

Sustainability Beyond Greenwashing

How Can Eco-Resorts Balance Genuine
Environmental Impact with Commercial Success?

Rhea Vitto Tabora
27 March 2025

- 75% of global travelers say that they want to travel more sustainably over the next 12 months
- 43% would feel guilty when they make less sustainable travel choices
- accommodation labeled as more sustainable is more appealing to almost half of travelers (45%)

Source: Booking.com 2024 Report



What does “Eco” really mean?

Authenticity matters.
Businesses must ensure
eco-conscious efforts go
beyond surface-level actions.



Greenwashing

Misleading claims of being eco-friendly

Example: Resorts labeled “green” but rely heavily on non-renewable energy

Greenhushing

Under-communicating sustainability efforts

Risks include reduced impact, confusion, and loss of trust

The Role of Certifications

Certifications for accountability

Challenges:

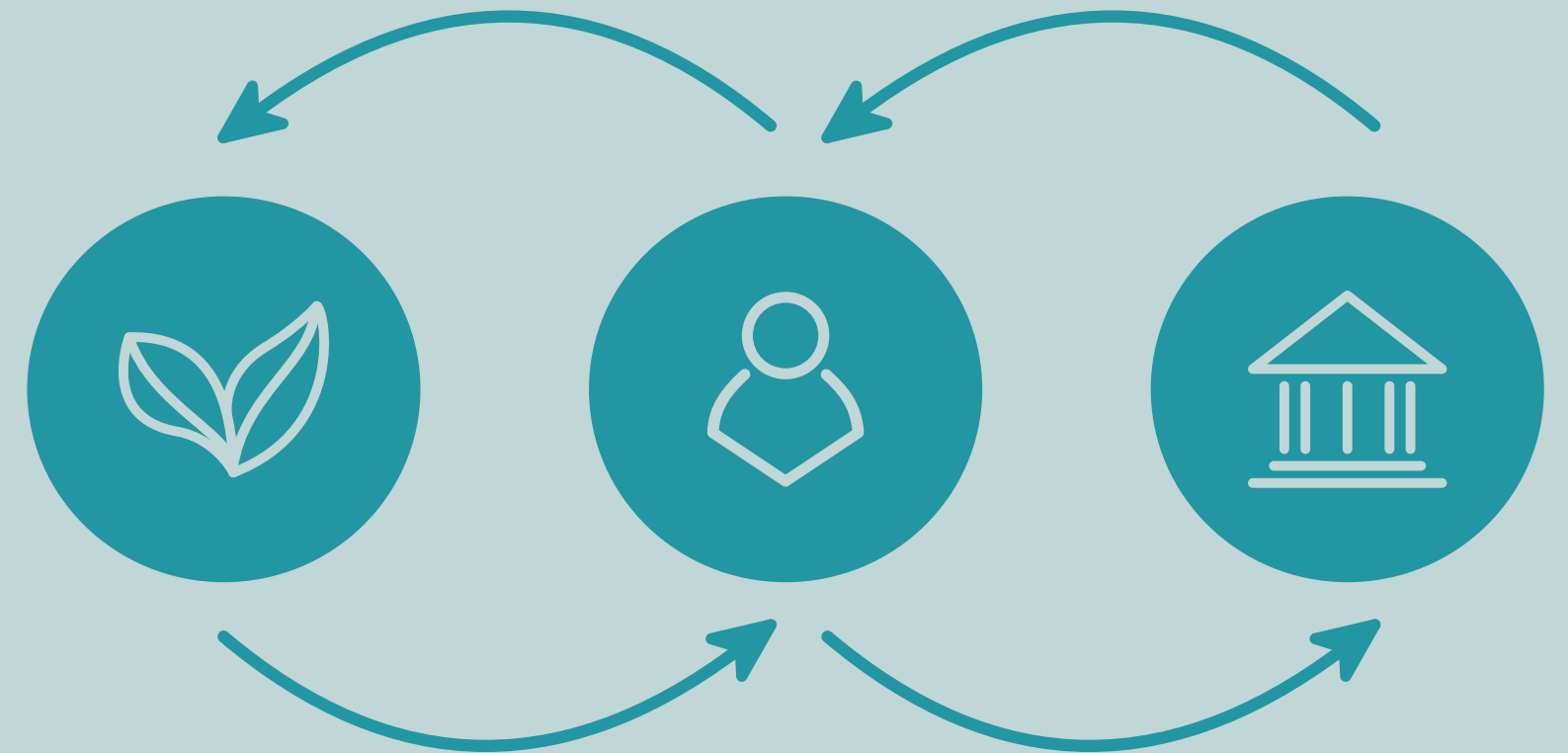
- Perceived as favoring big chains
- Costly for small operators

Benefits:

- Framework to assess, improve, and prioritize efforts
- Credibility, education, and global recognition

Takeaway:

Use certifications as a tool for growth, not the final goal.



Actionable Strategies

Build trust through genuine efforts.

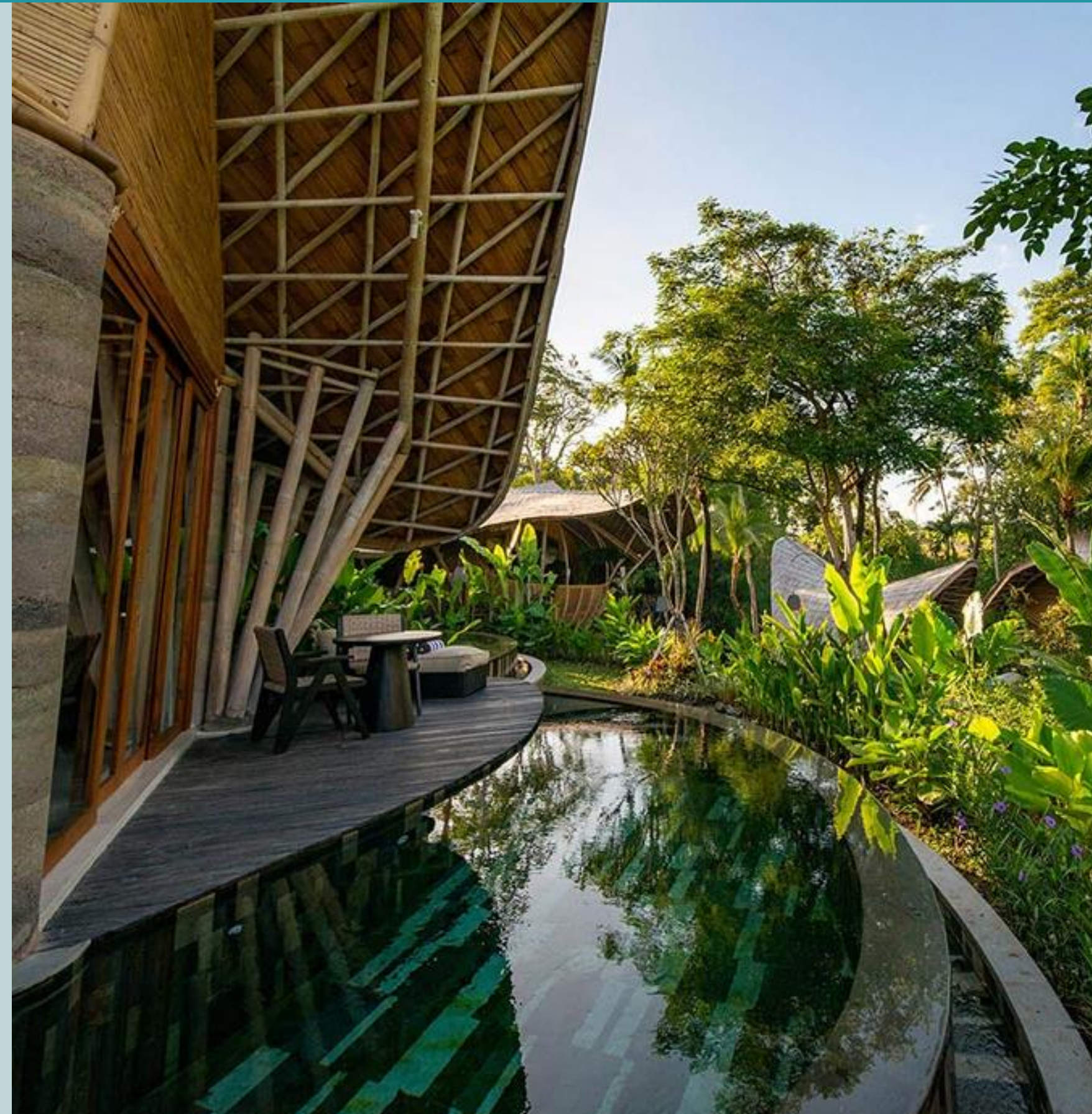
1. Set clear, measurable goals.
2. Openly share successes and areas for improvement.
3. Collaborate with local communities.
4. Organize cultural activities, like cooking workshops or guided nature walks.
5. Replace single-use plastics with biodegradable or reusable alternatives
6. Implement biodiversity conservation initiatives.



Balancing Sustainability with Profitability

How to strike a balance?

1. Leverage energy-efficient technology to reduce costs and consumption.
2. Enhance guest experiences with eco-conscious activities.
3. Focus on locally sourced products to support community and quality.
4. Measure environmental impact alongside guest satisfaction and loyalty.



Practical Takeaways for Eco-Resorts

Checklist for Immediate Impact



Transparency

Create open communication channels with guests.



Community engagement

Include locals in operations and activities.



Guest-centered activities

Create unique, immersive experiences based on local culture and heritage.



Certifications

Use them as a guide to assess and improve sustainability-led practices.



Monitor ROI

Measuring progress is key. Consider using a sustainability management platform.

Sustainability Drives Meaningful Connections

Hospitality isn't just about offering a place to stay; it's about connecting guests to meaningful experiences with the environment, culture, and community."

What will you take away from today?



AST

Asia Sustainable Travel

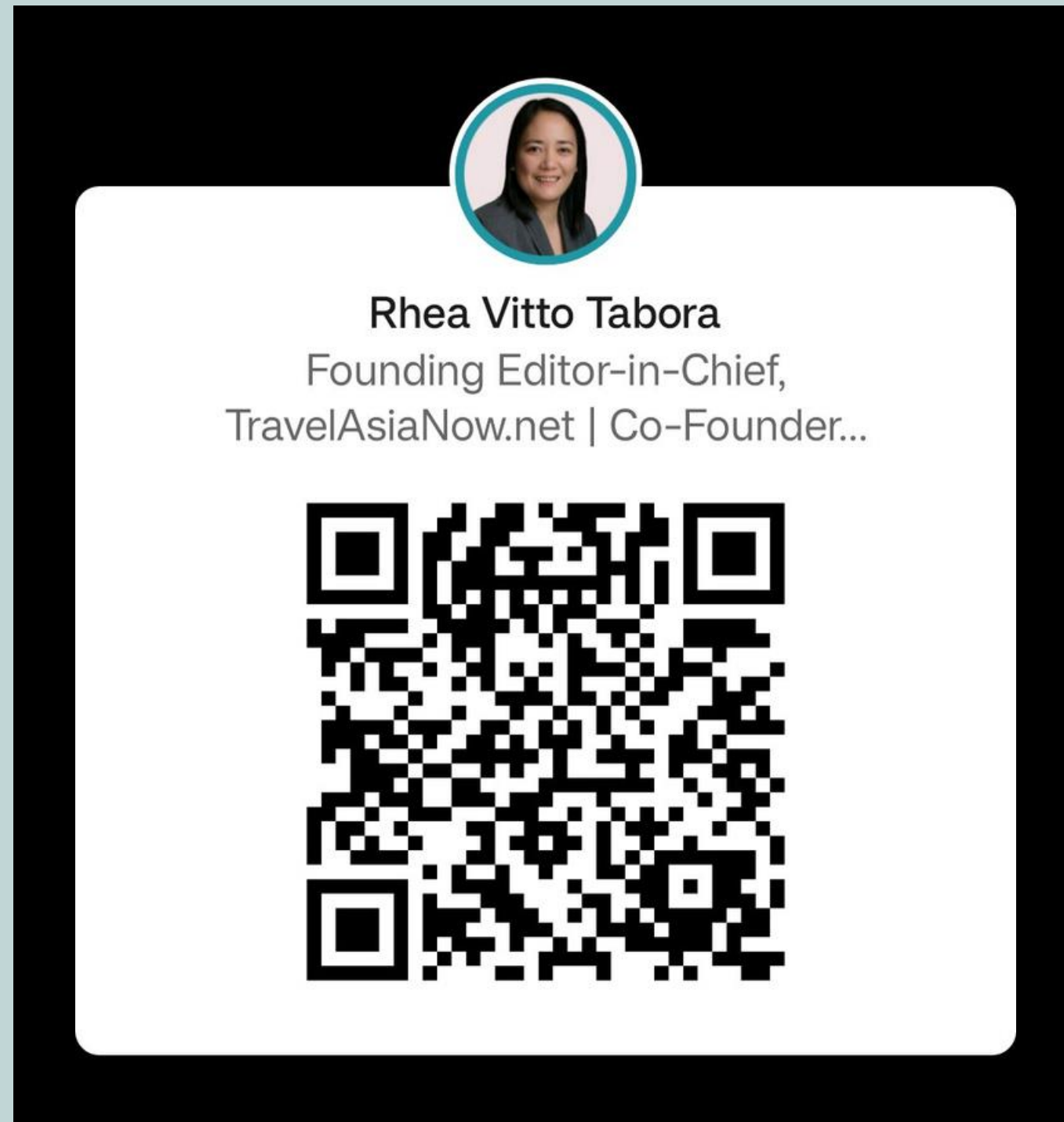
www.asiasustainabletravel.com



TRAVEL
ASIA
NOW

www.travelasianow.net

Connect with me on LinkedIn.



A LinkedIn profile card for Rhea Vitto Tabora. At the top is a circular profile picture of a woman with dark hair. Below the picture, the name "Rhea Vitto Tabora" is displayed in bold. Underneath the name, her title "Founding Editor-in-Chief, TravelAsiaNow.net | Co-Founder..." is shown in a smaller font. At the bottom of the card is a large QR code.

Rhea Vitto Tabora
rhea.tabora@gmail.com
editor@travelasianow.net