

Sustainability in the Global Tourism Industry: Good Practice Initiatives from the Private and Public Sector

El Hierro 100% Renewable Energies
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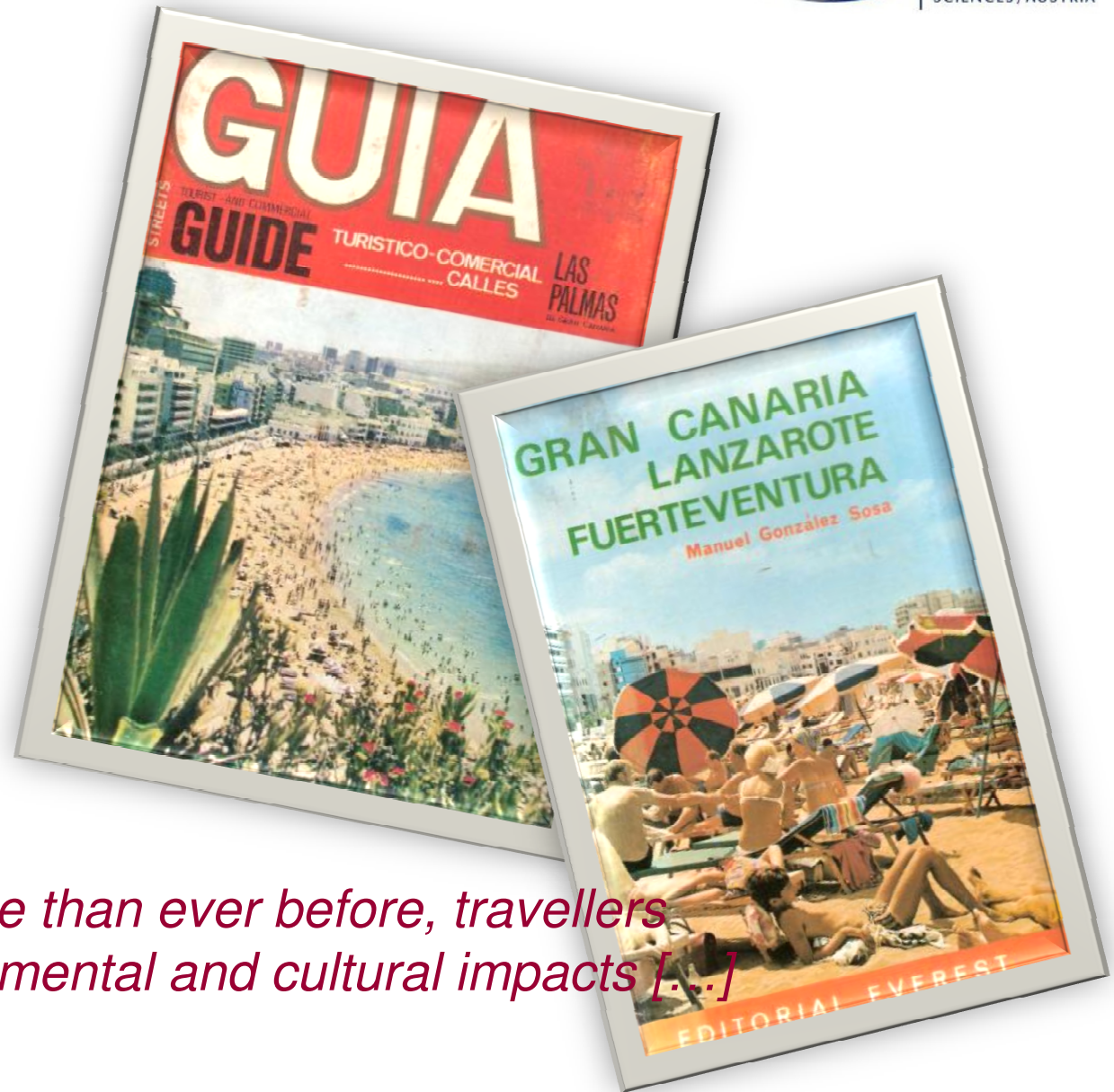
EL HIERRO ISLAND

- Atlantic Ocean
- 278 km²
- 10,753 inhabitants
- Youngest and most western
- UNESCO World Biosphere Reserve
- Orography, trade winds, water shortage



EL HIERRO PROJECT

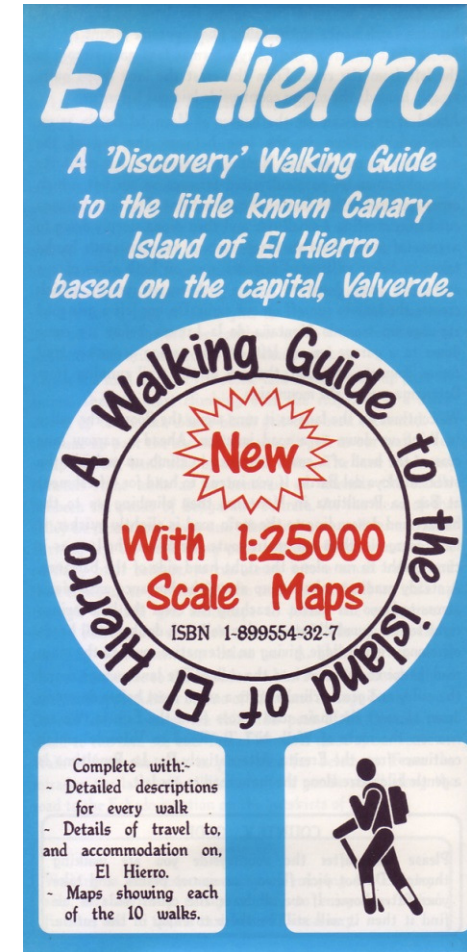
- More than 10 years
- Gorona del Viento
- PAE/El Hierro 2012
- 1997 Sustainable Development Plan
- 2006 More specific and deep objectives



(Tip, Bruce Poon, 2009) *“more than ever before, travellers are demanding lower environmental and cultural impacts [...] in their travel experiences”.*

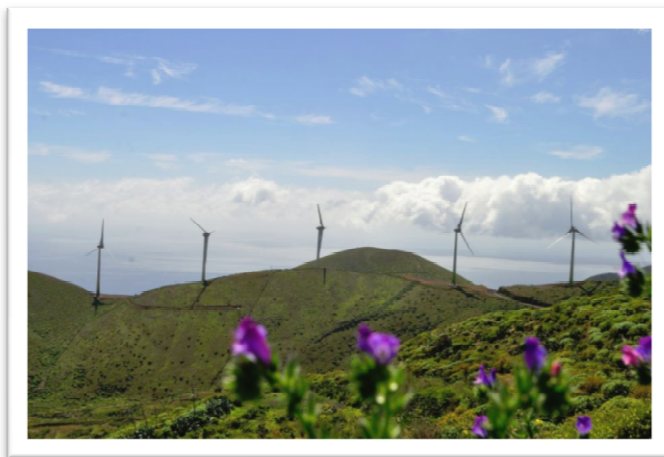
EL HIERRO PROJECT

(Tip, Bruce Poon, 2009) *“Integrating sustainability into this giant industry (tourism) can improve long-term viability for businesses small and large, and provide a model for other large industries to make similar positive changes”.*



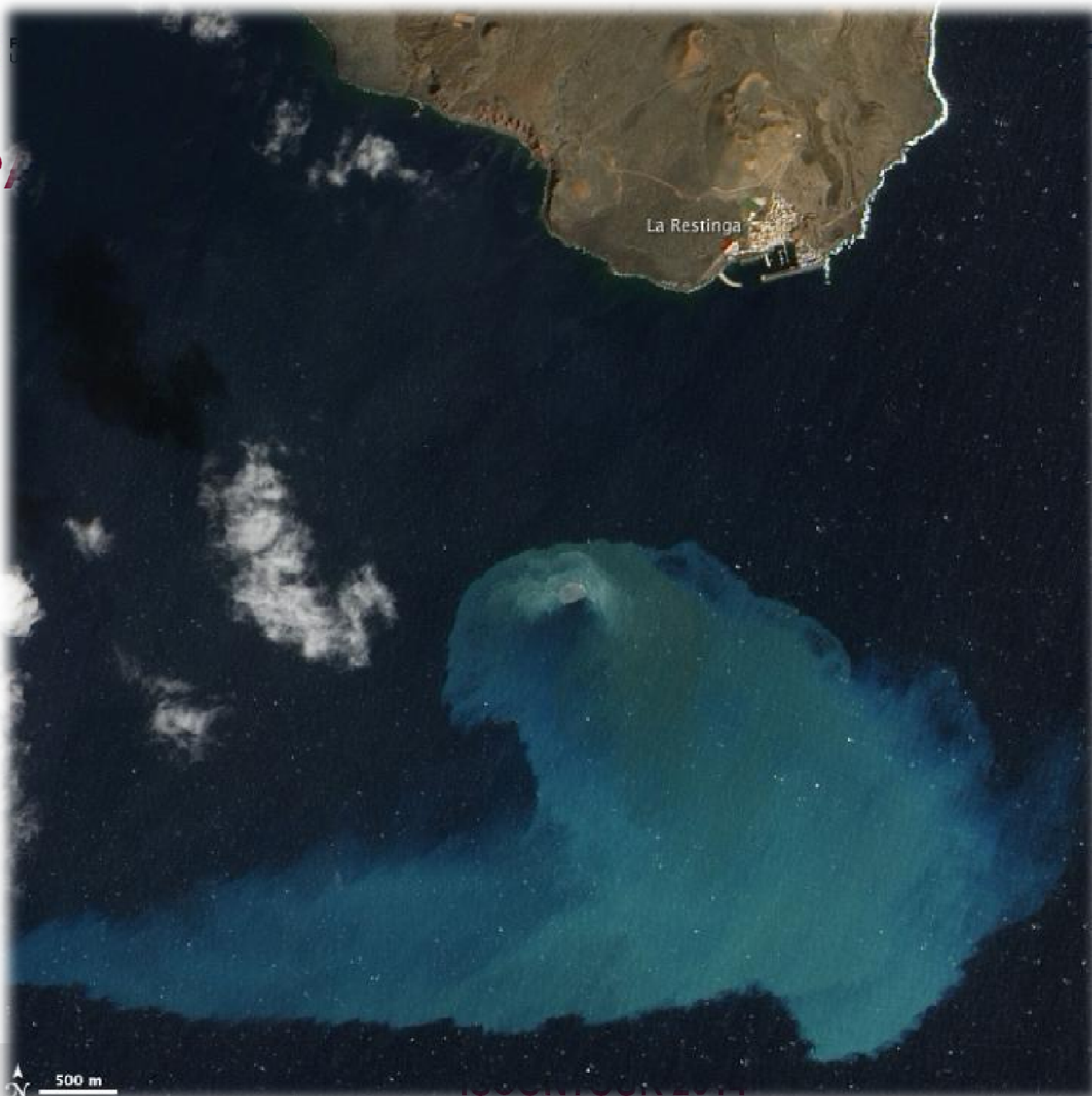
GORONA DEL VIENTO

- Hydro-wind plant
- Alternative to petroleum to obtain energy
- Save 6,000 petroleum tons/year
- Prevent 18,700 tons of CO₂/year
- Farmers will take advantage of it



PA

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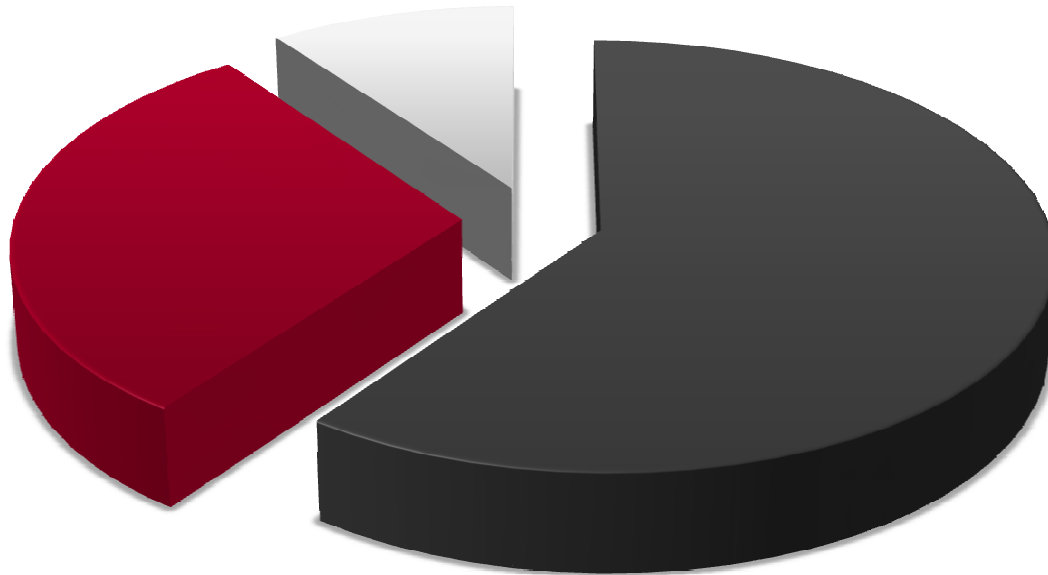


FINANCING

- Difficult to estimate
- Gorona del Viento
- PAE/El Hierro 2012



FINANCING

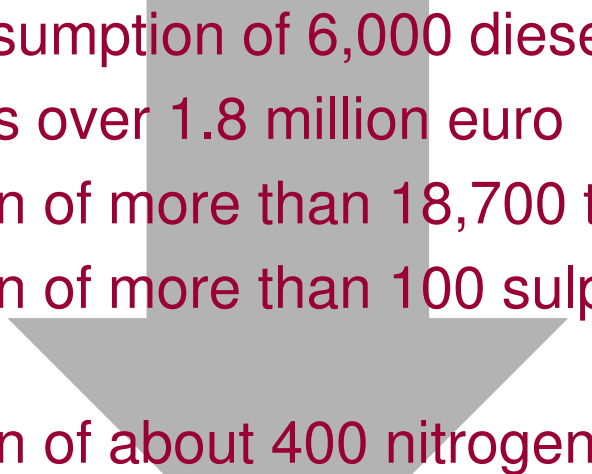


- Cabildo 60 % (the El Hierro Government)
- UNELCO-ENDESA 30 %
- ITC (Instituto Tecnológico de Canarias) 10 %

METHODOLOGY

- Qualitative methods
- Interviews with private entities: ASHOTEL (Hotelier and Extrahotelier Association of Tenerife, La Palma, La Gomera and El Hierro) and tourism businesses.
- Interviews with direct involved members: Regional Tourism Board and the Communication Manager from the hydro-wind plant.

RESULTS

- 
- Annual reduce consumption of 6,000 diesel tons
 - Annual saving costs over 1.8 million euro
 - Emission prevention of more than 18,700 tons of CO₂ per year
 - Emission prevention of more than 100 sulphur dioxide tons per year
 - Emission prevention of about 400 nitrogen oxide tons per year

RESULTS

A way to attract tourists:

- Scientific tourism and eco-tourists

Other similar regions in the world:

- Projects in Madeira, Crete, China and Indonesia
- Tokelau and Samsø



RESULTS

Tourist sector's point of view:

- High aware
- No increase of eco-lodging
- Implementation of technology (solar panels and energy stores)
- Lack of marketing

Next step:

- Electric cars



Conclusion

- Worlwide project
- Geographical factors
- Scientific tourism
- Motivate other regions
- Lack of tourism marketing
- Competitors



Thank you for your attention