

9 EXAMPLES OF SUSTAINABLE TOURISM - AND WHY IT'S GOOD FOR BUSINESS

DECEMBER 4, 2019 • TOURISM, SUSTAINABLE, BUSINESS

Travel and tourism are two of the world's largest economic sectors, accounting for around 10.4% of global GDP and 319 million jobs in 2018 according to the **World Travel & Tourism Council**. It's big business, but it's also one that impacts the environment, as it most frequently involves people covering large distances to get to their destination. As more people are becoming aware of their impact on the climate, a market opens up for sustainable and green tourism.

We've collected some of the ways people have made tourist experiences more sustainable around the world. If you know of other great initiatives, please let us know. If you were considering making money within this huge market, the following ideas may even help to inspire you.

INKATERRA HOTELS - PERU



Inkaterra Hotels have been at the forefront of ecotourism and sustainable development in Peru since their establishment in 1975. Inkaterra hotels can be found in Cusco, Machu Picchu Pueblo, Sacred Valley and Tambopata where their traditionally built lodges, built from local products and built into the environment without ruining it provide a luxurious home for visitors from across the world. They also support local conservation efforts, scientific research, education and the economic growth of local communities.