



**Clef Verte**

**1/ What is Sustainable Tourism?**

**2/ Our sustainable tourism approach**

**3/ Suggestions from our customers:**

## **1/ What is Sustainable Tourism?**

### **A reminder of the definitions of sustainable tourism**

Sustainable tourism is defined by the World Tourism Organization (UNWTO) as "tourism that takes full account of its current and future economic, social and environmental impacts, by meeting the needs of visitors, professionals, the environment and host communities".

### **A demand for sustainable tourism?**

"Sustainable" tourism is not synonymous with "nature" or "green" tourism. You can enjoy "sustainable" tourism in the middle of the city: use public transport, consume environmentally-friendly products, take showers rather than baths, sort your garbage, have friendly exchanges with the locals, choose a hotel with a sustainable approach, visit less-frequented places....On the other hand, it's possible to experience "unsustainable" tourism in the middle of the countryside: riding motocross bikes on small tracks, picking any flower you like, leaving pasture enclosures open, leaving the remains of your picnic on the spot, protesting when the gîte's swimming pool is empty because of prefectural bans in times of drought....

## **2/ Our sustainable tourism approach**

### **At our level, how can we make tourism sustainable?**

Criteria include intelligent waste management, control of water and energy consumption, regulation of purchases (food, cleaning products) and ecotourism awareness among employees and travelers.

Below are the 7 key points of our Approach:

1. environmental policy
2. environmental awareness
3. energy management
4. water management
5. waste management
6. responsible purchasing
7. living environment

### **3/ Suggestions from our customers:**

After their stay, our customers are invited to share their ideas and to notify us of what they appreciated about our environmental commitment.

A questionnaire on this subject is sent to them after their stay and is also available on the e-conciergerie.

The processing of this data is regularly reported in an excel table and will be presented at future meetings for discussion and improvement.