

Environmental Governance and the Role of Green Hotels in the Netherlands: Towards Sustainable Ecotourism and a Green Economy

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Abstract:

This article examines the Dutch experience in promoting sustainable tourism through eco-friendly “green” hotels within an environmental governance framework. It analyzes national policies and institutional incentives that support environmentally conscious practices in the hospitality sector- such as energy efficiency, waste recycling, and water conservation. The article highlights how these practices align with green economy objectives.

The findings indicate that the success of green hotels in the Netherlands stems from a combination of effective environmental governance, state support, consumer awareness, and integration of green standards into tourism strategies. Furthermore, the article underscores the positive role of these hotels in reducing the environmental impact of the tourism sector, creating green job opportunities, and strengthening the Netherlands' position as an influential international actor in environmental policy and sustainable development.

Keywords: Environmental Governance, Eco-tourism, Green Hotels, Green Economy, Dutch Model

1. INTRODUCTION

In the context of rapid global transformations toward adopting alternative and more sustainable development models, the Netherlands emerges as a paradigmatic case in public policy supporting ecotourism-particularly through the development of the green-hotel sector. Sustainable development has become a strategic choice for many states, integrating environmental considerations with economic and social dimensions. This integration calls for a multidisciplinary analytical approach, including political science, given the state's role in shaping policies, allocating resources, and incentivizing economic actors within regulatory and legislative frameworks aligned with the green-economy agenda.

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Within this framework, the Dutch state plays a pivotal role in steering the transition toward a sustainable ecotourism model through its adoption of environmental governance, which combines regulatory, legal, and financial instruments to ensure coordination and synergy between public and private stakeholders. The shift toward green tourism in the Netherlands has not been a limited sectoral initiative but part of a comprehensive national vision grounded in the principles of the circular economy and energy transition. Relevant ministries-such as the Ministry of Infrastructure and Water Management and the Ministry of Economic Affairs and Climate Policy-have played leading roles in coordinating efforts between local and national levels, while municipalities have undertaken executive functions through sustainable urban-planning policies, green transport initiatives, and licensing systems that reward hotels complying with environmental standards.

This institutional interconnection between the state and local actors embodies the concept of multi-level governance, which characterizes the Dutch model of environmental management. It reflects the state's capacity to balance centralized control with local flexibility. From this perspective, the Dutch experience represents a successful example of implementing governance principles in the environmental domain, where public policy converges with social and economic responsibility within a coordinated and balanced national framework.

This article focuses on analyzing the Dutch experience in developing sustainable ecotourism through the Green Hotels Initiative, which constitutes a practical translation of the philosophy of sustainable development. It also seeks to explore the institutional and policy dimensions that have enabled the Netherlands to realize this model and to extract lessons for designing effective environmental policies in other contexts-particularly in developing countries.

Accordingly, the central research question of this study is: To what extent has environmental governance in the Netherlands, through its policy instruments and institutional arrangements, contributed to the success of green hotels as a mechanism for promoting sustainable ecotourism and achieving the objectives of the green economy?

To address this question, the study employs the case-study method, focusing on the Netherlands as an advanced model in the implementation of environmental policies and the role of green hotels in fostering sustainable ecotourism. It also adopts the public-policy analysis approach to deconstruct the components of adopted environmental policies and assess their effectiveness in supporting green-tourism practices and advancing green-economy goals, with particular attention to the hotel sector.

The study concentrates on four key dimensions. First, it examines sustainable ecotourism and its core principles. Second, it analyzes the Dutch experience in sustainable ecotourism through environmental governance frameworks and policy instruments. Third, it explores the role of green hotels in the Netherlands in advancing sustainable practices. Finally, it assesses the economic and environmental contributions of green hotels to the Dutch green economy.

2. Sustainable Ecotourism and Its Core Principles

In order to understand the foundations of sustainable tourism practices, it is essential first to define the concept of ecotourism and clarify the basic principles upon which it is built. This section provides a conceptual overview of sustainable ecotourism, followed by an outline of the key principles that guide its implementation in both policy and practice.

2.1 Ecotourism

Sustainable tourism is a form of tourism based on the principles of sustainability, giving special priority to nature as a fundamental element. It seeks to protect both the natural and cultural environment, avoiding disruptions to the ecological balance caused by human activities, while ensuring an economically viable tourism experience without depleting environmental resources in ways that would harm the rights of present or future generations. This form of tourism is practiced under strict regulations designed to preserve the ecosystem and combat pollution. Moreover, sustainable tourism constitutes an essential component of sustainable development, as it aims to establish a tourism model that preserves the natural and cultural heritage of societies while ensuring its continuity for future generations¹

2.2 The Core Principles of Sustainable Ecotourism

Sustainable ecotourism is grounded in a set of fundamental principles that ensure the realization of its environmental, social, and economic objectives, as follows:

- Minimizing negative environmental impacts: This includes the design, construction, and operation of tourism facilities in ways that reduce environmental impacts to the lowest possible level, such as limiting the consumption of resources like electricity and water and reducing waste generation, particularly plastic waste.²
- Providing financial returns to support environmental conservation efforts: Tourism activities should directly contribute to environmental protection efforts

¹- The Five Principles of Ecotourism - International Luxury Hotel Association, 2025, <https://2u.pw/bDM5C> .(Retrieved August 5, 2025)

²- Ibid.

by allocating a portion of revenues to support local or international environmental organizations.

- Enhancing environmental and cultural awareness and mutual respect: This involves educating visitors about the importance of conserving natural resources and the challenges they face, while emphasizing respect for local cultures and community histories. Such awareness can be achieved through educational materials or guided tours led by local community members.
- Generating economic benefits for local communities and the private sector: The inclusion and economic empowerment of local communities are central elements, achieved by creating permanent jobs, providing stable sources of income, and improving the quality of social services.
- Providing a positive tourism experience for visitors: Ecotourism aims to deliver a memorable and meaningful experience that enables tourists to contribute simultaneously to local community development and environmental and cultural preservation.¹

- Contributing to the Sustainable Development Goals (SDGs): Sustainable tourism directly and indirectly supports several of the United Nations' Sustainable Development Goals, such as eradicating poverty and hunger, promoting health and education, achieving gender equality, ensuring clean water and renewable energy, fostering economic growth and decent work, reducing inequalities, developing infrastructure, promoting sustainable cities, encouraging responsible consumption and production, addressing climate change, protecting marine and terrestrial life, and promoting peace and global partnerships to achieve these goals.²

3. The Dutch Experience in Sustainable Ecotourism: Environmental Governance Frameworks and Policy Instruments

The Netherlands is among the leading countries that have achieved remarkable progress in the field of sustainable ecotourism. This distinction is largely due to its deep commitment to sustainability principles, the availability of eco-friendly infrastructure, and government policies that actively encourage this orientation. Such success reflects a comprehensive national approach based on systematic investment in environmental and green policies, rather than relying solely on the tourism sector's individual efforts. This supportive framework has created a favorable environment for the growth of sustainable

¹- The Five Principles of Ecotourism - International Luxury Hotel Association, 2025, <https://2u.pw/bDM5C> .(Retrieved August 5, 2025)

²- ECO Principles for Sustainable Tourism Development - Economic Cooperation Organization,2023 , <https://2u.pw/llxlr> .(Retrieved August 4, 2025)

tourism projects by reducing the obstacles that hinder the implementation of environmental practices and by making them more economically feasible.

3.1 Sustainable Ecotourism Initiatives

Sustainable ecotourism in the Netherlands is the product of a coherent set of national initiatives and policies that aim to harmonize environmental protection with economic growth and social well-being. These initiatives reflect a long-term vision that integrates sustainability into tourism planning, infrastructure development, and community engagement. By examining the main pillars of these efforts, one can better understand how the Netherlands has succeeded in embedding sustainability into its tourism model and turning it into a driver of green innovation and inclusive development.

-The Netherlands' Commitment to Sustainability in the Tourism Sector:

The Netherlands has a long history of land reclamation and water-resource management, which has fostered a deeply rooted awareness of the need to balance human activity with environmental preservation. This awareness forms the foundation of its innovative orientation toward sustainable tourism.¹

The Netherlands Tourism Vision 2030 provides the overarching strategic framework for future tourism development that adheres to sustainability principles. This vision is grounded in the belief that tourism should benefit both the economy and society, enhance the quality of life in both urban and rural areas, and serve as a tool for promoting the well-being of all citizens. In 2019, the tourism sector generated approximately €91.2 billion, representing 4.4% of the national GDP, and provided about 813,000 jobs-around 7.5% of total employment-clearly demonstrating its significant contribution to the Dutch economy.²

-Green Transport and Sustainable Infrastructure Initiatives: Green infrastructure and sustainable transport systems are among the key pillars of the success of ecotourism in the Netherlands, exemplified by:

-An efficient and green public-transport system: The Netherlands has one of the most advanced and sustainable public-transport systems globally, standing out as a pioneer in promoting bicycles as an environmentally friendly alternative mode of transportation. Dutch cities-particularly Amsterdam-offer a comprehensive cycling infrastructure that includes extensive networks of safe routes, along with bike-sharing programs designed to enhance sustainable mobility. Urban policies place special emphasis on cyclists' safety through well-defined traffic-management strategies. Moreover, the public-transport system is highly integrated, connecting trains, buses, trams, and metros to ensure efficient and comfortable mobility. High-speed trains

¹- Travel.pocket, Netherlands , Eco-Friendly Travel Experiences, 2025 <https://2u.pw/FJUgo>

²- NBTC, Destination Netherlands, <https://2u.pw/y66VP> .(Retrieved August 5, 2025)

primarily rely on renewable energy sources, especially wind power, helping to reduce carbon emissions from passenger travel¹.

-Waterways: Amsterdam's canals-inscribed on UNESCO's World Heritage List-offer opportunities for exploration through eco-friendly means of transport such as electric or solar-powered boats, enhancing a sustainable tourism experience that minimizes carbon emissions².

-Sustainable Port Infrastructure: In the Dutch Caribbean, port facilities are constructed using eco-friendly materials and rely on renewable energy and energy-efficiency technologies. Water-management systems focus on rainwater collection and water recycling to protect sensitive ecosystems such as coral reefs and mangrove forests³.

-National Parks and Ecotours: The Netherlands offers ecotours that highlight its natural wealth and foster environmental awareness. In Hoge Veluwe National Park, guided tours showcase biodiversity and conservation efforts, while the Wadden Sea-a UNESCO World Heritage Site-offers mudflat-walking tours that combine the exploration of marine life with education on the importance of protecting coastal ecosystems. These activities reflect the Netherlands' commitment to promoting environmental education and encouraging sustainable tourism.⁴

3.2 Environmental Governance frameworks and National Visions for Promoting Sustainable Tourism

The Dutch government has adopted strategic measures to enhance sustainable tourism, as follows:

-Building a circular economy: The Dutch government aims to establish a fully circular economy by 2050 and has launched several initiatives to attract investments in waste-to-energy projects to increase recycling rates. Data show that approximately 79% of material waste is recycled annually, in addition to about 80% of household waste as of 2022, while the remaining portion is converted into energy through 13 specialized incineration facilities.⁵

-A new tourism approach for spatial balance: The Netherlands has adopted a new tourism strategy aimed at easing pressure on traditional destinations such as Amsterdam by encouraging visitors to explore less crowded areas, including the serene

¹- Travel pocket, Op.Cit

²- Green Vacations, Amsterdam Tourism: A Guide to Sustainable Travel, <https://2u.pw/YoXeB> . (Retrieved August 5, 2025)

³- Ecotourism and Sustainable Practices in Dutch Caribbean Ports, <https://2u.pw/0s41k>

⁴- Travel pocket, Op.Cit

⁵- Ibid.

beaches of Zeeland, the forests of Veluwe, and the lakes of Friesland, as well as historic cities like The Hague and Utrecht. This strategic shift reflects a move toward a more balanced distribution of tourism revenues, supporting sustainable development. The objective is not only to mitigate environmental impacts in congested sites but also to stimulate economic and social growth in less-visited regions, opening new opportunities for local ecotourism initiatives.

-Promoting sustainable travel: The Dutch strategy also focuses on encouraging sustainable travel through trains, cycling, and eco-friendly accommodations.¹

-Integration of the United Nations Sustainable Development Goals (SDGs): The Netherlands incorporates the UN's Sustainable Development Goals into its national policies and strategies, reflecting its genuine commitment to implementing the global sustainable development agenda at both the local and international levels.²

The Dutch sustainable tourism policy is not limited to economic or technical dimensions; rather, it is founded on the concept of environmental governance, which serves as a key pillar in managing the relationship between the state, society, and the market within the broader environmental framework³.

The Dutch environmental governance model rests on three main pillars :

-Legal regulation: The *Environmental Management Act* provides the legislative framework requiring hotel and tourism establishments to comply with energy-efficiency standards, waste management, and emission reduction. The Ministry of Infrastructure and Water Management supervises the implementation of these regulations in coordination with local municipalities⁴.

-Flexible economic instruments: The government employs financial tools such as tax exemptions and green loans to support eco-friendly tourism projects. Instead of relying solely on mandatory regulations, the state incentivizes economic actors through measures that make compliance with environmental standards profitable rather than burdensome⁵.

-Institutional and community partnerships: The state adopts the *public-private partnership (PPP)* model as an operational mechanism for developing green hotels,

¹- TTW, Netherlands Launches Bold New Strategy to Attract U.S. Tourists, Moving Beyond Amsterdam To Highlight Hidden Gems And Sustainable Travel Options.2025 <https://2u.pw/NsO68> .(Retrieved August 6, 2025)

²- The Kingdom of the Netherlands, Tourism for SDGs, <https://2u.pw/ZLCLY>

³- Jordan, Andrew, R.diger K. W. Wurzel, and Anthony R. Zito. Environmental Policy in the EU: Actors, Institutions, and Processes. 3rd ed. London: Routledge. 2013.

⁴- OECD, Netherlands - Environment at a Glance ,2025 <https://2u.pw/6HfG9>

⁵- Meadowcroft, James, "From Welfare State to Environmental State"? In *The State and the Global Ecological Crisis*, edited by John Barry and Robyn Eckersley, 3-23. Cambridge, MA: MIT Press.2005

upgrading infrastructure, and promoting environmental tourism culture. Non-governmental organizations also play an important role in awareness-raising, monitoring, and participation in policymaking¹.

This multilevel model embodies what is known as the “environmental state”, that is, a state that integrates ecological considerations into political decision-making and treats the environment as strategic capital that must be protected to ensure sustainable development².

From this perspective, environmental governance in the Netherlands stands as a successful example of balancing effective government intervention with independent economic innovation, as the state, society, and private sector cooperate within a unified framework to achieve the objectives of sustainable tourism and the green economy³.

4. Green Hotels in the Netherlands: Toward Sustainable Practices

Green hotels in the Netherlands represent a clear example of how sustainability has evolved from being a regulatory burden into a tool for innovation and a source of competitive advantage in the hospitality sector. The adoption of sustainable practices not only helps reduce operational costs but also enhances the value proposition offered to guests, targeting an expanding segment of environmentally conscious travelers who actively support green choices. This trend fosters innovation in hotel design, construction, and operations, paving the way for new business models that support the transition toward a more sustainable economy.

4.1 The Concept and Standards of Green Hotels

A green hotel is defined as an establishment that seeks to minimize its environmental impact and reduce its carbon footprint through the adoption of sustainable practices and policies, even though no universal global standards exist for its classification as “green”⁴. In the Dutch context, the *Green Key Gold* certification is considered the leading sustainability accreditation in the tourism and leisure sector. This certification is awarded to establishments that exceed the minimum legal environmental requirements, based on an assessment covering 12 key areas, including energy and water efficiency, the use of eco-friendly cleaning products, waste recycling, and socially responsible practices. The *Gold* level represents the highest degree of this certification,

¹- Jordan, Op.Cit

² Meadowcroft, Op. Cit

³ OECD, Op. Cit

⁴ Chung, K. C. Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management*, 29(6), 2020 p.723.

<https://2u.pw/gaLRh> .(Retrieved August 4, 2025)

granting hotels a distinct advantage in attracting the growing number of environmentally aware travelers¹.

Dutch hotels clearly demonstrate their commitment to sustainability through innovative environmental practices and conscious programs that reduce their ecological footprint. Prominent examples include:

- Conscious Hotels (Amsterdam): A hotel chain recognized for its eco-friendly concept under the slogan “Eco-Sexy.” It combines modern design with sustainable practices, relying on environmentally friendly building materials, offering organic and locally sourced food in its restaurants, and encouraging guests to use bicycles. The hotels are also strategically located near green spaces.²
- Hotel Jakarta (Amsterdam): One of the most sustainable hotels in the capital, it operates entirely on solar energy, reflecting a strong commitment to clean power.
- Court Garden Hotel: Classified among the leading green hotels in the Netherlands, it holds several environmental certifications, including an *Energy Label A+* and the *Green Key Gold* certification, indicating excellence in implementing sustainability standards.³
- CitizenM (Amsterdam): This hotel brand represents an advanced model of sustainable hotel construction through its use of modular building techniques, which reduce waste to only 2%, compared to 10–20% in conventional construction. This approach also helps lower costs across the supply and implementation chain.⁴

4.2 Sustainable Practices in Dutch Green Hotels

The practices adopted by Dutch green hotels reflect the deep integration of sustainability principles into the national hospitality sector and demonstrate the country’s commitment to creating an environmentally conscious and development-oriented hotel industry. These practices include:

- Energy Efficiency: Green hotels rely on LED lighting and energy-efficient appliances, in addition to optimizing heating, ventilation, and air-conditioning

¹ - Antonio A. et al, Green premiums: assessing the revenue impact of eco-certification in the hospitality sector, *International Journal of Contemporary Hospitality Management*, 37 (13), 2025 : p.66.

<https://2u.pw/qM8F2> . (Retrieved August 4, 2025)

² - Conscious Hotels: Sustainable - Eco hotels in Amsterdam, <https://2u.pw/MYXd9> , (Retrieved August 5, 2025)

³ - SUMAS, 5 Examples of Sustainable Tourism around the World, 2025 <https://2u.pw/Bs2gj>. (Retrieved August 6, 2025).

⁴ - Kim Campbell, The Green Hotel: The Future King of Hospitality, Cvent Blog, 2025 <https://2u.pw/dL4vq> . (Retrieved August 5, 2025).

(HVAC) systems, which can account for 20–50% of total hotel energy consumption. Some hotels also use solar thermal systems(*See Table 1*¹). Estimates suggest that improved insulation and the modernization of heating and cooling systems can reduce energy consumption by up to 72%².

- **Water Conservation:** Effective measures include the installation of low-flow faucets, the use of rainwater-harvesting systems, and grey-water recycling technologies, all of which help reduce pressure on water resources.
- **Waste Management:** These hotels implement comprehensive recycling programs, organic waste composting initiatives, and policies aimed at reducing solid waste, including limiting the use of single-use plastics.
- **Local and Responsible Sourcing:** Sustainable hotels prioritize purchasing local and organic products-particularly for restaurant supplies-which supports local economies and reduces emissions related to transportation.
- **Guest and Staff Engagement:** Green hotels encourage guests to adopt eco-friendly behaviors such as reusing towels and actively promote sustainability awareness among employees through training and participatory programs.
- **Transparency and Accountability:** Sustainable hotels commit to disclosing their environmental and social performance and establishing accountability mechanisms that strengthen customer and partner trust in their adherence to sustainability standards.³

¹- Singh, A.B., Mishra, Y., Yadav, S. Toward Sustainability: Interventions for Implementing Energy-Efficient Systems into Hotel Buildings. Eng. Proc.2024, p.03, <https://2u.pw/xCiMP> . (Retrieved August 5, 2025)

²- TTW, Op. Cit

³- Kim, Op. Cit.

Table (1) : Main Sustainable Practices Implemented by Leading Green Hotels in the Netherlands

Hotel Name	Key Sustainability Practices	Certification	Energy Source	Notable Initiative
Conscious Hotels	Use of eco-materials, organic food, bike rentals	Green Key Gold	Renewable mix	Eco-Sexy branding
Hotel Jakarta	Fully solar-powered operations	Green Key Gold	Solar energy	Carbon-neutral model
Court Garden Hotel	A+ Energy Label, advanced waste management	Green Key Gold	Wind & solar	Eco-renovation program
CitizenM Amsterdam	Modular construction (2% waste)	LEED / A+	Mixed	Prefabricated efficiency model

Source: Compiled by the researcher based on various references

5. The Economic and Environmental Contribution of Green Hotels to the Dutch Green Economy

Available data indicate that the shift toward sustainability in the Dutch hotel sector is no longer viewed as an additional cost but as a calculated investment choice that yields tangible economic benefits. Hotels that adopt green practices benefit from reduced operational costs and increased ability to attract environmentally conscious customers, translating into higher revenues. In this sense, green hotels have become key actors in supporting the green economy by improving resource efficiency and profitability, thereby contributing to sustainable economic development in the long term.

5.1 Economic Contribution

- Impact of Sustainable Tourism on GDP and Employment: Sustainable tourism plays a vital role in boosting GDP and generating employment opportunities. In the Netherlands, the tourism sector contributed approximately €91.2 billion-equivalent to 4.4% of GDP-and provided over 800,000 jobs (7.5% of total

employment) in 2019. Globally, sustainable tourism accounts for about 10% of total GDP and provides one in every ten jobs¹.

- **Reduction of Operational Costs:** Sustainable hotels implement practices that reduce energy consumption by up to 30% and achieve annual savings of as much as €40,000. Techniques such as towel reuse programs and modular construction help reduce resource consumption and cut costs by up to 17%².
- **Revenue Growth and Attraction of Environmentally Aware Tourists:** Studies reveal that environmentally certified hotels record occupancy rates up to 20% higher than their non-certified counterparts, while also benefiting from the ability to charge premium prices. Statistics show that more than 60% of tourists prefer accommodation that adheres to environmental standards, and around 75% plan to prioritize such options in future travel decisions.

- **Government Support and Green Investments:** The Dutch government provides tax incentives and financial support for renewable-energy and energy-efficiency projects, while financial institutions such as *Rabobank* offer low-interest loans for sustainable ventures³.

5.2 Environmental Contribution

Sustainable tourism and eco-friendly hotels in the Netherlands are among the main contributors to the transition toward a low-carbon and resource-efficient economy. Data show the following:

- **Reduction of Emissions and Energy Consumption:** The Dutch government is committed to achieving net-zero carbon emissions by 2050, and this objective extends to the hospitality sector as well. Many major hotel chains have set goals to reduce their emissions by 50% within the next decade⁴. In addition to decreasing overall energy consumption by 10.2%. Research indicates that replacing conventional lighting with LED systems can cut energy use by 75–80%, while improvements in insulation, heating, and cooling systems can reduce consumption by up to 72%⁵.
- **Water Conservation and Wastewater Treatment:** The Netherlands outperforms most countries in water management, with an advanced wastewater treatment

¹- NBTC, (nd), Destination Netherlands, <https://2u.pw/y66VP> .(Retrieved August 5, 2025)

²- Kim, Op. Cit

³- Ahmed H. A. et al. Description of Green Hotel Practices and Their Role in Achieving Sustainable Development, Sustainability, 12, 2020 , p.03, <https://2u.pw/yArNS> (Retrieved August 4, 2025)

⁴- Bas W., Ruben S. Dutch hotel sector is on the brink of a major sustainability challenge - Savills, 2022, <https://2u.pw/HHBou> (. Retrieved August 7, 2025)

⁵- Singh, Op. Cit.

network covering all regions. Hotels adopt effective practices such as rainwater collection and grey-water recycling systems¹.

- Waste Management and Recycling Enhancement: The Netherlands ranks among Europe's leading countries in recycling, with approximately 79% of total waste recycled annually and municipal recycling rates reaching 80% as of 2022. Sustainable hotels implement comprehensive recycling and organic composting programs².
- Improvement of Air Quality and Biodiversity Preservation: The Dutch air emissions index shows a downward trend, indicating an improvement in air quality, particularly in regions where green hotels are concentrated. These hotels also contribute to reducing the environmental footprint and preserving ecosystems through conscious policies that minimize adverse impacts on biodiversity³.

6. CONCLUSION

The Dutch experience in sustainable ecological tourism entrepreneurship stands as a global benchmark in the pursuit of environmentally responsible development. The case of the Netherlands demonstrates that green or eco-friendly hotels are not merely environmental infrastructures but rather dynamic instruments for achieving sustainable tourism and a green economy. Through practices such as energy efficiency, carbon-emission reduction, eco-friendly construction materials, support for local products, and the promotion of environmental awareness, these hotels embody the operational translation of sustainable development principles.

The experience of green hotels in the Netherlands -particularly those awarded certifications such as *The Green Key Gold*-illustrates how hospitality institutions can integrate effective mechanisms into their daily operations to reduce energy and water consumption and minimize waste, in alignment with national environmental policies. Recent data indicate that 62% of tourists consider environmental factors when booking accommodations, reflecting a growing awareness that can be strategically leveraged to inform and support public policy decisions in the tourism sector.

From a political science perspective, analyzing the Dutch model reveals an essential dimension: the state's institutional capacity to employ environmental governance as both a regulatory and an enabling tool. The success of the Dutch model does not solely stem from resource availability or societal awareness but from a comprehensive governance framework that ensures coordination between national and

¹- OECD, Op. Cit

²- kim, Op. Cit

³- OECD, Op. Cit

local levels while maintaining transparency and accountability in the implementation of environmental policies.

Consequently, developing countries-including Arab and African states-can draw valuable lessons from the Dutch experience by adopting institutional reforms that redefine the relationship between politics and the environment. Rather than treating the environment as a purely technical or sectoral field, it should be integrated into the political decision-making process through the establishment of national environmental-governance bodies, the activation of public-private partnerships, and the encouragement of green investment via clear financial and legislative incentives.

The Dutch model further demonstrates that the transition toward a green economy is, above all, a political project-one that requires strong state will and a long-term vision coordinating development goals with environmental imperatives. Such an approach can transform ecological tourism in developing countries from isolated initiatives into comprehensive national policies that contribute to environmental security, create green jobs, and strengthen these countries' positions within the emerging global environmental order.

Recommendations for Strengthening Entrepreneurship in Sustainable Ecological Tourism: Lessons from the Dutch Model

- Adopt Incentive Policies: Formulate a national vision for sustainable tourism supported by administrative incentives and facilitation.
- Invest in Green Infrastructure: Promote sustainable transport and efficient environmental resource management.
- Encourage Green Innovation: Support sustainable technologies and facilitate their adoption by entrepreneurs.
- Raise Awareness and Build Capacity: Train personnel and educate customers on the importance of ecological tourism.
- Establish Clear Standards: Utilize sustainability certifications and issue transparent performance reports.
- Promote Decentralized Tourism: Develop new destinations to distribute revenues and reduce overcrowding.
- Strengthen Partnerships: Engage the public and private sectors and civil society in sustainable-development strategies.

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