

A dark, atmospheric photograph of a forest. In the foreground, a wooden gate with a crisscross pattern stands closed. A bright beam of light shines through the trees in the background, creating a focal point. The overall mood is mysterious and somewhat somber.

**How can we break
the barriers to climate
action in tourism?**

Jeremy Smith

324 SAIL AND DIVE IN THE GRENADINES, GRENADA

For many, the Grenadine islands in the Caribbean are the ultimate holiday destination: immaculate white beaches, balmy temperatures, turquoise seas and star-strewn night skies. But with such heavy tourist traffic, it's a challenge to preserve the beauty of the region. A holiday with Fab Safaris aboard the catamaran *Vaza Vezo* is a good start, however.

Equipped with a wind generator and solar panels to create all the electricity needed aboard the sleek catamaran, powered along swiftly by large sails, is a very low-impact means of transport. Fresh drinking water is produced via a water generator and when you stop to explore an island, with the catamaran's dinghy,



complete with a

Need to know Fab Safaris operate seven- and

sailing
er experienced
ive up to two
Equipped with
ive at night,
rnal creatures –
and octopuses – who
e vibrantly coloured
his excitement, you
a potent rum cocktail
luxurious cabins,
bed.



2008

Secret Bay
DOMINICA, WEST INDIES



2008

The Blue
Yonder

2008





September 2017

Secret Bay
DOMINICA, WEST INDIES



August 2018



27 Apr 2019 at 15:14:01
S 12° 3' 11", E 40° 29' 33"
Altitude: 201.4 meter
Speed: 219.6 km/h

April 2019





**TOURISM DECLARES
CLIMATE EMERGENCY**





theTravel
Foundation



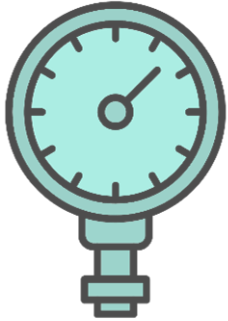


Glasgow Declaration

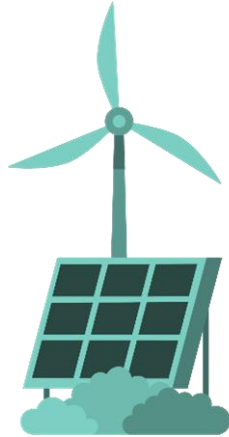
Climate Action in Tourism

5 Pathways connecting all our different action plans

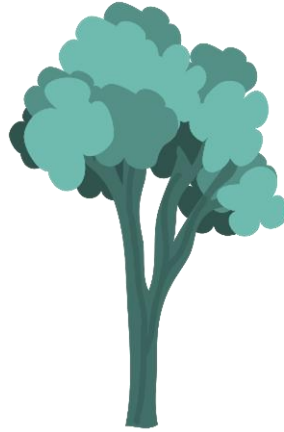
Measure



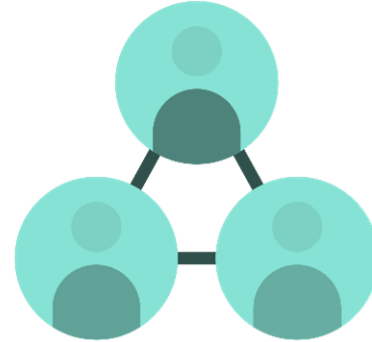
Decarbonise



Regenerate



Collaborate



Finance



850+ global signatories connecting the diversity of tourism organisations and experiences



TURISMO DE
PORTUGAL



ETOA



CARIBBEAN



DFW

DALLAS
FORT WORTH
INTERNATIONAL
AIRPORT

FUTURE
OF TOURISM



QUÉBEC
l'accent
d'Amérique



FORUM
ANDERS
REISEN



Bilbao Turismo
& Convention Bureau



DESTINATION
VANCOUVER

BARBADOS

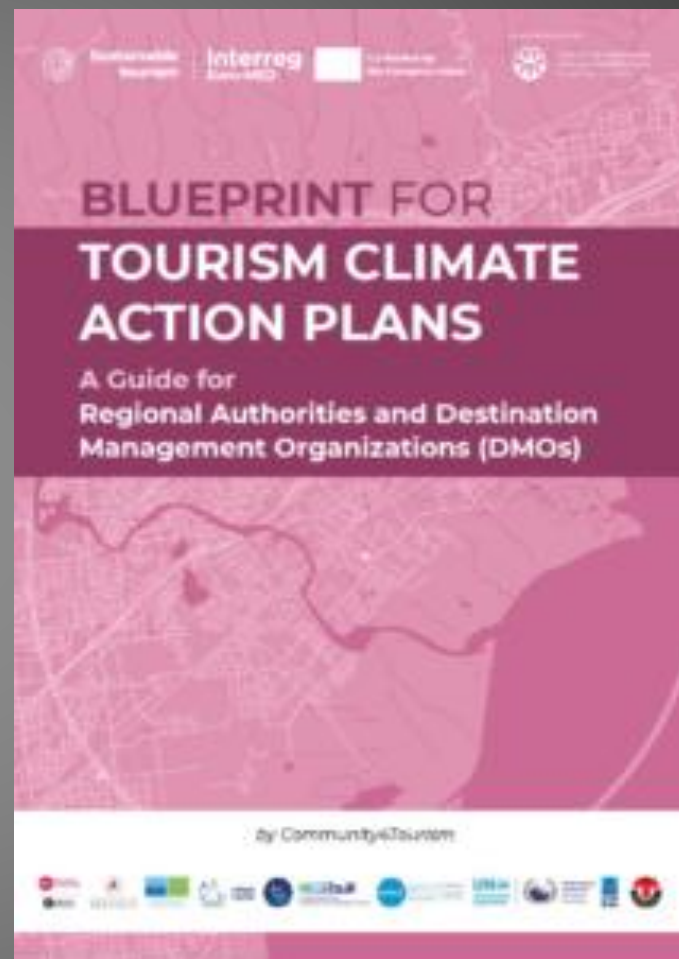


AUTORIDAD DE
TURISMO DE PANAMÁ



Visit
Scotland | Alba





E20	Matching objectives and actions can probably be done internally.							Summarise this table
	A	B	C	D	E	F	G	H
2	Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
			understanding of the context you operate in, preparing you to deliver the specifics of the plan	our objectives?		looking at other CAPs to see what objectives they set - the Action Planner (2a) and Action Examples (2b) provided in this toolkit will enable a more systematic approach to selecting adaptation and mitigation objectives.		
19	3.2	Set mitigation objectives based on emissions sources and environmental impacts from tourism.	<p><i>In order to develop a meaningful and achievable set of actions it is essential that they address your objectives, and that these objectives are grounded in the reality of the context you operate in.</i></p> <p>- The work you have done in the previous 2 months should have given you a much greater understanding of the context you operate in, preparing you to deliver the specifics of the plan</p>	<p>our objectives?</p> <ul style="list-style-type: none"> - What are the biggest tourism sources of emissions? - Which emissions sources can tourism have most impact on reducing? - What are tourism's biggest impacts on biodiversity? - How can tourism have the biggest positive impact on biodiversity? - How is tourism best placed to help? - How does these objectives match the scale of emissions? - Are these objectives achievable, and under what time scale? - What criteria should we use to decide our objectives? 	<ul style="list-style-type: none"> - Who needs to be involved from the DMO / regional authority to agree and commit to the objectives? - Are there any key impacted stakeholders who you should involve? - Are there any stakeholders who can support delivery who you should involve? 		18-22 24	
20	3.3	Assess how current actions match objectives (Source actions from H12)	<p><i>Before coming up with new actions, align the list of current (and past) actions with the list of objectives from Cell H12, in order to get a snapshot of where the DMO is now</i></p> <p>By first reviewing your action to date, you will be able to review how your new objectives align with your work, giving you a foundation upon which to build</p>	<ul style="list-style-type: none"> - How does your list of current actions match with new objectives? - Do you need to refine your objectives? - Do you need to stop / adapt any current actions to better match them with your objectives? 	<p>Matching objectives and actions can probably be done internally.</p> <ul style="list-style-type: none"> - If you need to refine any objectives, you may need to engage with stakeholders who were involved in agreeing the original objectives - If you need to adapt / end any actions, then you may need to engage with any stakeholders involved in delivery of those actions 	<ul style="list-style-type: none"> - The Action Planner (2a) and Action Examples (2b) are the key tools for deciding upon your actions - Glasgow Declaration Implementation Report - Relevant CAPs - Other Glasgow Resources 	24	

A2	Objectives					Summarise this table
	A	B	C	D	E	F
2	Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report best practice and/or Deliverable 1.4: Methodological framework for Regions/Destination
6	Promote water conservation measures by tourism organisations and businesses	<p>By swimming, and cultural tours, over water intensive activities like water parks or excessive swimming pool use.</p> <p>3 Launch awareness campaigns to educate tourists about the importance of water conservation in the Mediterranean region. This can include providing information about local water scarcity issues and tips for reducing water usage during their stay.</p> <p>4: Train hotel staff, tour guides, and other tourism workers on water-saving practices and how to communicate them effectively to visitors.</p> <p>5: Encourage Hotels, resorts, and other tourism accommodations, through local policies or incentives, to install water-saving technologies such as low-flow toilets, showerheads, and taps.</p> <p>6: Offer tax breaks or subsidies for businesses that invest in water-efficient upgrades.</p>	<ul style="list-style-type: none"> - Water consumption per capita - Water use efficiency - Wastewater treatment and reuse 	Water conservation reduces energy consumption associated with water treatment and distribution, lowering carbon emissions.	<ul style="list-style-type: none"> - Reduced water scarcity - improved water quality - lower water bills - increased resilience to droughts. 	
7	Educate tourists about environmental conservation	<p>1: Create brochures, leaflets, and online resources that highlight the unique environmental features of the destination and provide tips for responsible tourism practices.</p> <p>2: Collaborate with educational institutions to develop environmental education programs for students and tourists. This can include field trips, workshops, and guest lectures on topics such as local ecosystems, biodiversity, and sustainable tourism.</p> <p>3: Develop mobile apps or interactive displays that provide information about the destination's natural and cultural heritage, as well as environmental challenges and solutions.</p> <p>4: Use social media and other online platforms to share educational content and engage with tourists</p>	<ul style="list-style-type: none"> - Number of educational programs and materials - Tourist awareness and knowledge of environmental issues - Changes in tourist behavior 	Educating tourists about environmental issues and climate change can promote responsible behavior and encourage them to make choices that reduce their carbon footprint.	<ul style="list-style-type: none"> - Increased awareness and understanding of environmental issues - promotion of responsible tourism practices - support for conservation efforts 	<p>1.3</p> <p>4.2 Case study 2: Sakarun by Otok, Croatia: Posidonia Mar (p.54)</p> <p>4.4 Case study 4: Reconstructing dunes against erosion in Tus (p.57, 58)</p> <p>4.7 Case Study 7: Port Cros Park, France: managing water to protect seagrass meadows (p.58)</p> <p>1.4</p> <p>5.1 Criteria Development for Adaptation Assessment (Descriptive Level) (p.49)</p> <p>5.2 Criteria Development for Mitigation Assessment (Descriptive Level) (p.55)</p>
	Toolkit	1: Scheduler	2a: Action Planner	2b: Action Examples	3: CAP Template	

A2:E2

Potential Actions

Summarise this table

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
2	Potential Actions					Prioritisation Criteria											
3	Action ref number	Objective	Action	Indicators	Current Status	Urgency (x/10)	Internal Capacity (x/10)	Economic Cost (x/10)	External Enabling Conditions (x/10)	Mitigation Impact (x/10)	Adaptation Impact (x/10)	Tourism Impact (x/10)	"Insert more Columns with Prioritization Criteria here"	Total Score	Add to Plan?	Notes (eg partners & resources required etc)	
4	1	Promote Sustainable Food Sourcing and Gastronomy	Promote the use of seasonal and local ingredients in menus and marketing		Planned	4	8	3	7	4	4	8		38	Now		
5	2	Promote Sustainable Transportation Options	Work with hotels to offer discounts on public transportation	Increase in public transport usage	Planned	6	5	5	5	6	3	7		37	Later		
6	3																
7	4																
8	5																
9																	
10	Step 1: Remove examples in rows 2 and 3																
11	Step 2: Update criteria as required (add/delete columns as necessary) See Blueprint pages 24-25 for more on prioritisation criteria																
12	Step 3: Select and add potential objectives, actions and indicators to chart (add rows as necessary) See Table 2b for examples of Objectives, Actions and Indicators																
13	Step 4: Assess each action according to chosen criteria																
	Add	1000	more rows at the bottom														

+

≡

Toolkit

1: Scheduler

2a: Action Planner

2b: Action Examples

3: CAP Template



Travalyst

★ Live webinar

Insight Series:

Data Hub Launch

Tuesday 23 September
2pm BST / 3pm CEST / 9am EDT



Help me estimate my hotel's greenhouse gas emissions

Thought for 37s

Analyzed 

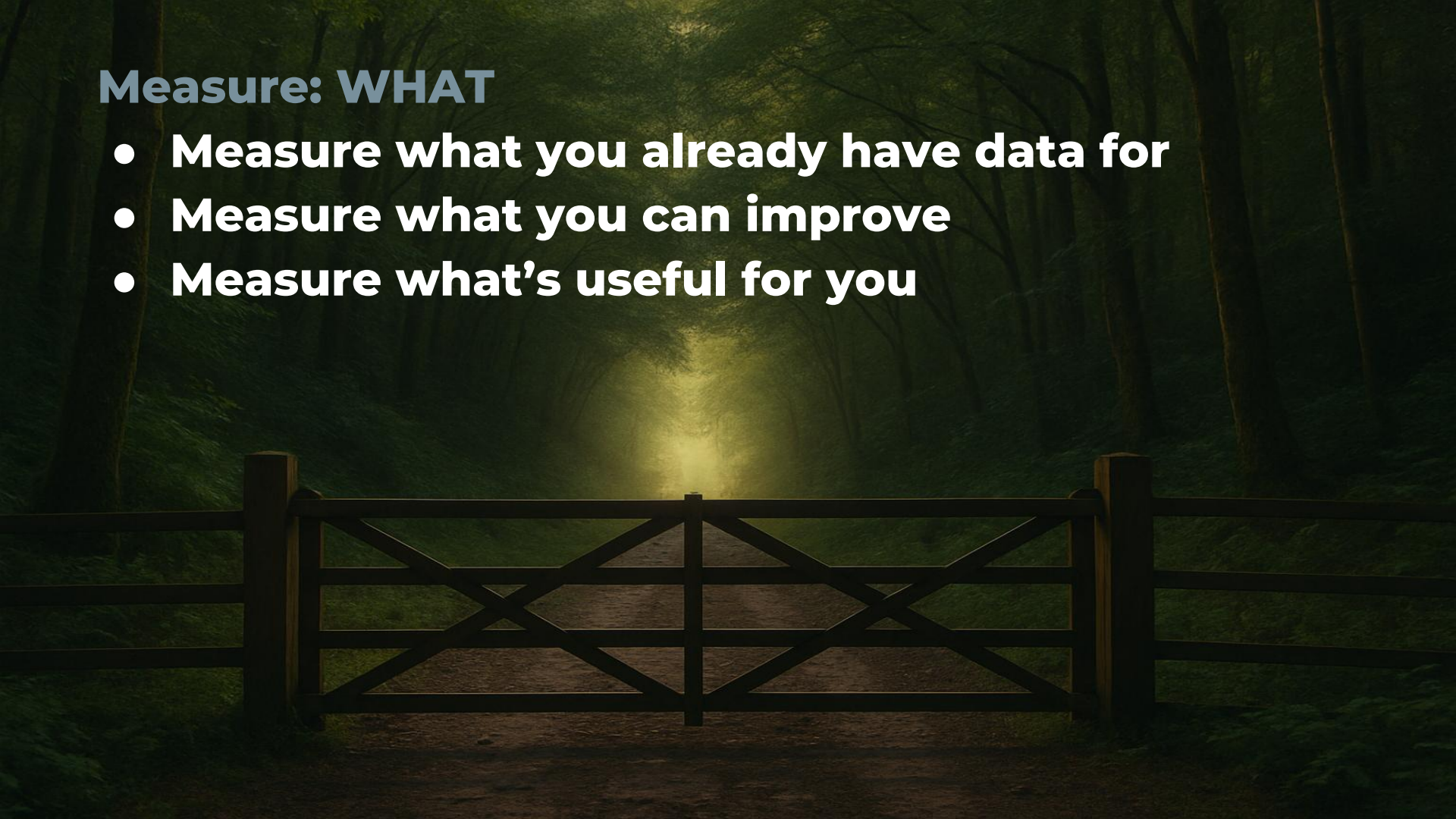


 Ask anything



Measure: WHAT

- **Measure what you already have data for**
- **Measure what you can improve**
- **Measure what's useful for you**



Measure: WHAT

- **Measure what you already have data for**
- **Measure what you can improve**
- **Measure what's useful for you**

Measure: HOW

- **Track energy bills or fuel use**
- **Weigh food waste**
- **Record how guests arrive**
- **Monitor participation in low carbon activities**

A dark, atmospheric photograph of a forest. In the foreground, a wooden gate with a crisscross pattern stands closed, blocking a path. The gate is made of dark wood. Behind the gate, a dirt path leads into a dense forest. A bright, golden light source, possibly the sun or moon, is visible through the trees in the background, creating a strong backlight effect and illuminating the scene. The trees are tall and thin, with their branches reaching up. The overall mood is mysterious and somewhat somber.

**None of us came into
tourism for this**



Ever had a meeting whose only topic was Climate Change, and everyone shares how they feel?



**Ever had a meeting whose only
topic was Climate Change, and
everyone shares how they feel?**

Start here.

Would you talk about how this summer's events made you feel?

- **The Vistula River dropping to record low**
- **Cyanobacteria blooming across the Baltic**
- **Latvia declaring an agriculture emergency**
- **Lithuania declaring an agriculture emergency**
- **Flash floods in Riga**
- **The Arctic summer heatwave**

Thu 7

Fri 8

Sat 9

Sun 10

Mon 11

Tue 12



34°

33°

38°

40°

37°

36°

20°

21°

22°

24°

23°

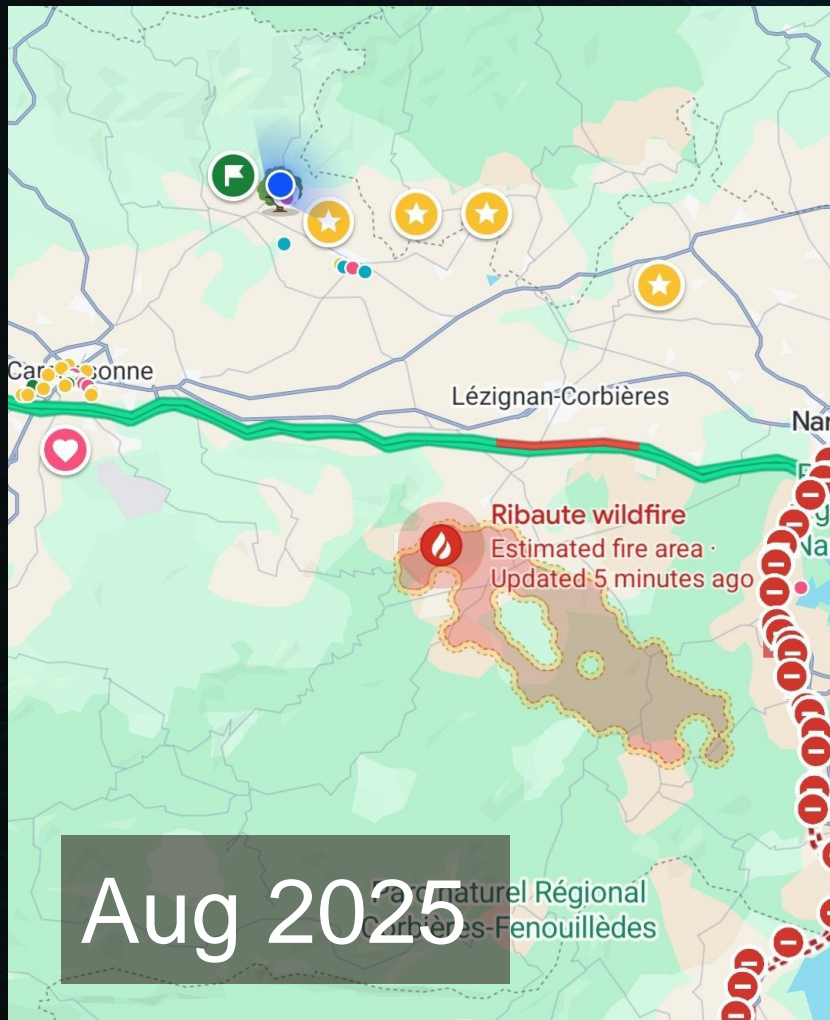
23°

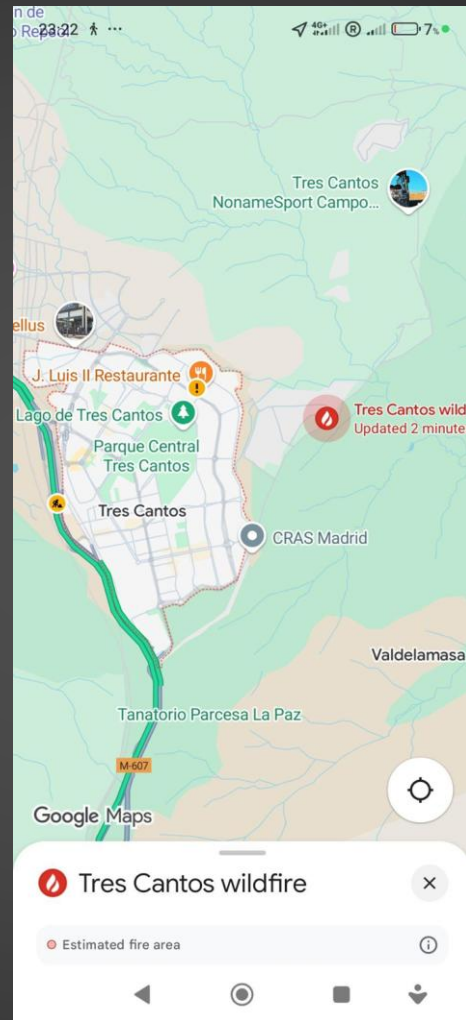
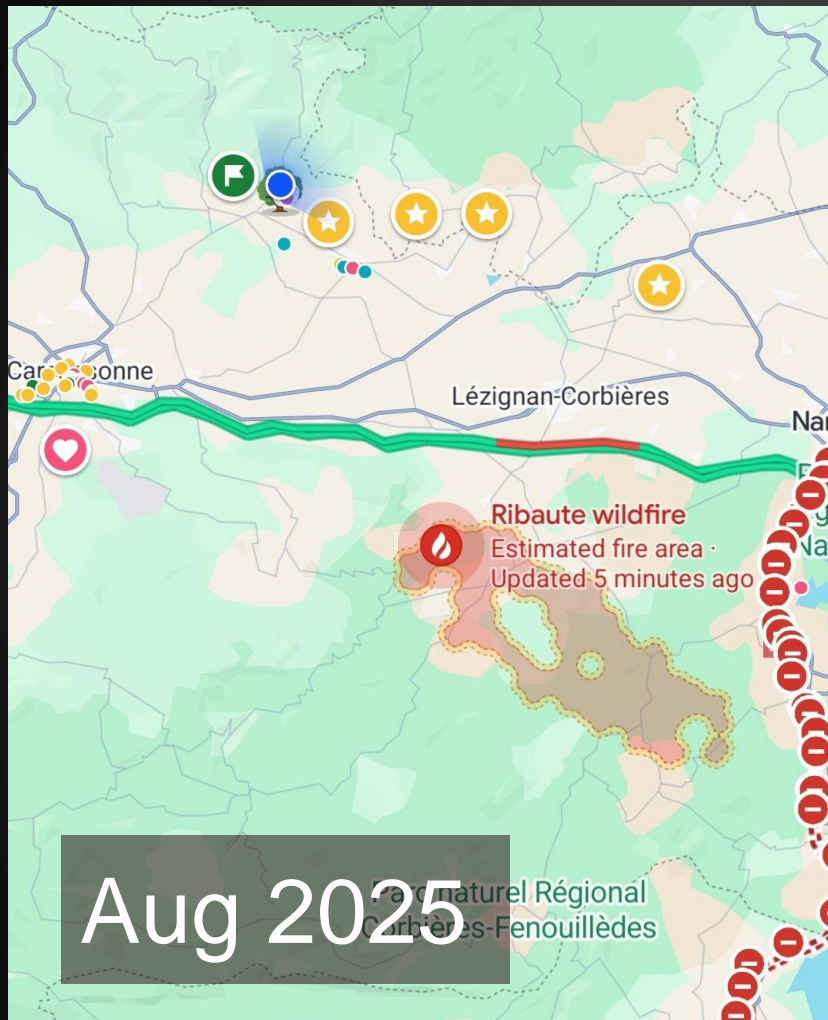


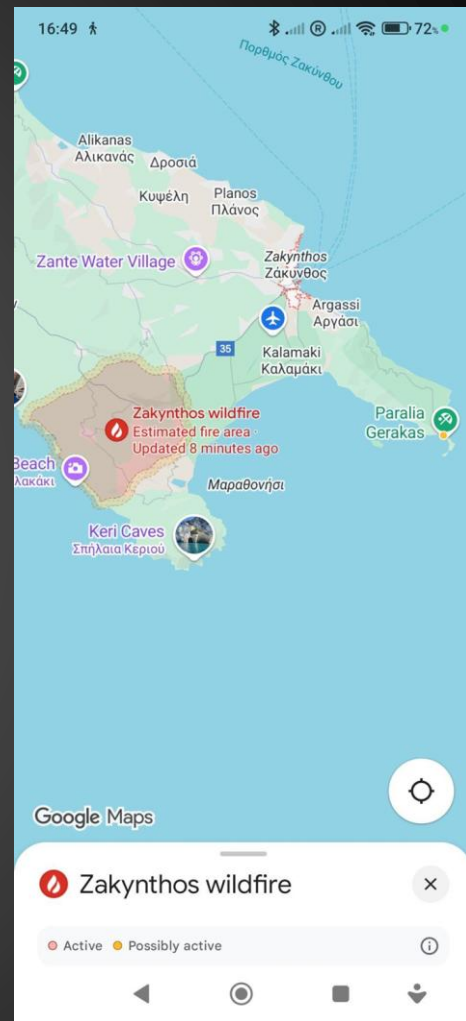
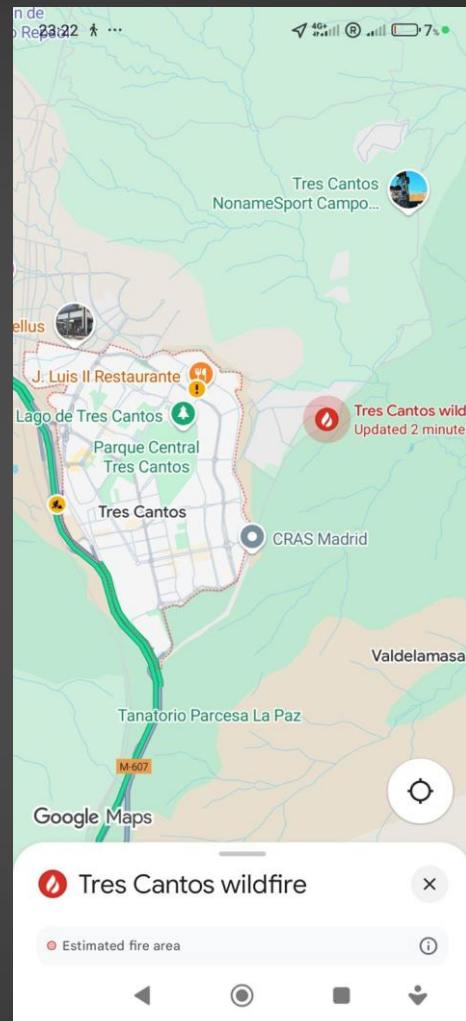
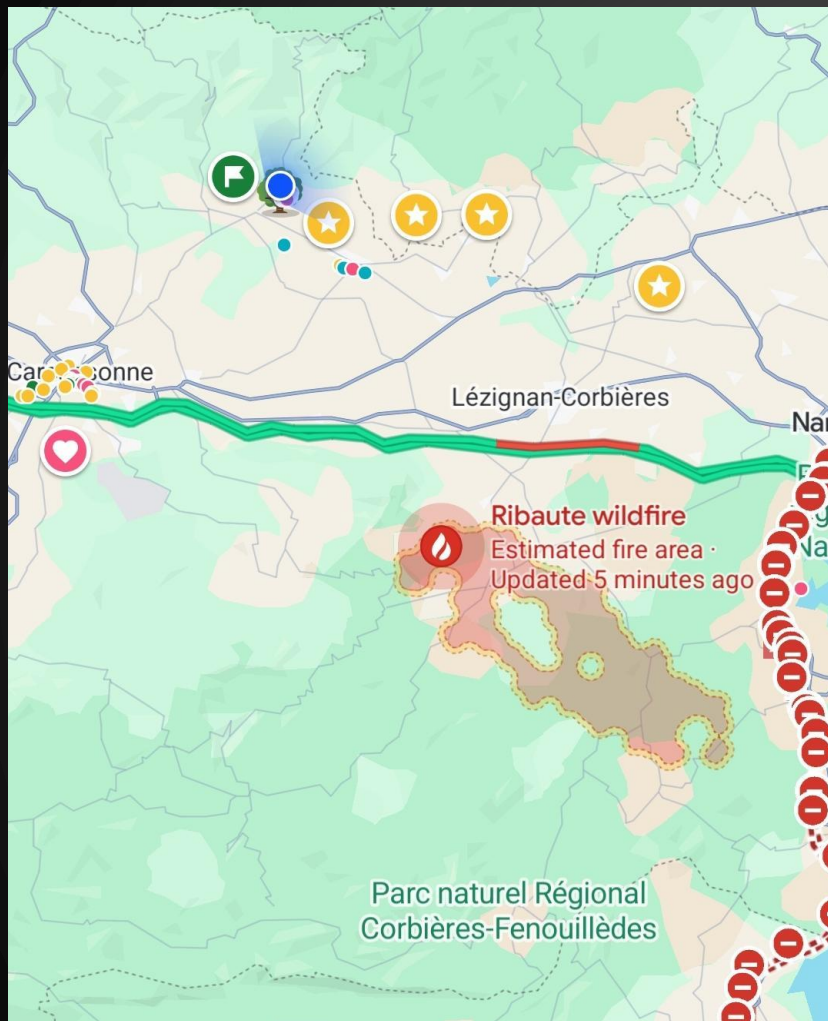
Carte des feux de forêt - Application mobile - Feux de forêt

feuxdeforet.fr









Climate Adaptation and Disaster Readiness

- **Do you have an escape plan?**
- **Can you support your local community in a heatwave / flood / drought / wildfire?**
- **How would you provide emotional or trauma support to your staff?**

**IT'S ALL
TOO MUCH**

**None of us came into
tourism for this**

**Searches for “climate anxiety” grew
4,590% from 2018 to 2023** *(Google 2023)*



59% extremely worried.
84% at least moderately worried. *(Lancet*
2023)



**+50% reported feeling: sad, anxious,
angry, powerless, helpless, and guilty**





How to turn climate anxiety into action

2,257,430 plays ⓘ | Renée Lertzman | TEDWomen 2019 • December 2019

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect in the center of the path. The trees are tall and thin, with green foliage. The overall atmosphere is peaceful and natural.

Guide
Welcome
Offer Rest
Connect to Nature
Imagine Other Ways to Live

Guide



A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect at the end of the path. The text "Guide Welcome" is overlaid in white on the left side of the image.

Guide Welcome

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect at the end of the path. The text "Guide Welcome Offer Rest" is overlaid on the left side of the image in a large, white, sans-serif font.

**Guide
Welcome
Offer Rest**

**66% of employees in 2025
report burnout at work,
more than ever before.**

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect at the end of the path. The trees are tall and thin, with green foliage. The overall atmosphere is peaceful and natural.

**Countries with shorter work weeks
top gender equality rankings**

**A worldwide, shorter workweek
could cut CO2 emissions by half**

A photograph of a dirt path winding through a dense forest. The path is illuminated by a bright, golden light source at the far end, creating a strong lens flare and casting long, soft shadows. The trees are tall and thin, with their leaves forming a canopy overhead. The overall atmosphere is serene and contemplative.

“The times are urgent.

Let us slow down.”

Bayo Akomolafe

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect in the distance. The path is covered in fallen leaves and surrounded by lush green foliage. The text is overlaid on the left side of the image.

Guide
Welcome
Offer Rest
Connect to Nature

[Suomeksi](#) [På svenska](#)

Well-being from Nature

Are you feeling lazy? Go out into nature. Are you feeling down? Go out into nature. Do you suffer from stress? Go out into nature. Are you looking for new social relationships? Go out into nature.

A growing number of researchers believe that nature-based activity and spending time in nature has many benefits in terms of health and well-being.

[Health and Well-Being](#) ▴[Open Air Exercise](#)[Stress Management](#)[Sense of Community](#)[Natural Silence](#)[Volunteer Work](#)

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect in the center of the path. The trees are tall and thin, with green foliage. The overall atmosphere is peaceful and natural.

Guide
Welcome
Offer Rest
Connect to Nature
Imagine Other Ways to Live

A photograph of a dirt path winding through a dense forest. The path is flanked by tall, slender trees with lush green foliage. Sunlight filters through the canopy, creating a warm, golden glow. At the far end of the path, a bright, circular light source, resembling a sun or a tunnel exit, illuminates the scene, casting long shadows and highlighting the texture of the forest floor.


Imagine Other Ways to Live

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a bright, glowing effect in the center of the path. The trees are tall and thin, with green foliage. The overall atmosphere is peaceful and serene.

Experience Other Ways to Live
Imagine Other Ways to Live

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a warm, golden glow in the center of the path. The trees are tall and thin, with green foliage. The overall mood is peaceful and hopeful.

Believe in Other Ways to Live
Experience Other Ways to Live
Imagine Other Ways to Live

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a warm, golden glow in the center of the path. The text is overlaid in white, bold, sans-serif font.

Support Other Ways to Live
Believe in Other Ways to Live
Experience Other Ways to Live
Imagine Other Ways to Live



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 BORNHOLM HOTELS

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ROOMS

RESTAURANT & PARTY

MEETING & CONFERENCE

ABOUT RØNNE

BOOK



[Hotel GSH](#) / [The story behind](#) / [Sustainable solutions](#) / [Circular Business Model](#)

CIRCULAR BUSINESS MODEL

Redefining Revenue

We demonstrate resilience and have the business model to do so. Green Solution House is designed to continuously adapt by embracing new green technologies that demonstrate state of the art developments in the building industry. Achieving this requires a regenerative business model; therefore, monetary revenue from the hotel and the conference centre's operations is channeled to fund the ongoing integration of new solutions and the assessment of existing systems and products. Green Solution House works to inspire enhanced sustainability practices in both international and local design briefs.



SUSTAINABLE BUSINESS HUB

Augustenborg Botanical Roof Garden



ADD TO VISIT PLAN



ADDRESS

Ystadvägen 56, 21445 Malmö

With its 9500 sqm the Botanical Roof Garden of



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OUR
BLOG



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STORY



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Sustainable Hammarby Sjöstad

From a run-down and polluted industrial area to a lovely residential district, our Sustainable Hammarby Sjöstad Private Walking Tour uncovers one of the world's most thriving urban renewal districts Hammarby Sjöstad. It's clean and green!



Book now

Sustainable Hammarby Sjöstad

English



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08/09/2025

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☰ Menu

Fifth season

Soomaa has its own charm in every season, but it's especially enchanting during the flood period, known as the fifth season.

A photograph of a dirt path winding through a dense forest. The path is flanked by tall, slender trees with lush green foliage. At the far end of the path, a bright, golden light emanates from an opening in the trees, creating a strong lens flare and illuminating the path ahead. The overall atmosphere is one of hope and discovery.

**What are the stories
of hope in your place?**

Share them

A photograph of a dirt path winding through a dense forest. The path is flanked by tall, thin trees whose branches form a natural archway over the path. Sunlight filters through the leaves, creating a warm, golden glow. At the far end of the path, a bright, circular light source, possibly the sun, creates a strong lens flare and illuminates the entire scene. The overall atmosphere is peaceful and inviting, suggesting a journey or exploration.

**If you'd like to explore
further...**

jeremy@jmcsmith.com