



ESSEFT

Eco - Friendly Tourism

Green Facts

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GREEN TOURISM



Is there a possibility of tourists cycling on a bike path built on the wind farm? Of course, there is! This example is just one manifestation in a series of many when referring to Green Tourism, aiming to achieve sustainable and ethical tourism results, bringing multiple satisfaction to different economic entities. Green tourism is a concept of tourism development, that aspires to have as few negative impacts as possible on communities and the population in general. Its main task is to accomplish a triple win outcome among the various tourism destination stakeholders e.g., local community, local population and tourists.

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SUSTAINABLE TOURISM

Sustainable tourism is defined by the United Nations as “a significant contributor to the three dimensions of sustainability”, meaning that sustainable tourism should promote economic development without a detriment to the environment while promoting social growth. More specifically, UN Member States recognize “the need to support sustainable tourism activities and relevant capacity-building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole.”

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GREEN HOTELS



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Green, environmentally friendly or sustainable hotels - are those that predominantly make efforts to reduce their environmental impact by reducing water consumption, reducing waste, saving energy and/or using renewable energy sources. They are also focused on social inclusion and values, fair competition in the market, support for local businesses and the community, and providing good working conditions. In addition to looking "green", such facilities deserve this epithet, if they are built in accordance with environmental standards. The terms most often associated with this type of building are energy efficiency, passive house, island-building, and renewable energy sources. With all the advantages of "green building" and "green hotels", with trained managers and staff, we can have a hotel that saves water and energy and does not pollute the environment with waste.

Green transport has a key role in the transition to sustainable development, which is the goal of the European Green Agenda.

While the level of emissions of most economic sectors has decreased in the last 30 years, the levels of emissions generated by transport have increased. These emissions now account for more than a quarter of total EU greenhouse gas emissions. Almost every country in Europe encourages its citizens to buy zero-emission vehicles with various subsidies, and looking at numerous statistics, it is evident that green traffic in such countries is progressing more and more. As an example, in Croatia number of electric vehicles has increased by 317% in the last 2 years, while in countries such as Norway almost 90% of total sales of vehicles are vehicles with reduced or zero emissions. From all of the above, it is more than evident that changes in the negative effects of transport are necessary to ensure a cleaner and greener future for all of us.

GREEN TRANSPORT



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GREEN SKILLS



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As part of the shift towards nature conservation, many tourist destinations, as well as the people who visit them, are becoming increasingly aware of the impact of tourism on the environment. Tourist locations are becoming more environmentally friendly and an increasing number of visitors aim to assess the environmental sustainability of hotels and holiday destinations. In line with the preferences of consumers of tourist services, the possession of green skills by employees in tourism and hospitality is becoming indispensable. These generic green skills include the capacity to include environmental concerns alongside others (such as performance and safety) in taking decisions on the processes and technologies. A special segment of tourism that is the most demanding in terms of required skills is certainly the hotel industry. It is in this sector that green practices are increasingly being developed and implemented, which entails the need for the green skills of employees.