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The «We do local» certification standard member of SETE

Member of «SETE» has become the «We do local» certification standard. The «**Member of SETE**» features dynamic and innovative companies, committed to the effort of upgrading the quality of Greek tourism and environmental protection.

In a time of economic and general crisis, the connection and close cooperation of bodies, organizations and actors of tourism for a common purpose, such as the development of sustainable tourism with various environmental, social and economic benefits for both tourist destinations, and for him the tourism sector, is a business and social necessity.

The «**We do local**» standard is a reference point for a coordinated strategy highlighting the value of the tourism experience and excellence of the tourist business in Greece. It is an essential lever civic, economic, cultural, ecological and social development in the society, which operates under specific conditions and strict standards, showing measurable results.

«**SETE**» from its side, is the body which envisions a sustainable tourism development for the benefit of society and the economy, to continuously enhance the competitiveness and the emergence of a leading role of tourism in the Greek economy. All this will take place in the natural environment protection framework and the respect and promotion within our culture.

Common pursuit both of the «**We do local**» standard and the body of «**SETE**» is the qualitative enhancement of our tourism product and the emergence of Greece through tourism enterprises as a leading sustainable tourism destination with special characteristic trait of hospitality.

For more information, visit the websites: www.wedolocal.gr and www.sete.gr