

## Tourism and the Necessity of Green Investment

Green investments are important in the travel industry because as we move away from the pandemic, many consumers' preferences and demand types are shifting toward environmental compatibility.

The World Tourism Organization (WTO) has announced this year's theme "Tourism and Green Investment" to highlight key issues and emphasize increasingly targeted investment in three areas: 1) people, 2) planet and 3) welfare.

The organization, emphasizing investment as one of the priorities to improve tourism and develop the future of the sector, has published a call for comprehensive investment and action from the international community around a strategy. This new strategy emphasizes the importance and vital necessity of investing in projects that educate and enhance human skills, invest in sustainable infrastructure and the green transformation of the planet, innovation and technology.

According to **Dr. Hassan Taghizadeh Ansari, Chairman E - Tourism Association of Iran and a member of the Advisory Board of ECO Scientific Foundation**, true green tourism provides sustainable, environmentally friendly and socially responsible tourism services. Looking ahead, the need to reduce greenhouse gas emissions, around 8% of which are due to tourism, offers significant investment opportunities in the development of green airlines, green buildings for hotels, resorts, restaurants, eco-hotels and local products. Furthermore, tourism offers investment opportunities related to new solutions and technologies to decarbonize and ensure climate-resilient infrastructure through adaptation solutions. Exploiting these opportunities will help close the \$4 trillion annual investment gap to achieve the Sustainable Development Goals in developing countries.



Sweden is one of the countries that has always pioneered the use of natural fuels and maintains a significant gap with other countries. Sweden has spent huge amounts of money in various fields such as clean energy, environmental protection, renewable energy and new technology.

The approach of international organizations in development programs is to simultaneously pay attention to developing tourism and using the green economy to reach the zero-carbon goal, and in this regard, is cooperation of each country's macro planners with global decisions, as in the case of Sweden, will reduce greenhouse gas emissions and achieve green tourism goals.