

NaturCert joins the WTM World Responsible Tourism Day  
2008-09-10

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NaturCert is the global independent organisation which has developed the NaturCert Certification Program for the environment and society. Today NaturCert is proud to announce that NaturCert has been approved to use the 2008 logo for the dedicated day of action on WTM World Responsible Tourism Day - Wednesday 12 November 2008.



NaturCert supports the WTM World Responsible Tourism Day and it will be launching its new campaign 'Local Campaign' at the WTM World Responsible Tourism Day on Wednesday 12 November. 'Local Campaign' aims at creating a public platform for tourism companies wishing to support local environmental conservation as well as the local society & economy, through their purchasing policies, by giving the opportunity to local producers, manufacturers, artisans and suppliers to increase the competitiveness of their products and services. The WTM World Responsible Tourism logo 2008 was approved on the basis that NaturCert and 'Local Campaign' support the principles of the Cape Town Declaration.

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This article comes from Hotel News Resource

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The URL for this story is:

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