

SUSTAINABLE TOURISM

CONCRETE STEPS TOWARDS A GREENER, AWARE,
AND ENJOYABLE TOURISM

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The World Tourism Organization defines sustainable tourism as "development that meets the needs of tourists and host communities while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecosystem processes, and life support systems."

In practice, it involves rethinking travel categories with a greater awareness of the impact this activity has, both in terms of greenhouse gas emissions and the effects of our travels on the communities that welcome us.



WHY TOURISM IS IMPORTANT



- The tourism industry is responsible for 235 million jobs worldwide.
- It makes up 10 percent of the world's GDP.
- By 2030 there will be 1.8 billion international tourists

WHY TOURISM MUST CHANGE



- Tourism industry is the fourth largest source of pollution in Europe.
- Only 10 percent of revenue reaches local communities.
- A night in a hotel produces about 30 kg of CO₂

According to Tourism Concern and WWF, there are 10 principles we can follow to make tourism activities sustainable:

USE RESOURCES SUSTAINABLY

The conservation and sustainable use of natural, social, and cultural resources are crucial and make sense for long-term investment strategies.

REDUCE OVERCONSUMPTION AND WASTE

Decreasing these two factors avoids the costs of restoring long-term environmental damage and improves the quality of tourism.

MAINTAIN BIODIVERSITY

Preserving and promoting natural, social, and cultural diversity is essential for long-term sustainable tourism and forms the basis for a resilient industry.

INTEGRATE TOURISM INTO PLANNING

Tourism development that is integrated into national and regional planning, guided by environmental impact goals, enhances the long-term sustainability of tourism.

SUPPORT LOCAL ECONOMIES

Tourism that supports a wide range of local activities, accounting for environmental costs and benefits, simultaneously protects these economies and avoids environmental damage.

INVOLVE LOCAL COMMUNITIES

Full involvement of communities in the tourism sector not only benefits them in general but also improves the quality of tourist experiences.

CONSULT STAKEHOLDERS AND THE PUBLIC SECTOR

Dialogue between the tourism industry and local communities, organizations, and institutions is essential for these entities to work together to resolve potential conflicts of interest.

TRAINING OF STAFF

The education of operators that integrates sustainable tourism practices within working practices, such as hiring qualified personnel at all levels, improves the quality of the tourist product.

MARKET TOURISM RESPONSIBLY

A marketing that gives tourists a full and responsible information on what they buy improves respect and attention to the natural, social and cultural environments of the target areas and strengthens consumer satisfaction.

DEVELOP RESEARCH

Research and monitoring must be contextual to the collection of data and analysis on the industry helping to solve problems and bringing benefits to destinations, the industry, and the consumer.