Eco-tourism, Eco-travel, Eco-lodges and just being “green” have become popular tourism sales pitches. But what do these phrases mean? They all have one thing in common. They require us to adjust our lifestyle and behaviors to protect our environment.

Jordan’s tourism industry has grown and expanded. Today the country is one of the foremost eco-tourism destinations. Our nature, our archaeological sites, our marine life, and our deserts are major attractions for local and international tourists.

This is good news. But it means that if we are to continue benefiting from these visitors we have to assure that the reason for their visit—our deserts, our nature, and the cultures that lived in them, remain into the future. We need to carefully use our resources and find a balance between exploiting them for profit and protecting them for the future.
The desert is one of Jordan’s most valuable tourist attractions. Visitors come to experience, if only briefly, the life of the Bedouin, a lifestyle that allows them to be a “nomad” if only for a few days. They come to watch birds and eagles and mountain goats. They can experience ballooning, sky diving and desert safaris and they come to shoot big-budget movies. The profits these bring to the region give our people jobs, and our children an education. But in order to keep these profits we need to work together to protect the environment.

The Project to help camps develop and implement an eco-Label is a new environmental initiative that helps camps and camp owners make management decisions using the limited natural resources we have without affecting the tourist experience and without decreasing the camp’s profit.

The Eco-Labeling project is the first of its kind in the region. It will unify and harmonize different standards and licensing requirements for desert camps and for camps located in natural reserves. At the same time it will assure protection of fragile eco-systems. By enhancing Jordan’s image as an environmentally careful state it will increase the number of visitors seeking that special environmental experience.

The label, called “Green Key” is specially designed for tourism facilities. While some requirements for the label are internationally developed and apply to all countries, we have an opportunity to customize it for our own special situation. In so doing we can let participating camps be known by the international “Green Key” label, a label that many environmental tourists look for when selecting a country or a camp.
The Royal Marine Conservation Society of Jordan (JREDS) is the national representative for the Foundation for Environmental Education (FEE) which runs the key environmental tourism programs globally: Green Key, Blue Flag, Eco-Schools and Young Reporters in over 56 countries.

In Jordan USAID, through the Public Action Project for Water, Energy and the Environment (PAP) is supporting JREDS to implement the Green Key program for desert camps.

How do you benefit from the Green Key for Desert Camps?

- Reduced operational costs for Water, Electricity, and waste.
- Enhanced “green” marketing image worldwide which can be used on your websites and with tour operators.
- Improved and healthier facilities at camps for guests and staff.
- International Exposure and support.
تعتبر الصحاري إحدى مناطق الحياة البيئية القديمة في الأرض، حيث يتراوح الزوار الكثيرون من جميع أنحاء العالم. تبرز الحياة النباتية والحيوانية في الظروف الصعبة، مما يسبب أن تكونًا متينةً ومتكونةً بشكل خاص في مناطق الصحاري. 

المشروع الأحمر هو مشروع متكامل في التخطيط والتعليم البيئي، حيث يتم تنفيذه من خلال خطط منطاقية متعددة تطبيق في جميع دول العالم بالإضافة إلى مناطق وطنية يمكن استخدامها من منطقتين متخصصتين. يهدف المشروع إلى تطوير المناهج التعليمية وتعزيز الوعي البيئي، من خلال استثمار المواردnatural

لا يمكنني قراءة النص العربي من الصورة.
لا يمكنني قراءة النص العربي من الصورة. إذا كنت بحاجة إلى مساعدة في شيء آخر، فلا تتردد في طرحه.