



# Greentour – Online Tool To Promote Environmentally Sustainable Tourism

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## Abstract

The tourism sector has five common challenges that need to be addressed to improve environmental sustainability: 1) lack of environmental commitment; 2) inefficient use of water; 3) excessive solid waste and poor waste management; 4) reduction of carbon emissions in transport, and; 5) excessive food waste. To promote the transition to the circular economy in the tourism sector, an online tool to quantify the environmental impacts of accommodation, restaurants & cafes, and tourism activities has been developed under the project Greentour. This tool addresses the environmental impacts of these sectors following a life cycle perspective by applying the Life Cycle Assessment methodology. This presentation aims to present the online tool, which is available at <https://greentour-project.eu/>, including the structure, data requirements and outcomes, and the developed eco-label to voluntarily communicate the environmental impact results obtained for the establishment/company. This online tool enables the assessment of the environmental impact of establishments in the tourism sector, detecting its weaknesses, and supporting the definition of improvement measures for the above-mentioned challenges of the tourism sector. The eco-label demonstrates the commitment of the establishment/company to become more sustainable.

**Keywords:** accommodation, eco-labeling, environmental assessment, life cycle assessment, restaurants & cafes