# Greening your business
## A practical guide to sustainable tourism

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We'll begin shortly. Please mute your microphone
and introduce yourself in the chat window.

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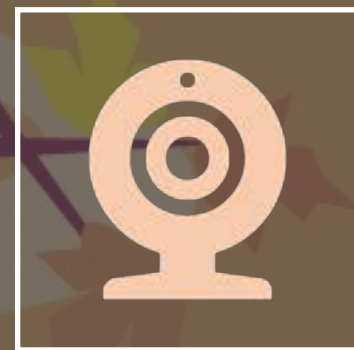County Council

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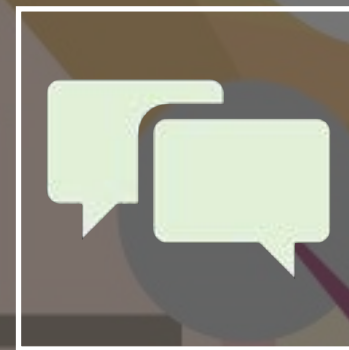EXPERIENCE
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# Welcome & Housekeeping

Please keep **your microphone muted <u>during the presentation</u>; and please show your full name if you can ('more button' next to name)**
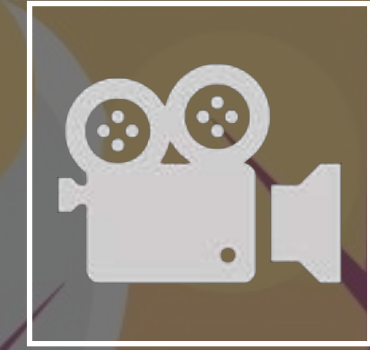
If you have connection issues, **turning off your video** can help

Questions are welcome at any time – please **type your query in the chat**.

A copy of the presentation and next steps will be **circulated after the workshop.**

This session is **not being recorded**

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# 2022 Training & Networking opportunities

- **Previous training available on our resources hub**

- **More training** is on the way on:

  - Accessibility & Inclusivity

  - Attracting walkers and cyclists

 Sign up to our Norfolk newsletter to receive updates: www.norfolk.gov.uk/experienceupdates

- **Networking events**

  → Join our Norfolk EXPERIENCES Facebook Group

# Greening your business
## A practical guide to sustainable tourism

# Coming up

- What is sustainable tourism?
- Why focus on sustainable tourism?
- What are the benefits of being sustainable?
- Case study examples, highlighting good practice
- How to make your tourism business more sustainable
- Get your sustainability messages right
- Putting sustainability into practice checklist
- Q&A discussion

# WHAT IS
sustainable tourism?

# SUSTAINABLE

The capacity for human civilisation and all life on earth to continue to exist indefinitely.

# What is sustainable tourism?

What do these terms really mean?

Green Tourism

Eco-tourism

Responsible Tourism

Sustainable Tourism

Green Economy

Slow Travel

Transformational Travel

Sustainable tourism as a whole considers the economic, social, and environmental impacts of the travel industry.

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Ecotourism tends to lean deeper into the environmental.

According to the United Nations World Tourism Organization (UNWTO), ecotourism refers to nature-based forms of tourism where the observation and appreciation of nature and traditional culture in natural areas is the main motivation behind traveling. Specifically, ecotourism has the following characteristics:

- Contains educational and interpretation features.
- Generally speaking, experiences are organised by specialised, small-group providers and tour operators.
- Destination partners are usually small, locally-owned businesses.
- Minimises negative impacts on the natural and cultural environment.
- Supports the maintenance of areas used as ecotourism attractions.

# What is sustainable tourism?

Sustainable tourism is a concept that covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving visitors' experiences and addressing the needs of host communities.

*"Increase the benefits and to reduce the negative impacts"*

• Protecting natural environments, wildlife and natural resources when developing and leading experiences;

• Providing authentic visitor experiences that celebrate and conserve heritage and culture;

• Creating socio-economic benefits for communities through employment and income earning opportunities

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profit/economic
people/social
place/environmental

# Sustainable tourism



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**PEOPLE**
Social variables dealing with community, education, equity social resources, health, well-being and quality of life

**BEARABLE**

**EQUITABLE**

**SUSTAINABLE**

**PLANET**
Environmental variables relating to natural resources, water & air quality, energy conservation and land use

**VIABLE**

**PROFIT**
Economic variables dealing with the Botton line and cash flow
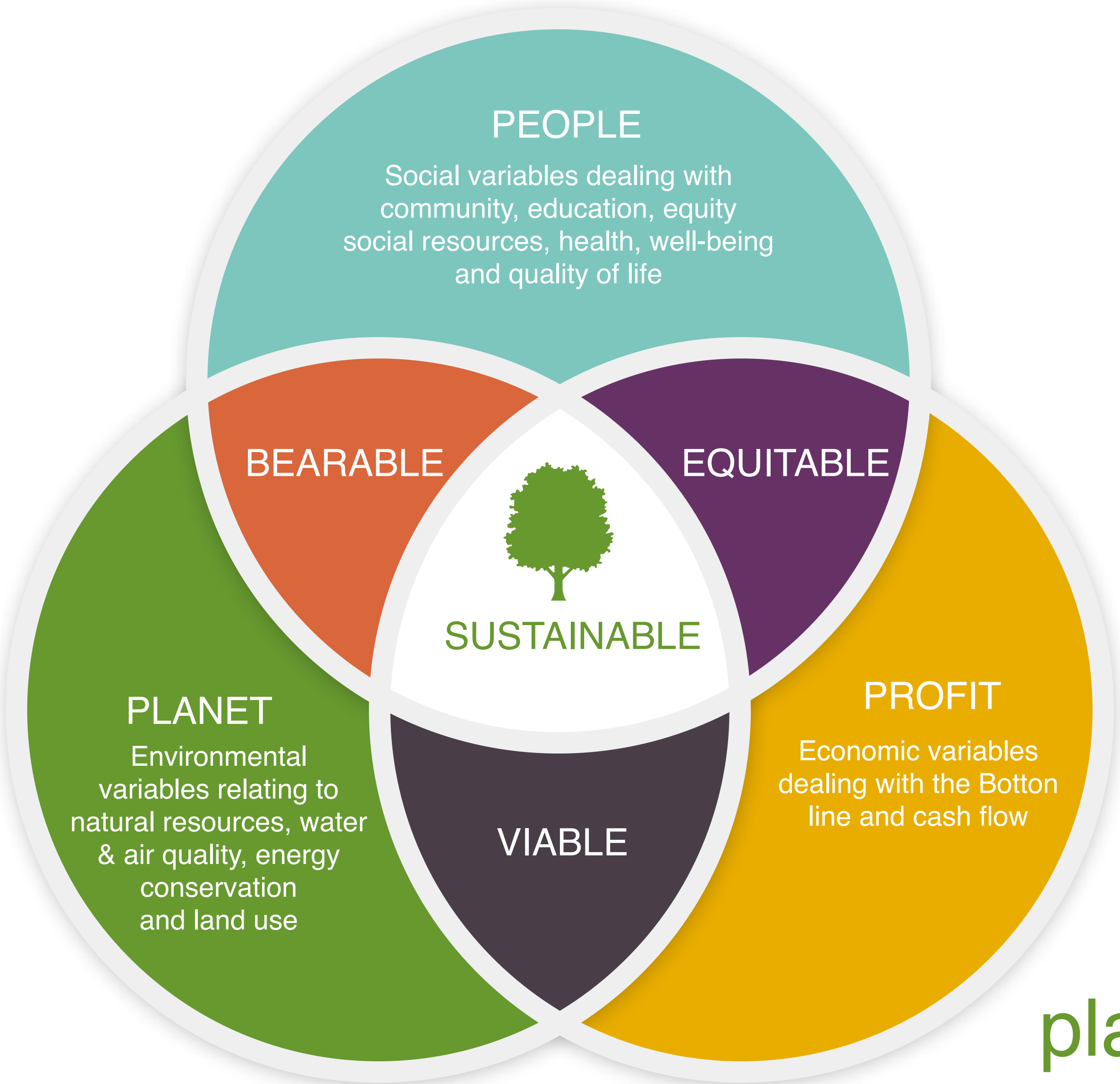
profit/economic
people/social
place/environmental

# Why focus on sustainable tourism?

DESTINATION: NORFOLK

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Why focus on sustainable tourism?

# Climate emergency



The Glasgow Declaration aims to act as a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment.

*"The tourism sector is highly vulnerable to climate change and at the same time contributes to the emission of greenhouse gases (GHG), which cause global warming. Accelerating climate action in tourism is therefore of utmost importance for the resilience of the sector".*

World Tourism Organization

# What are the benefits of being sustainable?

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## FOR OUR PLANET/PEOPLE

- Helps to conserve and enhance our landscapes and wildlife
- Supports a cleaner environment
- Supports local communities and creates a dialogue
- Attracts a sustainable visitor and allows them to be more conscious of their choices
- Improves the infrastructure of the destination (footpaths/cycle routes etc)
- Use less single use plastics, that will later harm the environment
………..?

**?**

## FOR BUSINESS

- Sustainability creates added value
- Help reduce energy-related and water costs
- New opportunity for innovative businesses
………..?

**?**

Activity:
What else can you add to each of these columns?

profit/economic
people/social
place/environmental

Case study examples, highlighting good practice

# Beach clean for guests



## The Beach Hotel, Minehead

An apprentice run social enterprise, the Beach Hotels both promote opportunities for learning and training with teams comprised of both experienced individuals and apprentices.

The hotel is ran by the YMCA and supports the local long-term unemployed. It runs a number of short employment courses and training in hospitality.

Guests receive a quality stay with award winning food and drink served in a beautiful restaurant. Your stay begins with an optional beach clean on Minehead beach in return for a complimentary coffee in the hotel's cafe over looking the beach.

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Up-skilling the local long-term unemployed

A green escape

Only footsteps left

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## Puckshipton Treehouse, Wiltshire

Puckshipton Treehouse offers an authentic treehouse experience. The site is entirely off-grid and with no vehicle access within three miles of the site, guests are encouraged to hike or cycle the six miles from the train station. The beautiful timber structure is made up of a sleeping pod, decked area and mini lounge all suspended in the trees and reached by a fluted walkway. A compost toilet, outdoor shower, cooking hut and firepit are at ground level and guests collect their own firewood from the woodland. Water for washing and cooking can be heated over the open fire. Ecotoiletries are provided to ensure no chemicals enter the system, and lighting is provided in the form of solar power and candles. The owner, James, is an arboriculturist, who is passionate about sustainability and woodlands. He built Puckshipton Treehouse, creating an experience that's truly wild and truly self-sufficient.

The treehouse blends into the woodland and there is limited phone signal, leaving guests to experience nature in its fullness, whether that's by lying in a hammock listening to the wind in the trees or cooking over an open fire.

# How to make your tourism business more sustainable

# How to make your tourism business more sustainable

- Switch devices off at the wall instead of leaving them on standby

- Reduce, reuse  & recycle

- Collaborate with nearby tourism businesses to offer authentic experiences out of season, in less well know locations

- Try to save energy and use alternative sources

- Strive for zero food waste

- Turn the temperature down by just 1 degree. This equates to an 8% saving

- Save water by introducing a grey water system and installing low-flow shower heads

- Invest in low energy light bulbs.

- Give your accommodation's interior a second chance

- Encourage car-free visits by making it easier for guests to reach you via bike or public transport

- Invest in innovations to help your business as well as the planet

- Evolve your guests and your staff in future sustainability decisions

- Use up all single use plastics from your accommodation/business and consider reusable alternatives

- Source ethical, seasonal food that's grown locally to minimise food miles and support local producers

- Encourage your customers to leave the car at home by offering pickups, discounts for those who arrive without the car and providing up to date public transport information

- Allow guests to recharge their electric cars for a charge

- Encourage your customers to leave the car at home by offering pickups, discounts for those who arrive without the car and providing up to date public transport information

**Activity:**
Pick up to 5 of these (or from your own list) and then prioritise them in order

Don't attempt to do it alone

# Get your sustainability messages right

# Get your sustainability messages right

Talk about your eco missions & motivate visitors to support you

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1. Create your story
2. Don't view sustainability as an add on feature
3. Connect with your visitors
4. Create green heroes (without calling them that)
5. Be authentic and add value

Greenhushing
businesses underreport their
sustainability practices to their
customers and stakeholders.

**Greenwashing**
**Disinformation disseminated by an
organisation so as to present an
environmentally responsible public image.**

# Putting sustainability into practice checklist

# My sustainability checklist

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✓ Identify what you are going to do differently

✓ Developing a sustainable approach to tourism makes sense for you, your visitors and the environment

✓ Adopting a smart, sustainable outlook from top to bottom

✓ Reducing energy use and save water

✓ Efficient & eco-friendly waste disposal

✓ Ethical buying

✓ Minimising food miles by staying local & using seasonal

✓ Sign up to 'green; schemes like the 'Tourism Declares'

And don't forget to tell everyone about what you are doing!

# Further reading

WRAP (Waste and Resources Action Programme) offers advice and support on how to manage waste. It encourages businesses to prevent landfill waste by efficient resource use, maximising re-use and increasing recycling streams.
www.wrap.org.uk

The Energy Saving Trust offers advice and support on energy related matters to the domestic sector.
www.energysavingtrust.org.uk

Green Tourism also known as the Green Tourism Business Scheme is a green certification scheme validated by the International Centre for Responsible Tourism on behalf of Visit England, Visit Wales and NITB. www.green-tourism.com

The Glasgow Declaration was officially launched at COP26 UN Climate Change Conference. It proposes a coordinated plan for tourism to support the global commitment to halve emissions by 2030 and achieve net zero by 2050 and requests signatories to make tangible commitments around planning, measuring and reporting.
www.unwto.org/the-glasgow-declaration-on-climate-action-in-tourism

Tourism Declares exists to enable everyone in tourism to implement the Climate Action Plans needed to halve sector emissions by 2030.
www.tourismdeclares.com

# Questions

# Next Steps

**Any ideas?**

Contact us at  experience@norfolk.gov.uk

**1:1 business support for activity development has become available**

**New tourism website on its way!**

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# Be Norfolk

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↩ **ADD MORE ACTIVITIES** >

💾 **SAVE ITINERARY** >

**Click 'Save itinerary' to see saved itinerary page**

✏ TYPE YOUR ACTIVITY NAME

MY 🖤 **ACTIVITIES**     (Drag them into your day planner)

**DAY PLANNER**

Sort by:     Date ▾  |  Cost ▾  |  Date added ▴

## DAY 1

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

DRAG YOUR ACTIVITY HERE

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

DRAG YOUR ACTIVITY HERE

ACTIVITY NAME TO GO HERE
Sub Heading
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DRAG YOUR ACTIVITY HERE

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

DRAG YOUR ACTIVITY HERE

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

## DAY 2

ACTIVITY NAME TO GO HERE
Sub Heading
FIND OUT MORE

DRAG YOUR ACTIVITY HERE

DRAG & DROP

CHANGE OF HEART?

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