



Eco & Sustainable Tourism Israel

A non for profit organization that promotes sustainability in tourism

www.ecotourism.org.il



The organization's vision & goals

Our vision: "Turning the Israeli tourism industry into a vehicle for conserving natural and cultural resources and enhancing local communities' self sufficiency and empowerment capabilities".

Our goals:

1. educating, raising awareness and interest
2. Providing knowledge and tools for stakeholders
3. Encouraging implementation of the knowledge and tools





Fields of action

In order to promote sustainability, we:

- **Educate, interpret & train**
- **Build a sustainable businesses network**
- **Share knowledge and provide data**
- **Advertise certified businesses** and match between them and costumers
- **Provide free consultation to certified businesses** for greening their business
- **Develop capacity building tools**



IMTM, 2009 –
National Tourism Fair





Eco categories

In order to join our business community, web data base and promotions, businesses have to provide evidence that they act in the following fields:

1. Water saving and recycling
2. Energy saving
3. Reducing, separating and recycling of waste
4. Green building
5. Eco, bio and organic growing
6. Use of environmental-friendly products
7. Investment in the community
8. Encouraging walking, cycling and use of clean means of transportation
9. Support nature and culture conservation efforts
10. Responsible marketing





**Vertigo – ecological art village,
central Israel**

Water recycling system, solar panels, reuse of structure, mud building, compost toilet, eco garden, events with and for the community, organic market.





Cabins in the Mist – Golan heights

Reuse of woods and metals for building, reuse of fabrics for interior design, use of car tires for flowerbed, traveling and hiking information, local culture excursions, in-kind donations to unprivileged.





Kibbutz Lotan – south Arava

Environmental education, bird watching park, permaculture and desert eco building training, waste recycling and reuse.





Desert days – Central Arava

Building from local desert eco materials, water recycling, solar panels, composting, ecological workshops, desert hiking excursions.





Nature Scent – central Negev

Organic certified, natural and environmental friendly product, employing of local people





Ras Hashita – Central Arava

Responsible marketing, providing traveling information, desert eco building, eco-cultural desert excursions with local Bedouin.



Take Action, join us!

- Help lead the process of adopting universal sustainable tourism principles and criteria.
- Work with the partners to design, develop and maintain sustainable tourism destinations & businesses
- Adopt the global sustainable tourism criteria in your tourism projects and programs.
- Consider consulting 'Eco & sustainable Tourism Israel' – from the first step.**



Contact details

For more information and consultation on eco and sustainable tourism development, please contact:



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