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Project № 2022-2-BG01-KA210-VET-000098061

## Green Explorers Activity 2 – Survey

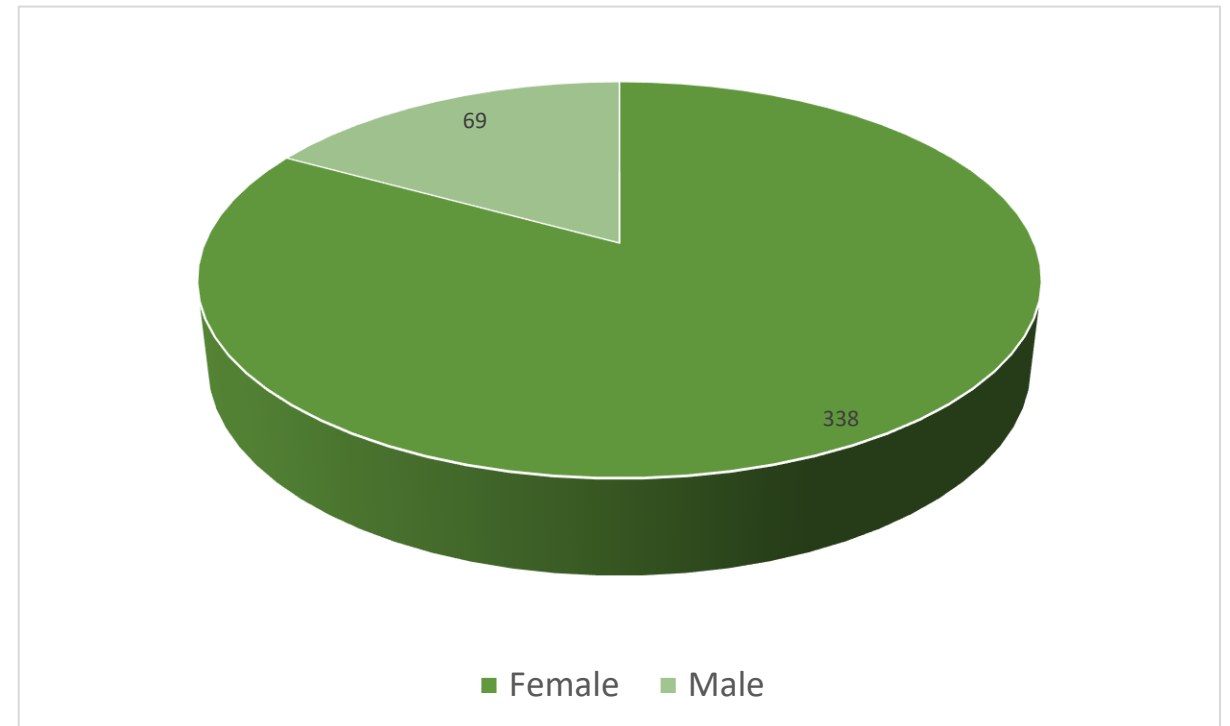
# The Aim of the Online Survey

- The aim of the research is to determine the attitudes at the local level, in Bulgaria, for the application of modern ecological practices in the field of tourism, which impress the Green Pact and the pan-European values for a sustainable way of life and ensuring a favourable environment for living and for future generations.

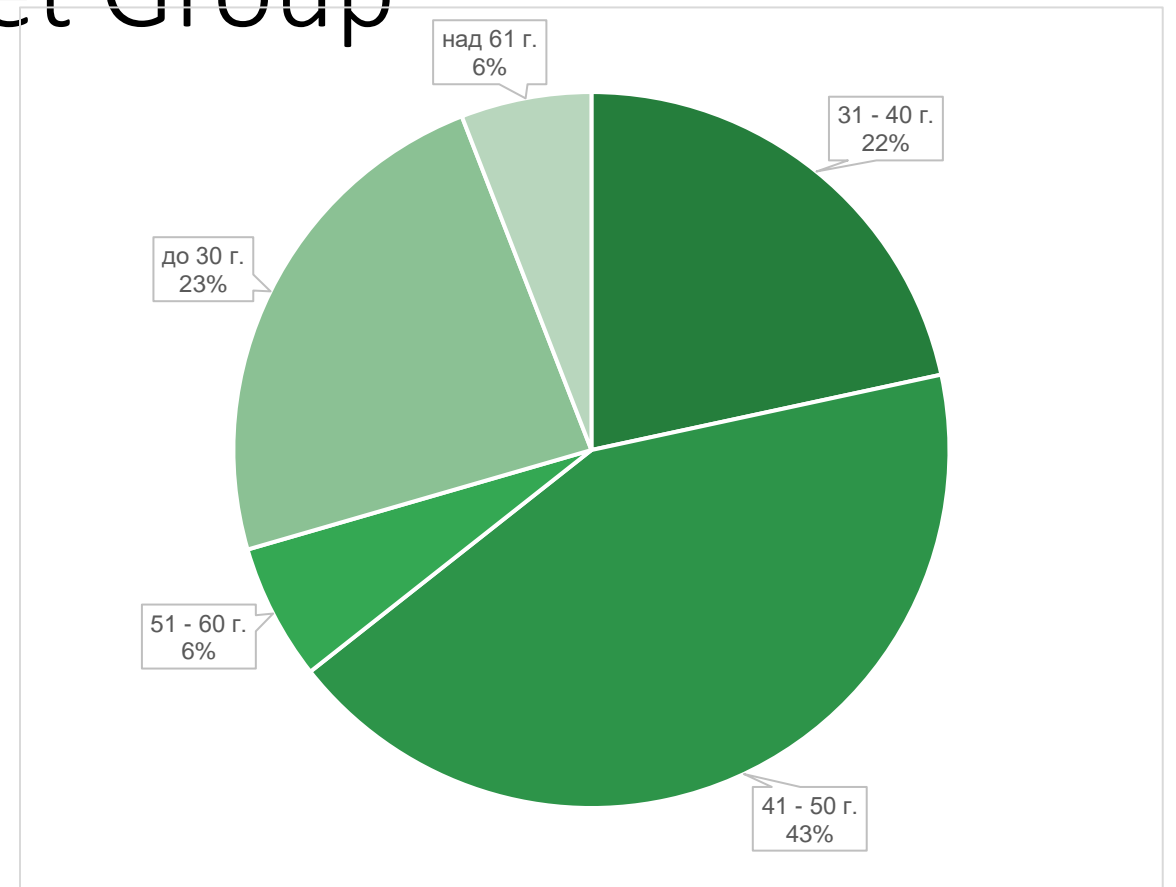
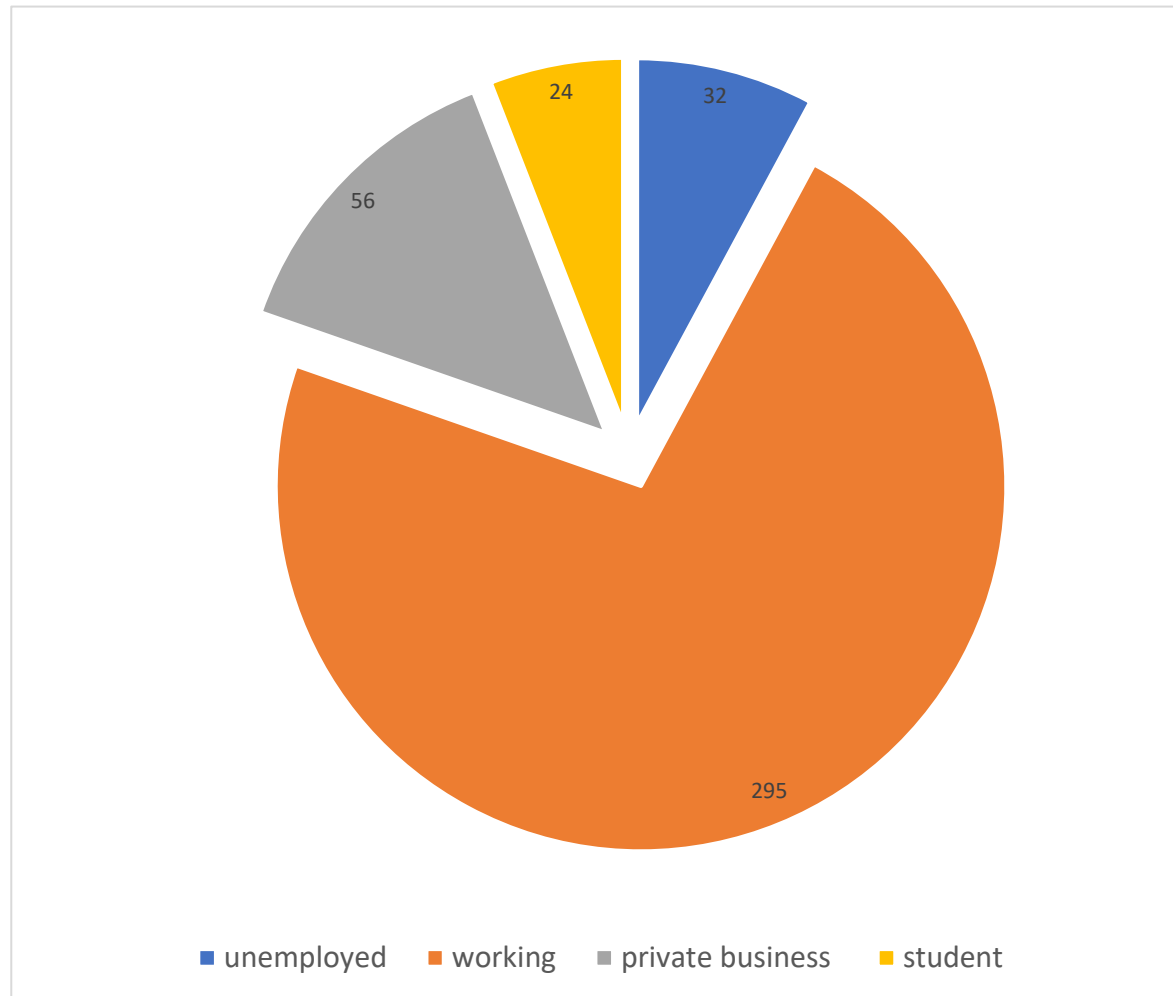


# The Target Group

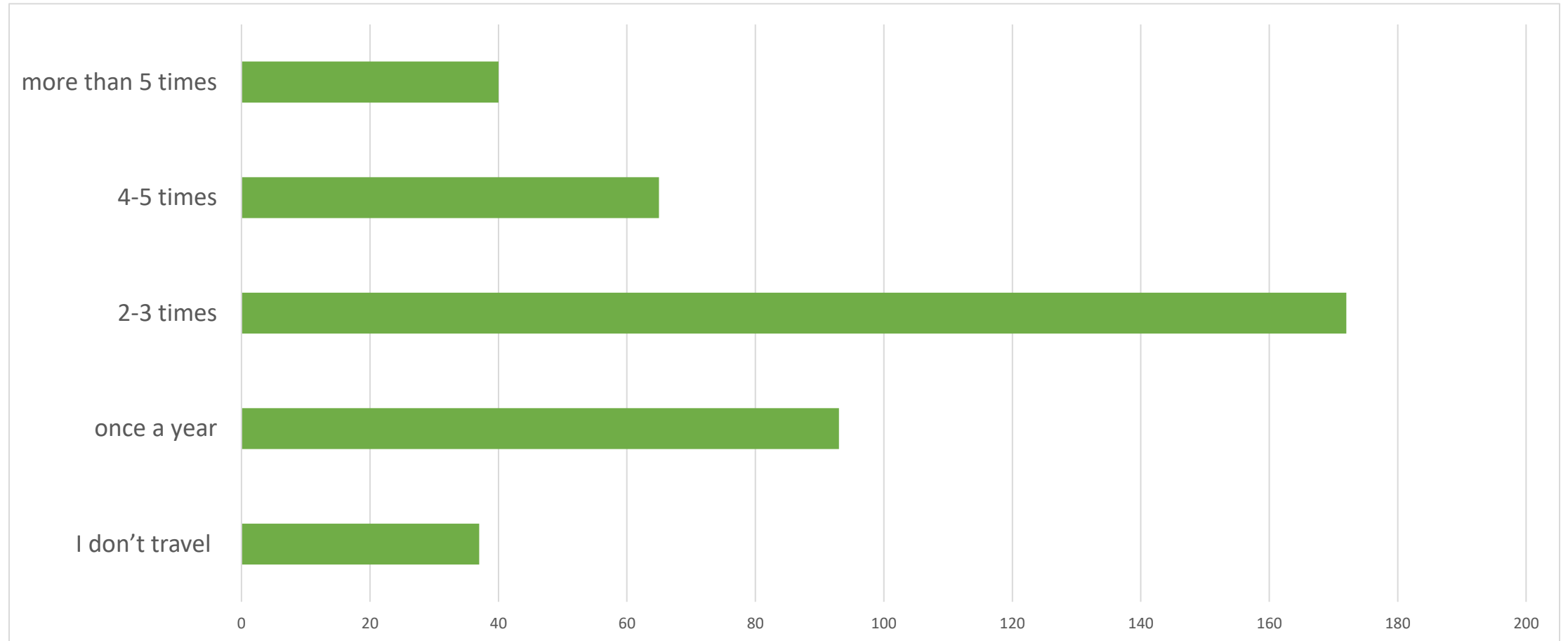
- **The target group** of the survey is economically active Bulgarian citizens who are current or future users of tourist services, services in the hotel and restaurant industry. The selection of participants was done randomly to ensure an equal chance for people with different education, social status, ethnicity and others.
- **Number of respondents:** 407 participants completed the survey



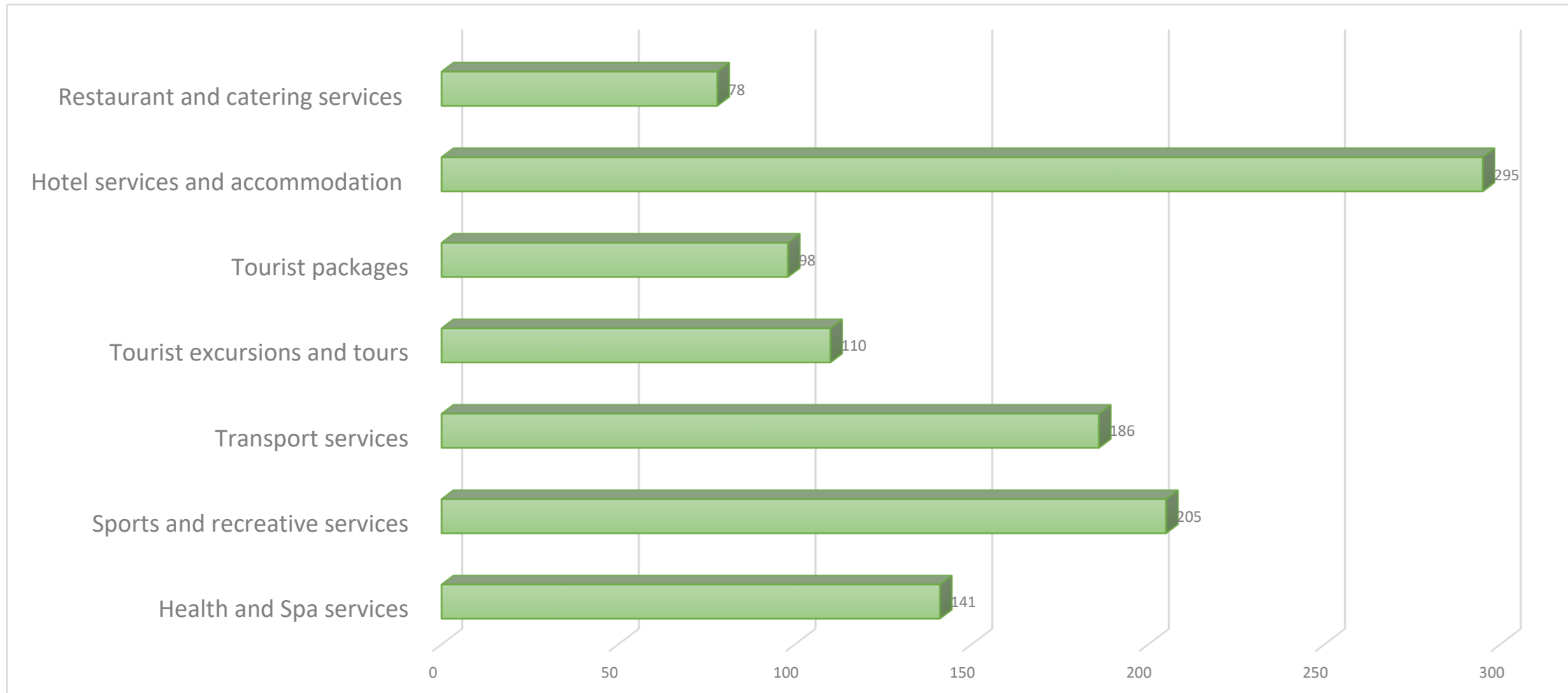
# The Target Group



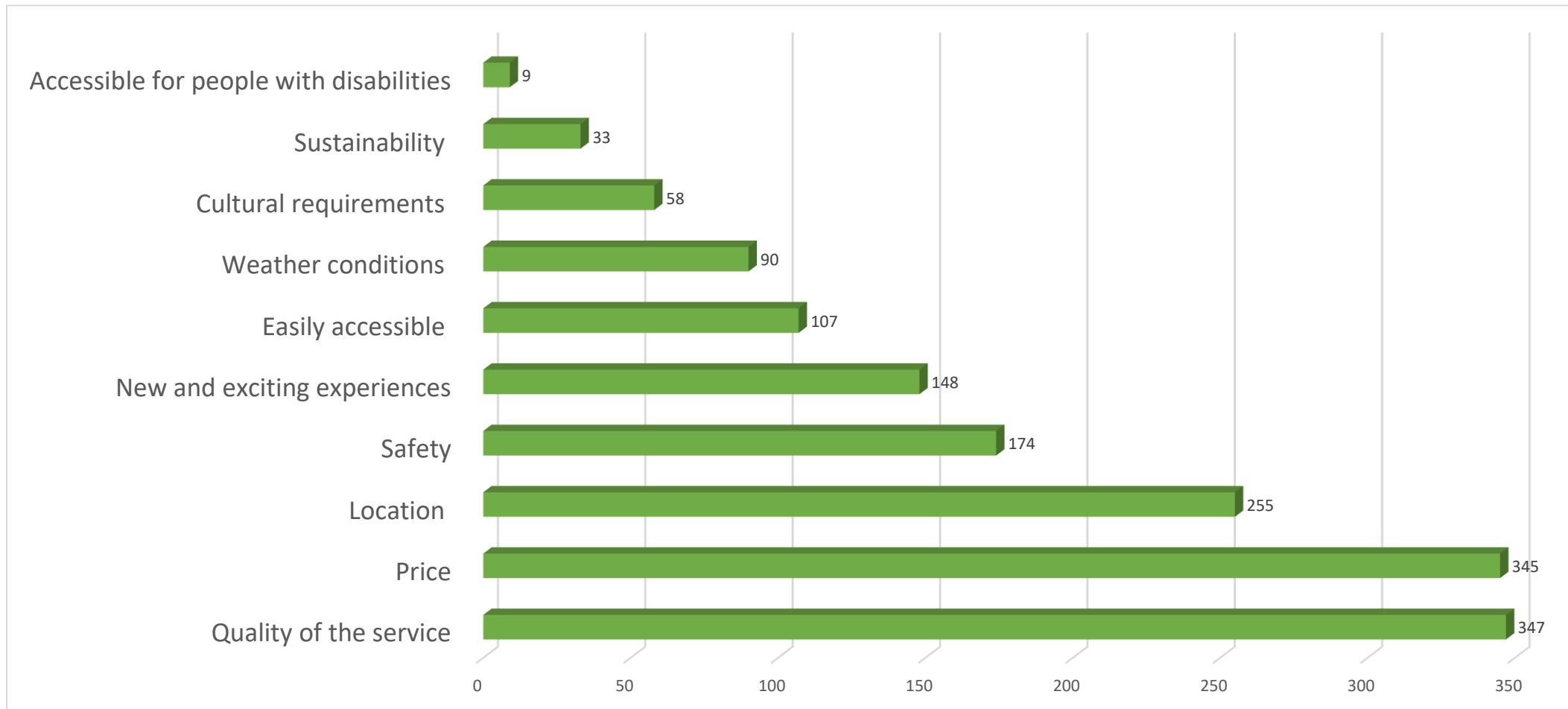
# How often do you travel?



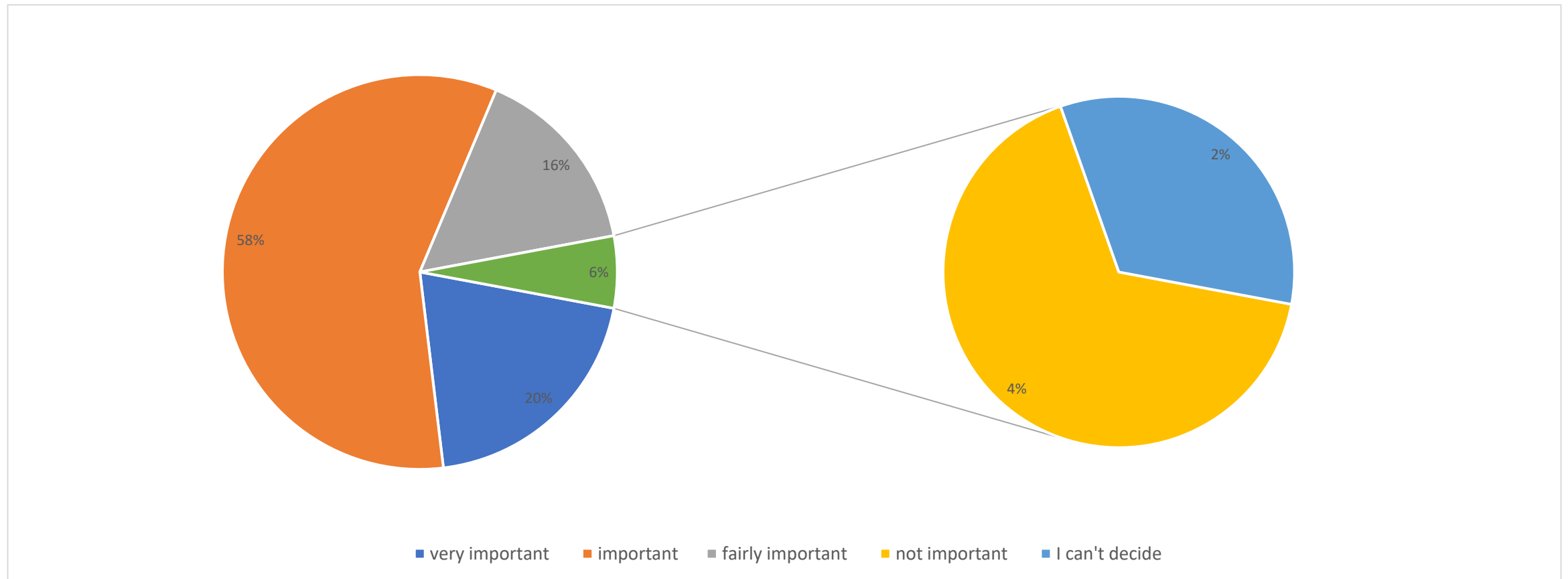
# Preferred travel services



# Main requirements of users to the tourist service



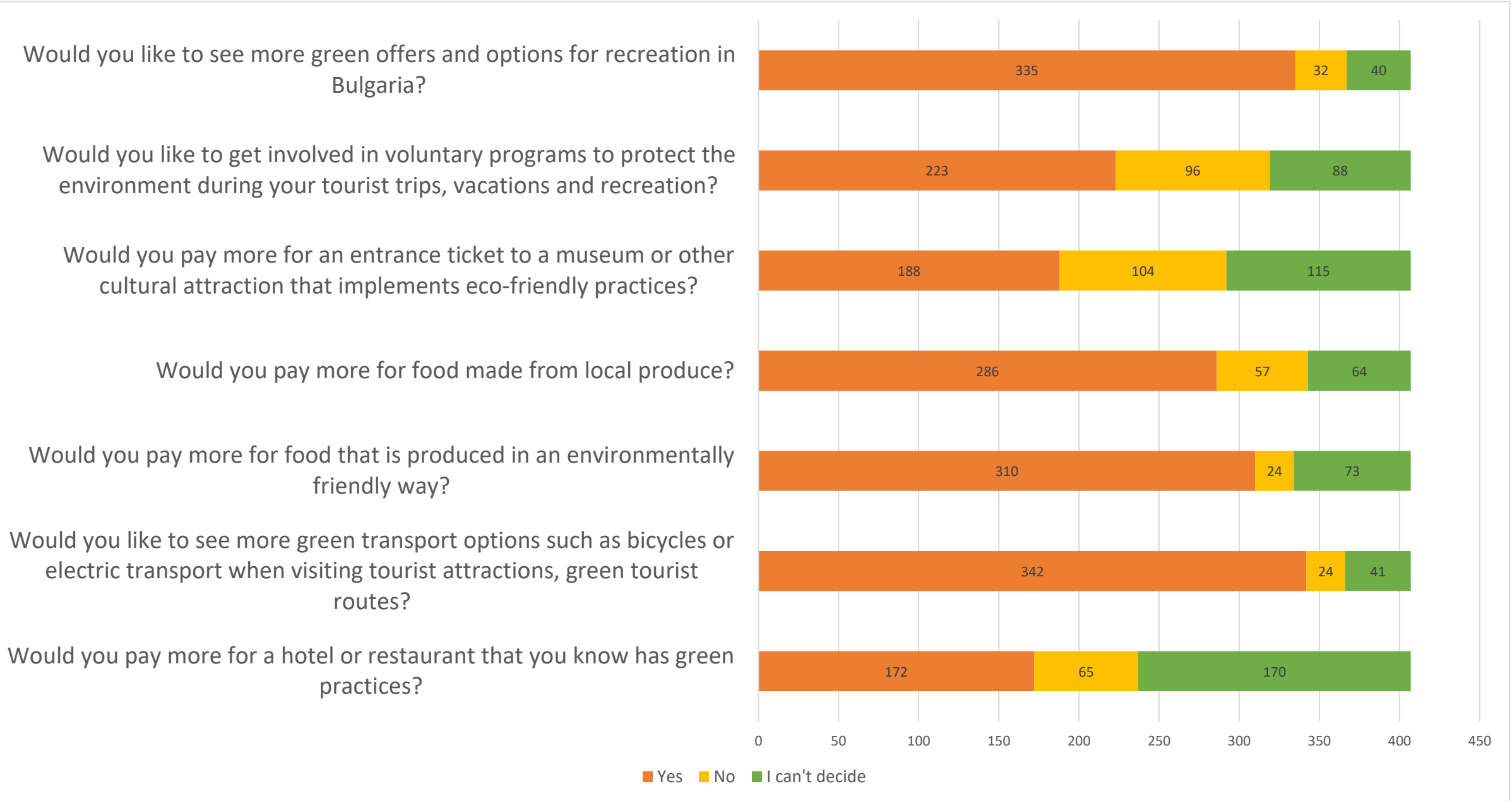
# Degree of importance: The hotel, restaurant or tourist site to implement **green practices**





# What green practices have you seen applied in Bulgaria in the field of tourism, restaurants and hotels?

Types of green practices in tourism	Number of responds
online systems for reservation, service and payment of services	282
separate waste collection	252
using local/organic products	249
electronic/digital documents	150
use of recycled materials	139
energy saving	126
use of alternative energy sources	111
recycling	106
composting	70
green/ eco transport	58
water saving	44
none of the above	36



# Main findings

- Water and energy consumption by tourists is generally higher than that of residents and varies considerably depending on the type of tourist site.
- Reducing water and energy use through technology, user behaviour and the implementation of alternative resources is an opportunity to protect local communities and the environment, while also reducing economic costs.
- Climate change is probably the most significant consequence of global pollution with a significant impact on tourism. Tourism businesses should strive to reduce their climate impact and adapt to climate change and its consequences.
- Wastewater must be properly treated and reused whenever possible.
- Solid waste management must be in accordance with the rule of three "R" - reduce, reuse and recycle.
- Biodiversity conservation could benefit from the expansion of ecotourism-based enterprises, but the permissible load on vulnerable areas should be taken into account.

# Conclusion

The conducted survey gives a definite answer to the positive attitude of users of tourist services regarding the implementation of ecological practices, innovative measures and methods for the protection of nature, cultural and historical heritage, health and the sustainable future of generations.

Numerous factors have been identified that influence the choices and preferences of consumers in the field of tourism. The research proves that responsible behaviour is already being built in society, and values related to an environmentally friendly lifestyle and consumption are being rethought. There is a prioritization of quality over price for services that incorporate green practices.

**Respondents declare a desire and a positive attitude towards the application of green practices both as consumers of tourism products and as citizens of society in their daily lifestyle.**



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Thank you for your attention!