



To use the traditional definition, **sustainable development** is "*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*" , in other words ensuring that today's growth does not jeopardize the growth possibilities of future generations.

Sustainable development thus comprises three elements:

1. Economic
2. Social
3. Environmental

,which have to be considered in equal measure at the political level. The strategy for sustainable development, adopted in 2001 and amended in 2005, is complemented inter alia by the principle of integrating environmental concerns with European policies which impact on the environment.

### **Agenda for a sustainable and competitive European tourism**

Europe is the most attractive tourist destination in the world, and tourism plays a major part in growth and job creation in Europe. The sector's competitiveness is closely linked to its sustainability, as the quality of tourist destinations is very much influenced by their natural environment and their local community. For this reason it is necessary to take a holistic approach, addressing not only the economic prosperity of the sector, but also social cohesion, environmental protection and promotion of the culture of European tourist destinations.

**We the Greenhotels team we are committed to sustainability.**

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