

WORLD GREEN TOURISM ABU DHABI



Sustainability is definitely a buzzword linked to the tourism sector more and more frequently. On 22nd November, a three-day global event on Green Tourism was held in Abu Dhabi, aimed to discuss the potential and necessity of green tourism industry.

Ten years ago, sustainable tourism was a phrase of rather vague meaning which seemed new and not many knew how to use it in context. Today, however, **the character of tourism industry is evolving and green tourism has become a crucial term for many countries** and a priority for the growth of tourism industry globally.

On 22nd November, a three-day event kicked off in Abu Dhabi, called **World Green Tourism Abu Dhabi**. Delegates mainly from the Arabian Gulf gathered there to **discuss the advantages and challenges faced by supporters of green tourism**. To establish best practices for the industry as well as learn from past mistakes was yet another goal of the conference.

What guests agreed on is the fact that **sustainability has become a relevant factor for holiday planning** and an increasing number of tourists opt to pay more in order to keep their travel and holiday stays environmentally friendly.

The Chairman of the Abu Dhabi Tourism Authority, Mr. Shaikh Sultan noted in his speech that a special health and environment rating system has been established in Abu Dhabi in cooperation with the Urban Planning Council. Both the council and tourism authority have the deepest respect for 'green' management and are making sure all hotels there will be compliant with the policy in a matter of months.

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