What is Sustainable Tourism?

Responsible, Ethical, Green, Eco-tourism, Environmental, Eco-Friendly... etc.

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

UNWTO

1. Sustainable Tourism
2. What is Sustainable Tourism?
3. Sustainability

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Green tourism is...
- Managing business better
- Resource efficiency
- Waste management
- Natural & cultural conservation and biodiversity

The Green Tourism certification programme
- Operated by Green Business, Not-For-Profit company based in Perth, Scotland
- The most credible Sustainable Tourism Programme in the World
  Totem Tourism, Greenwashing Report 2013
- Current membership >2000 in UK, Ireland, Canada & Italy

Green Tourism international network
- 2007-2010 New Zealand Tourism Authority
  Green Tourism Mark
- 2011-15 Swedish Tourism Authority
  Green Tourism & Quality Programme
- 2013 Green Tourism Canada 2012
  License with local agency 45+ Members
- Nov 2014 Green Tourism Italy launched
- 2015 MoU with Zimbabwe Tourism Authority
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Green Tourism assessment process
- Award based on performance and achievements
- Identify cost savings / marketing opportunities
- Assessors are qualified and experienced environmental auditors
- On-going membership, technical & marketing support

Membership
- Hotels
- Bed & Breakfast / Guest houses
- Self-catering
- Visitor attractions
- Holiday Parks / Camping / Hostels
- Tourist information centres
- Activity providers
- Conference Centres / Events venues
- Restaurants / Cafes / Inns

Social media
- Green Tourism (>3000 likes)
- @GreenTourismUK (>4000 followers)
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Three levels

- **Good practice in all areas**
  - Improved efficiency, review of all activities undertaken or influenced by the business & full legal compliance

- **Excellent practice in all areas**
  - Significant achievements to improve efficiency, purchase responsibly, contribute to local economy and community

- **Outstanding & exemplary best practice in all areas**
  - Thorough and focused approach to sustainability and providing a quality and enhanced experience for all stakeholders

Technical sections

- Energy
- Management
- Marketing and communications
- Water
- Social responsibility and equality
- Sustainable procurement
- Travel
- Waste
- Natural and cultural heritage

Results

Other direct results of Green Tourism Grading:

<table>
<thead>
<tr>
<th>Green Tourism</th>
<th>2010</th>
<th>2011</th>
<th>% Reduction</th>
<th>CIBSE Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>354.66</td>
<td>277.66</td>
<td>21.7%</td>
<td>&lt; 310</td>
</tr>
<tr>
<td>Guest House</td>
<td>249.43</td>
<td>219.16</td>
<td>12.1%</td>
<td>&lt; 240</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>141.22</td>
<td>121.73</td>
<td>13.8%</td>
<td>&lt; 240</td>
</tr>
</tbody>
</table>

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One Aldwych hotel
Description: 5* London Hotel, 105 Bedroom
Main achievements:
- Green Team: Very committed team including passionate Green Champion
- Waste: Recycling of all main wastes including food
- Energy: LED light bulbs in most areas of hotels, heat recovery, upgraded BMS
- Water: EVAC system for toilets average flush 1–1.5 litres in 105 bedrooms

Wilderness Scotland
Description: Adventure Travel Company
Main achievements:
- Nature: Education of guests, leave no trace
- Travel: Guests use public transport
- Won other awards e.g. Responsible Travel Award

Killhope
Description: Lead Mining Museum, County Durham, England
Main achievements:
- Water: Composting toilets
- Energy: LED lights, condensing boiler, green energy tariff
- Nature: Red squirrel protection, ecology backpacks

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Lochranza youth hostel
Description: Youth Hostel on Isle of Arran

Main achievements:
- Nature: Sponsor Arran Wildlife Festival, good local knowledge
- Cycling: Bike hire available, maps and drying room
- Water: Rainwater harvesting to flush toilets

“The Change You Want to See in the World”
Mahatma Gandhi

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