pozornost.**

**[www.eceat.cz](http://www.eceat.cz)**

**[info@eceat.cz](mailto:info@eceat.cz)**