

## Go green

By Catherine Mack

### ECO-FRIENDLY HOLIDAYS

The green tourism movement is getting wild, wet and warmer in 2013. Firstly, 'wild' as in wilderness. With a recent surge in 'glamping', we are now going wild for truly natural experiences again. People are wild swimming, wild food foraging, wild skiing, practising wild yoga, and, of course, helping with wilderness conservation. It's about getting down and dirty at the grass roots and enjoying nature with less of the sugary additives.

Secondly, 'wet' as in the acronym Water Equity in Tourism. A truly green tourism company measures its water footprint as well as its carbon one nowadays. If it doesn't, ask it why not. In so many destinations, from Barcelona to Bali, access to water is hitting crisis point; meanwhile, swimming pools, snow cannons,

golf courses and flowing spas are usurping local resources. For more details, follow Tourism Concern's Water Equity in Tourism campaign ([www.tourismconcern.org.uk](http://www.tourismconcern.org.uk)), something which has the potential to create positive change in tourism for generations to come.

And last, but not least, tourism is becoming 'warmer', and not in the climate change sense but in terms of people. Human rights, social impacts, and local communities are being put back into the heart of tourism with words like conscious and fair being bandied round the

boardroom instead of just beaches and budgets. Tourists are being advised to learn local languages, or enjoy homestays and community-run projects in a way that is enterprising not patronising. They are waking up to human rights infringements in the name of tourism, such as the child sex tourism industry, illegal land grabbing and poor labour standards. People are what make tourism work and, slowly but surely, the green tourism movement is going global on these issues, making it a warmer and, dare I say it, worthier, world to travel in.

**Below:** Green tourism in Palestine

**Inset:** Wild swimming is growing in popularity



### Five alternatives

#### GO GREEN

Welsh company Gone Swimming aims to convince families to wild swim. [www.goneswimming.co.uk](http://www.goneswimming.co.uk)

#### WILD WORLD

Help plan this award-winning responsible tourism company's 2013 itineraries by going on their 'recces' trips. [www.wildfrontiers.co.uk/wild-world/wild-recces](http://www.wildfrontiers.co.uk/wild-world/wild-recces)

#### RAFTING

The Klarälven River in Värmland, Sweden only closed as a logging route in 1991. Now you can go on a timber rafting holiday there. [www.naturetravels.co.uk](http://www.naturetravels.co.uk)

#### ADVICE

Tripbod helps you contact reliable, local people to gain expert travel advice. [www.tripbod.com](http://www.tripbod.com) >>

#### CULTURE

Palestine's Siraj Center offers walking and cycling holidays that allow guests to interact throughout their trip with local people. [www.sirajcenter.org](http://www.sirajcenter.org)