



Агенција за промоција и поддршка на туризмот
Fengjimi dhe Perkitarje Turizmit
Agjencia për Promovimin dhe Perkitarjen e Turizmit
në Republikën e Maqedonisë së Veriut

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Memorandum of Understanding

**Promotion of the Travelife sustainability programme among members of:
the Agency for Promotion and Support of Tourism for the Republic of North
Macedonia (APST)**

PARTIES

Архивски знак:	_____
Рок на чување:	_____
	20__ год.
	Потпис,

ECEAT registered as a not for profit organisation in the Chamber of Commerce of Amsterdam, the Netherlands, under number 34182783, represented by its director Naut Kusters, and manager of the Travelife Sustainability System for Tour Operators hereinafter referred to as 'Travelife'

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The Agency for Promotion and Support of Tourism in the Republic of North Macedonia, Skopje, North Macedonia, represented by its Director Ljupcho Janevski, PhD, hereinafter referred to as 'APST'

§ 1 Background

- 1.1 Both the APST and Travelife have a strong commitment towards introducing sustainability within the travel sector.
- 1.2 This agreement rules the co-operation on the Travelife Sustainability System for tour operators and does not consider the Travelife Sustainability System for hotels, which is managed by ABTA, the British Travel Association.
- 1.3 Co-operation is foreseen for the following topics:
 - Promotion of sustainability and Travelife among APST members
 - Travelife training and exam
 - Travelife action planning and reporting
- 1.4 APST is committed to introduce and promote the Travelife tools among its members. The Travelife tools are offered to the members on a voluntary basis. APST can decide if any of the tools will be made obligatory for its members in the future.
- 1.5 APST and Travelife jointly develop and agree upon a time-schedule for the implementation of the common activities.
- 1.6 APST and Travelife agree to open up the partnership to other associations in North Macedonia.

§ 2

Promotion of sustainability and Travelife among APST members

- 2.1 APST will actively try to engage all member companies into the Travelife through personal e-mails, references within newsletters and magazines, press releases and media events.
- 2.2 Travelife will support the promotion of activities with standard messages.
- 2.3 APST will inform Travelife of any major milestones or events in order to be included in the international Travelife newsletter. Likewise Travelife will inform APST on any international relevant developments in order to be included in any communication by APST.

§ 3

Travelife training

- 3.1 Travelife will take responsibility (if resources allow) for the adaptation of the Travelife Training Package. The training will be adapted to the situation of North Macedonia. APST will support the testing and approval of the training.
- 3.2 Travelife will facilitate the online exam process in co-ordination with APST.
- 3.3 APST is permitted to hand out the Travelife personal certificate (diploma) to members who have passed the exam. The Travelife certificate will include the logo of APST. The certificate can be handed out electronically (automatic) or in person. The certificate is personal and has an unlimited validity. The certificate will be registered at the Travelife web site. APST will have access to the results of the exam.

§ 4

Travelife action planning and reporting system

- 4.1 Travelife (based on resources available) will take responsibility, in the frame of a stakeholder meeting, for the adaptation of the Travelife action planning and reporting tool to the North Macedonia situation. The reporting questions will be adapted to the situation of North Macedonia. APST staff and members will support the process.
- 4.2 Travelife will facilitate the online reporting process in co-ordination with APST. Travelife and APST will jointly decide on the obligatory reporting and compliance criteria.
- 4.3 Travelife will train Macedonian based commission of experts who will evaluate the compliance with the Travelife Partner standard.



- 4.4 Travelife will hand out the Travelife Partner certificate to APST members who comply with the criteria. The award will include the logo of APST and Travelife. The award can be handed out electronically (automatic) or in person. The award has a validity of 2 years. The award will be registered at the Travelife web site.

§ 5

Travelife support

- 5.1 Travelife will provide APST with user manuals for all the Travelife tools including the registration process, the online training and exam and the planning and reporting.
- 5.2 The Travelife Helpdesk will be available for APST in case of technical or other questions.

§ 6

Financial conditions

- 6.1 Participating companies will pay any participation fees directly to Travelife.
- 6.2 APST and Travelife will jointly look for support opportunities in order to be able to run the programme (e.g. EU programs).

§ 7

Communication and information

- 7.1 Both parties keep each other duly informed on everything that may serve the proper observance of this co-operation agreement.
- 7.2 Travelife will refer to the co-operation with APST within relevant publications, conferences, etc. Travelife will promote Travelife Partner and Certified companies among EU tour operators as sustainable partners (which they need in order to comply with the Travelife Certified standards).
- 7.3 APST is permitted to refer to its co-operation with Travelife in all its internal and external communication. The Travelife logo "Sustainability in Tourism" can be used for that. The logo cannot be used by individual members. This is restricted to those members who have received the Travelife Partner status.



§ 8

Intellectual property and exclusivity

- 8.1 Travelife and APST intend to establish co-operation with other North Macedonia organisations. Co-ordination between APST and other North Macedonia organisations will be facilitated in order to create common standards within North Macedonia.

§ 9

Planning of activities

APST and Travelife agree to the following planning for the promotion of the Travelife programme:

- Provide information in newsletters of APST
- Mention the co-operation on the APST and Travelife web site
- Have award ceremonies at the APST GA
- Actively look for support opportunities in order to be able to run the programme industry wide (e.g. EU programs)

§ 10

Duration of the agreement

- 10.1 This agreement shall be signed in two identical copies of which APST and Travelife shall each have one.
- 10.2 This agreement is valid for an unlimited amount of time. At the initiative of each party the agreement can be cancelled or adapted with a 3 months announcement.



Signed at the ITB, international tourism fair Berlin,
Date: 8 March 2023

The undersigned:

Mr. Ljupcho Janevski, PhD
Agency for Promotion
And Support of Tourism
Skopje
North Macedonia



Mr. Naut Kusters
Travelife for Tour Operators
Amsterdam
The Netherlands