CSTC-Course Module 5

**Marketing of the “Inner Peace Forest EcoCamping Education Centre”**

The “Inner Peace Forest EcoCamping Education Centre” is an SME located in the Algarve region of southern Portugal. It represents a holistic approach to meet the diverse challenges of sustainable management.

The management policy and all its goals are communicated in a business-profile.

The Enterprise functions on a self-sufficient Energy and Water system, by producing solar energy and having a water circulation System which meets its overall needs.

A long-term goal of the management is to set up an organic food production, delivering an amount of the daily consumed food. A long side with the reestablishment of the natural ecosystems of the area.

In all constructions the Management aims at using local material as well as integrating constructions of cultural value like old stone houses and the terraces which have been used to grow food for decades.

In order to support local socio-economy, the Management focuses on purchasing of local gods and local employment.

The good way to relate these actions to the consumer, would be a certification. And with it the access to a consumers market as given by the “GreenTravelApp” as part of the “Travel Green Marketing Package” offered by the “Tourism2030 DestiNet Services”.

An appropriate certification in this case could be “Eco-Camping”