

EUROPEAN

YOUTH

ROOTS



A Tourism SME Guide

How to Implement Environmentally Sustainable Approaches



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Section
01

Introduction



About this Guide

The ambition of the European Young Roots Guide is to show young emerging entrepreneurs, working in culture, heritage or nature-based tourism, how to implement environmentally sustainable principles and initiatives in their current and future SME businesses. This guide demonstrates management practices, support systems and solutions in a practical and demonstrative way so they can safeguard their long-term sustainability and competitiveness in the European tourism landscape. Successful long-term sustainable tourism development requires an established balance between three key dimensions; environmental, economic, and socio-cultural, this guide focuses on the environmental dimensions and solutions so businesses can realise its opportunities and recoup the benefits.



Environmentally sustainable tourism recognises the importance of preserving and protecting biodiversity and natural areas, and of using them in a sustainable manner. It fosters entrepreneurship and development among local communities, and encourages tourists to preserve and respect natural and cultural heritage

(United Nations)



Introduction to European Young Roots (EYR) Guide



The European Youth Roots (EYR) project promotes the involvement of young people in innovative projects in the field of participatory and sustainable tourism. The project is developed in collaboration with ERASMUS+ partners across Europe (France, Italy, UK, Denmark, Malta and France). Its aim is to assist young tourism operators to embrace the tremendous opportunities presented by inclusive and environmentally sustainable SME tourism practices. Young operators will learn from expert knowledge and exemplary best practices how to be future game-changers ensuring the European tourism sector remains a competitively high valued travel destination.

Butler defines environmentally sustainable tourism as,



“Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes.”

Tourism is one of the most dynamic economic sectors in the world. Its continued growth in tourism needs to be accompanied by increased consumer awareness of sustainable (environmentally friendly), participatory and inclusive tourism. EYR aims to raise awareness on the theme of sustainable and inclusive tourism, so young entrepreneurs understand the opportunities it offers and how to take advantage of them individually, as a group or destination.

Throughout the Guide, operators will be presented with tools, resources, checklists, ideas and solutions on how to develop or tailor their nature based, culture and heritage businesses to be environmentally sustainable and protect the very thing it relies on. As tourists become more and more environmentally focused they will be able to ensure their destinations, facilities and services deliver an exceptional experience for all their visitors now and into the future. Businesses who incorporate the practices outlined in the Guide will become more dynamic in the tourism sector. They will develop, grow and be guided by environmentally friendly strategies that will assist them to understand and tailor the opportunities to the needs of their individual business. They will become sustainable game changers directly contributing to the needs of their natural environments, regions, communities and customers.

EYR Guide Learning Outcomes

Competitiveness is the key business driver for sustainability. Get ready to join the EYR tribe to ensuring the sustainability of nature based, culture and heritage tourism in Europe and globally. Here are some learnings you can expect to be knowledgeable of as a result of this Guide.



- Learn how to become a **future game changer** in tourism by integrating environmentally sustainable tourism practices into your nature based, culture and heritage tourism business
- Understand the **opportunities and increase your knowledge** by learning from market leaders and best practice
- Learn how to work and **collaborate with your community, staff and experts** so you have the supports and resources you need to deliver the best possible solutions and approaches
- Develop **customised sustainable strategies and solutions** to implement and deliver cost effective initiatives
- Learn how to get your visitors involved by building their awareness and setting up responsible activities and volunteering programmes

Define: Sustainable Tourism



Let's go through some definitions related to environmentally sustainable tourism to ensure we have a clear understanding of the interpretation of the concept.

"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



"Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary"

UNWTO

"Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them." World Tourism Organization, 2004 (now known as the UNWTO) <https://www.unwto.org/sustainable-development/> 'Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people. The positive of sustainable tourism is to ensure that development is a positive experience for local people; tourism companies; and tourists themselves'. (GDRC)

Define: Ecotourism & Geotourism



Ecotourism

Ecotourism is a form of sustainable tourism – all forms of tourism can become more sustainable but not all forms of tourism can be ecotourism

“Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature (and any accompanying cultural features – both past and present), that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”

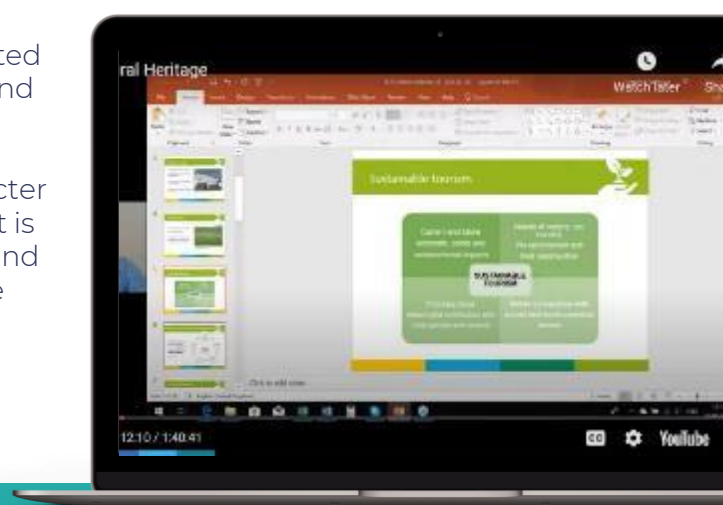
(Ceballos-Lascurain, 1993).



Geo-tourism

Geo-tourism is very similar to sustainable tourism and is a definition brought about by National Geographic. The concept is the same but they focus on the 'sense of place' in an area rather

1. **Environmentally Responsible** – committed to conserving resources and maintaining biodiversity
2. **Culturally Responsible** – committed to respecting local sensibilities and building on local heritage
3. **Synergistic** – bringing together elements of geographical character to create a travel experience that is richer than the sum of its parts and appealing to visitors with diverse interests (source: [National Geographic](#))



1. **Watch Webinar on [Cultural Heritage and Sustainable Tourism](#)**
2. **Green Ideas for Tourism – [Sustainable Tourism Explained with Examples](#)**

12 Main Goals for Sustainable Tourism



The twelve main goals for sustainable tourism laid out in 2005 by the [World Tourism Organization and the United Nations Environment Programme](#) are as follows

- 1. Economic Viability:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term
- 2. Local Prosperity:** To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.
- 3. Employment Quality:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
- 4. Social Equity:** To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
- 5. Visitor Fulfilment:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
- 6. Local Control:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
- 7. Community Wellbeing:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation
- 8. Cultural Richness:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities
- 9. Physical Integrity:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment
- 10. Biological Diversity:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them
- 11. Resource Efficiency:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services
- 12. Environmental Purity:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Some Quick Examples of Sustainable Environmental, Social, Cultural, Heritage Projects



- Sustain and improve the natural and physical built environment to enhance natural, cultural and heritage values, stories and history
- Educate tourists about environmental issues and impacts
- Improve and restore natural ecosystems and their values
- Derelict land and buildings brought back into use and maintained
- High-quality design improving visual and environmental experience
- Underpin quality of the local environment and facilitate further enjoyment
- Underwrite environmental schemes and improvements to the natural and built environment
- Conserve and enhance qualities and features of the landscape
- Enhance access to visual appeal and ambience of rural areas
- Focus of regeneration and revitalisation of urban and rural areas; particularly villages, remote culture and heritage attractions and communities
- Provide awareness of the local area natural environments, culture, heritage and scenic beauty and further promote conservation efforts
- Support a broader, more vibrant and active community by attracting arts, music and cultural events
- Improve community health and wellbeing through increased diversity of leisure, recreation, arts and cultural services
- Facilitate improved access by sustainable modes of transport
- Respect the local community, its values and benefits. Provide employment and provide economic and social benefits



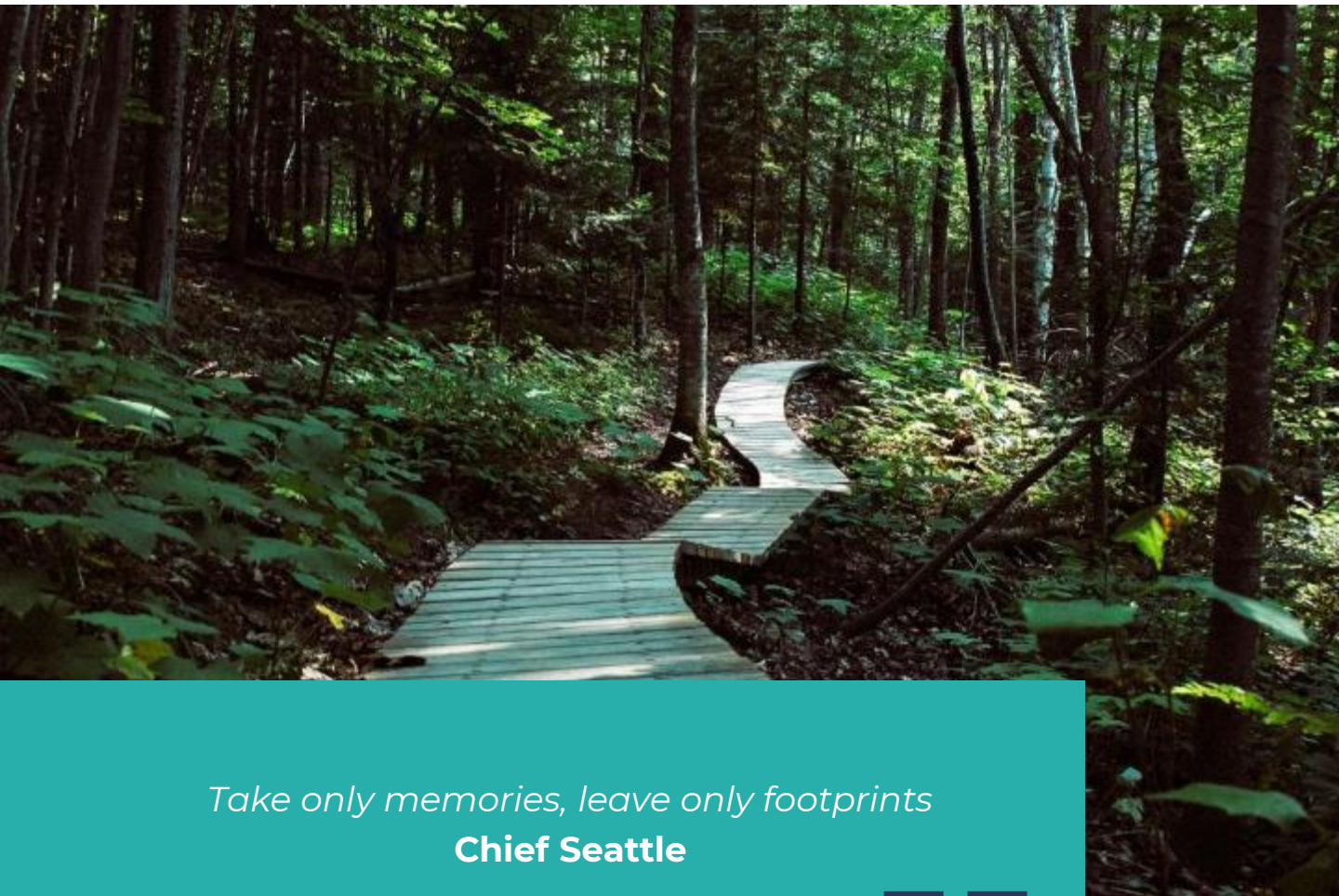
Section
02

7 Game
Changers



So Why Implement Environmental Sustainability in Tourism SMEs?

This section covers why environmentally sustainable tourism is important and how it is a future game changer for tourism businesses and regions!



Take only memories, leave only footprints

Chief Seattle



Tourism strongly contributes to protecting, restoring and enhancing New Zealand's natural environment and biodiversity. [NZ Sustainable Tourism](#)

Under practical actions tourism businesses can benefit the environment: restoring nature, reducing carbon use and minimising, and ultimately eliminating, waste. [NZ Sustainable Tourism](#)

European Tourism SMEs Need to Be Environmentally Sustainable

The negative environmental impacts of tourism from visitors, communities, and businesses is already substantial. They deplete local natural resources as well as cause significant pollution and waste problems. The tourism industry and businesses are already putting growing pressure on natural resources through over-consumption, stress on local land use leading to soil erosion, increased pollution, natural habitat loss and endangered species. Additionally, this often happens in places where resources are already scarce. These negative impact effects can gradually destroy the environmental resources on which tourism depends therefore destroying the industry.

Consider Why Environmentally Sustainable Tourism Is Important Starting the Main Reasons People Travel?

- Travellers main reasons for travel are often directly related to the nature, culture and heritage unique to their chosen destination. They want to travel for many reasons such as;
- Learn about modern and ancient history, diving into the stories that helped shape civilisations
- Wander through impeccable landscapes that can't be seen anywhere else. Be constantly inspired by getting up close and personal with nature and wildlife that is the beauty of this world
- Seek to interact with foreign cultures, widening their horizons to understand the diverse nature of humanity and the different environments they inhabit
- Taste, see and do something different so they can truly escape and immerse from their stressful, chaotic lives.

Whatever the reasons, whether is a combination of all of the above, or purely for the sake of rest and recuperation in gorgeous environments, travelling is one of the greatest experiences people can ever have!



Game Changer

01

It's the Very Thing Tourism Relies On!

People travel to visit other people and other places, and iconic attractions that include nature, heritage and culture. About a fifth of the global tourism and travel industry, worth around a trillion U.S. dollars a year, depends heavily on outdoor natural environments. Many tourist activities need natural environments such as beaches, national parks, snow capped mountains for skiing, marinas for boating, lakes and rivers for water sports, country side and forest trails for cycling...and more. ([Annual Reviews](#))

Tourism often puts pressure on these natural resources through over-consumption and often in places where resources are already scarce. These negative environmental impacts of tourism can be substantial. They not only deplete local natural resources, natural habitat and puts pressure on endangered species it can also can cause congestion, land erosion, antisocial behaviours, pollution and waste problems. These effects can gradually destroy the environmental resources on which tourism SMEs themselves depend on. Here are some statistics on how tourism is currently impacting its industry and natural resources.

- 45 Arrivals Every Second
- There are over 1.4 billion tourists arriving at their destination every year. That's 45 arrivals every single second (United Nations)
- Tourism Often Leads to Overuse of Water
- An average golf course in a tropical country, for example, uses as much water as 60,000 rural villagers. It also uses 1500 kilos of chemical fertilizers, pesticides and herbicides per year.



Sustainable tourism is the concept of visiting somewhere as a tourist and trying to make a positive impact on the environment, society, and economy. Nomadasuaras



Tourism and Climate Change

- Tourism contributes to more than 5 percent of global greenhouse gas emissions, with transportation accounting for 90 percent of this.
- By 2030, a 25% increase in CO₂-emissions from tourism compared to 2016 is expected. From 1,597 million tons to 1,998 million tons.
- These numbers of travellers, along with a fast-growing global population, highlight the importance of focusing on sustainable tourism. [The World Counts](#)



If environmentally sustainable measures aren't implemented soon the future expected rapid growth and high demand for nature based, cultural and heritage tourism can lead to major tourism challenges to businesses, destinations, visitors and communities; overcrowding, destroyed natural environments, unmanageable waste and pollution, visitation decline, damaged infrastructure, bad reputation and ultimate less tourism demand, economic downturn, increased crime, and decreased wellbeing.

- If destinations receive too many tourists this can lead to overcrowding and antisocial behaviour, damaged environments and the crowding out of the locals.
- Can create competition for scarce resources making them inaccessible, unaffordable and unattainable.
- High visitation levels may reduce the quality of the visitor experience for those seeking solitude or peace. It may restrict their ability to fully immerse and engage in nature.
- Overcrowding can lead to culture and heritage assets, customs, language and traditions being diluted. Destinations lose their competitiveness and authenticity e.g. local staffing and resource constraints leading to outsourcing non local workers.
- Unmanaged environmentally sustainable tourism can lead to damaged environments, high pollution and waste, flooding, unsolicited wildfires, infestation of vermin and reduced recreational areas.
- Unsustainable tourism can lead to reputation damage, conflicts and antisocial behaviours among visitors with different social norms and ethics (e.g., noise levels and littering).

Game Changer

02

Tourists are Environmentally Focused

Tourists are Increasingly Environmentally Savvy Seeking Green Holiday Options

Environmentally sustainable tourism has been popular for years but has recently become an expectation in tourist decision making. Tourists are environmentally savvy seeking out green holidays not only because of the benefits to the environment and businesses that make a proactive effort to address critical issues such as carbon emissions, biodiversity conservation, waste management, and water supply.



A [2005 survey](#) by the United Kingdom's Devon County Council found that 54 percent of respondents consider environmental issues when booking a trip and 82 percent are willing to pay more for green services and products. As a bonus, some 72 percent of respondents think a green business is more likely to be quality conscious.

More than Half of Consumers Would Pay More for Sustainable Products Designed to Be Reused or Recycled, [Accenture Survey](#) stated that 'More than half of consumers said they would pay more for sustainable products designed to be reused or recycled'

They also found that while consumers remain primarily focused on quality and price, 83% believe it's important or extremely important for companies to design products that are meant to be reused or recycled. Nearly three-quarters (72%) of respondents said they're currently buying more environmentally friendly products than they were five years ago, and 81% said they expect to buy more over the next five years.

No other industry has to walk the narrow line of environmentally responsible growth as carefully as the tourism industry; arguably, no other industry has as much to gain or as much to lose. Feeling the push from tourists, leading tour operators such as TUI and Thomas Cook Group are giving marketing and booking preference to environmentally sustainable destinations and demanding higher green standards from hotels and resorts. In addition, major global travel societies such as National Geographic now use environmental sustainability as a key criterion in their destination rankings. In short, if tourist destinations are to stay competitive, they will need to adopt sustainable policies or risk alienating an important and growing customer base ([Link](#)).

Small Changes Can Make a Big Difference for Your Visitors Experience!

So what does this look like for a small tourism SME? Whether you are motivated to cut utility bills, want to improve your environmental impact or enhance the guest experience, taking a 'green' or 'sustainable approach' makes good business sense. Rather than being a separate 'bolt on', 'building in' a sustainable approach it is about improving the existing management of your business – using resources more efficiently, adding to the offer you provide guests and improving your relationship with your neighbourhood and any staff.

Tourists may not actively seek 'green accommodation' but having green practices is today expected as a standard practice. They want to be part of something that has ethical credentials e.g. ethical products, protecting the environment they came to see in as natural a state as possible, reduce energy using automatic lighting etc. It adds to a high quality experience having the 'feel good' or 'doing good' for the environment as part of the holiday. A lot of the time they are already practicing environmental friendly activities at home so it is an continuation or habit already for many.



Resources

[Visit Britain Sustainable Tourism Best Practice Guide](#). [Ecotourism Handbook](#)



A cultural and heritage attraction can enhance the tourist experience and turn it on its head by the addition of a rooftop kitchen, outdoor dining area and hot tub. They can take in the view, spend more and have somewhere to eat. Provide details on where they can source local food with menus and support the local economy.



Build your own reputation first and become knowledgeable by using this guide. You will soon be seen by your guests and community as someone who takes responsibility for their impacts on the environment. This may lead to you becoming a leader of best practice or an educator protecting the environment. There are also so many experts, networks and platforms out there to help and educate you on your journey. Start implementing what is achievable to your business, then go to your local community and tourism businesses to show them how they can implement the same. Then as a destination you can collaboratively extend your knowledge to implementing sustainable environmentally friendly developments in your destination. Together you can protect and conserve landscapes and local biodiversity together. You can come up with solutions or alternatives together, pool resources, support each other so everyone has a role to play.

The development of sustainable tourism requires both the satisfaction of visitor expectations and the preservation of the heritage, as well as local inhabitants' quality of life. It is essential to diversify and publicise tourist attractions of the less well-known areas and offer an authentic cultural experience while strengthening the local identity. (D7)

Go a step further to heighten the value of the destination by promoting local businesses and attractions. Promote local restaurants, dances, events, festivals, shops and markets. Have locally sourced foods for your guests to add to the uniqueness of meals. There is also the benefit of the cost savings in minimising import costs, putting money and employment back into the economy which will positively impact the visitors pocket. Go another step further and collaborate with other tourist regions and stakeholders who share the same objectives.

Creating the right balance between the welfare of tourists, the needs of the natural and cultural environment and the development and competitiveness of destinations and businesses requires an integrated and holistic policy approach where all stakeholders share the same objectives. [Europa.eu](https://european-council.europa.eu/media/en/press-summaries/doc.asp?id=5412)



Resources

[Destination Green Tourism](#)



A Farm stay operator can improve the natural habitat values of the property by planting and maintaining wildlife (e.g., deer, rabbits) corridors. This kind of environmental benefit fits well with the motivations of their guests to get close to native wildlife.



Don't forget Culture and Heritage when implementing environmentally sustainable tourism practices. This can be done a few ways but is best achieved by working in partnership with other stakeholders in your destination.

- Ensure your guests engage in the local quality of life, experience the environment in harmony with the culture and heritage and natural environments. Prepare a list of cultural and heritage activities and assets that are part of your destination, then showcase them as part of your offering. Better again work with your local operators and jointly devise packages and promotional material for tourists (e.g., guidebooks, virtual tourist guides, local visitor guides, etc.)
- Organise a network or partnership with local tourism businesses to promote sustainable and responsible tourism, based on the values of cultural heritage. This is important so you can organise and plan ahead, be aligned and achieve sustainable goals (e.g., regeneration fees built into tickets for protected areas, events that promote protecting the environment, footfall and capacity restrictions)
- Develop cross sectoral co-operation with locals, experts and the wider community. Then assess the negative impacts and envisage limitation regulations and what can be done to manage sustainability as a destination. Draw up a few guidelines or key actions that can be easily rolled out under the principle of integrated conservation. For example consider noise pollution, social venues closing times, buildings are being built too high and too crowded, littering, dirty air, damaged nature or heritage, traffic congestion to a cultural attraction, erosion, overcrowding of tourists on a highly vulnerable heritage site, graffiti, unmanaged fires getting out of control, wildlife and animals becoming extinct, anti-social behaviours (from locals and tourists), polluted waters, depleted local heritage fish, flora and fauna...
- Inform and raise the awareness of external providers involved in tourism (professionals, plumbers, electricians, vendors, services and suppliers) regarding environmentally sustainable cultural heritage, its potential and its vulnerabilities and how they can contribute and become more involved.



Spotlight on Ireland

Irish Tourism Sector Needs To Become Greener

The safeguarding and successful growth of Ireland's tourism sector calls for a sustainable and balanced approach, according to Orla Carroll, Director Of Product Development at [Fáilte Ireland](#).



Yet efforts by Ireland's hospitality industry to date have been mixed. Maurice Bergin of GreenHospitality.ie and GreenTravel.ie has been working in the sustainable side of hospitality since 2001. "Back then, the environment impact was not part of our DNA within tourism – we weren't seeing any attention being paid to it," he notes. Yet Bergin believes it should be front and centre of any tourism strategy or approach.



The reality is that most of the holidaymakers that come to Ireland do so because of the pristine environment."

Some years back, Bergin attempted to benchmark Irish hotels against their counterparts in other countries, and he says the results were "alarming". "That got me really concerned because we found that Irish hotels on average had a 60-300 per cent worse footprint than other hotels in similar climates – on energy consumption we were 60 per cent worse than the global average."

Responsible tourism and efficient tourism go hand-in-hand, if you manage your resources responsibly, you save money, you use less energy and less water and produce less waste. It's good for the environment and it is good for the bottom line. There is an awful lot of low-hanging fruit and easy ways to save your resources by being smarter. It can be as simple as turning off the lights, or not wasting so much food.



[Full Article](#)

Game Changer

03

It's a Win-Win for Everyone!

Environmental sustainability benefits the tourism business, the visitors, its environment, its local community, Europe and the world.

Win-Win For All! It is important to remember that not only visitors, communities gain but businesses can gain huge benefits pursuing environmentally sustainable tourism objectives. Businesses are not only protecting the very resource they rely on by minimising, managing, protecting and conserving they are protecting it for future generations.

To remain competitive and sustainable tourism providers and destinations must look at how their actions affect the people involved. This creates a win-win for everyone benefiting guests and locals;

- **Local communities** will grow, prosper and live in a positive way thus stimulating social, economic and environmental economies
- **Livelihood improves.** It helps to protect the environment where people visit, live, work and play. People are better off all round

gaining the benefits of nature and the outdoors – the physical and mental health for both locals and visitors – reducing stress, weight management and increased wellbeing

- **Connects everyone better** to how the communicate, share and interact creating a deeper understanding of each other and their visitors
- **Visitors** understand and respect and want to leave the places they visit in a better position than when they arrived
- **Environment and wildlife is valued.** Managing and conserving a destinations environment, culture and heritage is also a key component for its attractiveness because it creates a positive effect on the value of real estate

Sustainable tourism is defined as “... a positive approach intended to reduce tensions and frictions created by complex interactions between the tourism industry, tourists, the natural environment and local communities that host tourists”.

(Journal of Sustainable Tourism, 1993).



Businesses who show appreciation and respect by conserving the high value of their natural culture and heritage resources build reputation, save money, and protect their business, preventing over-usage, overcrowding and pollution reducing the production of waste costs and repairs.

Businesses can maintain their prices making sure the environment remains sustainably managed, aesthetically pleasing and flourishes. They benefit reputation wise by managing the interests and wellbeing of the community and visitors. They can gain financially from an extended season and higher prices/lower numbers as many are willing to pay for exclusivity or uncrowded places.

Go one step further and educate and encourage your visitors, community and regional stakeholders to become environmentally sustainable. This holistic approach will not only ease the load but create a win-win-win between the environment, its inhabitants and its visitors.



Sustainable tourism is defined as “... a positive approach intended to reduce tensions and frictions created by complex interactions between the tourism industry, tourists, the natural environment and local communities that host tourists”



(Journal of Sustainable Tourism, 1993).

Game Changer

04

It is a Good Business Investment.
It Saves Money.

It Saves You Money Long Term and You Become More Efficient in Your Operations!

Becoming environmentally friendly will not only benefit the very resource you rely on, it can save you money in the long run and gain you a new target market (the green conscious traveller). Using environmentally friendly practices and a Leaner Approach such as avoiding, reducing, reusing, recycling and sourcing locally can lower your costs. Here are a few simple changes you can be cost effective, environmentally friendly and save money:

- 1. Avoid using materials and resources unnecessarily.**
Incorporate a Lean Approach by including lighting sensors, tap water that automatically turns off, automated toilet flushing and start composting natural waste.

Don't leave appliances on standby – they'll still be using up to 85% of running energy
- 2. Get staff and guests involved** (e.g., reduce your paper needs by asking staff to print double-sided and they can use scrap paper for message taking instead of purchasing message pads. Provide guest with digital links and provide info via screen information displays instead of printing leaflets). LEDs can save hundreds or even thousands of euros (and a lot of energy) over the lifespan of these bulbs—which can be as long as 10 years!

Sustainability isn't just about the environment, it is about doing business better. The benefits are clear: saving money, reducing business risk, increasing profitability and accessing an increasing market of customers who have an interest in authentic experiences. It's also not something you should be shy about communicating. Your achievements add another string to your bow and can set you apart from your competitors. ([Visit Britain](#))



Read More

[Benefits of Sustainable Tourism .](#)
[Saving Money Being Sustainable](#)
[40 Ways to Save Money Going Green](#)

3. Source local produce and products from local businesses.

When it comes to food, not only do your visitors get try some new and different, consider the economic gain and employment for your destination of short supply chains. Importing food can be a huge cost and often sourced locally it tastes better and fresher. Your guests are willing to pay extra for something that is locally authentic. You will also save the environment on unnecessary emissions.

4. Purchase environmentally friendly products, equipment and services that

- Reduce your usage on natural resources such as water by investing in rainwater tanks, solar hot water systems
- Use products that are second hand or **made from recycled material** (e.g. furniture made from recycled plastic, recycled paper)
- Source **locally made** produce and even better organic (e.g. fresh food, soaps, environmental friendly detergents)
- Look at your **business infrastructure and activities** to see if you can do anything differently (e.g. assess if your insulation is keeping heat/cool air in, you are using public transport as much as possible, you are using LED lights, your windows are well sealed)

Global trends and priorities change – more than ever, the overarching challenge for the tourism sector is to remain competitive while also embracing sustainability. Recognising that, in the long term, competitiveness depends on sustainability. In particular, climate change is now seen as a fundamental issue also requiring the tourism industry to reduce its contribution to greenhouse gas emissions and the destinations to adapt to changes in the pattern of demand and in the types of tourism they offer. Europa.eu

Sustainable tourism is defined as “... a positive approach intended to reduce tensions and frictions created by complex interactions between the tourism industry, tourists, the natural environment and local communities that host tourists

(Journal of Sustainable Tourism, 1993).



Tourism SME Competitiveness Depends on Sustainability

The quality of the environment, both natural and man-made, is essential to tourism SMEs across Europe. However, tourism's relationship with the environment is complex and many activities can have adverse environmental effects if careful tourism planning and management is not undertaken.

Natural, cultural, heritage and nature based activities are becoming more popular. They typically reside and depend on natural destinations.

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. ([The Impact of Culture on Tourism OECD](#))

Nature based tourism is one of the fastest growing tourism sectors and many public lands and protected areas have become important tourist destinations that need to be protected to remain sustainable

Collectively, protected areas receive 8 billion visits annually, resulting in \$600 billion in visitor spending ([UNEP](#))

UNESCO (The United Nations Educational, Scientific and Cultural Organization) recognise that competitiveness is based on high quality unique experiences. The goal is to promote sustainable development based on heritage values and create added tourist value for the sites. [UNESCO](#)

Smart energy management is at the heart of any sustainable business model. An investment in energy efficiency – however small – will help drive increased competitiveness and build resilience to the headwinds of market uncertainty and energy price volatility. In the process, a reduced environmental footprint will appeal to an increasingly environmentally conscious consumer

[Sven Spollen-Behrens, SFA Director](#)



Resources & Support



Get Funding Support and Expertise - as an example IRELAND

The Sustainable Energy Authority of Ireland (SEAI) provides grants and supports for businesses who want to cut down on energy costs, meet energy saving targets or become more efficient and aware of their usage.

Local Enterprise Office Green for Micro programme, affords two days of consultancy services to micro businesses or SMEs wishing to avail of advice Green Start programme does provide €5,000 toward hiring an environmental consultant for a maximum of seven days,



Digitising your project can protect them and increase accessibility globally boosting the growth and competitiveness of Europe's cultural and heritage tourism. Smart technologies can help businesses be more efficient in their environmentally sustainable operations.

The Council of Europe's D8 is about protecting, restoring and enhancing heritage, making greater use of new technologies. Working with heritage operators. Specialists about the new technologies their potential and limits. Looking at pre-restoration and exploration techniques using digitisation, augmented reality, 3D scanners, modelling, drones, LiDAR, etc. Example develop representations of heritage through new technologies 3D modelling and printing.

For those in Cities - The European Capital of Smart Tourism recognises outstanding achievements in four categories: sustainability, accessibility, digitalisation as well as cultural heritage and creativity by European city destinations. This new EU initiative encourages innovation in EU tourism destinations and sustainable tourism development.



WANT TO KNOW MORE ABOUT HERITAGE?

D10 Strategy explains how cultural heritage gives the region a distinctive character making it more attractive and better known. Heritage is unique to where it is located, it is also an asset for a region's social and economic appeal and reputation. Consider the regions diversity, its traditional activities, the quality of its heritage in line with the local resources and destination image.

Warmer Welcome and Experience For Your Guests

Sustainable tourism development involves the balancing of social, economic and environmental goals. Sustainable tourism sees tourism within destination areas as a triangular relationship between host areas and their habitats and peoples, holidaymakers, and the tourism industry

Next Generation Library



Sustainable Tourism encourages low impact on the environment and local culture, while helping generate local economic income, employment and conservation of local ecosystems. This achieves social sustainability and minimises tourism hostility. As a result you improve the lives and environment of the local communities; they become happier, they are not disturbed or negatively affected and have better livelihoods. They therefore will make your guests feel welcome, share and engage with them – even tell stories!!

Regenerates, Diversifies and Reinvigorates Vulnerable Regions

Further, it aims to minimize environmental and cultural damage, optimize visitor satisfaction, and maximize long-term economic growth for the region. It is a way of obtaining a balance between the growth potential of tourism and the conservation needs of the environment.

Next Generation Library



Valuing, conserving and protecting your local tourism environment can sustain fragile areas, regenerate rural areas, diversify businesses and create unique cultural experiences for visitors. These experiences usually attract environmentally conscious tourists who respect and appreciate the local natural and cultural heritage.

They seek these places in search for high quality unspoiled scenery, peace, quiet and learning.

- Using electric bikes instead of cars can make stunning places now accessible to all levels of fitness (see Slovenia Case Studies)
- Farm Stays are becoming more and more popular for farms diversifying . They attract visitors who want to experience authentic cultural and heritage experiences. They want to stay an authentic local farm and home, eat the homemade food at the kitchen table, visit the farm animals and learn how to milk a cow, take a pottery lesson from the local craft person.

Game Changer

06

It Enhances The Tourism Experience Offering

Preserves and Protects Local Culture and Heritage

Educating tourists and locals giving them a better understanding and appreciation of their impacts can improve their personal attitude, reduce environmental impacts and actually enhance your offering. Ensuring your environment is unspoilt, untouched and maintained is worth its weight in gold – consider clean air, unpolluted waters, unspoilt scenery, having a view to yourself. You contribute to the economic health of your destination helping to create, maintain and keep locals employed. Locals in the community become educated and are happier, therefore want to stay and conserve local customs, traditions and culture.



A Sustainable Journey

Best Movie
Promoting
Sustainability

EUROPARC
Sustainable
Environmental
Culture & Heritage
Tourism Video



"A Sustainable Journey" depicts the story of a traveller seeking to escape every day's pressures to a different kind of tourism that is good for nature and good for people. The traveller invites the viewers to make more sustainable holiday choices.

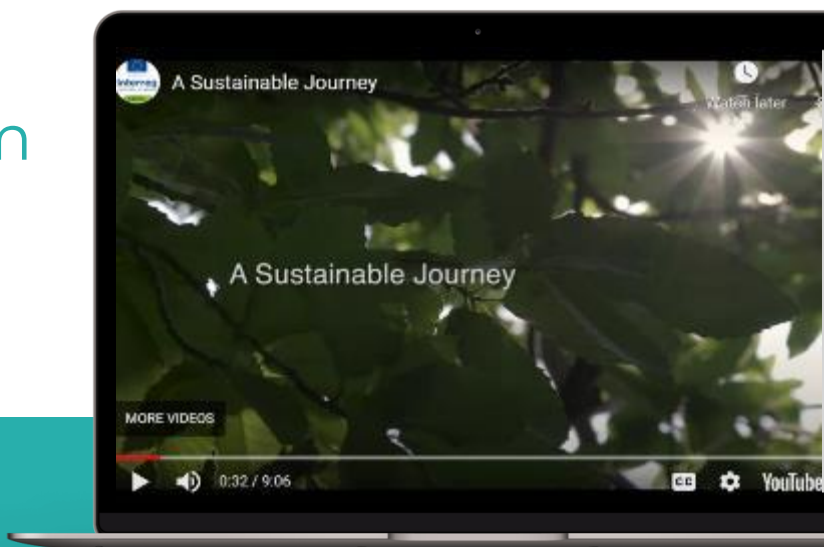
It was produced by EUROPARC Federation in the framework of CEETO project and the support of Interreg Central Europe, filmed in place in the Alpi Marittime Natural Park and Marguareis Natural Park in Italy, and Mercantour National Park in France. It was selected among more than a hundred audio-visual productions from 24 different countries.

We believe that Sustainable Tourism is a state of mind, a conscious choice to work, live and be on holiday in a different way.
[EUROPARC Federation](#), 2012

“A Sustainable Journey” guides us through an experience of tourism that speaks to our hearts and minds. We can enjoy our holiday while being responsible and caring towards nature and the culture of the chosen destination. Watch this film in [German](#), [Italian](#), [French](#) or [Spanish](#).

EUROPARC Sustainable Environmental Culture & Heritage Tourism Video

Some Key Takeaways from the Movie!



- ✓ Some Key Takeaways from the Movie!
- ✓ Growing movement for people wanting simple, real, natural and authentic considerate experiences
- ✓ People want to be able to breath properly, breath fresh air, sleep properly, eat good simple healthy food, discover authentic things and have experiences that don't affect the earth or environments they inhabit or engage in
- ✓ A place where you can have a relationship with nature, yourself and others. nature allows us to build strong connections and memories that will be remembered forever
- ✓ Respect, understand, learn, discover, immerse, feel the weather, see amazing views, support livelihoods, experience culture, learn about the habitats and new environment you are in, have the right attitude to protect nature, protect what you love and learn from it, protect the future of tourism, eat wholesome natural food
- ✓ The rules are simple the environment is for everyone and should be respected not ruined beyond repair or recovery
- ✓ Escape from the hustle, take a break from eating processed food, connect with the locals, learn culture and traditions, hear different music, see different sights.

[Full Articles](#)

Game Changer

07

The Future of European Tourism Relies on Quality Tourist Experiences

Our iconic landscapes are often one of the most cited reasons for tourist visits to Europe. Tourism is a booming business. It produces almost 5% of the world's economic turnover, employs around 200 million people globally and is the fastest growing industry. Tourism is also one of the main economic drivers of Europe's rural economies; directly and indirectly, it accounts for around 10% of European GDP and 20 million jobs. ([EUROPARC](#))

As more regions and countries develop their tourism industry, it produces significant impacts on natural resources, consumption patterns,

pollution and social systems. The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole. ([Sustainabletourism.net](#))

*Sustainable Cultural Tourism
Sustainable cultural tourism is the integrated management of cultural heritage and tourism activities in conjunction with the local community creating social, environmental and economic benefits for all stakeholders, to achieve tangible and intangible cultural heritage conservation and sustainable tourism development ([Europa.eu](#))*

The future of European tourism relies on the quality of the tourist experience – tourists will recognise that places that care for the environment, their employees and local communities are also more likely to care for them. By integrating sustainability concerns into their activities, tourism stakeholders will thus protect the competitive advantages that make Europe the most attractive tourist destination in the world – its intrinsic diversity, its variety of landscapes and cultures. In addition, addressing sustainability concerns in a socially responsible manner will help the tourism industry to innovate its products and services and increase their quality and value

(Europa.eu)





Tourism, if managed well, offers benefits to our world heritage and can be accessible to current and future generations. If not managed well, poses threats to World Heritage properties. UNESCO

A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (10, 20+ years) and realizing that change is often cumulative, gradual and irreversible.

Economic, social and environmental aspects of sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government.

<https://sustainabletourism.net/>

At the same time, environmental degradation and climate change have the potential to dramatically disrupt general tourism patterns and do considerable damage to particular destinations. Rising sea levels, desertification, and changing weather patterns have the potential to damage or destroy the very elements that attract tourists. (Strategy Business)

This is already happening and getting worse year on year;

- The Western world (with 17% of the worlds' population) currently consumes 52% of total global energy. A European uses 14x more energy than someone living in India.
- By 2050 climate change could have directly led to the extinction of 30% of species, the death of 90% of coral reefs and the loss of half the Amazon rainforest.
- Since 1970 a third of the natural world has been destroyed by human activity. Almost 2/3 are degraded by human activity
- The average person in the UK uses approximately 150 litres of water per day – 3 times that of a local village in Asia. Eating beef is the most water consumptive practice by travellers
- Buying local could achieve a 4-5% reduction in GHG emissions due to large sources of CO2 and non CO2 emissions during the production of food.
- 2016 was the warmest year by margin on record. Seawater is expected to rise 70 cm in the next 10 years
- Every year we dump 40 million tons of carbon pollution into our atmosphere.

European & International Support Frameworks



Tourism SDGs (Sustainable Development Goals)

UNWTO is responsible for the promotion of responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

The 2030 Agenda for Sustainable Development, does this by providing a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. For tourism environmental operations and competitiveness are two of the key business drivers for sustainability. Companies can take advantage of the 2030 Agenda, by embracing provided example sustainable business models and practices. The SDGs can be used as an overarching framework when connected with sustainable operations and Corporate Social Responsibility (CSR) strategies.

In the next section we will look at a couple of the main SDGs that apply to environmentally sustainable tourism businesses;

Number 06

Clean Water and Sanitation

Number 07

Affordable and Clean Energy

Number 09

Industry, Innovation and Infrastructure

Number 12

Responsible Consumption and Production

Number 13

Climate Action

Number 14

Life Below Water

Number 15

Life on Land

Examples of The Tourism SDGs



Examples of The Tourism SDGs

SDG 13 – CLIMATE ACTION

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.



SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION

The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.

SDG 6 – CLEAN WATER AND SANITATION

Tourism investment requirement for providing utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in tourism, pollution control and technology efficiency can be key to safeguarding our most precious resource.



SDG 7 - AFFORDABLE AND CLEAN ENERGY

As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce green house gases, mitigate climate change and contribute to access of energy for all.



Section
03

Implementation



What Can Tourism Businesses Do to Become More Sustainable?



This EYR Guide is the perfect start for nature based, culture and heritage tourism SMEs to become champions of sustainable growth in Europe. In this section, you will be guided using a step-by-step approach, a series of checklists, case studies, videos, articles, resources and much more. The more tourism stakeholders that embrace the opportunities that sustainability offers, implement the practices outlined, the more we can alleviate the negative impacts of tourism, for all our sakes.

Europe is the most attractive tourist destination in the world, and tourism plays a major part in growth and job creation in Europe. The sector's competitiveness is closely linked to its sustainability, as the quality of tourist destinations is very much influenced by their natural environment and their local community. For this reason it is necessary to take a holistic approach, addressing not only the economic prosperity of the sector, but also social cohesion, environmental protection and promotion of the culture of European tourist destinations. (Europa.eu)

It is in tourism businesses best interests, they have a major responsibility and role to play. If tourism businesses don't implement environmentally sustainable business practices now they will face demand and supply challenges e.g. climate change, water scarcity, societal problems, rising temperatures, depleted natural resources, extinct habitats...Tourism SMEs need to start by addressing the environmental and social concerns in their immediate business activities, environments, policies, practices and initiatives to prevent and manage tourism threats and impacts.

Step by Step Implementing Sustainable Tourism Practice

This section will provide you with a foundation and step by step approach to successfully implement environmentally sustainable practices to develop and diversify in a way that complements your business and the natural environment. It will cover how you can adapt natural environmental values and strategies that include you, your staff, community and guests. It includes how you can incorporate and carefully manage what is fundamental to your tourism attraction or experience; including landscape, wildlife, and cultural and heritage values.

Step 1 - Assess Your Current Impact on the Environment

You need to understand the environmental effects of your activities. Start by considering your internal business, what you purchase, your external environment and landscapes, how you conserve, protect, reuse and recycle where possible.

Here is a list of some quick questions to understand your current focus and if there are other environmentally sustainable practices you can incorporate. If you tick most of them you are well on your way to being environmentally sustainable.

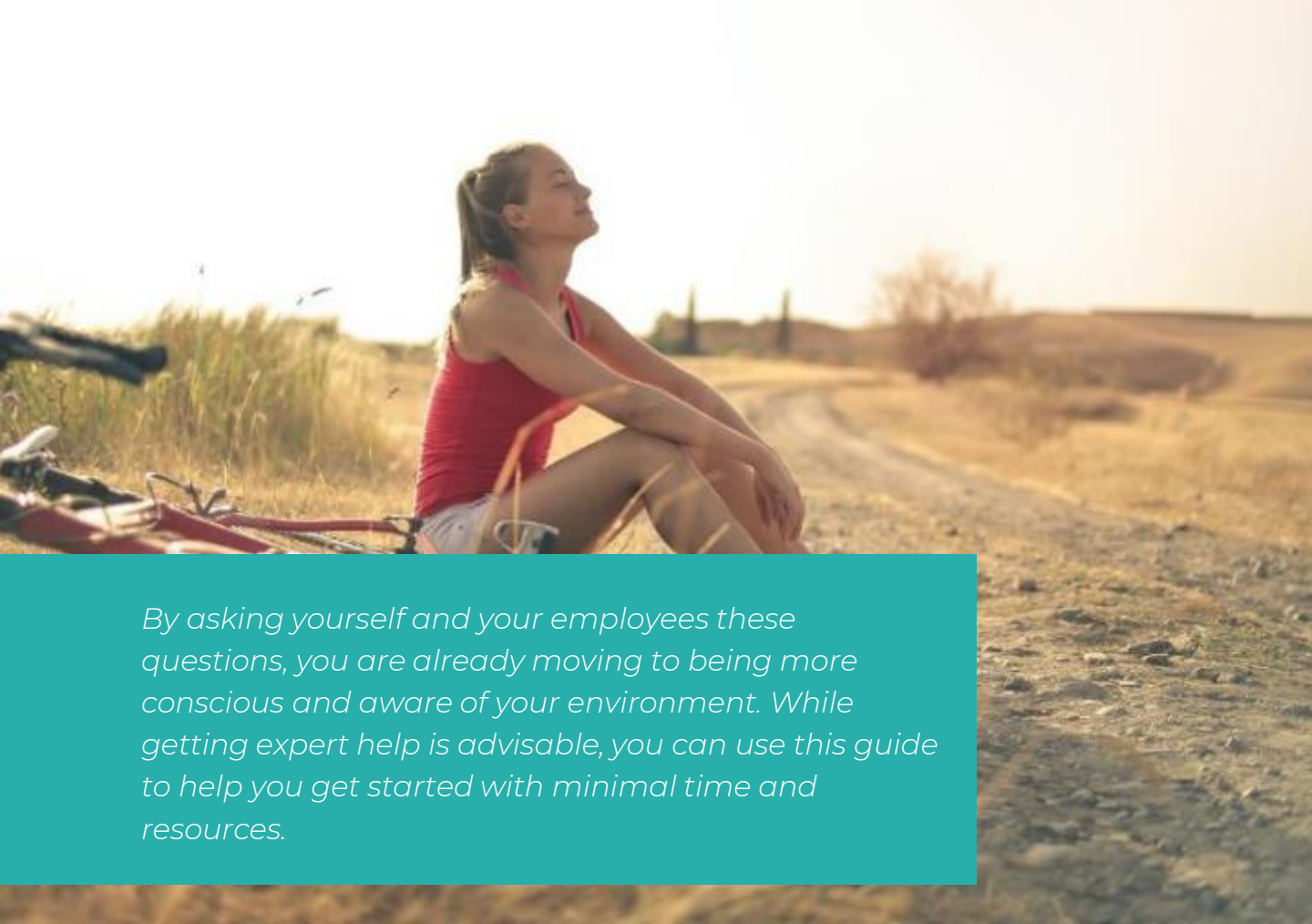
Environmental Sustainability Checklist!

- **Do you already take responsibility for the damage your business causes to the environment?** (e.g., Do you manage your wastewater and know where it goes? Do you encourage your staff to carpool or use public transport? If you offer tours – what size are your tour groups? Travelling in groups of small numbers has less impact on the flora and fauna in an area than having hundreds of people visiting a destination at once).
- **Do you already research, work with or benchmark yourself against other tourism companies in terms of environmental performance?**
- **Do you inform guests and educate staff on your environmental/sustainability ambitions?** (e.g., Do you have signage and information on how they can contribute to being environmentally sustainable? Does your staff print on recycled paper? Do you already have an Environmental Policy?)
- **What conservation/reduction measures are you undertaking for water, waste and energy?** (e.g., Do you use energy efficient lighting? Do you conserve rainwater? Do you have light sensors? Do you have dual flush toilets?)
- **Do you have a vendor/supplier policy?** (e.g., do you make sure you do not purchase products that are toxic to our environment, do you purchase products that are Fair Trade, organic or from local producers?)

Step by Step Implementing Sustainable Tourism Practice

Preserving Local Culture and Heritage

- **Do you already use, sell or make suggestions where guests can purchase local products to support the local community?** (e.g., advertise inhouse or provide information on farmers markets, local souvenirs and authentic local restaurants?)
- **Do you support any local culture and heritage projects?** (e.g., volunteering or donating a percentage of your profits to local culture, heritage or social causes?)
- **Do you make sure than none of your suppliers exploit children or have break human rights conduct? Do you make sure they have environmentally sustainable products?** (e.g., purchasing fair trade or biodegradable products)
- **Do you hire local staff?**
- **Do you cross-promote other local businesses?**



By asking yourself and your employees these questions, you are already moving to being more conscious and aware of your environment. While getting expert help is advisable, you can use this guide to help you get started with minimal time and resources.

Step by Step Implementing Sustainable Tourism Practice

Step 2 - Start Measuring to Monitor and Manage

Start monitoring your usage

Accommodation providers can record utility meter readings and compare to number of guests, bed nights and tickets over the same period (e.g., electricity, water, fuel deliveries, food orders in ratio to guest numbers). Activity providers can do a similar exercise. Monitoring allows you to be immediately environmentally sustainability in a tangible way where it counts, saving you money, benefiting your business and improved daily performance.

Sub-metering allows you to monitor areas separately (e.g., accommodation, kitchen, toilets, staffing areas). They can create a better understanding and control of consumption and costs e.g., it will highlight if you need to modify visitor staff energy use.

Example Measurements:

- ✓ Electricity and energy consumption in kilowatt hours (kWh) per square meter of serviced space
- ✓ Fresh water consumption in litres or cubic meters (m³) per guest per visit/day/night
- ✓ Waste production (kg per guest per night and/or litres per guest per visit/day/night)

Step 3 - Develop Your First Sustainability Plan and Educate Staff

- When developing your Sustainability Plan, you don't need to do it alone. There are many experts and resources out there to help you. Especially in the very beginning, you should consider all support options either through networks, funding, community supports.
- When developing your Sustainability Plan make sure to factor in anticipated future growth, usage and how these priorities may need to be scaled, how they will strengthen and improve your product offering (e.g., providing a high quality environment).
- high season so that your business can grow within sustainable limits.
- **Involve Staff:** Make sure staff are familiar with your plan policies so that they can explain what the business is doing. It is always a good idea to invest in signage, information guides, visual displays and official staff training.
- **Get Recognised:** **Once you are confident in your environmentally sustainability measures** after 6 months – 1 year it is worth considering recognition and awards.



Read More

[How to Create a Sustainability Action Plan for Your Tourism Business](#)

Step by Step Implementing Sustainable Tourism Practice

The 2007 Commission Communication, 'Agenda for a sustainable and competitive European tourism' recommended the use of the following principles to address any potential challenges:

- ✓ Taking a holistic, integrated approach;
- ✓ Planning for the long term;
- ✓ Adopting an appropriate pace of development;
- ✓ Involving staff, local community, guests and other tourism stakeholders;
- ✓ Use the best available knowledge suitable to your type of business;
- ✓ When deciding on your priorities consider if you are minimising and managing risk; the impact and costs; what your limits are and what you can do now e.g., practicing continuous monitoring of energy

Step 4 - Educate Your Guests and Get Them Involved

- Let guests/visitors know the actions you've taken and, whenever possible, how it will improve their visit, experience or stay. Provide information in heavy footfall areas such as reception zones to ensure guests enjoy the best of the area while improving the impact on the local economy and environment. Prioritise a handful of actions and present them positively as choices rather than rules.
- Guests/visitors are more likely to join in if they first see your efforts and are aware that other visitors are taking action. So, get your staff to show by example and visual displays to inform.
- Be creative and visual in 'telling your environmental friendly story' rather than technical.
- A 'drip feed' of social media provides a great opportunity for examples to be presented. Or you could ask guests to share User Generated Content (UGC) on their social media networks.
- Communicate Your Achievements: Never exaggerate your actions taken. Make use of annual awards and/or certification schemes to provide independent proof. Good communication can add appeal and enhance the guest experience. Done poorly it can feel tokenistic or preaching.
- Promote on-site environmental activities to your guests to improve conservation funds and reduce their travel impact e.g., set up a voluntary 'gifting' scheme where a business collects funds for a local environmental cause e.g. a community pollinator plan. Alternatively make a corporate match donation to a local environmental or educational charity.

Step by Step Implementing Sustainable Tourism Practice



Step 5 - Support Local Culture, Heritage and Communities

- Although guests/visitors may spend a high proportion of their time within your attraction or experience, they are also interested to explore further afield. Providing examples of likeminded areas/attractions will give guests more reasons to come and stay, it will also enhance a richer experience of the surrounding area. Promoting local complementary attractions will save fuel costs, increase wellbeing and provide a more relaxing stay.
- Highlight current events taking place in the local area e.g., festivals, music, dance.
- Promote the full range of ways that people can explore. Include any available public transport, not forgetting to mention any scenic journeys, the name of relevant bus stops and any special tickets, along with local walks, cycle hire/horse-riding or guided tours.
- Get involved in community activities and projects that protect the environment, local culture, heritage and traditions. Give incentives to staff who do likewise.



Spotlight On Sustainable Tourism Scotland and its SMEs



Sustainable tourism is the way of the future. Scotland's tourism businesses are already taking innovative and creative ways to becoming more environmentally responsible.

They are doing what they can to minimise their carbon emissions, protect their ecosystems and support their local communities. Businesses range from nature based, cultural and heritage attractions, tour companies and accommodation providers. They are embracing alternative green energy sources to reduce their carbon footprint.

They have particularly found ways to help off-set their environmental impact through measures to tackle energy inefficiency and fuel consumption, support local economies and boost awareness natural conservation. Solution activities include implementing renewable energy, replanting, vegan and sustainably sourced food and drink and clean transport.

[Full Article Here 4 Ways Tourism Businesses are Becoming Sustainable](#)

Scotland's Approach to Responsible Tourism

Case Study Getting People Involved Campaign *Scotland*

Scotland demonstrates its approach to environmentally sustainable and responsible tourism using a holistic approach so that everyone can participate; businesses, visitors and communities. This is a win-win-win when everyone contributes to alleviate the negative impacts of tourism on the environment. It does this by educating the visitor what they can do and how they can minimise their impact. Businesses lead by example informing how they are already invested in environmentally sustainable practices. Communities can participate by volunteering and gain work experience. and even provides ways that locals can volunteer and possibly become employed.

[Full Information Here](#)



Scotland's Responsible Tourism Promise

Let's keep Scotland special! Now and for generations to come. Whether Scotland is your home or your destination, it's all of ours to care for. So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy. Join us to #RespectProtectEnjoy Scotland. restoration to working in a visitor centre

Guests & Visitors

Visit Scotland [educates its visitors how to be responsible](#) during their time in destination and during COVID so that they can better understand the environmental impacts of tourism.

1. Highlights [5 Ways To Explore And Experience Scotland Sustainably](#)
2. Identifies [7 Great Ways Visitors can](#)
3. [Help Keep Scotland's Beaches Clean](#)
4. Reduces omissions, costs, congestion by informing guests of [10 Easy Trips by Public Transport](#) and of [Train Accessible Bike Routes](#)
5. Distributes booking capacity/numbers, lengthens seasonality, manages over crowding and protects the environment from damage [15 Great Reasons to Take and Off Season Holiday in Scotland](#)

Businesses Leading By Example and Building Reputation as Leaders by demonstrating [4 Ways Tourism Businesses Are Becoming Sustainable](#). Spotlight on alternative accommodation: [Eco Accommodations](#) and [Wild Camping](#)

Communities and Visitors Can Play a Part by engaging in one of the [Amazing Working Holiday And Volunteering Ideas](#) e.g. drone photography, habitat restoration to working in a visitor centre

Scotland's Approach to Responsible Tourism

Case Study Getting People Involved Campaign Scotland

Responsible Tourism Campaign (in the midst of Covid)

Scotland's Responsible Tourism campaign asks visitors to protect countryside and respect communities. Aimed at protecting the countryside as the weather improves and with lockdown measures set to be eased soon. The campaign includes a film on responsible tourism that was broadcasted across radio, YouTube, Facebook and Instagram alongside billboard and outdoor digital screen advertising in Scotland's main cities. This is supported by a dedicated responsible tourism page on [visitscotland.com](https://www.visitscotland.com)



Sample Stakeholders Approach have a wide variety of tours, guides and holidays on offer and focus all their operations on being sustainable and leaving no trace. They have a partnership with a local trust, which means that part of the profits every year go to helping the trust with some of their local projects as well as giving money to other projects that promote destination conservation.

<https://www.visitscotland.com/about/responsible-tourism/>

We want to protect the stunning landscapes and wildlife that Scotland is famous for and the communities that are such an important part of our culture. We are asking everyone to help keep Scotland special by ensuring we protect our natural resources by being responsible and respectful when out and about. We have a unique opportunity to positively engage audiences to enjoy the outdoors responsibly and come together to develop a Scotland-wide strategic and coordinated approach to help protect what's there for future visitors and aid the recovery of our rural economy."

Vicki Miller, Director of Marketing and Digital at VisitScotland



Loch Ken Eco Bothies - Accommodation

Renewable Energy

Stay at one of the [Loch Ken Eco Bothies](#) at Galloway Activity Centre. These custom-built structures are powered by solar panels and made from renewable materials. Each bothy has a wood burning hot tub and a kayak, but there are no TVs or Wi-Fi, so pick one for your perfect digital detox.



Argyll Walking Holidays – Tour Guide



Replanting

[Argyll Walking Tour Company](#) is passionate about letting people access some of Scotland's most wild and remote places. To lessen the impact of their minibuses they donate to Trees for Life helping restore the ancient Caledonian forest of the Highlands.

JP Orkney Tour Company - Transport

Renewable Energy

[JP Orkney](#) – this tour company based in Orkney is the only business of its kind to offer tours in (or the rental of) a fully electric van which also doubles as a campervan. Enjoy a carbon emissions-free drive around the magnificent Orkney Isles in the Nissan ENV200.



Inveraray Castle, Argyll Estate – Attraction



Renewable Energy

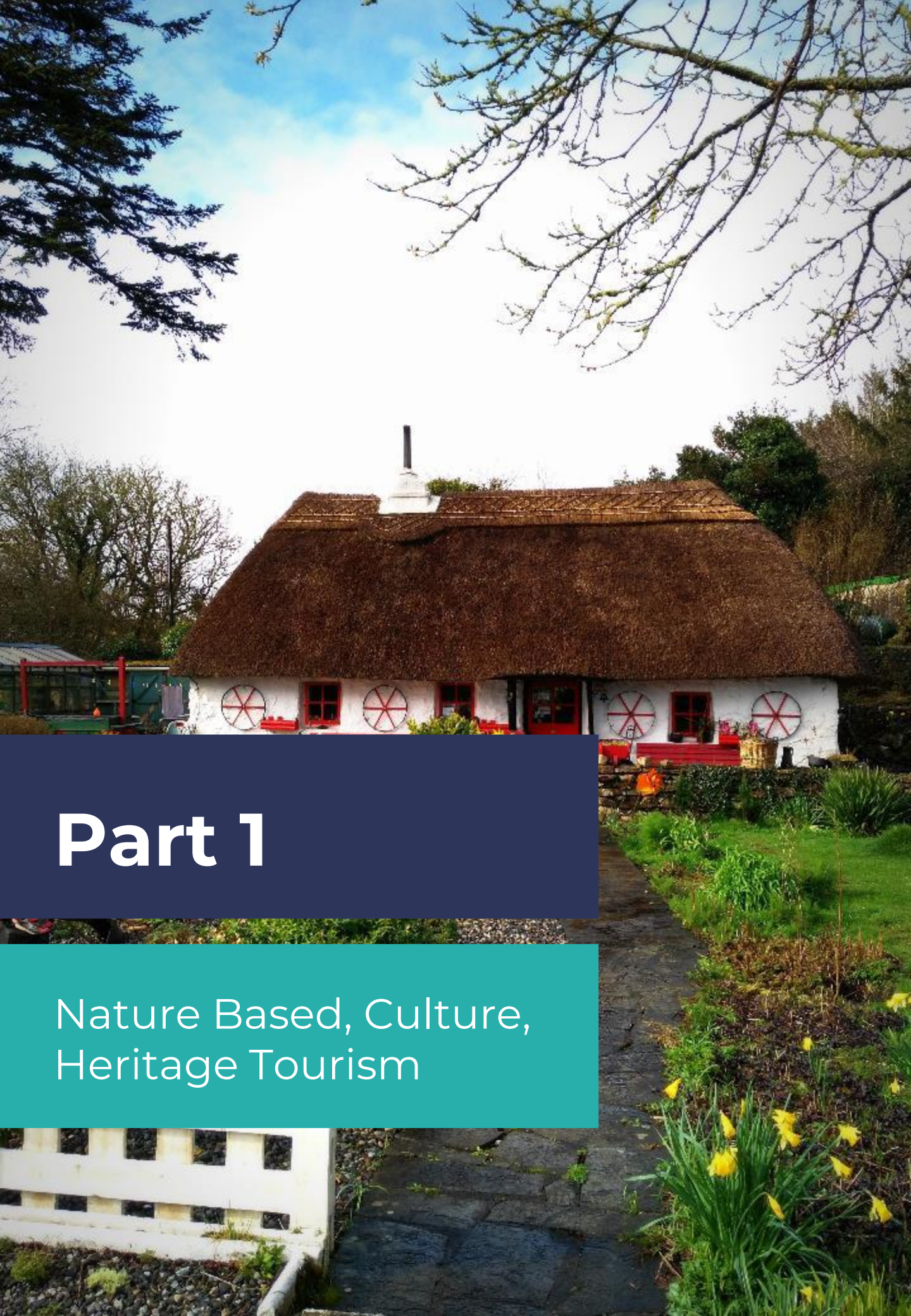
A romantic 18th century castle with a forward-thinking approach to sustainability provides a visitor charter for its guests, outlining how they can explore, shop and adhere to the [Countryside Code](#) while visiting the area, Argyll Estates also has its own windfarm and biomass heating system.

Loch Arthur Farm Shop & Café – Food & Drink

Vegan & Sustainably Sourced Food & Drink

[Loch Arthur Farm Shop & Café](#), Dumfries– understand shopping locally and organically isn't just good for the environment, it can also make a huge difference to people's lives. Loch Arthur is part of working community that looks after people with learning disabilities, some work in the café and shop. Everything is made using organic ingredients, grown and reared on the farm, or sourced locally.





Part 1

Nature Based, Culture,
Heritage Tourism

Protecting Nature Based, Culture and Heritage Tourism



The purpose of this section is to guide nature based, culture and heritage businesses in natural and rural tourism destinations. It demonstrates how enterprise and community led sustainable planning endorsed by all agents (including staff and tourists) can lead to both economic and environmental balance. Environmentally sustainable tourism can be an answer to poverty, positive social change and climate change problems.

By implementing the checklists provided in this section rural businesses and regions can create sustainable tourism destinations, be inclusive of the wellbeing of all those involved and protect and conserve the natural and cultural heritage. It starts with the businesses and the communities they reside. It doesn't have to cost a lot, start small and what can be achieved right away and on a priority basis.

In order to protect the environment and incorporate sustainable development nature based, culture and heritage businesses, communities and all those

who partake in the destination must recognise and understand the importance of preserving and protecting biodiversity and natural areas and use them in a sustainable manner. It must become a culture, communities, stakeholders and businesses need to educate and make those who visit and live in the destination aware and informed. It will foster best practice entrepreneurship, enables a collective responsive culture across local communities, and encourages tourists to preserve and respect natural and cultural heritage.

If managed the right way the potential of environmental and sustainable tourism in destinations can span to create a diverse offering that will draw responsible, respectful and ethical tourism and visitors; natural tourism, adventure travel, cultural tourism, green tourism, bio tourism, slow adventure, eco-tripping, socially responsible tourism, heritage tourism...and more. All equally lucrative and on trend as environmentally sustainable development initiatives.

Challenges for Sustainable Nature Based, Culture & Heritage Tourism



Nature based, cultural and heritage tourism businesses face many challenges as outlined below. Implementing the suggested environmentally sustainable tourism practices will definitely assist in providing solutions, minimising or eliminating these challenges.

1. Preserving quality natural and cultural resources for current and future generations;
2. Making sure visitors expectations are met and they have a great experience of the destination, natural resources, attractions, culture, food and people;
3. Promoting the wellbeing of the local community and supporting the local economy;
4. Reducing the seasonality of demand so that their businesses are economically and environmentally sustainable and can earn a living all year round;
5. Limiting the environmental impact of tourism-related activities e.g., transport, noise, littering, anti social behaviour, over crowding, damaged natural environments, increased waste;
6. Making tourism accessible, inclusive and affordable to all;
7. Improving the quality of tourism jobs (fair pay, working conditions etc), employing locals, providing relevant training;

You Are Not Alone!

How SMEs can Involve People to Help Preserve and Protect Their Culture and Heritage Businesses!

Businesses can implement a number of measures such as involving different people in their efforts such as; experts, local communities, networks, staff and visitors. They will not only be helping to sustain a competitive tourism business and improving the livelihoods for everyone, they will simultaneously preserve, protect and conserve the environments they live, work and play in.

- **Other Local Businesses:**

By working with other responsible local businesses in the challenge to protect the local culture, heritage and the environment knowledge and understanding can be shared. Together research and investigate other best practice businesses. Look at existing different pricing structures and strategies used to encourage longer stays, manage low numbers and spread visits across low seasons with minimal impact e.g. the optimal approach may be to implement common destination wide environmentally sustainable tools. This can include charging fees (to fund conservation), may be to limit the number of visitors to a protected environment, charge higher rates during the summer and lower rates in the winter to offset seasonality, schedule opening and restrict access (to manage footprint)

- **Local Community:**

Ensure the local community knows how to contribute and enhance the authentic cultural heritage where they live. Make sure to not forget about the young people engage them in community projects, jobs, volunteering, training, e.g. [European Solidarity Corps](#). Open up your property for potential community events that will benefit your business and sustainable mission





You Are Not Alone!

How SMEs can Involve People & Experts to Help Preserve and Protect Their Culture and Heritage!

- **Get Visitors Involved:**

Lead onsite education presentations for customers about the local community history and environment so that they are aware and receive a meaningful informed visitors experience. Inform them what makes your destination and business special, how it is authentic and unique (e.g. tell them traditions, customs and stories) then tell them how they can avail or source local produce, meet the craft maker, purchase local goods, souvenirs and services. Inform them of your environmental principles such as; use sensitively by not going off track and following the signage, only take what you need, leave as you found, use the recycling and compost bins, do not waste, do not use plastic. Volunteering is another great option (become an educator/guide, clean up litter)

- **Local Cultural and Heritage Providers:**

Enhance and add to your cultural and heritage experience offering by incorporating the skills of local art and craft makers in your facility for sale, experience offering, display or promotion and make information available to customers where they were made, how to contact and source.

- **Promote Complementary Services & Attractions:**

Provide information about complementary local attractions, restaurants and cultural activities. Even better work as a destination, most tourists have a diverse set of needs to be met e.g. complementary attractions, different types of accommodation, services and experiences. Work with these businesses how you can package together, develop pricing strategies and booking capability.

- **Train Staff:**

Develop staff training programmes to raise awareness of sustainability, environmental issues, responsible tourism etc. Make sure staff are well-informed on local customs, rules and social understanding (traditions, cultural ethics etc)

- **Extend to Other Regions:**

Work with, communicate, relate and interact with external local communities outside of the destination or region so that there is 'shared ownership and aligned regional understanding'. There are so many possibilities working together such as sharing expertise, pooling resources, working together on future development plans, networking etc.

- **Work with Experts in the Field:** Engage and converse with external communities, networks, experts and organisations in the field of conservation, protection and environmental sustainable development. Invite them to come to speak at your business to the community and staff.
- **Hire an environmental or energy expert** so they can advise you how to best monitor and record data that can better impact environmentally sustainable efficiency operations and activities. This will ultimately save you money. This is often money well spent. They can advise you of the best monitoring system to your needs, where to source it and if there is funding available
- **Engage with local enterprise and environment and support agencies** to investigate and avail of existing funding, awards, toolkits that support environmental and sustainable tourism. Most of the training and funding is free.
- **Communicate and Promote with Media** your ethics and environmentally sustainable strategy both online and offline. Inform local papers and radio stations and leverage free publicity i.e. your responsible tourism mission, 'minimal impact statement', how you manage your 'ecological footprint' these types of platforms can not only expose you to a bigger audience but show you are someone who cares about the most important challenge we face today – the environment!
- **Support the Local Community and Economy:** They will thank you for it, promote and support you. Prioritise employment opportunities for local community members. Exceed minimum local standards for employee's wages, salaries and benefits, ensuring a liveable working wage. This will make sure your cultural offering is authentic and make sure your indigenous staff stay and your economical contribution stays local.
- **Support local businesses goods and services** who promote environmental sustainability whenever possible by purchasing and using their services that includes not directly related to tourism (e.g., chefs, growers, plumbers, gardeners, environmentalists, eco friendly producers of alternative materials).

The **next section** covers a series of checklists that businesses can use to develop their own **Environmentally Sustainable Management Plan** tailored to their business.

Preserving the Culture, Heritage and Local Indigenous Communities



Customers Can Participate and Contribute!

- ❑ Leave behind only your footprint, don't damage property, throw litter or waste water
- ❑ Use and purchase traditional and locally grown agricultural products, services, arts, crafts etc
- ❑ Bring, use and purchase recyclable products where possible
- ❑ Avoid tampering and lifting artefacts, furniture, upholstery, antiques, historical literature when at a historical attraction e.g. museum, castle, ruins or worshiping areas.
- ❑ Don't lift stones from old ruins or graves and place elsewhere or take them away.
- ❑ Pick up litter; take it home with you or dispose of correctly
- ❑ Clean up after your dog
- ❑ Keep to certain noise levels at certain times to avoid noise pollution
- ❑ Do not disturb farm animals and keep your dog on a leash around farmland
- ❑ Do not disturb natural flora, fauna or animal habitats

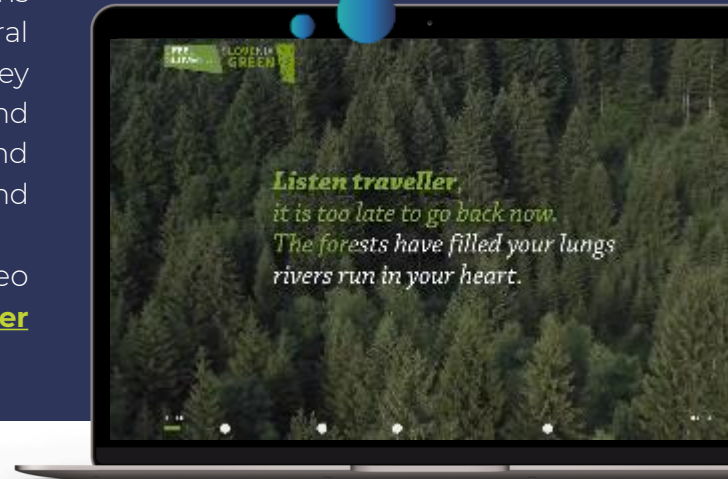


Visitor Contributions Messages, Slovenia

Slovenia ranks fourth among 154 countries in terms of its positive contribution to the planet and the climate. It boasts vast forests, rich biodiversity, numerous protected areas and parks, exceptional water wealth and high-quality drinking water. Slovenians pride themselves on their rich cultural heritage, which they actively preserve. They also provide key messages, guidance and instructions how their guests can help and contribute and ensure a green and responsible visit to Slovenia for everyone

Interactive Video
<https://www.slovenia.info/sl/zgodbe/interaktivni-video-zelena-slovenija>

Case Study
How Guests Can
Contribute
I Feel
Slovenia



01

Choose a Green Way Of Travelling Around Slovenia

- ✓ Travel to Slovenia by train or bus or choose an airline that is engaged in a programme to reduce its carbon footprint.
- ✓ Book holiday accommodation that has a Slovenia Green certificate. Certified providers treat waste water, waste and energy responsibly and are closely involved in the local community.
- ✓ Help preserve the delicate balance in natural areas by sticking to existing paths. Cycling or walking outside of trodden paths can cause biotic imbalance.
- ✓ Respect wild animals. Be careful to maintain an appropriate distance. Do not feed animals in their natural habitat. Be equally respectful towards domestic animals.
- ✓ Show your loved ones that you can be romantic without trampling on grass or picking flowers. Blossoming meadows provide pastures for native Slovenian bees, our queens of pollination.

[Read more](#)

When planning your holiday in Slovenia, choose environmentally friendly modes of transport, travel and accommodation'



Visitor Contributions Messages, Slovenia

Case Study How Guests Can Contribute I Feel Slovenia

Find SME Examples of sustainable accommodations, attractions, restaurants, parks, destinations, operators and beaches that have been awarded the Slovenian Green Certificate

[green-scheme-of-slovenian-tourism](#)



02

The Environment and Climate

- ✓ The water in Slovenia is clean and drinkable everywhere you go. We recommend bringing a reusable bottle to avoid buying plastic ones.
- ✓ Help us preserve the abundance of our water resources by taking a quick shower instead of a bath and by closing the tap while brushing your teeth.
- ✓ Separate your waste and dispose of it in designated places. When exploring natural areas, bring your waste, including cigarette butts, to the nearest town.
- ✓ Try to reduce the amount of waste you produce, particularly single-use plastic. Use cloth bags, reuse your water bottle and order your drink without a straw.
- ✓ Contribute to conserving energy when renting accommodation by declining a change of towels and room cleaning. Turn off the lights and air conditioning when you don't need them
- ✓ Choose environmentally friendly soaps and cosmetics that aren't [Read more](#) fragile eco systems

'Be it in the city or in the countryside, the connection between Slovenians and their natural environment can be felt every step of the way. Town centres are within a stone's throw of the natural surroundings. Let's strive for a zero-waste society and keep our environment clean, healthy and safe.'



Visitor Contributions Messages, Slovenia

Case Study
How Guests Can
Contribute
I Feel
Slovenia

[Click to see more on Slovenia's Bee Keeping Traditional Experiences](#)

1. [Guided Excursions and Tours](#)
2. [Beekeeping Tourist Guides](#)
3. [Accommodation with the Bees](#)

[More examples of culture and heritage green experiences](#)

1. [Museum of Apiculture in Radovljica](#)
2. [Jansa's Apiary](#)
3. [Slovenian Ethnographic Museum](#)



03

Protect Culture and Traditions

- ✓ Respect the locals and their culture. Don't invade their personal space or take pictures of them without permission. Respect the dress code and religious traditions.
- ✓ Learn a few basic Slovenian phrases and bring a smile to your hosts' faces. Hello = dober dan, thank you = hvala, How are you = kako ste, this is very good – to je zelo dobro.
- ✓ Taste the rich Slovenian cuisine and support local farmers by selecting traditional Slovenian dishes made from local seasonal ingredients.
- ✓ Buy local. Support local artisans and artists by complimenting their work or buying their products. Choose handmade souvenirs instead of mass-produced ones.
- ✓ Visit traditional events to discover Slovenian habits, customs and traditions.
- ✓ Avoid overcrowded tourist sights. Explore hidden corners of less visited destinations instead and enjoy truly authentic experiences.

[Read more](#)

Every place has its own traditions and cultural treasures that we carefully protect. Some of these treasures are inscribed on the UNESCO World Heritage List. Friendly and hospitable locals add to the charm. Be respectful and kind to them in return'



Visitor Contributions Messages, Slovenia

Case Study Wind Soles France

Wind Soles provide outdoor experiences; hiking, wellbeing breaks, electric bike adventures, trekking, retreats, yoga and camping. Since 2017 they have been part of the European Charter for Sustainable Tourism [CETD](#) and EUROPARC in an effort to preserve and protect natural culture and heritage.

[Website](#)

[You Tube](#)

[Sustainability Approaches and Ethics](#)



Activities Engaged in Environmental Sustainability

- ✓ Educate and immerse their visitors in natural and built heritage experiences with a focus on protecting the environment and the people
- ✓ Participate in the preservation and empowerment through responsible tourism practices slow travel on foot, by bike or with donkeys or by public transport.
- ✓ In each of their destinations they work with partners who have the same ethics. They make a point of promoting short circuits, purchase local products and integrating these small local players into their itineraries to boost the local economy.
- ✓ Value human encounters with locals so their guests can experience the true culture of where they are so they get an authentic guaranteed different experience.
- ✓ Understand their local environment is an essential element so they value it, protect it and take great care of it. All their hikes are practiced with respect and a full awareness of not denaturing or altering the environment.
- ✓ Strive to remain small so that they can minimise impact, make sure connection is enhanced; so they can be available, friendly, listen and share and give undivided attention.
- ✓ Have adjusted their internal management functions, consumption and waste management and engaged in training.
- ✓ Are recognised Tourist Ambassadors for the Causses & Cevennes Territory, UNESCO World Heritage
- ✓ In 2013 they achieved a Diploma of Tourism Ambassador for the Causses & Cevennes Territory.

Training and Education for Employees and Other Businesses



- ❑ Make sustainable practices part of induction/ongoing training and invite suggestions
- ❑ Consider forming a 'green team' and make sustainability a standard item on management meetings/reporting.
- ❑ Create an environmental programme that includes stakeholder participation and input
- ❑ Place informational signing about your sustainable practices in appropriate places
- ❑ Provide an incentive programme for staff and customers to participate in your business's' current sustainable practices
- ❑ Claims of environmental practices are transparent and verifiable by customers and/or third party entities
- ❑ Put a spotlight on your sustainable efforts in publications, advertising, and website
- ❑ Offer feedback or comment cards to get customers and staff input on further sustainable practices
- ❑ Share your experience. Educate others about sustainability by speaking at events and conferences and providing tours of facility's sustainable practices
- ❑ Provide continuing sustainability training for staff and forums for staff input. Include sustainability as part of staff evaluation
- ❑ Participate in an environmental or sustainable tourism certification programme

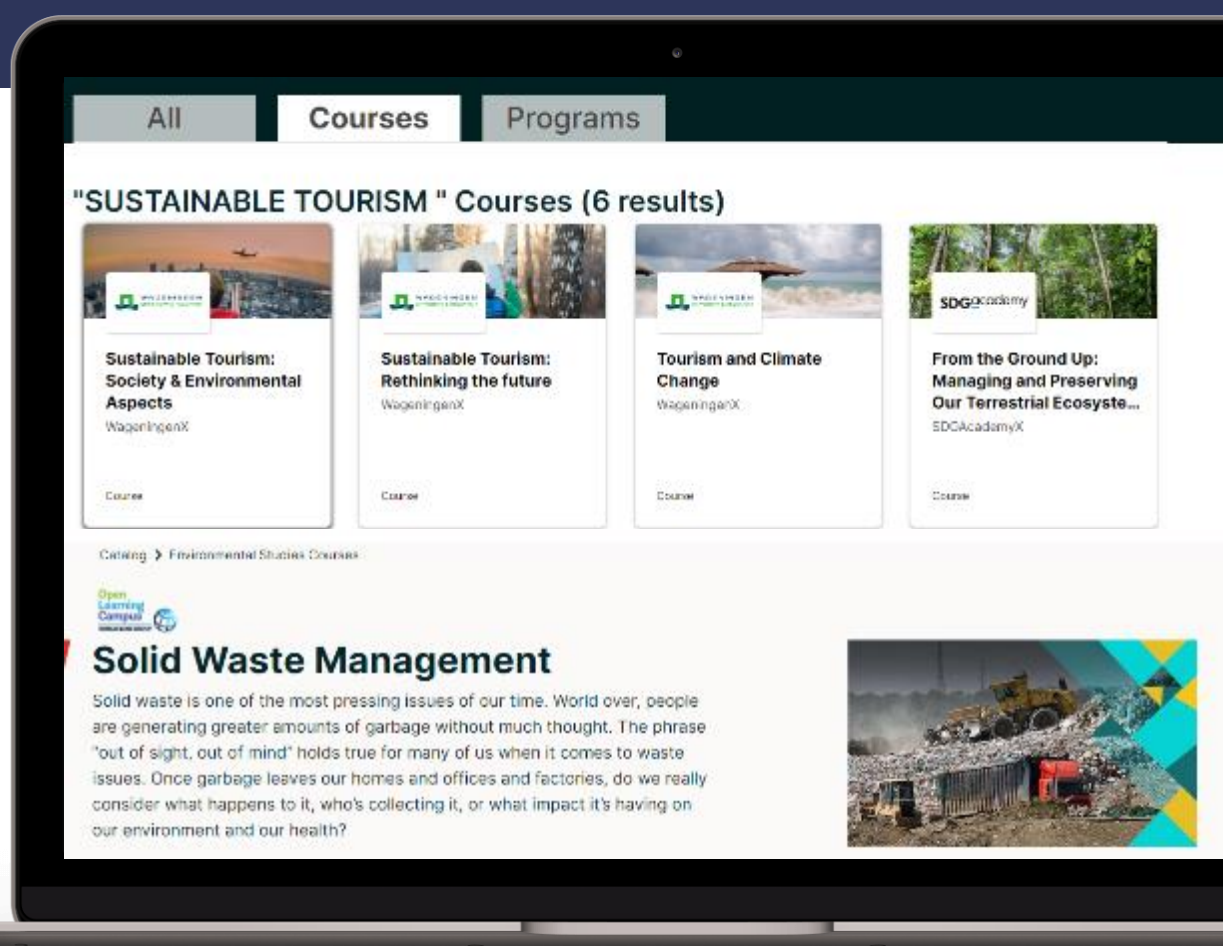




Start Educating Staff From Day One!

Don't Worry You Don't Need to Develop Your Own Training

This Guide is a great starting point for educating staff. If you want something more in line with a 'course type structure' focusing on certain areas check out Massive Open Online Courses (MOOCs). It has [free online courses](#) available for anyone to enrol. MOOCs are affordable and flexible ways to learn new skills, upskill and advance your staff and deliver quality educational experiences online. Millions of people around the world use MOOCs to learn. Just enter the course you are looking for in the search bar and a list of courses will appear.



Massive Open Online Courses Website [Massive Open Online Course Resource](#) [Sustainable and Green Skills for Tourism and Hospitality](#)



Part 2

Waste, Water,
Consumption,
Emissions & Energy

Waste, Water, Consumption, Emissions and Energy are Key to Sustainable Tourism

Environmental sustainable tourism has many dimensions and each dimension has many layers. In the next section we cover waste, water, consumption, emissions and energy and how you can attempt to minimise their impact on your environment. It is good business sense to implement such initiatives, many are cost effective and affordable – even free!

A business which attempts to make a low impact on the environment and local culture, while helping to generate, income, employment, and the conservation of local ecosystems

(Urban Environmental Management)

The impacts of climate change will have dramatic impacts and reshape the industry. However, its wide-ranging effects will differ from destination to destination. Warmer temperatures could attract more visitors for longer; but more extreme weather events such as hurricanes, rising sea levels, changing precipitation patterns, more forest fires, more heatwaves, shorter winter seasons and new disease distributions will dramatically reshape global travel. A [KPMG study](#) ranked the transport and tourism sectors as the least well-prepared and amongst the most exposed to the physical risks associated with climate change. But is the threat of climate change is not the only reason why tourism businesses should embrace sustainability. It is good business sense for businesses, regions and countries across Europe to protect and enhance the future of the rural tourism industry.

Northern Ireland Tourism states that;

‘The principles of sustainability are key to safeguarding the authentic tourism products on which Northern Irish tourism depends. Our living legends, our coasts and lakes, our unique outdoors, our culture and creative vibe – all need to be protected against the environmental and social impacts of tourism development. Visitors benefit from a sustainable approach through cared-for natural and built products that have closer links with local communities, leading to a better all round visitor experience. Individual businesses also stand to benefit. For one, there are cost savings to be made in following sustainable best practices such as improved management of energy, water and waste. A sustainable approach also helps to future-proof a business in advance of forthcoming legislation, of which there could be plenty with the NI Executive committed to reducing greenhouse emissions by at least 35% by 2025.

The NI Climate Change Bill, which is going to public consultation in early 2013, is one such example of potential forthcoming legislation’. Changing trends, preferences and policies in sustainability will open up new market opportunities for those businesses ready to take them. One of these opportunities could be a growing demographic known as “LOHAS” (Lifestyles of Health and Sustainability). LOHAS is driven by eco-conscious, well educated consumers and, according to industry experts, could be the tourism industry’s next new premium sector. The early birds will be those businesses that have successfully established sustainable policies, environmental awareness and demonstrate respect for local cultures.

[Source: Policy and Insights: The Future of Sustainable Tourism, Northern Ireland Tourist Board](#)

Northern Ireland Tourist Guide

Key Steps on the Path to Green Accreditation

1 Basic Principles

Appoint a Green Coordinator

Create a 10 point sustainability policy

Start recording and monitoring your utilities use

2 Transport

Create a workplace travel plan for staff

3 Waste

Get a site recycling audit from Bryson recycling

Accommodate cycling provision within your facilities

Provide you visitors with local public transport options

4 Energy

Switch to a renewable energy provider with tariffs that save money

Donate spent hardware, white goods and IT equipment to a local up-cycling scheme

Prepare food on site? Tackle food waste and save money – sign up to WRAP's H&FSA

5 Water

Install low flush toilets or use water saving cistern bags

Investigate your Insulation Improvement and local grant schemes

Complete a lighting audit and switch to LED where possible

6 Social & Community

Create a responsible visitor charter

Change all taps to push taps

White goods – switch to A-rate appliances with low flow devices

7 Procurement

Think local! Source local food, goods and services

Align your business with a local social community project

Participate in a 'visitor environmental payback' scheme

Stationery & marketing material goes carbon neutral and fully recycled

Toiletries and cleaners go green phosphate and chlorine free

achieved these?

Go for green accreditation and get the credit for your efforts

turn overleaf for more detail on these steps or contact the Policy & Insights team at NITB

Greenhouse Gas Emissions Management and Reduction

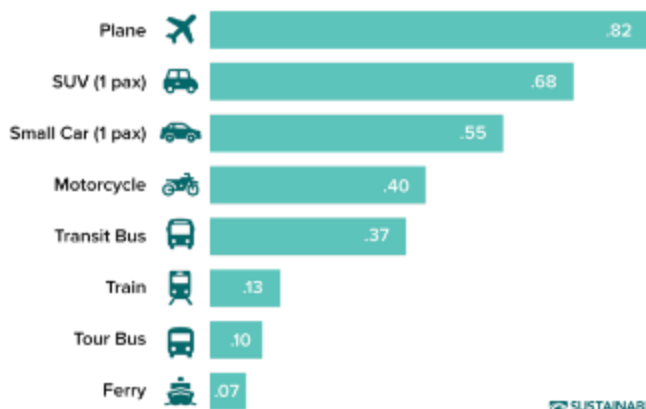
Greenhouse gas emissions are greenhouse gases vented to the Earth's atmosphere because of humans: the greenhouse effect of their 50 billion tons a year causes climate change. Most is carbon dioxide from burning fossil fuels: coal, oil and natural gas. Tourism is responsible for roughly 8% of the world's carbon emissions. From plane flights and boat rides to souvenirs and lodging, various activities contribute to tourism's carbon footprint.

The first best thing to do is to get an expert in to do a full assessment of your greenhouse and carbon emissions so you can understand exactly where you stand and what gaps you need to address as a priority. The expert can make recommendations on best certified experts and practices and get you on the right road. They may suggest;

- ❑ Use renewable energy sources such as solar, wind, biomass, and geothermal
- ❑ Install a solar water heating system
- ❑ Minimize transportation by scheduling deliveries for multiple items
- ❑ Choose local vendors to reduce transportation of items
- ❑ Provide opportunities for visitors and staff to use of alternative forms of transportation e.g. carpooling, public transport, electric bikes, Segway's, hybrid vehicles or just walk
- ❑ Offer preferred parking spaces for customers and staff who use alternative fuel vehicles or alternative transportation
- ❑ Use electric or manual landscaping equipment
- ❑ Institute fuel economizing programs for company vehicles such as regular inspection of vehicles, reduced idling, and route planning to minimize travel distances
- ❑ Adopt alternative forms of company transportation and fuels, such as hybrid-electric, biodiesel, E85 (Ethanol) and electric for business activities services, customer shuttle, errands and deliveries

Emissions by Mode of Transport

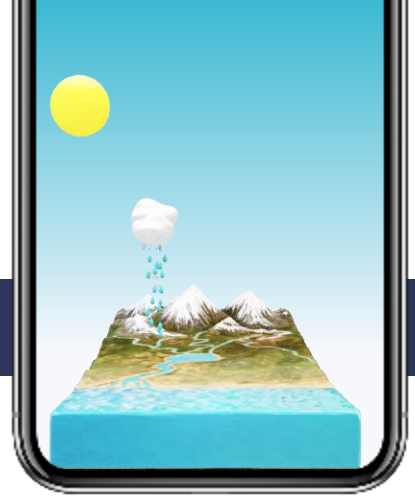
pounds of CO₂e emitted per passenger per mile



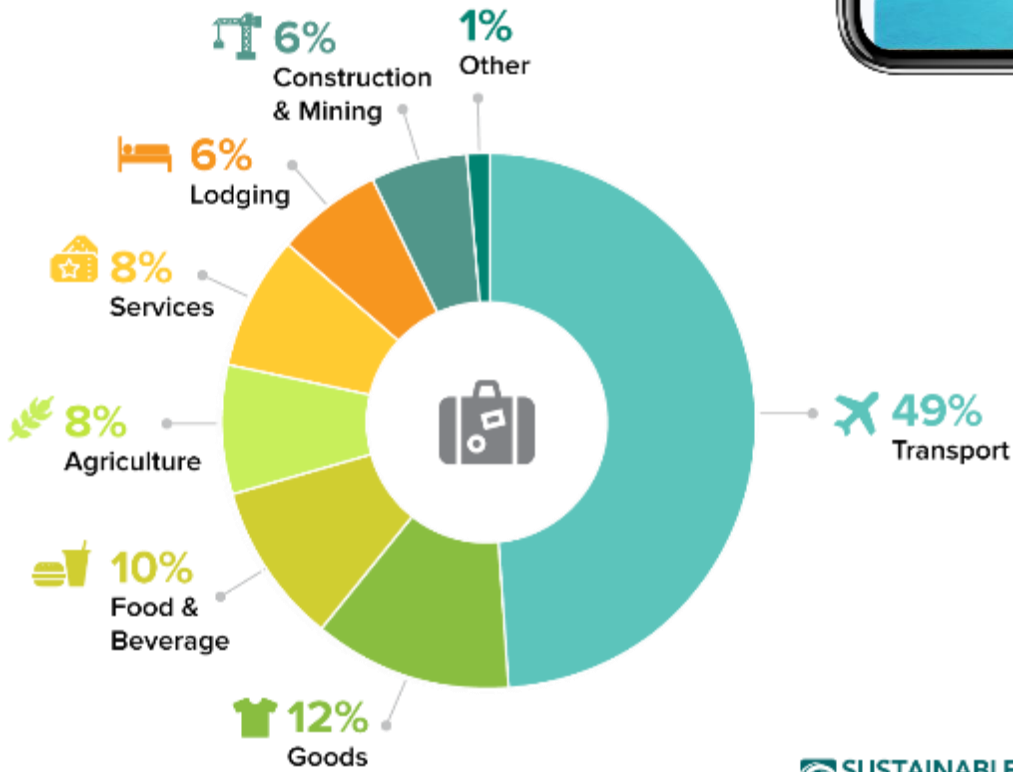
SUSTAINABLE
TRAVEL INTERNATIONAL



Greenhouse Gas Emissions Management and Reduction



Carbon Footprint of Global Tourism



SUSTAINABLE TRAVEL INTERNATIONAL

What you can do?



Calculate Your Footprint Now



Read Tips How To **Reduce**



Learn How **Offset** Carbon as a Visitor or a Business



Sustainable Travel – Carbon Footprint Tourism

Start With Bikes!

Get Your Guests to Use Bikes More by Having A Welcome Bikes Strategy! Get Additional Sources of Income While You Are At It!



Welcome Cyclists Who Bring Their Own Bikes

Cyclists love their bikes. Secure onsite cycle storage is the key concern for cyclists when on holiday. Offer safe lock up facilities in a clean, clear space.

- Additional Source of Income 1 Make available a few bikes for FREE then hire any additional bikes
- For customers who bring their own bikes, award them by providing 'Spares and Repairs'. Its simple and cheap and they will remember you for it. A cycle repair kit costs as little as €5 and provide a dedicated space for maintenance.
- Encourage your customers to leave the car at home by offering pickups, discounts for and up to date public transport information.
- Additional Source of Income 2 Electric bikes are very popular as they are suited to all fitness levels. Have a few available for hire
- Additional Source of Income 3 Cyclists and walkers often prefer to eat on the go. Consider offering healthy, high energy packed lunches. Source food locally if you can!
- Give a warm welcome to walkers and cyclists by joining the 'Walker's Welcome' or 'Cyclist's Welcome' schemes.



Solid Waste Management, Reduction, Reuse and Recycle



As an industry prone to overconsumption, tourism produces a substantial amount of waste and pollution. In some places, tourists produce up to twice as much waste as local residents. This can put incredible strain on local waste management systems, causing landfills and sewage plants to overflow.

- ❑ Conduct a waste audit/assessment
- ❑ Purchase products in reusable and/or returnable, refillable containers
- ❑ Work with suppliers and vendors to reduce packaging, for example developing “take back” program to return crates, pallets, and other packing materials
- ❑ Provide waste reduction education to staff/employees and routinely inspect trash bins to ensure that best practices are being followed
- ❑ Encourage staff to conserve reusable amenities
- ❑ Use rechargeable where possible e.g. USB rechargeable devices or rechargeable batteries

Paper Waste Suggestions

- ✓ Set photocopiers and printers to print on both sides. Collect and use the reverse/blank side of single-sided printed paper as note/message paper
- ✓ Distributing information to customers, staff, and business associates via e-mail
- ✓ Digitise your information and brochures via iPad, TV screens, displays or high recycled book catalogues. Then have them accessible and available online e.g. social media, website or tourism organisation and community platforms
- ✓ Install high efficiency air hand-dryers, cloth or roll type to minimize paper towel usage
- ✓ Use cloth bags or baskets instead of plastic bags. Have different recycle bins for different types of materials e.g. bottles, paper, plastic
- ✓ Use durable coasters instead of paper ones.

Start with Separation Recycling

Start Separating Materials. You Will Be Surprised How Much You Build Up!

One of the most important statements you can make about your commitment to the environment is the way that you choose to deliver your company to your customers. Think about the different choices you can make when buying products and services, be it food, cleaning products, packaging, promotional material or crockery. By paying attention to the ethical and environmental credentials of your suppliers and service providers and supporting them you are already influencing the supply chain. Make sure to publicise how you are supporting your environment by how you reduce, recycle, reuse. Keep staff involved and keep trying to do better!



You will be surprised how much of the below materials you will build up over a short period of time. Source local recycling services for the key recyclable materials you use. Then allocate a space to separate each by colour code. You can do this as part of a clean up every six months. Mulch, compact or compress where you can. Examples of separable recycling materials to consider;

- Aluminium
- Glass
- Batteries
- Yard waste
- Plastic
- Corrugated cardboard
- Newspaper, Phone books
- Ink cartridges and laser toner cartridges
- Fluorescent light tubes
- Electronics such as computers and televisions
- Carpeting

Solid Waste Management, Reduction, Reuse and Recycle



- ❑ Eliminate use of Styrofoam (polystyrene) and other difficult to recycle products; investigate and come up with a list for substitutes of existing products that come in such packaging
- ❑ Donate obsolete or unwanted equipment, electronics, furniture, drapes, and carpeting to charity
- ❑ Donate unused food to a community food bank or arrange to be composted
- ❑ Avoid using disposable products. Choose reusable products such as glass cups, glass jars and cotton linens
- ❑ When reusable options are not feasible, use disposable products that are compostable or recyclable
- ❑ Provide incentives and discounts to customers who use refillable mugs and to-go containers, and encourage employees to use reusable mugs and cups. Sell reusable branded mugs and containers
- ❑ Use purchasing policy to give preference to products that are recyclable, such as toner cartridges, glass milk bottles and vegetable market boxes
- ❑ Purchase products, such as condiments, cleaning supplies, and other durable products in bulk and in concentrated form when possible
- ❑ Purchase used/antique furniture and equipment from local vendors
- ❑ Purchase durable goods of sufficient quality to allow reuse, refinishing, and/or reupholstering
- ❑ Recycle damaged towels and sheets as cleaning rags or torn or worn linens into other usable items, e.g., aprons into cleaning cloths
- ❑ Institute a composting program for yard and food waste. Mulch grass clippings and avoid bagging. Invite customers and staff to bring personal food scraps and compostable items
- ❑ Use non-bleached paper products where applicable
- ❑ Provide alternatives to individual plastic water bottles such as water pitchers and point of use water filters, free standing taps so customers can refill glass bottles
- ❑ Reduce waste from expired stock by using effective inventory control, such as just-in-time purchasing, effective labelling systems, and last in/first out
- ❑ Ensure that appointed staff inspect produce and other products before accepting deliveries
- ❑ Provide cigarette disposal bins in smoking areas
- ❑ Use preventative maintenance on equipment to reduce risk of replacement, test to make sure electrics are operating well
- ❑ Provide and publicize recycling bins across business property



Food Wastage



You pay twice for waste – once to purchase, once to dispose – so minimisation is essential. On average 21% of food waste arises from spoilage; 45% from food preparation and 34% from consumer plates.

- ❑ Monitor – Analyse which are the key food items that are getting wasted. In most accommodation it is potato, bakery, fruit and vegetable products.
- ❑ Portion sizes – Offering choices will better match the serving to the portion desired.
- ❑ Focus on the food delivery, storage and use of items with a short shelf life – these are most vulnerable to being wasted.
- ❑ Have clear waste separation in the kitchen so that items are disposed of in the correct containers.
- ❑ Sign up to the ‘Hospitality and Food Service Agreement’ which aims to reduce packaging and increase the proportion of food-related waste that avoids landfill
- ❑ Choose energy efficient kitchen equipment, researching running, as well as purchase, costs and look into capital allowances (see ‘website’ section)
- ❑ Check seals on oven, fridge and freezer doors to ensure that they are performing efficiently.



Local Produce & Communal Kitchens



Local Produce

- ❑ Guests will appreciate the opportunity to taste some of the specialities of the local area and the use of local products.
- ❑ Build up relationships with local producers and restaurants and promote their use to guests, providing some interesting information about where the food is sourced from. Make sure staff are briefed to have an awareness of the sourcing of the food.
- ❑ Make guests aware of nearby opportunities to buy food products as souvenirs, such as farmers' markets, farm shops or other specialist food shops that are nearby. You could even invite some local producers as a regular event and have a range of local products in your on-site shops. Advise them against buying artefacts that impact the environment and animals e.g. sea shells, leather.

Guest kitchens

- ❑ Install energy and water efficient equipment – particularly in the case of fridges, freezers and dishwashers. Look for the Energy Savings Trust and EU energy label (A+++ is now the highest)
- ❑ Encourage guests to use dishwashers when full as a means of saving water and energy
- ❑ Make guests aware of recycling opportunities, see Recycling Section



Start With Food!

Reduce Your Food Waste. Your Guests, Your Pocket and Environment Will Thank You For It!

The Waste and Resources Action Programme (WRAP) estimates that in 2012, UK hotels wasted around £318 million on food waste alone. 40% of food wasted is carbohydrates including potatoes, bread, pasta and rice. The true cost of waste isn't just about disposal costs - we also have to consider the cost of buying, transporting, storing and cooking items that end up in the bin or down the drain. Coupled with this, we are physically running out of space for landfill. We need to radically rethink our approach to waste. The good news is that WRAP - having finished rummaging through our bins - has come up with some simple ways to tackle waste. (NI Tourism)



- Book a waste audit to better understand where your waste is coming from and how to reduce it. Source locally (and even better organic) it will save on omissions, support your local economy and it will taste better and fresher. It will also give your guests the opportunity to try something different – something local!
- Rethink your portion sizes. 40% of wasted food is carbohydrates, are you serving too much? You could. If somebody wants a small portion offer it at a discount.
- Keep your fridge at 5 degrees or cooler to maximize food lifetimes.
- Compost your kitchen waste and create clearly labelled recycling stations at prominent locations. This is also great for your gardens and natural habitats.
- Offer “doggy bags” (“Les Restes” in French!) to customers.
- Avoid if you can purchasing foods in plastic. Go to your local food markets with a basket or cloth bags if necessary. Make sure your customers know where your food comes from and that you support local. They will appreciate it more.
- Get your local food market to provide a welcome basket available in your reception for your guests when they arrive; display the suppliers and market details on takeaway cards.

Water is Important for Tourism



Worldwide, tourism annually generates over \$3.5 trillion dollars, a significant percentage of which involves water-related tourism. Clean water contributes to the recreation and tourism industry worldwide by accentuating beautiful beaches, white-water rivers, mountain lakes, and aquatic ecosystems such as coral reefs.

Water has a powerful attraction for people. When people decide to plan vacations and travel for recreation, instruction, and pleasure, many have a strong tendency to head to the water. Consider water tourism attractions and activities such as cruising, water sports, sailing, underwater diving, canoeing and kayaking, Ecotourism is expanding at a rate of 30 percent a year worldwide. Many tourism experts believe that this increase is due to people becoming more knowledgeable about ecosystem and environmental values.

<http://www.waterencyclopedia.com/St-Ts/Tourism.html>

Freshwater Consumption Reduction

March 2018 saw the conclusion of the ESIN water study involving 8 small European islands in Greece, Croatia, Ireland and France which all had issues with water shortage. The diagram below represents their average water consumption of 120 litres per day split in different uses: the darker the colour, the less purified the water needs to be. By way of comparison, the average daily water consumption rate per capita in Europe varies between 40 and 150 litres per day

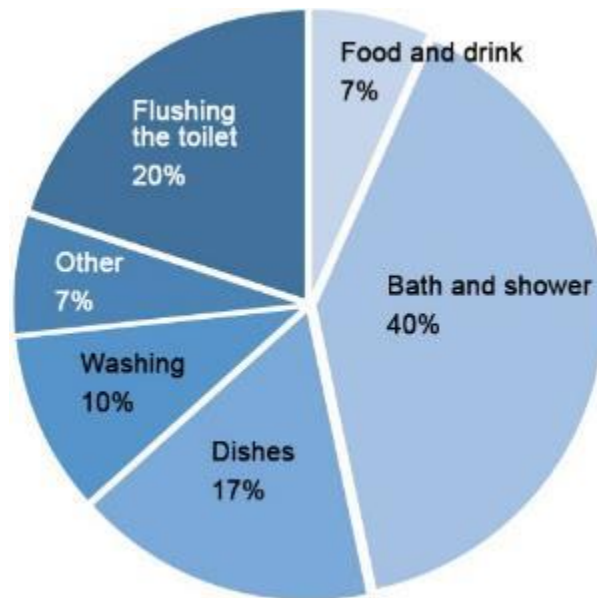


Image [Scottish Islands Federation](#)

- ❑ Conduct a water audit with a water conservation professional. Check out your existing water usage, systems and operations.
- ❑ Conduct regular inspections with professionals and establish preventative maintenance schedules to ensure maximum efficiency. This is money well spent in the long run.
- ❑ Educate staff on water conservation and best practices. Develop a handbook for future staff
- ❑ Discourage water-based clean up and use alternatives such as microfiber technology
- ❑ When purchasing new or replacing appliances or fixtures, purchase water-efficient models such as those certified by a recognised EPA Environmental Protection Agency
- ❑ Install low-flow aerators on sinks (1.5 gal/min)
- ❑ Install automatic shut off sinks in common area rest rooms
- ❑ Use re-circulating, chilled water loop and temperature control systems in water cooled ice machines, air conditioners, and water cooled refrigeration units
- ❑ Use air-cooled refrigeration equipment rather than water-cooled models
- ❑ Clean windows on an on-call basis rather than according to an established schedule
- ❑ Use floor cleaning equipment with high pressure, low volume and recycling filtering systems
- ❑ Routinely inspect icemakers to prevent overflow
- ❑ Serve water on request

Freshwater Consumption Reduction



Landscape and Irrigation

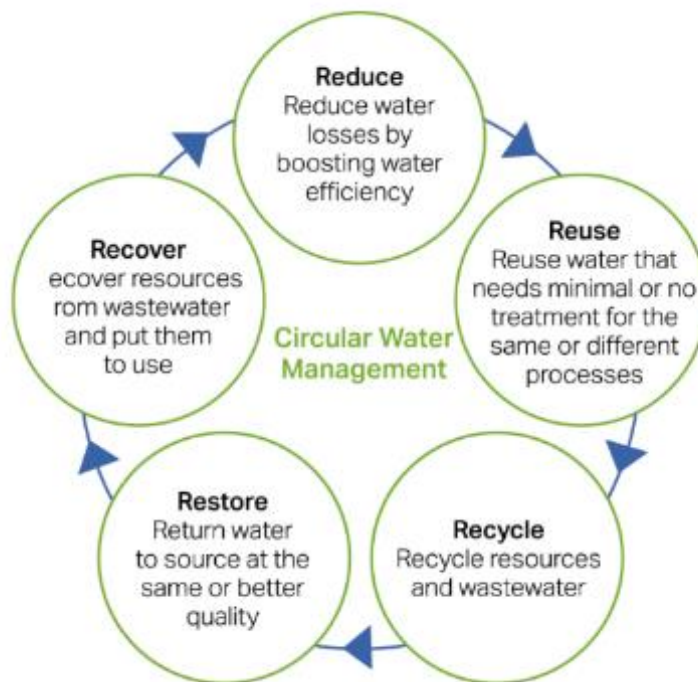
- ✓ Use best management practices in water usage for landscaping/irrigation, including:
- ✓ Establish frequency schedule according to local climate, season and landscaped area (multiple hydro zones) in order to maximize water use efficiency
- ✓ Raise lawn mower cutting height to cut down on evaporation
- ✓ Routinely inspect sprinkler system, including heads, nozzles, lines and valves, to ensure efficient settings and proper operation
- ✓ Ensure irrigation equipment applies water uniformly
- ✓ Limit lawn areas and/or use xeriscaping (Xeriscaping is the process of landscaping, or gardening, that reduces or eliminates the need for irrigation)
- ✓ Place ornamental water features in shaded areas
- ✓ Avoid plant fertilizing and pruning that would stimulate excessive growth
- ✓ Use soaker hoses in plant beds (these hoses are designed to allow water to ooze into your garden over a period of time)
- ✓ Remove weeds and unhealthy plants to ensure only wanted plants are watered
- ✓ Water landscapes only when necessary; one inch of water per week is sufficient to sustain established lawns in most circumstances
- ✓ Time watering to occur in the early morning or evening when evaporation is lowest
- ✓ Remove any thatch and aerate turf to encourage the movement of water to the root zone
- ✓ Avoid runoff and make sure sprinklers do not run onto sidewalks paved areas
- ✓ Do not water on windy, rainy, or overly hot days
- ✓ Install rain shut-off or moisture sensors to ensure against over watering
- ✓ Establish drip irrigation systems where feasible
- ✓ Mulch around plants to limit evaporation and discourage weed growth
- ✓ Avoid extravagant uses of water such as hosing down sidewalks, driveways, buildings, and parking lots

Wastewater Management

700 million international tourists per year and 500 billion dollars in annual receipts make tourism one of the biggest industries in the world, with a correspondingly serious environmental footprint. Currently, the intense use of freshwater and the generation of solid and liquid waste from tourism operations causes serious environmental degradation, which in turn can impact the viability of a facility and even of the larger destination.

According to the European Environmental Agency, tourism contributes about 7% of wastewater pollution in the Mediterranean, by generating up to 180 litres of wastewater per tourist/day. This section presents water and waste management specifically for small and medium enterprises, which represent 80% of tourism businesses worldwide. Although some of them are committed to sustainability, most are not, for reasons such as lack of awareness, perverse incentives that raise costs, lack of technology suppliers, or absence of appropriate information and feasible demonstration sites. The actions presented in this section aim to assist SMEs to provide a healthy and clean environment to attract tourists is one of tourism's most valuable aim a practical way with limited resources.

Water can be used multiple times using a fit for purpose method consider drinking water, non drinking water (cleaning and toilet flushing. For example using shower water to flush toilets creates a circular system; rainwater can be stored and utilised for irrigation of surrounding vegetation; and instead of having your own boiler, it is also possible to pay for access to hot water.



Resource and Image [Circular Water Waste Management](#)
Resource [A manual for water and waste management: what the tourism industry can do to improve its performance](#)

Managing Chemicals

- ❑ Limit the number of chemical products used and stored (minimize stockpiling) on the property and have a management plan for chemical purchasing, such as just-in-time purchasing
- ❑ Ensure that all chemicals are securely stored and clearly marked
- ❑ Ensure proper use, storage, and disposal of cleaning products and other potentially harmful chemicals such as fertilizers and paints
- ❑ Use linen service that uses environmentally preferable cleaning methods or use an Ozone washing machine which have shorter wash cycles, enhanced soil removal and disinfectant capability
- ❑ Use less harmful alternatives if possible such as organic substitutes for chemical fertilizers
- ❑ Monitor equipment and products for potential chemical leaks such as aerosols, fire extinguishers, CFCs and HCFCs from cooling equipment refrigerators, and automotive liquids
- ❑ Use an integrated pest management (IPM) system for interior and exterior pest control
- ❑ Follow best management practices for fats, oil, and grease
- ❑ Use environmentally preferable or certified paints, solvents and coatings (MSDS Health Hazard Rating of 1 or less)
- ❑ Reuse paint thinners
- ❑ Use latex paints rather than oil based paints
- ❑ Educate staff on proper methods of containment and clean-up of spills, drips, leaching's, and conduct regular inspections in relevant areas

Cleaning Products

- ❑ Use environmentally safe or better again certified cleaning products where possible
- ❑ MSDS Health Hazard Rating of 1 or less for all cleaning chemicals used on property
- ❑ Ensure dishwashing detergents are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach, that they are phosphate and bleach-free, nontoxic, biodegradable, and are concentrated liquid or powder laundry detergents
- ❑ Use disinfectants only when necessary and in accordance with public health standards
- ❑ When doing exterior cleaning or pressure washing, proper care should be taken to avoid discharge of contaminants such as detergents into rivers, wetlands and streams

Managing Local Waterways

- ❑ Reduce hard surfaces such as impervious parking lots
- ❑ Create natural buffers around bodies of water
- ❑ Build bio-swales or ditches near parking lots to reduce runoff
- ❑ Build natural areas to retain storm water such as rain gardens
- ❑ Limit use of chemicals, such as fertilizers and pesticides, and ensure they are not used near storm-water drains and natural water
- ❑ Place food scraps into the trash or composting bins prior to washing dishes and other kitchenware

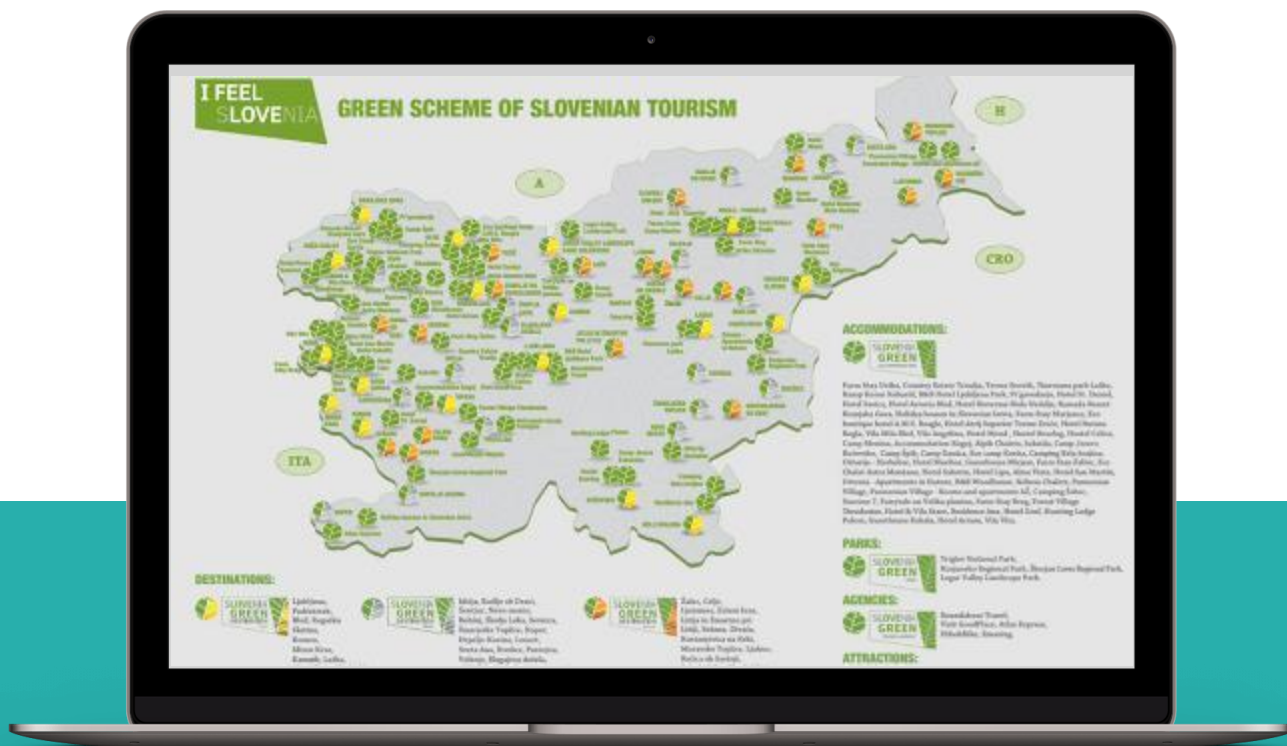


Resource

[A manual for water and waste management for the tourism industry Best Environmental Practice in Tourism Sector](#)

Water is Important to Slovenia

Spotlight On Environmentally Sustainable Tourism SMEs



National Geographic recognised Slovenia as the 2018 leader in Sustainable Tourism. Slovenia has 96 out of 100 detailed sustainability indicators (think environment and climate, culture and authenticity, nature and biodiversity, among others.) And its quaint capital Ljubljana was also anointed Europe's Greenest Capital in 2016 by the European Union. Tourism SME businesses from culture, heritage, accommodations and nature based activities had a major part to play in protecting the rich biodiversity, forests and farmlands.

They diversified their activities to environmental and eco. They promote local people and traditions that are 'low impact' and 'slow activities' such as walking, cycling and rafting. The next section covers examples these tourism SME's using green products, protecting their environments and wildlife, using sustainable suppliers, conserving water, managing waste, being more energy efficient and using local produce.

Further Reading and Resources

1. [Steps Towards Sustainability that Placed Slovenia as One of the Greenest Destinations](#)
2. [Green Scheme Slovenia Official Page](#)
3. [Green Scheme of Slovenia Tourism Download](#)
4. [Condé Nast Traveller: Slovenia is Best 2021 Destination](#)
5. [Forbes: Slovenia among the 20 best places to travel in 2021](#)
6. [Juliana Trail and The Secret Rooms of Hotel Jama among the Best Europe Tourism Projects according to British journalists](#)

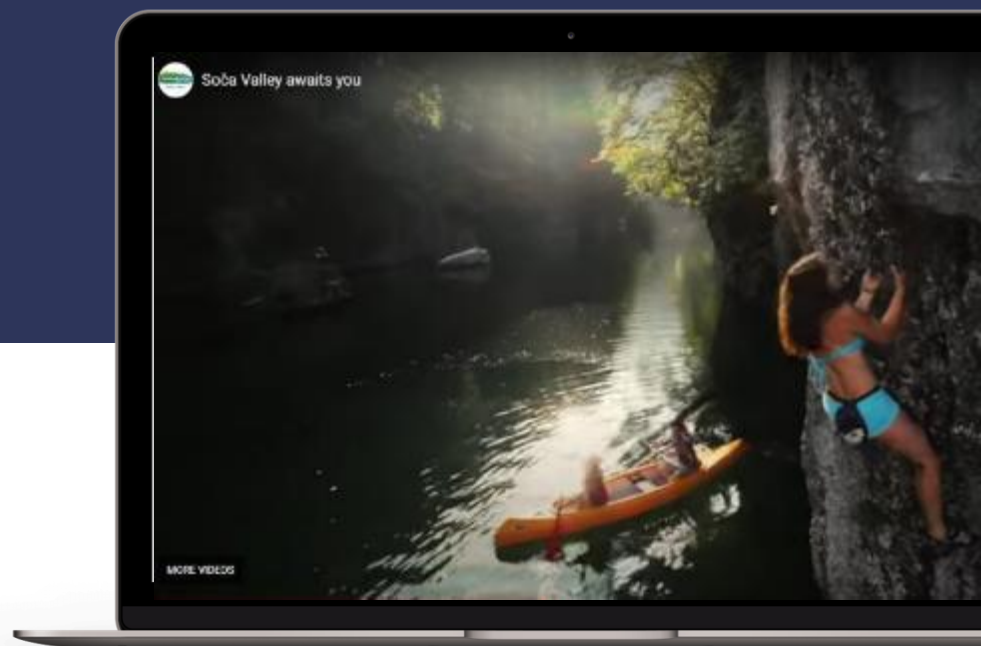


Water is Important to Slovenia! Top Things To Do!

Case Study SOČA VALLEY Slovenia

Visit the Natural Monuments of the Valley Devil's Bridge The picturesque KOZJAK WATERFALL is caught in a stony amphitheatre not far away from Kobarid. It can be reached by an easy walking path by the riverbed of the emerald Soča River

Outdoor Water Sports. A European epicentre with picturesque nature of the valley makes it a paradise for water sports on the river Soča (rafting, kayaking, canoeing, hydro-speed, canyoning, etc.), para-gliders, fly-fishers, rock climbers, hikers and mountain bikers



Culture, History and Heritage

- ✓ "Kobarški štruklji" and "Bovški krafi", home-made polenta, alpine cow cheese and cottage cheese, prepared at the Dairy Museum
- ✓ KOBARID MUSEUM displays exhibits on the events that occurred during World War I on the Soška fronta – and has received the highest national award, was proclaimed Best European Museum, and won the Council of Europe Museum Prize in 1993.
- ✓ JAVORCA, MEMORIAL CHURCH of the Holy Spirit is dedicated to fallen Austro-Hungarian defenders of the Tolmin battlefield on the Soča (Isonzo) Front (1915–1917).
- ✓ The KLUŽE FORT is an important monument to the defence against Turkish invasions during World War One.



Case Study
SOČA
VALLEY
Slovenia



Water is Important to Slovenia

The picturesque nature of the valley makes it a paradise for water sports on the river Soča (rafting, kayaking, canoeing, hydro-speed, canyoning, etc.), paragliders, fly-fishers, rock climbers, hikers and mountain bikers. The Soča valley also has the Juliana alpine botanical garden and is attractive for naturalists and botanists. Marked trails lead to numerous natural landmarks, like the gorges of the Soča and Tolminka, and the Kozjak waterfall.

Green Story of Slovenia

Slovenia tells its green story through the winners of the Slovenia Green Label, those who are committed to sustainable and green operations. Everything is green no matter which direction you turn – towards the Alpine peaks and extensive forests, the Adriatic Sea, the mysterious Karst and

nearby vineyards, and the Pannonian Plain. Slovenians love their green country, so their concern is focused on preserving natural and cultural treasures. They like to share their love for their beautiful green surroundings with others who value sustainable management and development.

Follow the Slovenia Green Label

Slovenia is the first country in the world to have been, in its entirety, declared a Green Destination of the World. A pristine green environment encourages us to act responsibly and protectively. Under the auspices of the Green Scheme of Slovenian Tourism, we implement green policies and

create green experiences. The SLOVENIA GREEN LABEL, which is a promise of a green future, is also awarded under this national programme. The number of Green Label winners in five categories is steadily expanding and already has more than 120 members.

<https://www.soca-valley.com/en/> **Winner of European Best Destinations**

KLET BRDA, Family Vineyards

Sustainable Production

The bee is the chosen symbol of their commitment to sustainable production because they ensure cultivations possible - pollination. They avoid additional watering and irrigation by protecting the soils natural fertility and the important insects that inhabit the land. [Full Sustainability Strategy](#), [Click Image to Watch Video](#), [Website](#)



Ljubljana Castle

Conserving Energy and Waste Management

[Ljubljana Castle](#) contributes and preserves the culture, art and heritage of Ljubljana connecting the town centre to the castle hill. It reduces water and energy consumption. Water is regularly monitored, check leaks, put up SAVE WATER! messages for customers. They invested in energy saving LED bulbs, installed sensors and monitor. They recycle waste and promote local products, services and produce

Šenk's Homestead & Urska - Authentic Farm Stay

[Šenk's Homestead](#) is over 200 years old located in unspoiled nature surrounded in the Alpines. They try to use all available manmade and natural resources carefully. Most of the food prepared for guests is produced on the farm in an ecological way. Guests are asked to use bed linen and towels with consideration – only changed on request. Their drinking water (local spring water) is protected. They carefully recycle their waste. [Sustainable Measures](#). [Urška Tourist Farm](#) is Slovenia's first certified organic farm stay, with 80% of the food served being grown on the farm.



G-Guides – Nature Based Activities

[G-Guides](#) trains and educates tour guides on sustainable and responsible tourism with the objective to encourage them and others to be promoters of responsible tourism, accelerators of local economic development, cultural brokers, and educators. They also work with and educate local stakeholders and raise awareness through their events. Every year they give the [Green Microphone Voice of responsible tourism Award](#) to the guide how has done the most to bring responsible tourism into practice. [Website](#).



Slovenia is Reaping the Benefits

01

Waste Savings of more than EUR 3 million

Nine Slovenian municipalities joined the Zero Waste Initiative to address the problems they have with large quantities of waste. With systematic work, the municipalities prevented the generation of about 15,000 tonnes of mixed municipal waste and thus saved more than EUR 3 million. Waste is also being minimised at a number of popular local events. Near Bled, you can visit the first Zero Waste Hotel in the middle of pristine nature.

02

Ljubljana also became the European Green Capital 2016

In 2008, the city recycled only 29.3% of its waste; it now recycles 68%. As a result, 80% less waste ends up at the city landfill, which places Ljubljana at the top of European cities according to the percentage of recycled waste. In 2014, the Municipality of Ljubljana was the first capital in Europe to set the goal of becoming a zero-waste city. Through activities and effective communication about the importance of reducing waste and its re-use, the need for an incineration plant was eliminated, and Ljubljana also became the European Green Capital 2016.

03

Minimising Carbon Footprint & Discovering New Experience Offerings

More visitors can now access more of Slovenians hugely diverse landscape by e-bike: vast fields and plains, mysterious caves, wine-growing hills, hidden valleys, coastal capes and high mountain abysses. Many of the most diverse parts of Slovenia were reserved for fitter cyclists until recently, have become much more accessible thanks to e-bikes. As a result they can offer more attractions, itineraries, tours, experiences and activities to their visitors while they protect the environment. Visitors feel even better after the benefits of an activity holiday. An outdoors holiday experience is always better than being cooped up indoors.

04

Rejuvenated Remote Environmentally Sensitive Mountaineering Villages

The mountain network consists of almost 30 villages in Austria, Italy, Germany and Slovenia. Sustainability is vital to the survival of the villages. It is now seen as a high demand sustainable location boasting tranquil mountain environments, compactness, a living mountaineering culture and an abundance of opportunities for environmentally friendly outdoor activities. They have exceptional value in these regions in terms of cultural identity. They are sourced for their unspoilt character, their traditions and culture. Tourists come to experience the unique mountain farming and forestry, nature and landscape conservation and environmentally-friendly mobility/transport.

Sustainability Strategy

Further Reading: [*Why Slovenia is One of the World's Green Destinations*](#)

Start with Saving Water!

Dalmatia Green Program

To encourage water saving in particular through water flow reducers (from 12 to 6 litres per minute), EkoPartner Certification included 3 mandatory eco criteria, water saving, waste recycling (at least one type of waste) and energy efficiency (LED lights), with a further 7 criteria: washing & cleaning with eco products, green transport, local community involvement, organic and local food, noise & light pollution, traditional architecture, knowledge improvement. To build on this, they started a new innovative eco-certification program called Dalmatia Green last July as part of a Greening of Dalmatia Tourism Offer project. To prove that going 'green' and saving water really pays off, the program provides several discounts to tourist accommodations from green industry companies to enable an easier step into eco-friendly practices.



Camp Podaca



Countryside Villa Vinea



Insulae apartments



Apartments Kate

Countryside Villa Vinea, Croatia

Elegant countryside Villa with family-run organic vineyard

Villa Vinea sits at the centre of an organic vineyard estate with an eco-friendly appointed accommodation wraps around a spacious courtyard and flows out onto organic "U" pick vegetable garden. Here you'll find unique traditional seeds of chickpeas and garlic that stayed preserved through generations. Villa Vinea is located in a pure rural quiet healthy countryside. Surrounded by green areas, rabbits, hike and bike paths in its surroundings with stunning views, such as trail of health. Visit Trogir – the town museum with many trails of periods under UNESCO's protection.

Sustainability Measures

- Water flow reducers
- Energy saving lights
- Waste recycling
- Recovery and reuse of rainwater
- Eco soaps and shampoo
- Solar thermal panels for hot water
- Ecological cleaning products
- Promoting eco activities
- Promoting organic or local food
- Refillable soap and shampoo
- Biodiversity of green areas
- Supporting the local economy
- Environmentally-friendly furniture



Full Article [From Water Saving to Green Tourism Program Dalmatia Green Eco Certification Program Example SME Countryside Villa Vinea](#)
Official Website [Villa Vinea](#)



Energy Efficiency, Conservation and Management



- ❑ Conduct an energy audit to determine your baseline energy use and identify any improvements that could be made. If you are not sure hire an energy expert to audit and develop a tailored energy management system
- ❑ Monitor, record, and post rates of energy to quickly identify if there is system leakage
- ❑ Develop an energy education and conservation program (this guide can be used to assist)
- ❑ Use a renewable energy heating system (e.g. passive solar or geo-thermal) There are often grants and awards for implementing such programs as a best practice
- ❑ Use natural/day lighting whenever possible
- ❑ Turn off electronic equipment at the end of each workday. Consider using surge protectors enabled with master switches so that energy is not consumed when electronics are not in use
- ❑ Activate sleep/standby or low energy mode on appliances
- ❑ Maximize central air efficiency by allowing sunlight to enter through windows in the winter and blocking sunlight in the summer. Install heat-control glass and/or sun control window film to windows with heavy sun exposure
- ❑ Weatherize the property by ensuring that doors and windows have tight seals and remain closed when shut; seal unused windows and doors and inspect the property at least annually for cracks and leaks
- ❑ Set water heater to 49 degrees Celsius rather than pre-set 60 degrees
- ❑ Replace existing lighting (particularly incandescent) with energy efficient or compact florescent bulbs. Replace or retrofit T12 florescent lamps and magnetic ballasts with T8 or T5 lamps and electronic ballasts (*T12 tubes are 1.5" in diameter while T8s are just one inch*)
- ❑ Use programmable SMART thermostats. Set to appropriate temperature ranges and conduct regular inspections to ensure efficient function
- ❑ Perform regularly scheduled preventative maintenance on equipment and appliances, including replacing and cleaning air filters, cleaning burners and air conditioner coils, and checking duct and pipe insulation for damage
- ❑ Ensure proper insulation of water heater and hot water plumbing
- ❑ Install energy saving equipment, such as timers, motion sensors, master switches, and photocells. Conduct regular inspections to ensure proper function
- ❑ Purchase and replace existing equipment with energy efficient labelled electronics, appliances, and heating and cooling equipment feasible/appropriate (e.g. grill exhaust hoods)



Resource
Best Environmental Practice in Tourism Sector
Energy Efficiency Testing for Europe

Energy Efficiency, Conservation and Management



- ❑ Use ventilation fans with humidity sensors for areas where are needed
- ❑ Clean lighting fixtures and lamps regularly to increase illumination
- ❑ Keep appliances and electronics on only when in use
- ❑ Place coolers, refrigerators, and ice machines away from direct sunlight, ovens, and other sources of internal heat
- ❑ Develop a policy to minimize the number of rooms needed to be lit and/or heated/cooled
- ❑ Use energy efficient rated or other similar benchmarking tools to compare energy use with industry standards



Start with a Simple Energy Management Plan

Many are Free and All Will Start Saving You Money Right Away!

Every tourism SME is different, so some of the opportunities in this guide will be more applicable than others. But, if you don't like wasting money on energy you don't really need and you want to cut your energy bills, improve your working environment and meet your customers' environmental expectations an Energy Management Plan will work for you. It can be customised with a series of simple procedures and protocols that employees can follow to help minimize energy consumption. Using this guide no matter how big or small your office, business or building might be, you can create an Energy Management Plan. Start off with simple items first that can be easily implemented then review and add where possible additional items.

Sample Energy Management Plan – FREE Options

- ✓ Keeping lights off in rooms and common areas where natural daylight provides sufficient lighting.
- ✓ Power down office and business electrical equipment at night individually or on power bars. Better again install a timer.
- ✓ Require staff to close guest room blinds or draperies, keeping rooms cooler in the summer and warmer in the winter. In common areas, keep blinds or draperies closed during the hottest times of day and open in the evenings during the summer, and closed at night during cooler weather, where appropriate.
- ✓ Have housekeeping manually return thermostats to predetermined set-points, ideally 23C in the summer and 18C in the winter.
- ✓ Turn down your heating to 2 Degrees Celsius. This can save around €160 on a €1,000 bill.

Sample Energy Management Plan – Money Saving Replacements in the Long Run!

- ✓ **Use Low Energy Lighting** Skip the CFLs (compact fluorescent lamps) and go straight for the LEDs. Not only are LEDs up to 90% more efficient than incandescent lights and 30% more efficient than CFLs, they last longer than both varieties – between 10 to 25 years, providing significant savings on labour costs. [LED versus CFL Bulbs](#).
- ✓ Install Sensors and Controls as part of a basic Energy Management Program make sure that technology suits exact human behaviour i.e. the lights, cooling and heating is on only when it needs to be.
- ✓ **Energy Efficient Appliances** When your existing appliances need replacing spend a little extra on high efficiency, Energy Star rated products. Can save significant savings often up to 50% in comparison to your old equipment i.e. fridges, freezers, dishwashers, washing machines etc

For a company with a 5% profit margin over 3 years, a €500-a-year saving from energy efficiency makes the same profit as €30,000 of extra sales (SEAI.ie)



Tips [Top 12 Ways to Save Energy in Your Tourism Business](#)
Resource [SME Guide to Energy Efficiency](#)

Responsible Purchasing



There are very practical ways that tourism businesses can benefit the environment: restoring nature, reducing carbon use and minimising, and ultimately eliminating, waste. Another level of commitment is purchasing responsibly or 'Sustainable Procurement'; the act of adopting social, economic and environmental factors alongside the typical price and quality considerations into the organisations handling of procurement processes and procedures.

Benefits of buying sustainable goods and services has many benefits; saving money, winning new business, improving reputation, protecting the environment, attracting investors, reducing risk to environmental legislation...and more. [Full list of benefits.](#)

Develop an environmentally preferable procurement/purchasing program that has a clear mission and distinct purchasing targets. Elements of program should include:

- ❑ Preference to suppliers that are environmentally and socially responsible "Lease toxic alternatives"
- ❑ Purchase recyclable or compostable materials
- ❑ Purchase products and services are from local locally owned businesses whenever possible, especially those that come from sustainable and/or renewable sources
- ❑ Vendors who produce, meats, fish, and other food products are that are environmentally sustainable (e.g. organic and/or locally grown)
- ❑ Use recycled and/or environmentally certified building materials on their own properties
- ❑ Regularly test new environmentally preferable products for effectiveness in operations and evaluate current products used
- ❑ Ensure that life-cycle analysis is conducted for major investments such as new equipment and construction projects
- ❑ Incorporate environmental preferences and requirements in RFP's (Request for Proposal) and contracts with vendors and suppliers. Suppliers and vendors can then be held accountable to the environmental commitments made during negotiations
- ❑ Chose Fair Trade Certified™ products for business uses as well as for resale to customers

A close-up photograph of a white ceramic sink with a sleek, chrome single-lever faucet. The sink is set on a light-colored countertop. Above the sink is a thick, natural wood vanity top with a prominent grain. In the foreground, a wooden soap dish with a bar of soap is visible. The background is a plain white wall. The image is overlaid with two text boxes: a dark blue one with 'Part 3' and a teal one with 'Accommodation, Toilets & Bathrooms'.

Part 3

Accommodation,
Toilets &
Bathrooms

Accommodation

Bedroom



Bedding and towel laundry leads to significant energy and water consumption. A typical room with 4 kg of laundry will require up to 60 litres of water. Normally beddings and towels are changed daily for a customer staying several days, however it is possible to reduce such practice to 1 to 2 times a week or at the customer's request. Such an option allows customers to limit their indirect water consumption, if they wish. Written communication is essential to this kind of practice.

Towels, Curtains, Bedlinen, Chemicals and Food Items

- ❑ Allow guests to choose how frequently their bedlinen or towels are changed
- ❑ Signs could be made in-house or sourced externally and must be kept in good condition
- ❑ Ensure requests to re-use are followed rather than automatically changing linen.
- ❑ Spare bedding doesn't need to be wrapped; freshness can be indicated by tying the folded bedding with a re-useable ribbon, or other tie, placing in a re-useable bag, or simply folding neatly
- ❑ Thermally lined curtains/blinds both help retain heat within a room and provide a darker room for sleeping in.
- ❑ Items on hospitality trays (e.g. sugar, biscuits) don't need to be individually-wrapped – airtight containers are acceptable alternatives for dried goods.
- ❑ When possible, choose locally-produced/home-made goods and let guests know where they can buy more.
- ❑ Consider using low impact phosphate and chlorine free cleaning products, alongside microfibre cloths, that reduce the amount of cleaning liquid. Look for the EU eco-label and buy concentrated to reduce packaging and costs

Information Folder on 'Environmentally Sustainable Activities' For Visitors

- ❑ The value of water and the need to conserve it
- ❑ The reduction in water use is achievable through mindfulness e.g. don't let a shower flow unmanned
- ❑ A request for guests to help the establishment conserve water by reusing sheets and towels
- ❑ Information on any environmental programmes funded by laundry savings
- ❑ Consider the installation of key card systems to avoid wasted energy. If you have a manual system explain how they can control the heating for their comfort
- ❑ Explain how guests can recycle during their stay if they wish to. Have clear and attractive signage to explain recycling in dedicated areas.

Toilets and Bathrooms

Guests & The Public



Toilets & Urinals

- ❑ Older toilets (without dual flush) can be retrofitted with a water-saving device.
- ❑ Ensure all urinals have controls (ideally presence detectors)
- ❑ Reduce water usage by up to 70% by fitting [aerators](#)/mixer taps, push taps or infra red controls on taps and showerheads. For around €5 per tap, they produce the same flow.
- ❑ Check regularly for leaks from pipes (especially in cold weather) and monitor meter readings and bills regularly to identify unusual patterns

Showers, Sinks and Heated Towel Rails

- ❑ Heated towel rails, if using electricity rather than plumbed in, check they are not left on throughout the day.
- ❑ Use a shallow basin, the splash back prevents unnecessary pressure and less water used, it also fills up quicker than a deep basin
- ❑ Showers generally use significantly less water than baths (unless a power shower).
- ❑ Aerated shower heads add air to provide the same force with less water. Tests show 40% savings, with 80% judging the shower experience as better/as good as previously.

Reduce Packaging

- ❑ There is no need for individually wrapped soaps/products – presentation in suitable dispensers is acceptable. Assessors will look at the contents and style of presentation.
- ❑ Spare drinking cup – there is no need for this to be either plastic, or wrapped



Going Green

A guide for tourism providers
in Northern Ireland

Accommodation Environmentally Sustainable Implementation Example

Case Study Lossiranta Lodge Finland

The Hotel type Guest house / Tourist Farm

Location Lossiranta Lodge is a small boutique hotel in Savonlinna, closest to Olavinlinna Castle. Each one of the five rooms is a unique entity with stylish design. Every room has own entrance and a small terrace. View from the rooms is straight to Lake Saimaa and Olavinlinna Castle. Lossiranta and its annex building Tavis with 7 additional design rooms is open all year round. Environmental Program Green Key Lossiranta Lodge has joined an international environmental program Green Key. Prestigious eco-label Green Key was awarded to Lossiranta for an excellent environmental work, developing sustainable tourism and committing to high environmental standards. Environmental Approach Environmental work is a part of Lossiranta hotels daily routines. It is an ongoing process and they constantly develop themselves into a more ecological company.



Environmental Sustainable Steps Taken

Increasing environmental awareness and motivating attitude changes

Lossiranta has created an environmental information package for guest especially. The info package includes information about energy saving, local food, recycling, ecological means for transport etc. They also emphasize the vulnerability of the surrounding nature and give tangible advice how to enjoy and nurture it.

Local and organic food

Lossiranta hotels use local products, services and organic food when ever it is possible. In summertime part of the breakfast berries and apples come straight from Lossiranta's organic garden. The aim is to increase the number of organic products in the future. They serve breakfast products ecologically from washable bowls and dishes. This way they can avoid using individually packaged products. They also favour large packages in our purchases. Sometimes after breakfast there is still water in carafes - they don't throw it away, they water the plants!

Environmental Sustainable Steps Taken

Case Study Lossiranta Lodge Finland

✓ **Water efficiency**

As part of the process for applying for Green Key, Lossiranta measured the water flow from each of the showers. The water flow was up to 12 l/min or more and was reduced in each shower to max. 9 l/min. This has resulted in considerable savings also in costs.

✓ **Environmentally friendly chemicals**

Lossiranta uses environmentally friendly products when washing and cleaning. Green Key program requires all daily cleaning products to be eco-labelled, but Lossiranta has extended this principle on their own initiative to all cleaning products. Additionally they use a local laundry company for linens and do not use bleach. When washing small items at the premises, they have the luxury for drying them outside. This is a big ecological choice.

✓ **Renewable energy and energy saving**

Lossiranta purchases green electricity from their local energy provider. As part of the Green Key application process, Lossiranta changed their light bulbs into led and energy saving lights, which now cover over 75% of all lights.

✓ **Sorting and recycling of waste**

Lossiranta sorts and recycles extensively. The categories include biowaste, energy waste, cardboard, paper, glass, bottles, metal, hazardous waste and a small amount of mixed waste. Also guests are encouraged to participate and recycling bins are provided in rooms.

Lossiranta has also a keen interest to make Lake Saimaa area a non-plastic zone. Lossiranta hotels' sustainability comes from small actions every day and it is a part of their corporate culture. They constantly work to find new sustainable solutions for the hotel business, in all areas.



Key Actions

- Environmental information for customers through website, staff communication, signage, leaflets and on all other communication channels.
- Water-saving showerheads and taps. Energy-saving lights
- Eco labelled cleaning products, tissues and papers
- Minimal use of chemicals
- Local food and Organic food - informing customers of the origins of food products and promoting local producers. Various seasonal home-grown products offered at breakfast
- For waste there are sorting instructions and facilities for both staff and guests. Reduction of food waste by informing customers



Part 4

Gardens, Land
Use, Biodiversity
and Ecosystems

Ecosystem and Biodiversity Conservation

Exterior Green Spaces, Grounds, Gardens and Frontages



Get Staff, Guests and Your Community Involved

- ❑ Provide environmental education materials and information on local biodiversity conservation efforts to staff and customers.
- ❑ Provide staff incentives when they volunteer to become involved in community projects such as posting project information in common areas and offering transportation assistance when needed to customers
- ❑ Provide information on any wildlife to look out for or create a trail/activities if you have particularly good opportunities in your grounds. This could be something guests do independently or led by a member of staff

Landscapes, Wildlife and Gardening

- ❑ Design landscaping or on-site gardens to incorporate and support “heirloom biodiversity” and native species. Resource [Tourism Sector and Biodiversity Conservation](#)
- ❑ Avoid purchasing and serving overexploited species, particularly seafood and bees. Consider developing a sustainable seafood or bee policy
- ❑ Prevent wildlife from accessing trash and food by secure food sources
- ❑ Ensure that interactions with wildlife is done at a safe and respectful distance
- ❑ Protect sensitive areas, such as wetlands and large trees
- ❑ During maintenance equipment replacement (lawn mower, hedge trimmers...) select them based on ecological criteria (low energy consumption, presence labelling).
- ❑ Water the flowers and treat garden waste in composter and use a shredding blade to mow the grass thus allowing rapid decomposition that acts as fertilizer.
- ❑ Consider using materials that are in keeping with the local environment and encourage wildlife through bird boxes, wildlife areas etc.

Ecosystem and Biodiversity Conservation

Exterior Green Spaces, Grounds, Gardens and Frontages



Rainwater Usage

- ❑ Install a rainwater tank to recuperate rainwater to use for watering flowers and gardens. Aim to water between 19h and 7h.
- ❑ Use [water butts](#) and other water saving gardening products. Time watering for the start and end of the day. Water butts are plastic containers that store rainwater by collecting it from the rooftop and can easily be attached to your rainwater drainage system.
- ❑ Provide storage with a waterproof floor to store retention trays and label them as well as absorption kits.

Chemical Usage

- ❑ Instead of fighting to get rid-off pests, promote the presence of predators and plants that will keep them away.
- ❑ If you cannot avoid chemical use, scrupulously respect the prescribed doses and preferably use products acceptable in organic agriculture. Don't treat before rain storms and neither on pavers because products quickly trickle into nature.
- ❑ Weeds on slabs and on pool edges can be eliminated using a thermal weed control technique. It procures intense heat flashes that don't burn but disturb weeds metabolism and make them die quickly. A simple method and entirely non-polluting.

Ecosystem and Biodiversity Conservation

Work with Local Communities and Experts



- ❑ Develop partnerships with local environmental and community organizations. Organise a way everyone can contribute a percentage of annual net revenues to local environmental conservation
- ❑ Participate in local environmental and conservation efforts either through sponsorship, monetary contributions, or volunteering and supporting employees to do so.
- ❑ Work with relevant parks and public land agencies to find out how your business might participate in ecosystem and biodiversity conservation efforts; e.g. how you can help rehabilitate or improve waterways on your property to benefit the region
- ❑ If you are able to set aside property and/or donate land to a conservation society protecting local biodiversity



Land Use Planning and Management



- ❑ Follow standards for development and construction that take into account community values, distinctiveness, and sense of place
- ❑ Direct development towards existing local communities that are already served by infrastructure and utilize the resources they have to offer
- ❑ Support the integration of mixed land uses and provide local community with more choices in housing, shopping, communities, and transportation
- ❑ Integrate green building design in new construction and remodelling
- ❑ Take measures to ensure property and operations do not cause soil loss, soil contamination, or other negative impacts, such as erosion and sediment pollution to lands and waterways
- ❑ Participate in community events that promote sensitive land use and development practices
- ❑ Preference is given to environmentally responsible landscaping, pool, and construction services and firms



Start with the Garden!



Save Soil with Old Cans

For deep planters, fill the bottom with old cans and plant pots. The cans and pots improve drainage and create air pockets for better aeration and healthier soil. Resource [Green Gardening Hacks](#)

Start Your Seeds Off a Green Way Recycling Toilet Rolls

For an easy and green way to start seeds, save your toilet paper and paper towel tubes. Cut the tubes into 2 in. lengths and set them in a waterproof tray. Fill the tubes with potting soil and plant your seeds. When the seedlings are ready to move to the garden, plant them right in their cardboard tube. The cardboard will decompose. Be sure to keep the tube below the soil surface, so it doesn't wick moisture away from the roots.



Healthy Plant Hydration Recycling Old Sponges

Water settling at the bottom of pots can lead to root rot. To combat this problem, cut up old sponges and put them in the bottom of the pot. The sponges retain moisture and create necessary air space. They also help prevent water from flushing out the bottom. The sponge acts as a water reserve and keeps soil moist longer.

Help Save the Bees by Planting These!

The best way to improve the vegetation around your business is to increase the amount of bee friendly pollinator plants on your property. There are several herbs, perennials and annals that are the most common types, widely enjoyed by many pollinators. Download this handy poster "[Plant These To Help Save Bees](#)" for a great overview of the best varieties to plant. You can also; Build a Bee House/Hotel Seek advice and certification and educate guests and employees through signage. Resource [6 Ways Tourism Businesses Can Boost Pollination](#)



Water Conservation Tips for Your Garden

1. **Save your Cooking Water.** If you steam or boil vegetables, save the water rather than tipping it down the sink! It is full of nutrients and when cooled, makes a **free fertiliser** for watering your plants.
2. **Collect Shower Water.** Put a couple of buckets in the bottom of your shower, while the water is heating up. Save these to water your garden every day.
3. **Install a water tank rather than wasting rainwater, to maximise roof runoff and redirect it for use on your garden. Slimline tank and water harvesting systems are available for even the tiniest of spaces.** Resource [10 Water Saving Tips for Your Garden](#)



Section
04

Why Some
Projects Fail?



Why Some Projects Fail?

The importance of sustainable tourism has been receiving increased recognition in recent years, highlighting the potential and importance of incorporating the Sustainable Development Goals (SDGs). On the other hand, successfully implementing sustainable tourism initiatives remains a challenge. One of the main reasons environmentally sustainable tourism projects fail is because of a lack of proper management. No matter how small the initiative, there will always be challenges, issues and problems that were not thought of and will occur. The specific reasons include;

- **Nobody is Responsible:** Assign a Green Coordinator, this could be you or a staff member. It is important someone leads, manages and organises your environmental efforts. It is important to have a key point of contact, someone who is focused on how the business can best achieve its environmentally sustainable outcomes and initiatives.
- **Managing Blind or Uninformed:** Without properly understanding how 'your' business operates on an environmentally sustainable level you will not be able to implement or achieve optimal management. Get an expert in, this investment will save you a lot of time and money long term. They will advise and evaluate your particular business and narrow down how your business can best build a priority checklist. They will conduct an audit and put you on the right track first time, e.g. they will save you a lot of research, explain what you need to prioritise, how you can adapt and implement using best practice approaches, what to consider and avoid, the risks involved and provide different pricing options. They can even inform you of free advice, support, grants or funding.
- **Poor Planning:** get organised by having your priority checklists in place, have a plan in place of when and how your environmental sustainability activities should take place; consider organising your 'Green File' so you can develop your own policy, processes, checklists and guidelines. Have a calendar put in place so you can plan and monitor how your business behaves and manages at different times of the year – this is especially important for seasonal businesses
- **Inadequate Monitoring and Evaluation:** "you can't manage what you don't measure". Make sure to monitor, measure, compare, evaluate and manage what you use, how you use it and how you can use it better. Start by contacting your local energy or water provider they should have advice on how to manage and monitor these resources best. They often have a business monitoring service available for free so you can optimise your consumption.
- **A One Off Activity:** environmental sustainability is not something done once and forgotten about, done properly it should become of your long term business strategy and be part of your business ethics and culture. It should permeate through all levels and areas of the business possible (e.g. operations, training, communication, customer information). It should be monitored, managed, reviewed and updated on a regular basis to ensure you are optimising and continually improving your efforts (e.g., is there a better or more cost effective way we can do this? Are we up to date? Are there other priorities we need to consider? Are there free systems out there that we can use to help us monitor and adapt better?)

Case Study Sheep's Head Stakeholders Coming Together Ireland

European Best Destination for Sustainable Tourism

The Sheep's Head peninsula is an unspoilt part of the world jutting out into the Atlantic Ocean on Ireland's south-west coastline, is home to one of Europe's best-loved walking trails. An award-winning 88km trail that stretches around the entire coastline of this slim peninsula. Begin in the historic West Cork harbour town of Bantry and walk out onto the Sheep's Head. There are loads of local heritage sites and ancient landscapes enroute; Cliff paths, ridge walks, and farmland paths can all be found on this varied and well-marked walking route.



Top Things to Do!

Walk the Sheep's Head Way!, Choose a Great Loop Walk, Sail the West Cork Bays, Visit Bantry House and Gardens, Carve Letters in Stone

Culture and Heritage Loop Walks

There are 20 loop walks in this fantastic 200km trail network on the Sheep's Head Way, and there's a walk to suit everyone. Walk on Whiddy Island, trek to the lighthouse, hike along the Peakeen ridge, or go to Carriganass Castle.

Nature Based Activities Cycle the Sheep's Head, with its hairpin bends and bay side villages. Pony trekking, sailing, kayaking, and shore fishing offer other wonderful ways to explore this hidden gem on Ireland's Wild Atlantic Way.

Food & Crafts Put Cork on your fork when you sample delicious local produce like Durrus Cheese, Glenilen butter, and Bantry Bay mussels in our family-run restaurants and cafés.

Imagine sampling fish fresh from the sea, connecting with Ireland's rich history, hiking our moorlands, or drinking Guinness with the locals. Monte Isola has gained the title of "Presidio Slow Food" thanks to the millenary tradition linked with the conservation of the "lake sardine". Other specialties are extra virgin olive oil and salami.



Case Study Sheep's Head Stakeholders Coming Together Ireland

Responsible and Sustainable Tourism

The Sheep's Head peninsula won an EDEN Award for its sustainable tourism practices in 2009; it also won Silver in the Best Destination category at the Irish Responsible Tourism Awards 2015. The Sheep's Head Way walking route was developed after 100 local landowners came together to share access rights and commitment to honouring this beautiful place, and allowing visitors to enjoy it, helped them to overcome all the practical obstacles involved in setting up a waymarked trail. Over the years since then, loop walks, new signage, and continual improvements have helped to make the Sheep's Head Way one of the most beloved walks in Europe. Each year, every landowner involved in the walk scheme takes responsibility for maintaining their stretch of the Sheep's Head Way.

For us, 'living the Sheep's Head Way' is about celebrating our landscape, its people, its heritage, crafts and produce. It's also about sharing those things with like-minded visitors, and making sure we pass on the landscape and traditions we love here to the next generation intact.



The Sheep's Head peninsula is a special area of conservation, and is a protected area for peregrine falcons and choughs. Local craftspeople use traditional skills to create original and timeless artefacts, and visitors often travel here to learn from them.

1. **Protect** – We are committed to protecting our land and marine environments, as well as the flora, fauna, and marine wildlife around us.
2. **Conserve** – We work to conserve the traces previous generations have left behind in various forms including the built environment, stories, crafts and skills
3. **Minimise** – We seek to minimise our impact on the environment, and our use of resources.
4. **Share** – We are inspired by the way of life we have here, and the place where we live. We want to share what's best about it with visitors who want to make a genuine connection with the Sheep's Head Way.
5. **Inspire** – A measure of our success will be our ability to inspire in you – our visitors – a purposeful sense of responsibility for communities and the natural environment.

Responsible Tourism

<https://livingthesheepsheadway.com/responsible-tourism/>

Producers Market <https://livingthesheepsheadway.com/sheeps-head-producers-market-shop/>



Section
05

Conclusion



Conclusion



Finally, in order to achieve a successful progress implementing environmentally sustainable progress, locals, visitors, stakeholders, communities and tourists need to be communicated to and included so they can also contribute and play their role. Involving all stakeholders will require a widespread and committed participation in decision making and practical achievable implementation by all those involved.

In businesses and regions sustainability awareness and ethics can facilitate the creation of responsible individual attitudes and practices for everyone. Everyone can contribute in an achievable way even the simplest efforts count. It is inevitable the growing understanding of environmental sustainability of consumers might influence businesses to demonstrate their influence and act accordingly.

A destination or regional holistic integrated approach is always the preferred so that all the various impacts of tourism can be understood and taken into account in its planning and development. To sustain nature based, culture and heritage tourism it should be considered as part of the overall society and environment. It should be approached in a well balanced and integrated way considering a whole range of activities that affect society and the environment.

Plan for the long term. Sustainable development is about taking care of the needs of future generations as well as our own. Long term planning requires the ability to sustain actions over time so consultations and long term plans need to be developed to support this.

Businesses should aim to achieve an appropriate pace and rhythm of development. Make sure to start with 'low hanging fruit' and what will be cost efficient and benefit their businesses. Businesses should aim to build on their own Sustainable Plan at a level and pace that reflects the character, resources and needs of their business, host communities and destinations.

Use best available knowledge. This guide is a great starting point but it is also important to keep up to date with local, regional and national policies, supports and actions so you are informed with the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across your region.

Conclusion



Prioritise minimising and managing the risk. Assess where there is uncertainty or risk well in advance of it happening so you can implement preventative actions that should be taken to avoid damage to the environment or society. (see checklists)

Regularly reflect on your environmentally sustainable activities (e.g., monitoring energy usage and measuring capacity numbers to mitigate damaged environments) so you can fully assess and understand level of impact and costs.

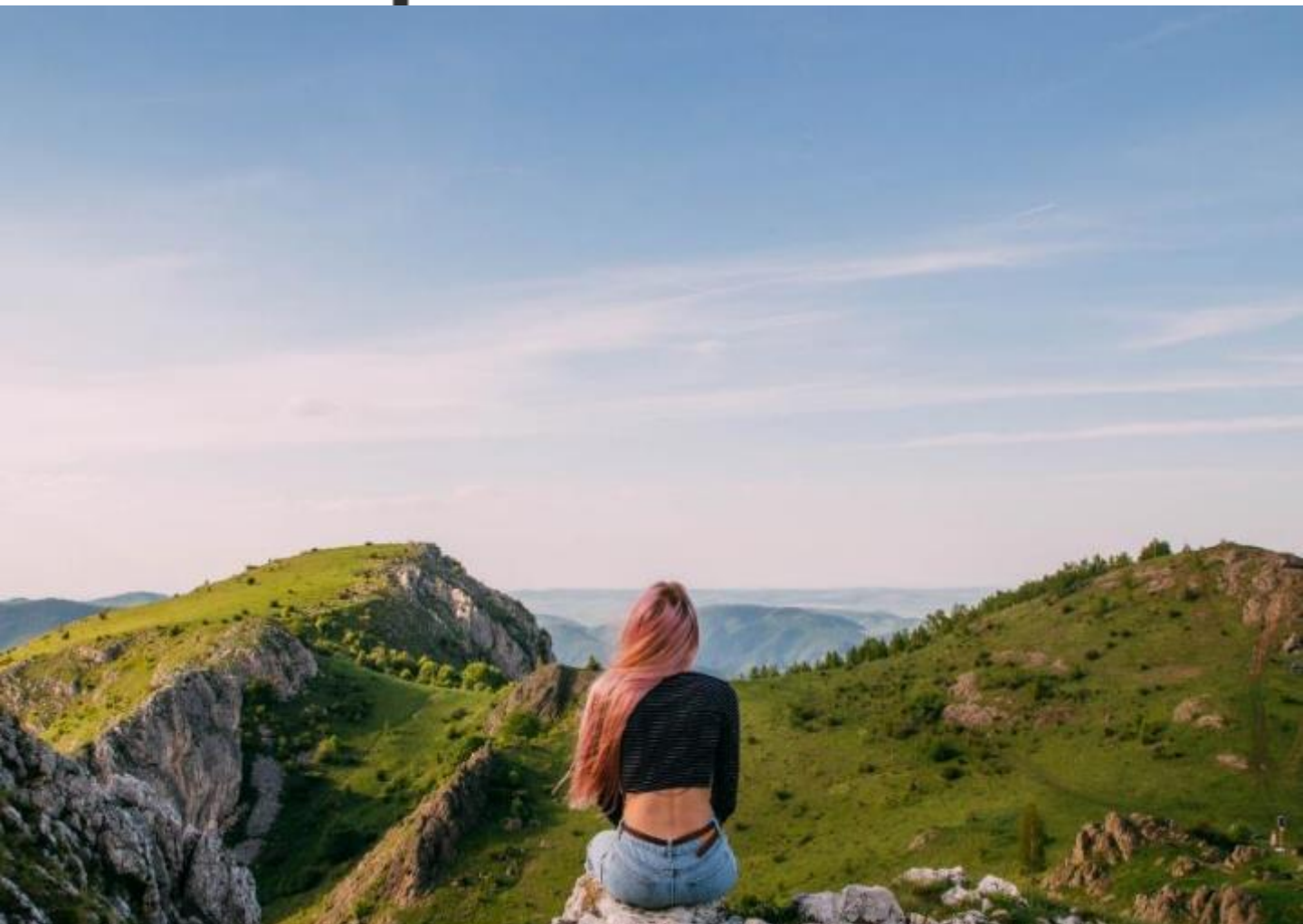
You may need to implement 'visitor fees' so that the visitor pays accordingly to manage tourism flows and protect and conserve the environments.

Undertake continuous monitoring for future improvements. Make sure to include all things you may have not considered this information can be gathered through complaints, surveys, enquiries etc. Sustainability is all about understanding existing and potential impacts and being alert to them all the time, so that the necessary changes and improvements can be made.

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