

## Open Letter to Join the European Ecotourism Network User Group

Dear Sir/Madam

We would like to inform you of the creation of the **European Ecotourism Network** by leading organisations on the theme in Europe, which is co-funded by the European Commission for the next three years by the ECOLNET project, a follow up to the successful Eco-Destinet and Eco-Route E.C co-funded projects.

The European Ecotourism Network (<http://destinet.eu/topics/natural-and-cultural-heritage/ecotourism/european-ecotourism-network>) is building an on-line community that will:

1. Connect ecotourism stakeholders for knowledge transfer purposes
2. Promote the further development and implementation of a common European Standard for ecotourism
3. Develop e-learning and evaluation systems for agencies, companies and evaluators in application of the European Ecotourism Labelling Standard (EETLS - see below)

Our common purpose is to ensure that ecotourism offerings can be part of a genuine conservation and sustainability effort. By participating in the European Ecotourism Network you can expect to gain access to information and online training/evaluation tools on ecotourism developments that may be useful for your organisation or destination. You will also be able to share your information with other people in this online community.

In order to join this European-wide initiative your first step should be to contact the European project coordinator Vasillis Tshipidis ([v.tsipidis@prismanet.gr](mailto:v.tsipidis@prismanet.gr)) or go to <http://destinet.eu/topics/natural-and-cultural-heritage/ecotourism/european-ecotourism-network> for more information. We are relying on your cooperation and would be happy to discuss with you how this network can be useful to you.

We look forward to hearing from you ...



*Gordon Sillence Herbert Hamele (On behalf of the ECOLNET networking team)*

*NB The European Ecotourism Labelling Standard is an effort to harmonise existing European ecotourism labelling systems, by recognising their specific experiences and background, and to strengthen the position of labelled businesses in the tourism market. The EETLS, based on the European and global experience in the field, aims to assure comparable standards of service to Ecotourism clients across Europe, at least in relation to a core group of baseline quality criteria.*