

# SUSTAINABLE TOURISM

Undertake an environmental  
approach

Find all of our tutorials on our pro website: <https://pro-tourisme62.com/>



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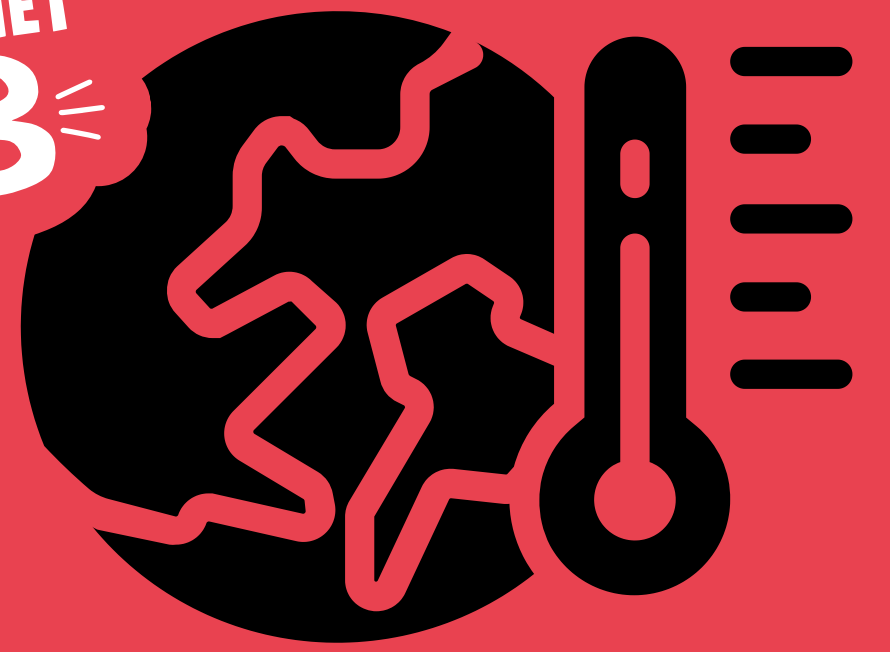
  
**PAS-DE-CALAIS**  
TOURISME



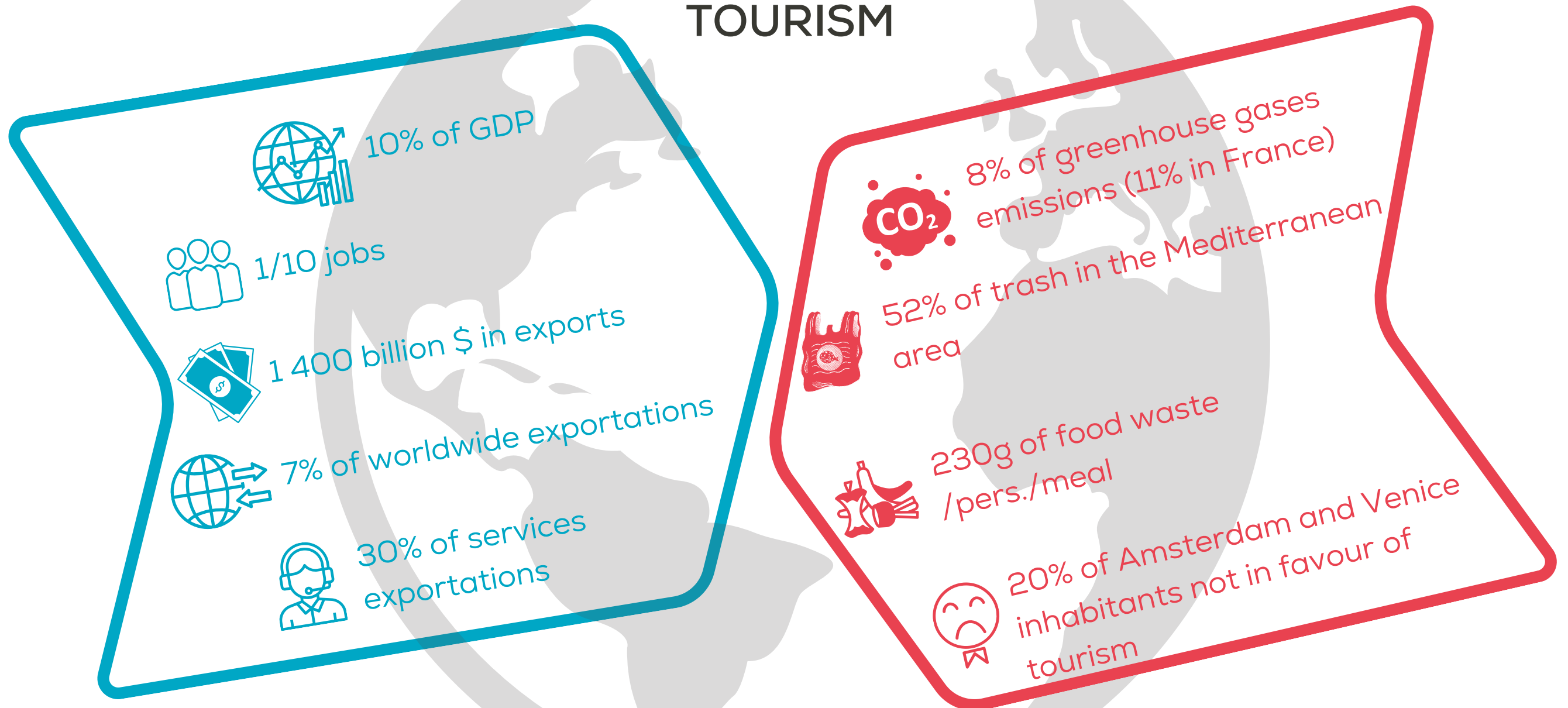
# OVERHEATING ALERT!

Climate change, loss of biodiversity, pollution and nuisance, depletion of resources, over-consumption... human activities have a considerable impact on the planet, threatening all living species.

**THERE  
is NO PLANET  
B**



## WORLDWIDE TOURISM



## 28 July 2022: day of the overtaking...

On that day, humanity has already consumed all the resources that the planet can regenerate in a year. In 1970, this day was 29 December.

*"The situation requires a general awareness that must involve all of our societies: from the economic fabric to the leaders of the major powers. In 2019, if the whole planet had lived like the French, it would have taken 2.7 planets Earth to meet our needs without penalising future generations."*





# Why and how to get involved in an environmental approach?



## Increasingly high expectations from your customers!

Customer expectations have changed considerably since the health crisis. Tourist customers are increasingly demanding and have a growing awareness of sustainable development.

Here are the main trends:

- Withdrawal into the family, need to be together
- Return of DIY
- Need for security
- Reconnecting with nature, going back to basics
- Meaningful tourism
- Tourism of proximity
- Increasing use of digital technology



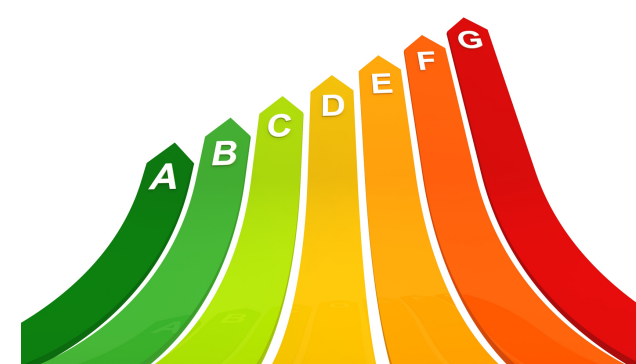
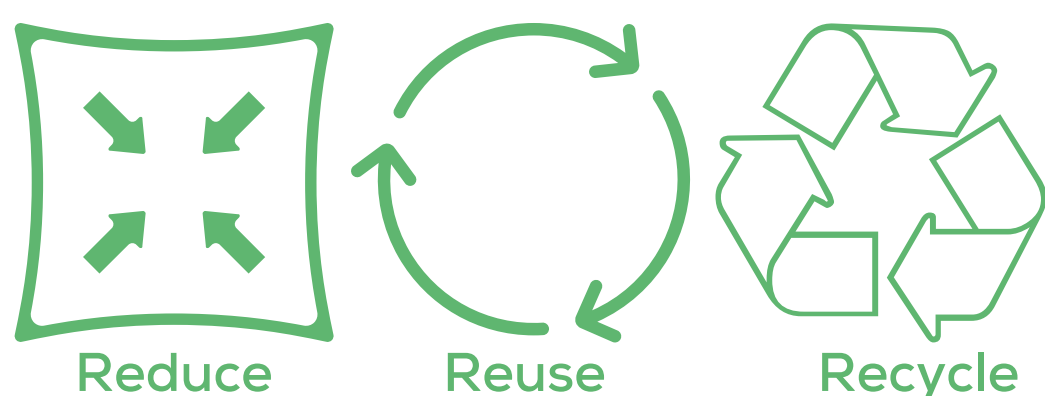
## Everyone can act !

Acting to reduce the impact of your tourism activity:

- local and sustainable consumption,
- purchase of ecological products (household products, kitchen stock, etc.),
- purchase of energy-saving equipment (household appliances)
- Reduce waste: reduce packaging, sort, compost, recycle

Raising awareness among your customers: (even on holiday it is easy to act!)

- on waste reduction,
- on waste sorting,
- on the rational use of energy and resources,
- on local and/or sustainable consumption: producers, shopkeepers, restaurant owners, activities,
- knowledge and protection of natural environments



## To go further...

Find our tools and support systems on Pas-de-Calais Tourisme's pro website

