



# E-Newsletter

August 2022

## Sustainability in tourism

Consumers, in particular the tourists, are becoming more demanding and are claiming greater environmental and social accountability from companies. Sustainable tourism 'takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities' (World Tourism Organisation). Sustainable tourism does not refer to a specific type of tourism. It is an aspiration for the impacts of all forms of tourism. Education and training are essential when it comes to mobilizing citizens and communities to the responsibility of putting in place sustainable practices in the tourism sector. In this sense, European projects, namely Erasmus +, are a huge asset, because they allow the creation of networks through which skills related to sustainability are promoted and transferred. Sustainability is the keyword in BLUE TOURISM, as a clear reference to the renewable nature of water. A resource that is in fact renewable but needs to be preserved. This is the focus of BLUE TOURISM: to look at waterways as a drive for sustainable tourism development.



## Raising awareness of the SDGs in the tourism sector

The School of Hospitality and Tourism of Portalegre, one of the 12 VET Schools of Turismo de Portugal, is actively engaged in awareness raising campaigns about the SDGs goals.

These goals are 17 essential tools to disseminate, promote and implement the 2030 Agenda values for sustainable development.

The event, which took place in May 2022, was developed under the scope of the Iberian Net of Global Action Agents for SDG:

To learn more about this initiative access:

<https://shre.ink/m4qX>

<https://www.accionadods.com>

# BLUE TOURISM

## THE PARTNERSHIP



**Tourism plays an important role in implementing the SDGs.** Future tourism professionals have a key role to deliver more environmentally friendly businesses preserving their local resources and creating a better prepared work force. To learn more about the SDGs in the Tourism Sector access the Tourism SDGs PLATFORM developed by the World Tourism Organization (**UNWTO**):

<https://tourism4sdgs.org/>



## BLUE TOURISM sustainable kick-off

The first project meeting of the BLUE TOURISM was held online on the 19<sup>th</sup> of January 2022, gathering partners to discuss the project topics, objectives, and main results. This two-year project, aiming at building a network of local advisors to put small tourism providers in watercourse regions on a more sustainable path, brings together eight partners from six countries – Portugal, Cyprus, Spain, Slovenia, Romania, and Ireland. To learn more about the project consortium access:

[www.bluetourism.eu/about/](http://www.bluetourism.eu/about/)



## Good practices: global sustainability in Herdade of Cortesia, Portugal

Herdade of Cortesia Hotel is a 4-star hotel located on the bank of Maranhão reservoir, in Avis, Alentejo. The hotel results from a modern architectural project, perfectly integrated within the landscape.

It offers 30 rooms, the 180 Restaurant with a fantastic view over the reservoir and the Avis village, a swimming pool, and several activities such as donkey tours, bike tours, horse tours, boat tours and more. The hotel is also the training centre for high level competition rowing and canoeing teams, receiving the best national teams.

The Herdade da Cortesia, which is also a member of ANP/WWF, has been developing activities where environmental preservation is the central key. The hotel is also a member of the Nautical Portugal that contributes to a diversification of the tourist offer and has the potential to reduce seasonality and in addition to adding value to nautical resources.

<http://www.herdadedacortesia.com/en/>

<https://www.facebook.com/HerdadedeCortesiaHotel/>



[www.bluetourism.eu](http://www.bluetourism.eu)



[www.facebook.com/blue.tourism.EU](https://www.facebook.com/blue.tourism.EU)



[https://www.youtube.com/channel/UCNTi5I1AtaylBGMSVK\\_j12Q](https://www.youtube.com/channel/UCNTi5I1AtaylBGMSVK_j12Q)



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