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HUMAN
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Green Explorers

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

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The main goal:

- ✓ To adapt to professional education and training within the need of the labour market related to the tourism sector, in context with adherence to the principles of the European Green Pakt.
- ✓ This exactly will help make the sector resource efficient and environmentally friendly.

Specific goals:

- ▶ Upgrading the capacity of the teachers and their professional preparation in the field of tourism through an exchange of experience and education, including the monitoring of the pattern in **Italy**.
- ▶ Analysing the attitudes of businesses, consumers and learners regarding the application of modern ecological, sustainable and responsible practices in the field of tourism and related to its services.
- ▶ Promoting and implementing innovative tools in the educational process for a responsible, social, ecological and sparing attitude to nature and its resources.

Activities:

1. Research in the European green practices related to tourism
2. Analysis of the attitudes in Bulgaria for implementation of the “green” policies and tools in the spare of the tourist service
3. Exchange of experience between the partners
4. Approving and popularising the results of the project

The results that we expect

- ▶ The examination of great European practices in the field of providing tourist services and environmental protection
- ▶ Reporting on the attitudes in Bulgaria towards the implementation of the green policies
- ▶ Arranging practices
- ▶ Upgrading the capacity of the partners' organisations
- ▶ Approving and implementing innovative “green” practices in the educational process
- ▶ Holding 4 seminars with the students of PGT Yambol
- ▶ Creating conditions for transformation and change (for individual, organisational and secrecy levels)



Execution of activity 1.

Study of European Green Practices in Tourism

The methods of energy efficiency, conservation of natural resources, applied nature-friendly ways of recreation, tourism and rest, minimising of the amount of waste, recycling processes and multiple use of different resources are considered.

The regulatory restrictions and incentives in different countries for limiting the human impact on the environment, protecting cultural heritage, preserving tourist sites, their nature, the natural environment and habitat of flora and fauna in different European countries and regions have been studied.

The stages of the study

1
Information overview - desktop study of the applicable good practices in the field of tourism, hospitality and catering in various European countries and key tourist destinations in the EU, online study of the regulatory requirements, restrictions and sanctions in individual countries that stimulate and encourage the application of environmental practices in the tourism business.

2
Research methodology and conduct - classifying and structuring the information, allocated separate thematic directions for work, prepared a work plan for the individual experts with specific deadlines for summarizing the information, unifying a template for preparing the final report.

3
Compilation and processing of survey information - systematization, summarization and presentation of the most important and essential information from the study, relevant to the objectives of the project and the planned final results.

4
The report - analysis and conclusions about innovative practices and the possibilities of their application in the educational content and the educational process. Comparative analysis between environmental practices in Bulgaria, Italy and various European countries, with the aim of implementing innovative approaches and updating the knowledge, skills and competencies of the direct target group of the project.

The stable tourism - concepts

Sustainable tourism, which takes into account its current and future impact on the economy, society and environment and meets the needs of visitors, industry, nature and host communities.

Responsible tourism - any form of tourism that can be consumed in a responsible way, improving the places where people live and the places people visit.

Ecotourism - responsible visiting of natural areas that preserves the environment, supports the well-being of local people and contains an educational element.



The most frequently applied environmental practices in the EU (2020)

Green practises	Application
Energy-saving lighting	87 %
Practices of repeated use of towels and sheets	82 %
Nature-friendly cleaning products	58 %
Economy toilets and showers with low debit	55 %
Food that is locally grown, organic or fair traded	43 %
Composting	40 %



The great practices:

❖ Programs in order to reduce the laundry in the hotel

Washing bed duvets and towels causes significant energy and water consumption. A standard room with 4 kg of laundry would need 60 liters of water. The bed duvet and towels are usually changed daily in rooms where users stay for several days; this practice could be reduced, however, to 1-2 times a week or to the wishes of the user.

Such an option allows consumers, with possible goodwill, to reduce their indirect water consumption. In order to carry out such a practice, written instructions are essential.

70% of the users, with appropriate encouragement, positively accept such an approach.



Reduced costs

Example: For a room with an occupancy of 75% and 4 kg of laundry per night, all year round, with costs per kg/wash of 0.50 EUR/kg, the annual price amounts to EUR 479. These costs, for a hotel with one hundred rooms, can reach 47,900 euros/year, and the rate of reuse of textile items can reach 5%, i.e. savings of €2,400 per year could be generated.



❖ LED lights

Lighting covers many types of energy consumption. The situation is similar in many public buildings. Depending on the category of the hotel, lighting could reach 7% of the total energy consumption and nearly 40% of the total electricity consumption. The lights should ensure adequate levels of light for all hotel activities and create a pleasant atmosphere, i.e. create a feeling of coziness and comfort throughout the building. The lighting load for hotel, equipped with ordinary light bulbs is high - a significant part of the total electricity use. Only 20% of the energy produced by ordinary or halogen bulbs is converted into light; the remaining 80% is pure heat loss.

Cost-effectiveness

The initial costs of LED lamps are higher, they are more expensive than other options, but this situation is quickly compensated due to the extremely low energy consumption and the infrequent costs of replacing lighting installations. LED lamps could be used three times longer than fluorescent lighting with a functional life of 35,000 hours

The impact on the environment

LED lamps consume a significantly lower amount of energy than other types of lighting; they do not contain heavy metals (found in fluorescent lighting) and are much easier and more practical to recycle.

❖ 'GREEN' MATERIALS FOR THE INTERIOR

The significant amounts of solvents, adhesives, carpets, and all kinds of textiles used in repairs are significantly reduced, and more harmless substances are used - many of them based on water and natural resources.

-In interior work, natural paints emit, above all, organic substances (VOC)

-Mineral paints do not emit VOCs, and these substances guarantee air quality protection.

-Numerous certificates and certificates launch eco-products, protecting the environment and human health, such as: the European Eco label (15 g/l VOC), Nature Plus (1 g/l VOC) and AFNOR's NF.

Significant progress has been made in reducing polluting emissions in the field of interior activities. It is enough to cite the Saratech Permasorb air-purifying wallpapers, produced by the German company "Bluecher", which purify walls contaminated by tobacco through a double filtering method.

Cost-effectiveness

Natural paints are not more expensive than classic paints and have higher covering qualities, i.e. reduce the quantities used. The quality/price ratio is wonderful, they have a long warranty period.

Mineral ones are a little more expensive, but they are extremely durable and thus significantly reduce the need for repainting, i.e. savings are made. (From 10 to 20 years duration versus ten years for classic paints).

The commercial policy of the hotel

The implementation of a commercial policy in accordance with environmental standards that promotes the principles of fair trade, in terms of products intended for the hotel, and the selection of products with environmental certificates, are valuable for the qualities of the hotel and hotel service standards. Unfortunately, ecological certificates are not always enough to guarantee environmentally friendly products, hence the need to work directly with local, independent organizations that implement eco-friendly practices; this is an essential way of promoting their functioning.

Benefits and effects

- ▶ To shop on exchanges.
- ▶ Avoid individual packages and other packaging; replace them with bulk products or large packages.
- ▶ Focus on fresh products, and avoid products with additives guaranteeing their preservation.
- ▶ To avoid pre-prepared foods (which have gone through kitchen processing), which subsequently require high energy consumption to guarantee their life cycle as well as numerous packaging.
- ▶ To buy organic farming products to promote the development of farming techniques that comply with environmental protection standards.
- ▶ To promote trade in the region.



Standards for sustainable tourism



The user requirements for the tourist services:

- ▶ Quality
- ▶ Price
- ▶ Location
- ▶ Access
- ▶ Safety
- ▶ Sustainability
- ▶ Seasonal climate changes
- ▶ Access provided for disabled people
- ▶ Cultural requirements



ESG IN TOURISM

ESG strategies in tourism refer to investment decisions and operational practices that focus on the environmental, social and governance aspects of tourism.

- **Environmental aspects** refer to the protection of the environment and natural resources, including the protection of local ecosystems and the promotion of environmentally sustainable tourism.
- **Social aspects** refer to the participation and well-being of local communities, such as the creation of new jobs, the improvement of working conditions, the preservation of cultural and historical heritage and the promotion of educational and social initiatives in local communities.
- **Governance aspects** relate to the corporate governance of tourism companies, including good practices in managing risks and promoting responsibility towards shareholders, customers and local communities.



RECOMMENDATIONS FOR UPDATING THE EDUCATIONAL CONTENT IN THE FIELD OF TOURISM VET

- ▶ Focus on sustainable destination management: Emphasizing the importance of sustainable development of tourist destinations, including the preservation of natural and cultural resources, waste management and energy efficiency.
- ▶ Promoting eco-innovation in the hotel and restaurant sector: Incorporating lessons on environmental practices in hotels and restaurants, such as sustainable food waste management, renewable energy sources and eco-design principles in hotel premises.
- ▶ Exploring opportunities for the development of ecotourism: Covering topics related to ecotourism, such as the development of ecological routes, promoting the link between tourism and biodiversity conservation, and promoting interaction with the local population.
- ▶ Integrating information on environmental certifications: Introducing students to the various environmental certifications in tourism, such as Green Key, Travelife, LEED and others, the advantages for hotels and restaurants of having a certificate, brand or mark of quality and sustainability.
- ▶ Explore the possibilities of innovative technologies that are used in tourism to reduce environmental impacts, such as virtual reality, smart energy and water management systems, automated waste management systems and others.
- ▶ Incorporating ethical aspects, the importance of ethical behavior and the responsibility of tourism businesses towards the environment, local community and cultural heritage.



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Thank you for your attention!



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