



## PREP

Promotion of Resource  
Efficiency Projects

### ***PREP Topic: Sustainable Tourism***

#### ***Background:***

Sunny beaches, far away places, foreign cultures... Who does not dream about flying away and leaving everyday life behind? Despite of the much-debated economic downturn, the tourism industry has grown into one of the largest business sectors in the world economy. Going on vacation at least once a year is common practice in many industrialised countries. The crucial factor is often the price-performance ratio – the cheaper and farther away the better. Beside the low-cost tourism a different way of tourism, which is building upon exceptional and sustainable travel ideas, benefits from the growth rates in the tourism industry. This PREP call concentrates on sustainable tourism, as detailed in the following:

*Sustainable* tourism is a form of industry which attempts to preserve local resources and local culture, while improving living conditions, helping to generate income and employment. This can include any form of tourism, activity and company. One of the major sustainability issues in tourism this PREP-topic focuses on is the management of natural resources (energy, water, waste, etc.).

The World Summit on Sustainable Development in Johannesburg 2002 acknowledged tourism as one of the major energy-consuming sectors. Most of the energy in lodging is spent on cooling and/or heating rooms, water for consumption and pools, food and lighting. Energy efficiency represents an important opportunity to reduce operating costs and improve economic and environmental performance.

Using renewable energy sources can significantly decrease the environmental footprint of tourism. There are many different renewable energy technologies, but the most appropriate technology depends on both the available renewable energy resource and the particular application, such as providing electricity for lighting or heat for cooking.

The growing number of people moving from place to place adds to air pollution and increases greenhouse gas emissions. 90 percent of all energy expenditures related to tourism in Europe and the US is spent in travel to and return from a destination (EEA, EPA). Furthermore, 60 per cent of international air traffic is related to tourism. Climate change actually threatens some of the most prized tourism destinations such as beaches, island paradises and coral reefs.

Many travel agencies already consider these facts and include the protection of local culture, environment and resources or the compensation of emissions caused by flights into their offers. WISIONS is searching for such good practice in sustainable tourism and invites everybody to send in their good practice examples.

#### ***Fields of Interest include:***

- Energy Efficiency and Renewable Energy in Lodging
- Travelling Solutions including Compensation of Emissions
- Complete Sustainable Holiday Packages or Individual Solutions