Sustainable tourism - a tool for development

Darmstadt, September 27th, 2017 *** That’s the motto of today’s world tourism day 2017. Since 1980, the World Tourism Organization (UNWTO) emphasizes the chances and risks of international tourism on this day. Especially when it comes to ecological, socio economical and general political conditions. A current study by Statista shows a typology of tourists with respect for worldwide sustainability. Swiss people come in first place with a total percentage of 24. Runner up: Brazilians, with 22 percent and Sweden being the country with the third highest respect for sustainability. This trend to sustainability is visible on a worldwide basis. Lastly, there are over 200 different certificates and awards that distinguish sustainable holiday destinations as well as hotels. So, how does one find reliable travel options
among this overwhelming amount of offers, that allows us to deliberately support sustainable projects in areas close to these hotels? Green Pearls® is here to help pointing out various travel options.

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Environmental awareness from the start

Surrounded by a vivid green landscape in Sri Lanka, you can find the Hunas Falls by Amaya. Steep tea- and spice plantations alternate with idyllic creeks, waterfalls and forests. Moreover, the Amaya hotel group acts out of firm beliefs when it comes to its green initiatives. All while being in accordance with nature and local culture. The sustainable approach does not only become visible in the strict prevention of waste, an environmental friendly energy- and water usage,
but mostly in Amaya’s great social responsibility. In that matter, the hotel’s own foundation supports the scholastic education of children living in families with low income and organizes frequent trainings and campaign days about environmental protection. Furthermore, every Hunas Falls by Amaya guest has the chance to experience these projects on-site as well as supporting one or even several projects from home.

Recollecting a culture of simplicity

The Keemala Resort is located amidst the tropical forests of Phuket in Thailand. Guests are able to settle down and relax, while being in harmony with nature and the local culture of Thailand. The resort’s concept is based on old fictional tribes from Phuket and thus combines worldly wisdoms and traditions with a modern, sustainable lifestyle. In Keemala you experience a conscious recollection of a culture based on simplicity. A wide variety of
gardens cultivate vegetables, fruit and herbs in a natural, organic way, in order to achieve a healthy concept of living.

Gentle immersion into paradise

Carefree diving and snorkeling without feeling guilty? This is possible in the National Marine Park on the Seychelles, since the residents chose to consistently support the preservation of nature, ocean and the underwater world. A conviction that is passed on to guests as well. In that way, guests are not only able to experience the natural beauty, complete with mile-long sandy beaches and deep blue water, but also make a vital contribution to the preservation of this spectacular natural sight. The Cerf Island Resort, that is located directly at the entrance of the National Park, allows visitors to enjoy an authentic vacation. Adding to that, every villa of the resort has been built in a
traditional way, while aligning with naturally found circumstances. Environmental protection and the preservation of nature are highly prioritized in every single attempt.

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Green wellness-luxury

The Hotel Seeschlößchen is located directly by the Senftenberg lake at the „Lausitzer Seenplatte“ in Germany. This hotel is truly a luxurious Ayurvedic temple. Stretching across four floors, the therapy room has its own Yoga room and a bright resting area with a gallery. A responsible consumption and the promotion of a wholesome health concept set the foundation for all of the sustainable treatments and health classes. Moreover, the wellness offers are complemented by a lovingly designed wellness garden, a Russian Banja and a
Climate protection has a special meaning to the Leitlhof in South Tyrol. Their own wood-fired power plant produces eco power and thermic energy, supplying the whole hotel with it. Furthermore, the power plant is fueled with wood chips from their own forest. Hence, the hotel is energy-self sufficient and has thus been awarded second climate neutral hotel business in Eastern Tyrol. Also, the CO2 emissions were reduced by one third, despite the hotel's expansion. Frequent tours of the wood-fired power plant are run by junior manager Stephan Mühlmann, where interested groups and school classes are able to learn all about the power system.
The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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