



General Information

The GREEN-TAS project aims to develop strategies and instruments to pro-actively address the problems caused by increasing tourism in order to ensure a sustainable development of the sector in Jordan. It is supported by the European Commission and co-financed by its environmental instrument, the LIFE programme. It started in February 2006 and is expected to end in July 2008.

The project is implemented in Jordan and Cyprus by:

- ∞ The Hashemite University of Jordan
- ∞ University of Cyprus
- ∞ Jordan University of Science and Technology
- ∞ Aeoliki Ltd
- ∞ Movenpick Hotels & Resorts
- ∞ Ministry of Environment, Kingdom of Jordan
- ∞ Ministry of Tourism, Kingdom of Jordan

For more information about the GREEN-TAS project please visit our website:

www.just.edu.jo/green_tas



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INFORMATION LEAFLET

development of methods
and tools for the
establishment of good
environmental
performance in the
tourist accommodation
sector in Jordan



IMPLEMENTATION OF PILOT STUDIES



LIFE 05 / T C Y / H K J / 0 0 0 1 3 2



ABOUT THE PROJECT...

BACKGROUND

The Middle East is experiencing unprecedented growth rates in the tourism sector. Jordan in particular is witnessing unparalleled growth with the number of tourists exceeding one million in less than a year. Jordan is famous for its diverse historical, archaeological and religious attractions. However, uncontrolled conventional tourism often puts a strain on natural resources, which can force local populations to compete for their use. For example, the tourism industry has a tendency to overuse water resources. This can result in water shortages, degradation of water supplies and generation of greater volumes of wastewater.



"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future." (WTO, 1999)

PROJECT OBJECTIVE

The project aims to develop strategies and instruments to pro-actively address the problems caused by increasing tourism in order to ensure a sustainable development of the sector in Jordan.

In order to directly involve the tourism industry in the project, pilot measures and studies will be implemented in two hotels to improve their environmental performance. The economic viability of environmental measures is of great concern. Therefore, an analysis will be implemented to assess the economic effects and performance of the applied environmental management measures. The findings, strategies and instruments developed during the project will be presented to all stakeholders via workshops. A guiding tool and an e-training module will ensure the further implementation of environmental management elements in the tourism sector in Jordan. Last but not least, the project will support the competent authorities in developing strategies for the sustainable development of the tourism sector in Jordan.

SUSTAINABLE TOURISM IN EUROPE

Since the introduction of Agenda 21, the hospitality sector has used environmental management systems and schemes to demonstrate commitment to an environmentally friendly work ethic. Examples of such environmental management systems and schemes are the international ISO 14001 system, the European Eco-Management and Audit Scheme (EMAS), the European Community Eco-label scheme, the Scandinavian Nordic Swan scheme and the international Green Globe certification programme. These and many others have helped many hotels across Europe to evaluate, manage and successfully reduce their negative environmental impacts.



CURRENT STATUS

The tourism industry in Jordan has been analysed and the prevailing environmental opportunities and constraints related to the hotel accommodation sector have been identified. Furthermore, proposals aiming at the development of a strategy for the improvement of the hotels' environmental performance have been prepared.

In the present phase, "success stories" of hotels in the Euro Med regions, which have implemented various environmental schemes are identified and analysed and those schemes are evaluated in relation to their applicability in Jordan.