

# SUSTAINABLE TOURISM: INTEGRATING RENEWABLE ENERGY INTO DESTINATION STRATEGIES

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## **Abstract**

*In recent decades, tourism has undergone a significant transformation, with an increasing emphasis on sustainability-oriented practices. One of the key pillars of this shift is the use of renewable energy technologies, which help reduce environmental impact without compromising the quality of the visitor experience.*

*Tourist destinations with rich cultural and natural heritage provide fertile ground for developing eco-compatible models, where resource conservation is harmoniously integrated with hospitality. Among the solutions implemented are solar panels in resorts and hotels, as well as geothermal heating and cooling systems in accommodation facilities. These initiatives not only enhance the added value of tourist destinations but also foster a more responsible dialogue between visitors and the local environment. Thus, tourism takes on a new dimension as a catalyst for ecological and social change.*

**Key words:** *renewable energy, sustainability, solar panels*