Sustainable Tourism

Benefits for Businesses & Visitors

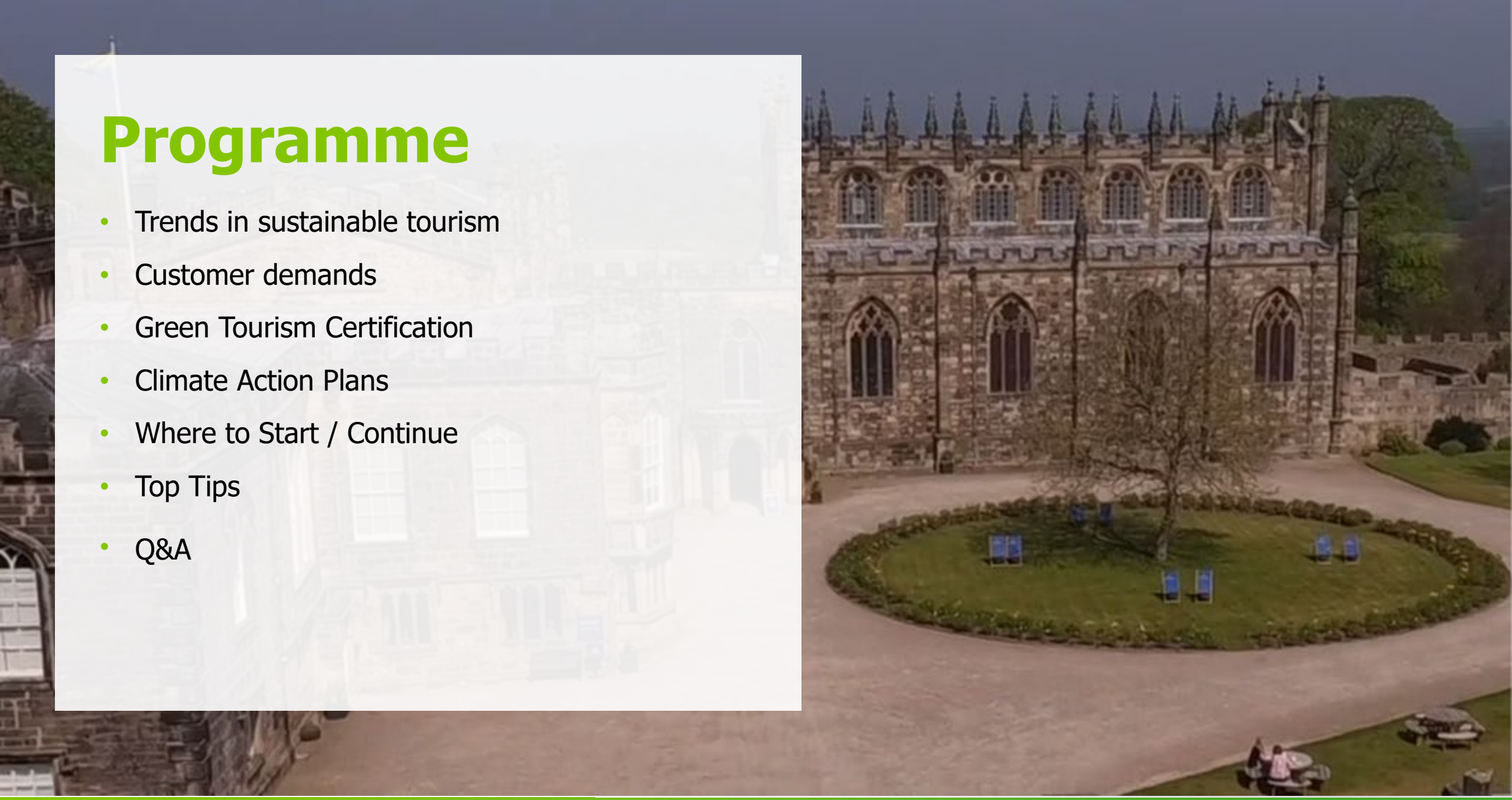
Andrea Nicholas, CEO

Green Tourism

VISIT MORAY SPEYSIDE

Programme

- Trends in sustainable tourism
- Customer demands
- Green Tourism Certification
- Climate Action Plans
- Where to Start / Continue
- Top Tips
- Q&A



Sustainable Tourism Trends

- **Sustainable Tourism**
  Addressing the needs of visitors, the industry, the environment and host communities
- **Eco-tourism**
  Natural conservation, communities & interpretation
- **Responsible / Green Tourism**
  Making better places for people to live in and better places for people to visit
- **Regenerative Tourism**
  Positive impact on the destination, and leave it in a better condition than they found it

www.oneplanetnetwork.org/programmes/sustainable-tourism

Instead of only leaving a lighter footprint, we're using that footprint to fertilise that area so it can regenerate and grow even stronger in the future

World Travel & Tourism Council

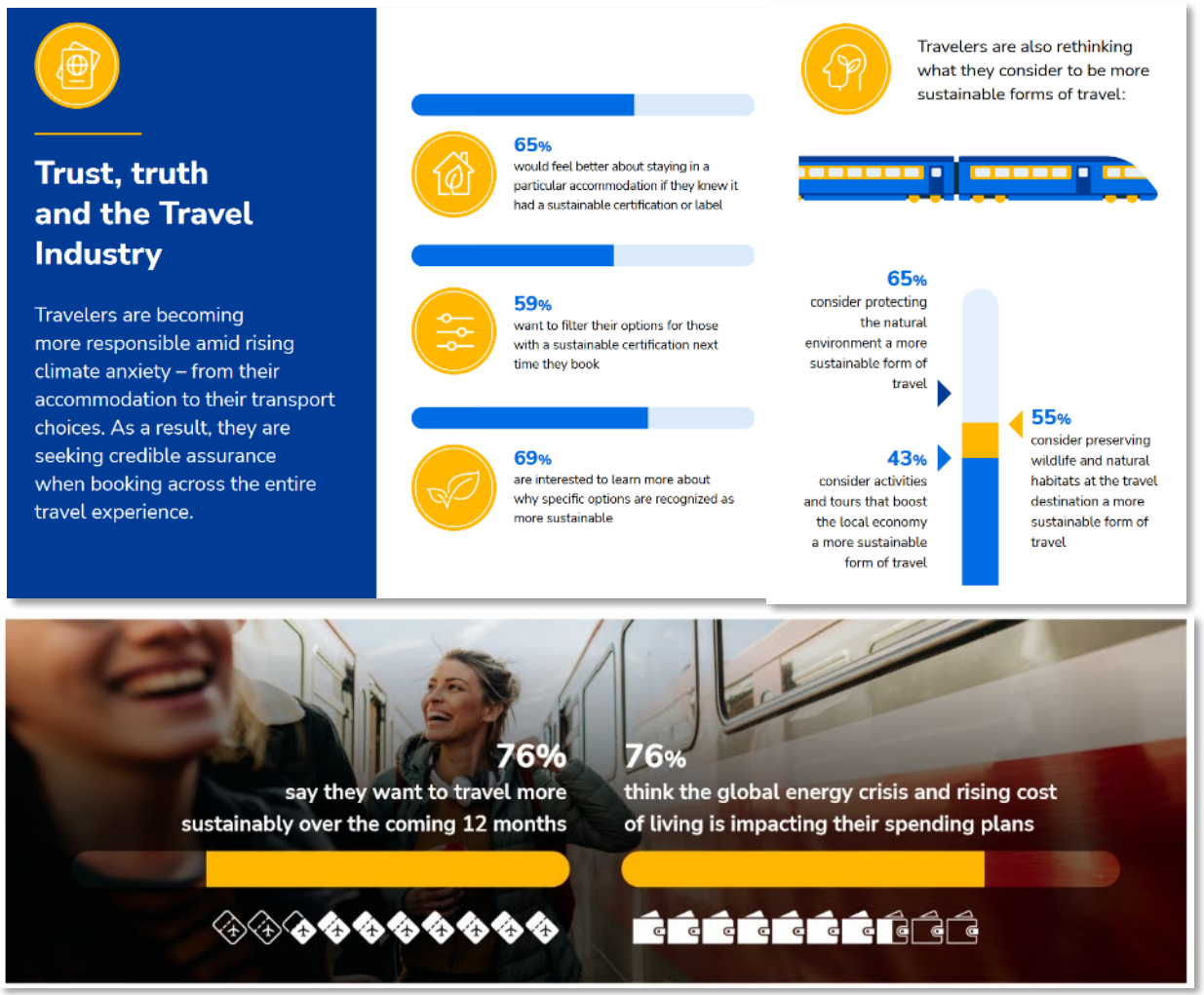
https://www.oneplanetnetwork.org/programmes/sustainable-tourism
https://travelhub.wttc.org/blog/what-is-regenerative-travel

Customer Demands

74% believe we need to act now and make more sustainable choices to save the planet for future generations (66% in 2022)

Source: Booking.com Sustainable Travel report Feb 2023

- 33,228 respondents across 35 countries and territories (Incl. 1,008 from UK,1,000 from Ireland)
- 43% are willing to pay extra for travel options with a sustainable certification
- 66% of travellers say they want to leave the places they visit better than when they arrived (59% in 2022)
- More than 500,000 properties globally are now being recognized for their sustainability efforts with a Travel Sustainable badge on Booking.com



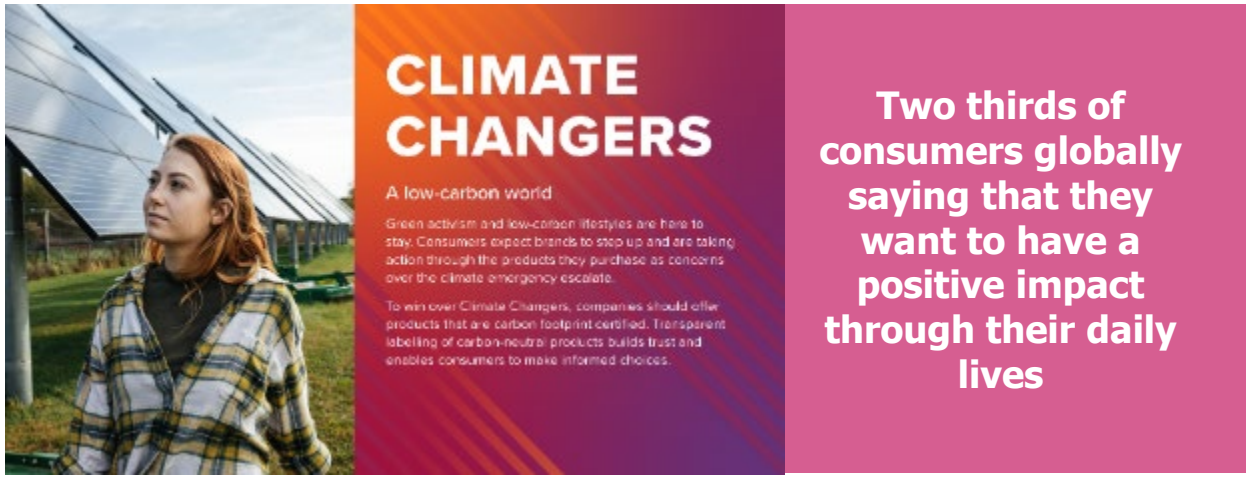
https://globalnews.booking.com/download/31767dc7-3d6a-4108-9900-ab5d11e0a808/booking.com-sustainable-travel-report2023.pdf

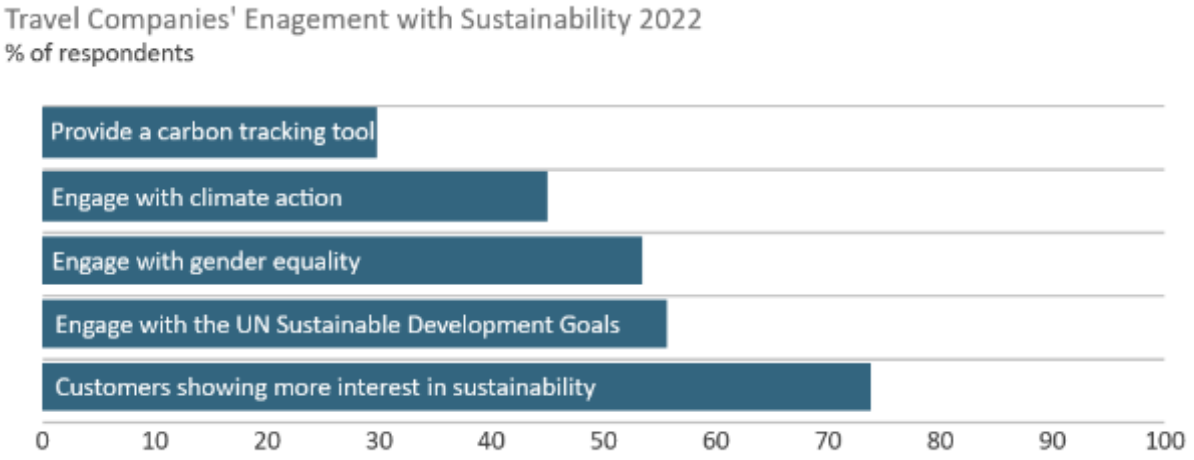
Customer Demands

73.8% of travel executives saw increased interest in sustainability from their customers in 2022

Source: Euromonitor's Voice of the Industry: Travel Survey 2022

- 57.3% said customers will pay more for sustainable products and services, such as using renewables, carbon offsetting, paying a fair wage or sourcing local food and drink
- Embracing net zero emissions targets is the next stage of sustainable tourism with OTAs like Google, Skyscanner and Trip.com, all adopting greater transparency regarding carbon at the time of booking
- The movement to decarbonise and embrace a just transition is growing ever stronger in 2023





https://go.euromonitor.com/white-paper-EC-2022-Top-10-Global-Consumer-Trends.html
https://www.euromonitor.com/article/top-three-travel-trends-for-2023

Green Tourism

- **UK & Ireland's leading tourism Sustainability Certification**
- **Established 1997**
- **3,000+ / 25 Countries**
- **All types / sectors**
  - Hotels, Guest Houses, Self-Catering, Hostels, Visitor Attractions, Tours, Event Venues, Activity Providers, Restaurants, Pubs etc

Who we work with

- **Booking Agents**
- **Venue Booking Agents**
- **DMO's and DMC's**
- **National Organisations**
- **Government Bodies**
- **Destinations / Protected Areas**

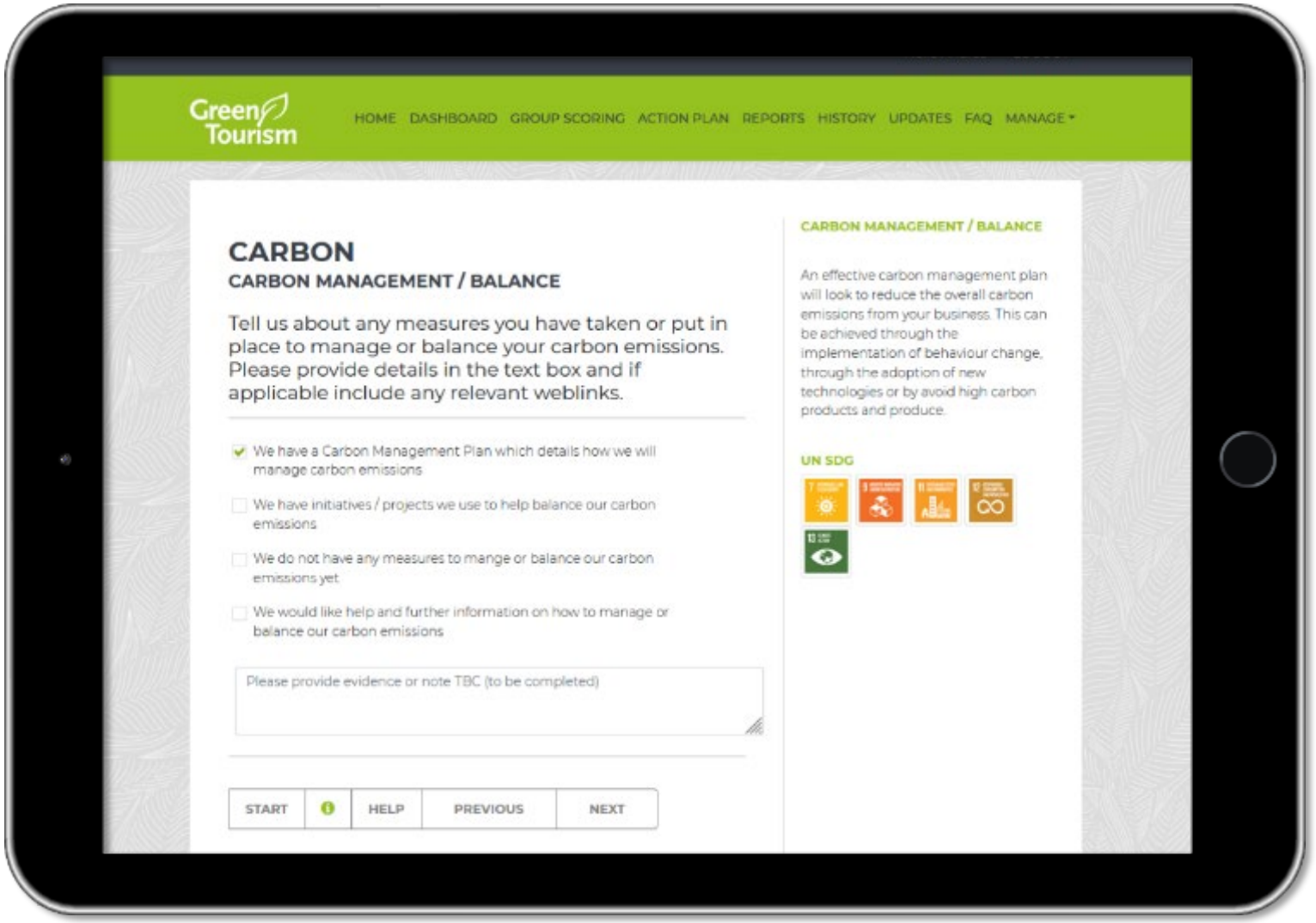
Green Tourism Criteria

- **3 Pillars**
  - People
  - Places
  - Planet
- **15 Goals**
- **50-70 Criteria**
- **Aligned to the UN SDG's**
- **The Green Meetings Standard**

Green Meetings

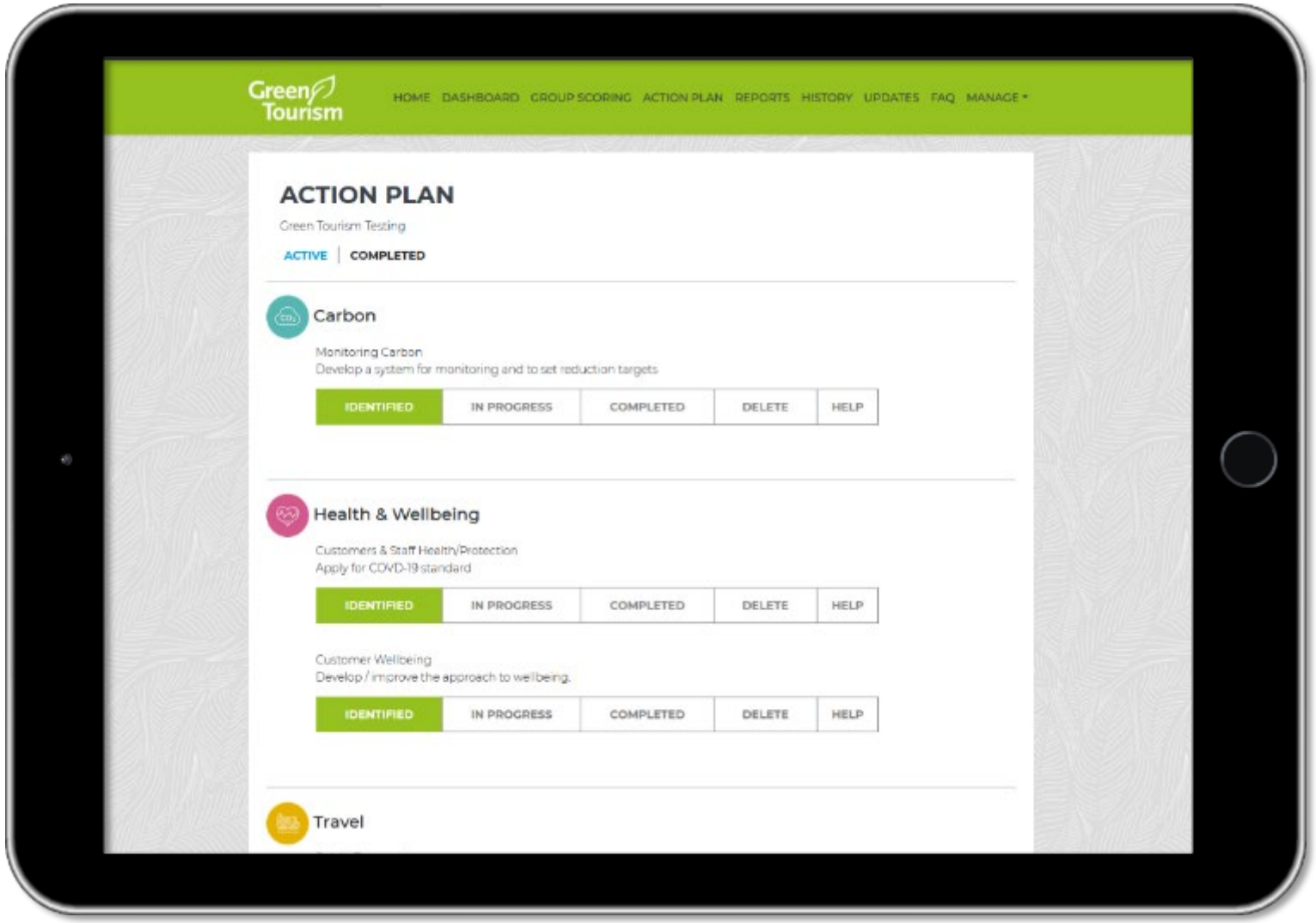
GreenCheck Portal

- Prepare for assessment
- Interactive dashboard
- Real-time scoring
- Criteria / Evidence
- Submit for assessment
- Verification by assessor



Support & Action Plan

- Online support & information
- Interactive query
- Bespoke action plan
- Record and review progress
- Download to share
- All information automatically saved for future reference



Technical Support Team

- **Advice and support**
  - GreenCheck Portal
  - Email
  - Zoom / Teams / Support calls
- **Monthly Newsletter**
- **Monthly Webinars**
  - Getting Started
  - Green Marketing & Comms
  - Waste Reduction
  - Carbon Footprint
  - Biodiversity
  - Others
- **Factsheets / Templates / Case Studies**

iema
Institute of Environmental Management & Assessment

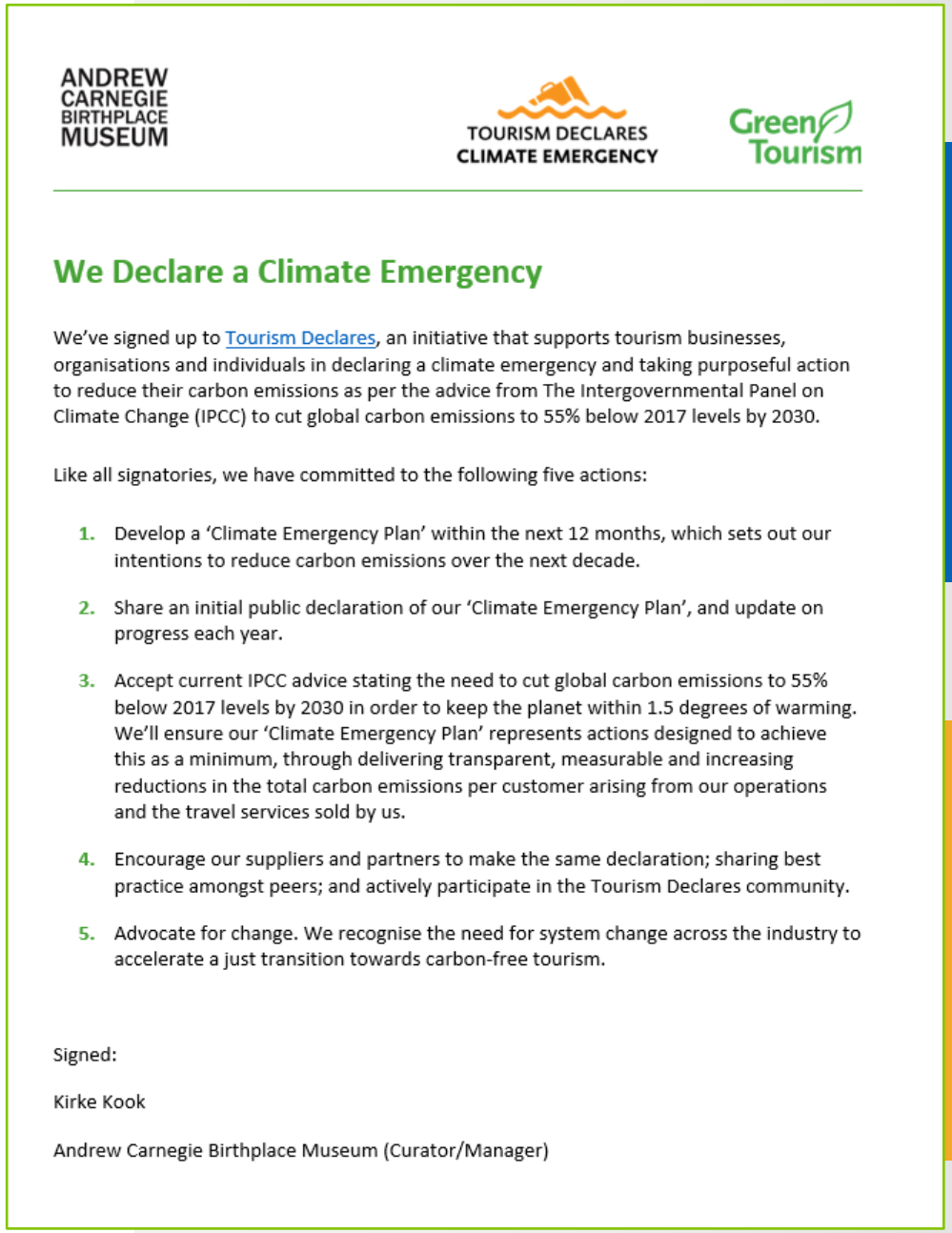
Environmentally qualified Assessors

Knowledge hub & factsheets

Climate Action Plans

Commit to

- Develop Climate Action Plan
- Share your commitment
- Cut carbon emissions
- Work together
- Advocate for change



ANDREW CARNEGIE BIRTHPLACE MUSEUM

TOURISM DECLARES CLIMATE EMERGENCY

Green Tourism

We Declare a Climate Emergency

We've signed up to Tourism Declares, an initiative that supports tourism businesses, organisations and individuals in declaring a climate emergency and taking purposeful action to reduce their carbon emissions as per the advice from The Intergovernmental Panel on Climate Change (IPCC) to cut global carbon emissions to 55% below 2017 levels by 2030.

Like all signatories, we have committed to the following five actions:

1. Develop a 'Climate Emergency Plan' within the next 12 months, which sets out our intentions to reduce carbon emissions over the next decade.
2. Share an initial public declaration of our 'Climate Emergency Plan', and update on progress each year.
3. Accept current IPCC advice stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 in order to keep the planet within 1.5 degrees of warming. We'll ensure our 'Climate Emergency Plan' represents actions designed to achieve this as a minimum, through delivering transparent, measurable and increasing reductions in the total carbon emissions per customer arising from our operations and the travel services sold by us.
4. Encourage our suppliers and partners to make the same declaration; sharing best practice amongst peers; and actively participate in the Tourism Declares community.
5. Advocate for change. We recognise the need for system change across the industry to accelerate a just transition towards carbon-free tourism.

Signed:

Kirke Kook

Andrew Carnegie Birthplace Museum (Curator/Manager)

- **Measure**
- **Decarbonise**
- **Regenerate**
- **Collaborate**
- **Finance**

www.green-tourism.com/tourism-declares

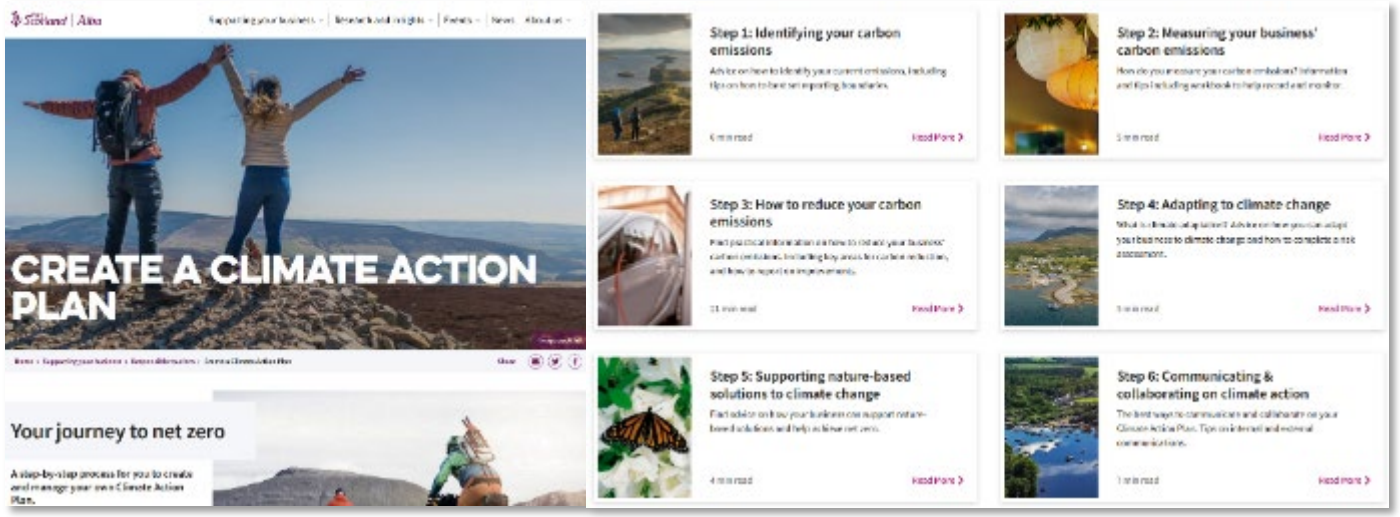
Climate Action Guide

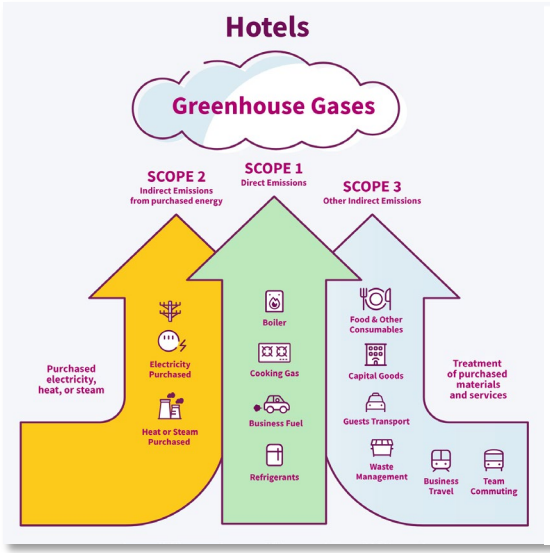
Step-by-Step Guide

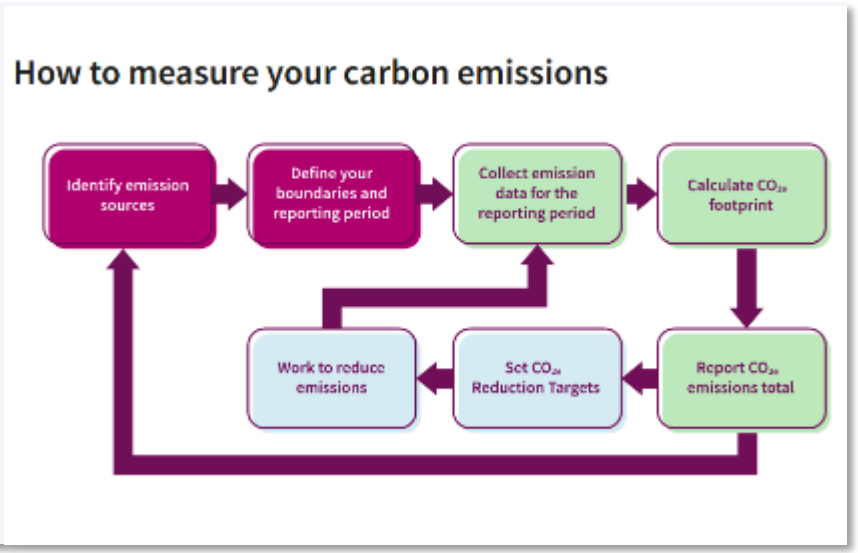
- Identify your carbon emissions
- Measure your emissions
- Reduce your emissions
- Adapt to Climate Change
- Nature-Based Solutions
- Communicating on Climate Action

Climate Action Workbook

- Excel file downloads
- Carbon Calculator







https://www.visitscotland.org/supporting-your-business/responsible-tourism/climate-action-plan

Baseline Review

Utilities & Consumables

- What do you buy / spend money on?
- What do you waste / use inefficiently?
- What do you throw away? *(Have you looked in your bins recently?)*
- Can you easily reduce any of these?
  - Energy
  - Water
  - Chemicals
  - Food & Drink
  - Single use items
  - Office consumables

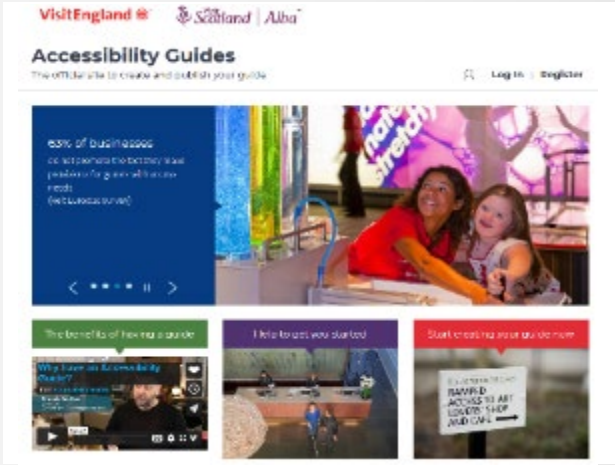
Lighting an average small office overnight wastes enough energy to heat water for 1,000 cups of coffee

Turning off one PC monitor that's normally left on saves 1kg of CO2 a year

Baseline Review

Community, Accessibility & Biodiversity

- Do you support local community?
- Do you support local / international charities?
- Do you support local craftspeople?
- Have you got an accessibility guide?
- Do you encourage / sponsor wildlife?
- Do you help with increasing biodiversity?
- Can you easily do any of these?



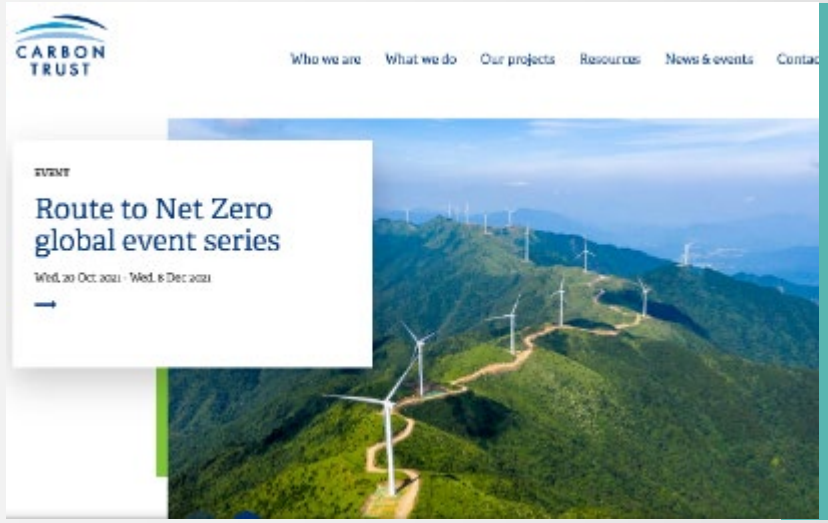
www.accessibilityguides.org

https://ukpoms.org.uk/

https://butterfly-conservation.org/

1 - Awareness

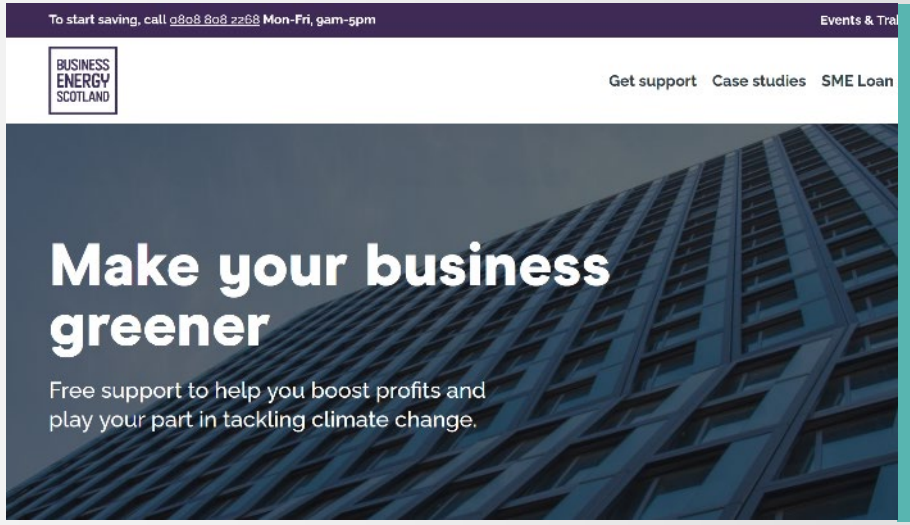
- Government support websites
- Publications / articles
- Training / webinars
- Newsletters, Intranet, Noticeboards
- Get everyone involved
- Green Meetings
- Green Champions
- Set up a Green Team
- Ask for suggestions / ideas



www.carbontrust.com/

www.energysavingtrust.org.uk/business/

www.gov.uk/guidance/energy-technology-list

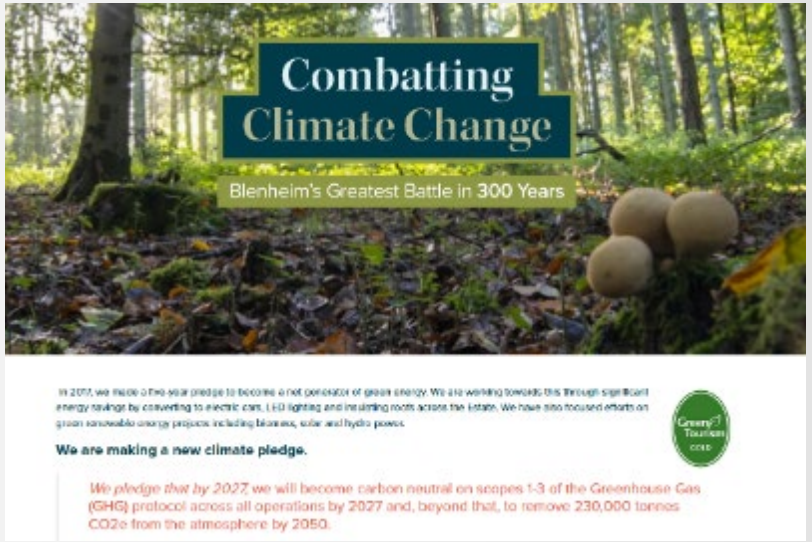


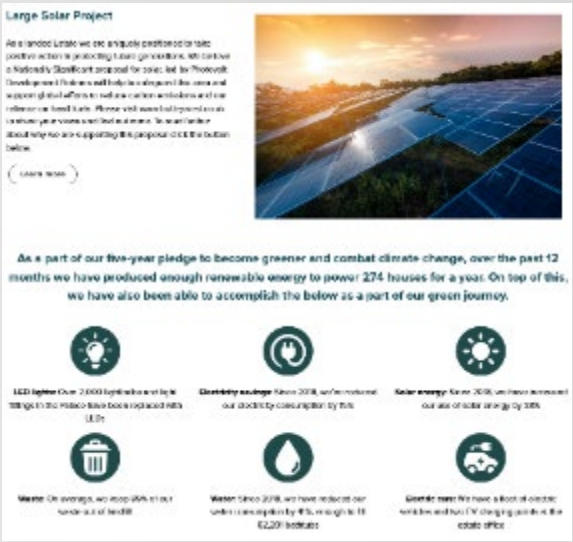
businessenergyscotland.org/

2 - Green Policy

- Meaningful to your business
- Easy to understand by you, your team, your customers and others
- Succinct and to the point – ideally no more than A4 sheet
- A commitment to legal compliance, continual improvement in all aspects of sustainability
- Goals, targets, achievements can be in policy or explained separately
- Signed and dated by senior management / owners

Meaningful to YOUR Business





3 - Visitor Charter

- Meaningful and relevant to your customers
- Easy to understand with clear information / guidance
- Include local information / facilities
- Tell them how they can get involved / help
- Encourage them to do green things when they go home
- Encouraging and influential – Not worthy & dictatorial
- Tell them why it is important to the destination
- Tell them why it is important to YOU

t engaging, tive and not orthy!

Influence don't Dictate

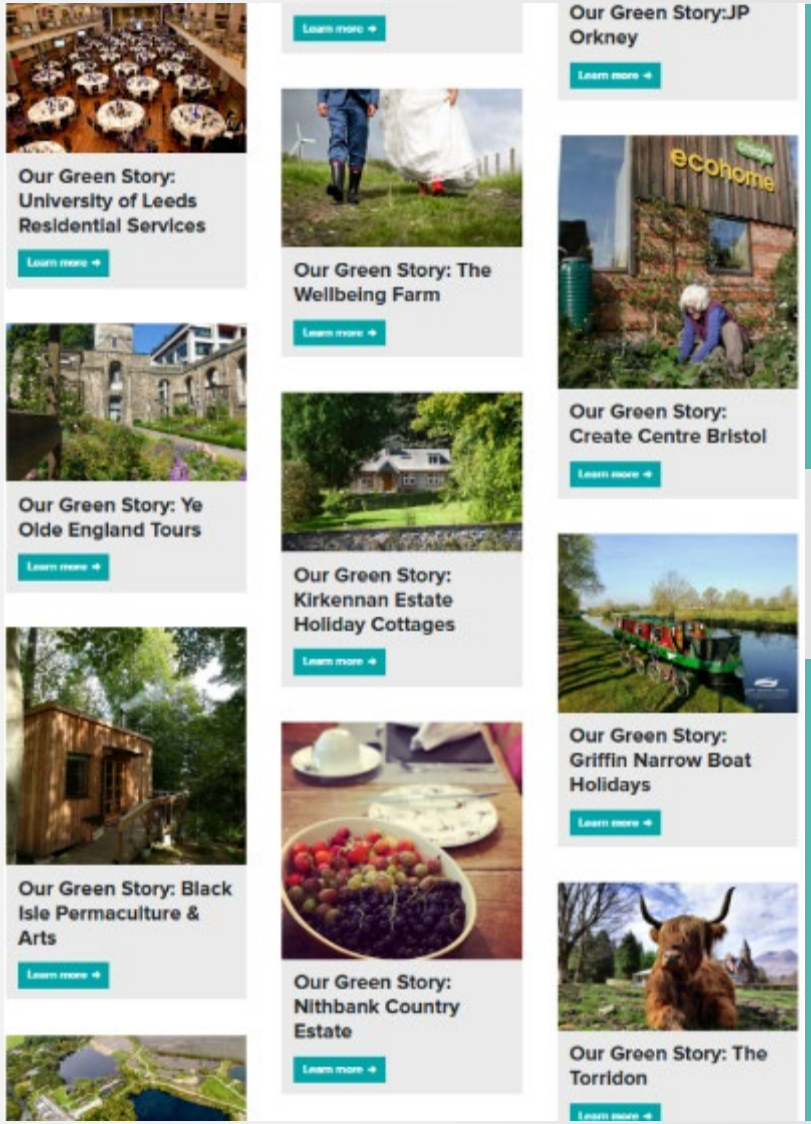
4 - Green Story

Show them you Care

- Supporting local community
- Caring for your team / guests
- Buying local
- Conservation of cultural heritage
- Increasing biodiversity
- Reducing carbon & waste
- Saving water, avoiding chemicals

Be honest & transparent - Don't Greenwash

- Provide evidence & information
- We are all on a green journey just tell them how far you have got..



Tell Your Green Story

www.green-tourism.com/blog

#tellyourgreenstory

5 - Campaigns

Green Days / Events

- World Environment Day (5 June)
- World Oceans Day (8 June)
- Organic September (1-30 Sept)

Green Active Travel

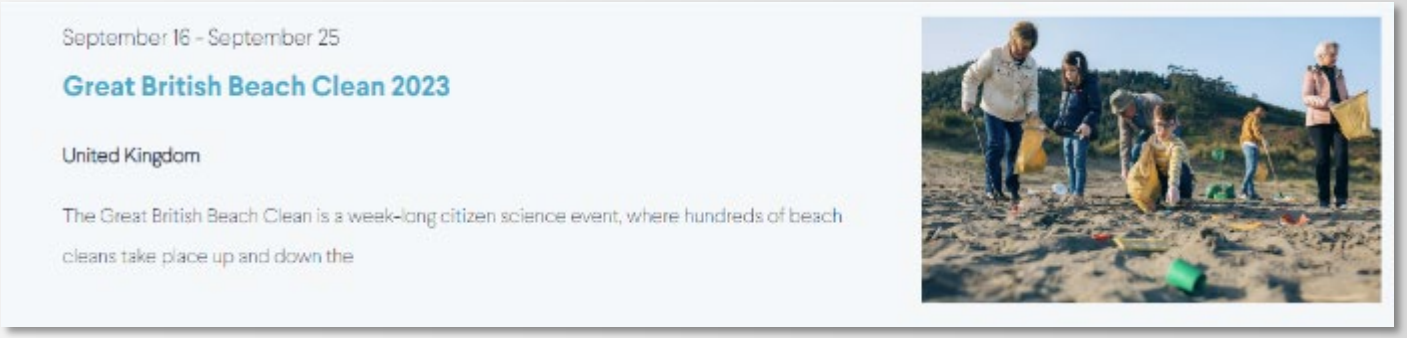
- National Walking Month (1-31 May)
- World Car Free Day (22 Sept)
- Cycle to Work Day (4 Aug)

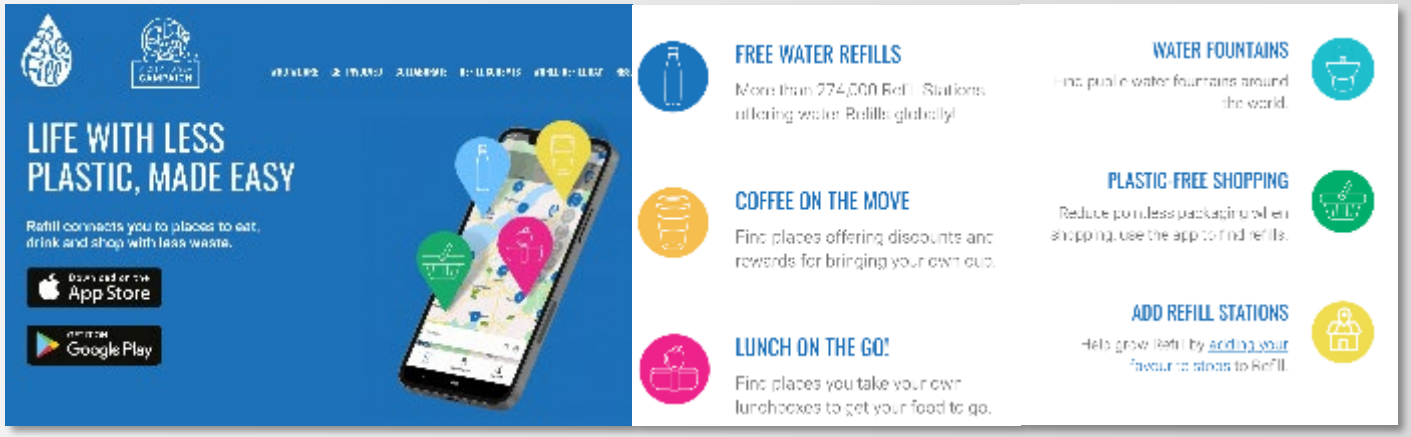
Social Justice/Community

- World Fairtrade Day (14 May)

Waste/Single Use Plastic

- World Refill Day (16 June)
- Plastic Free July (1-31 July)

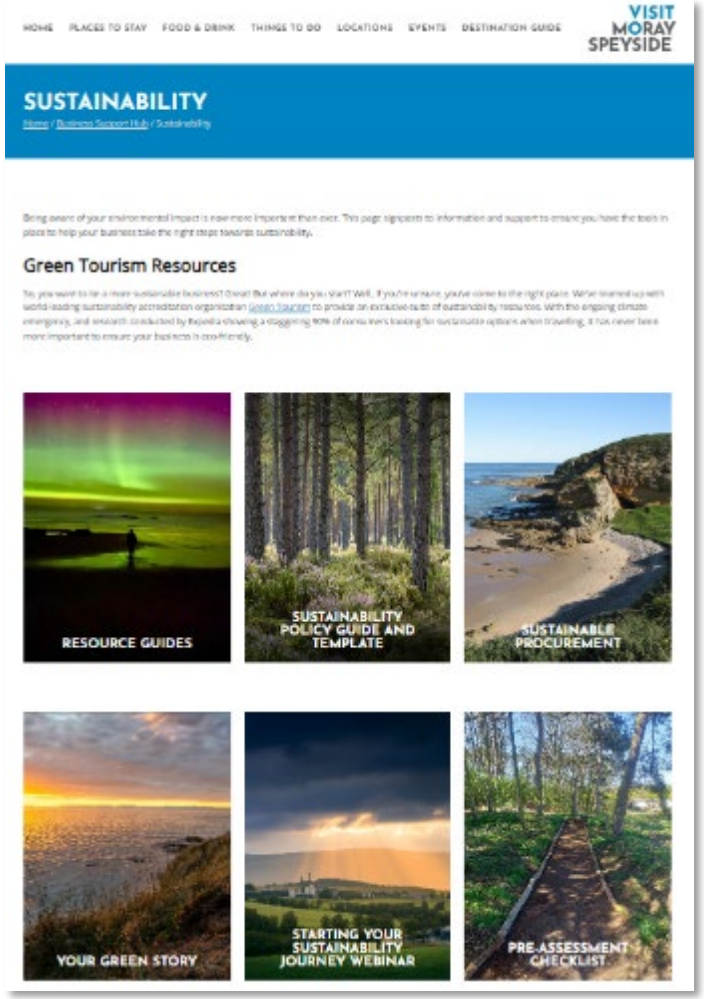


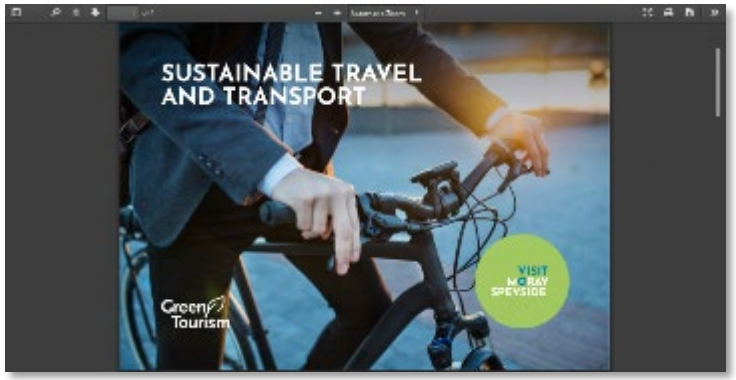


https://www.awarenessdays.com/

Support

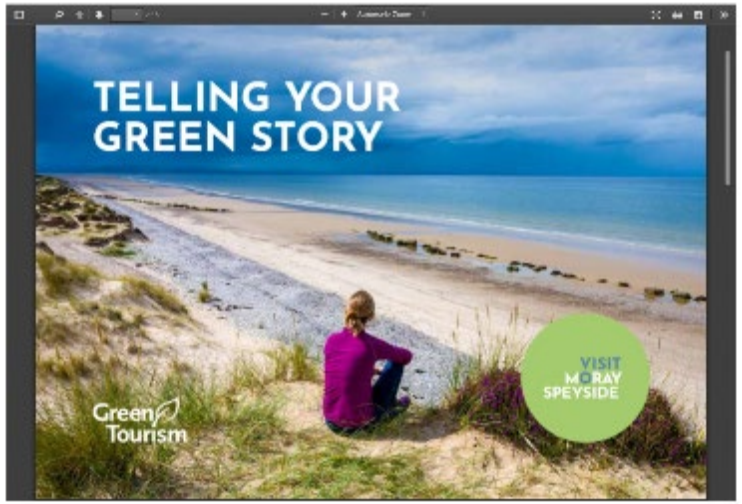
Visit Moray Speyside





Telling your 'Green Story' can be a powerful, persuasive way to communicate your sustainability credentials. It presents a unique opportunity to effectively engage your audience and showcase your business by bringing your commitments to life. Here we show you how to tell your story.

You can submit your completed green story to green tourism by clicking here to get your green story featured below and shared with members of Visit Moray Speyside please send it [redacted].



Your Green Stories

WDC Scottish Dolphin Centre

The WDC Scottish Dolphin Centre is situated at the mouth of the River Spey, on a beautiful location on the Moray Coast. It is the only place in Moray Speyside to see the amazing bottlenose dolphins and enjoy beautiful walks along the River Spey. The Centre is run by WDC, Whale and Dolphin Conservation, which is the leading charity dedicated to the protection of whales, dolphins and porpoises.

In recent years the Scottish Dolphin Centre has moved forward massively with its green commitment. The centre has installed a rainwater harvesting system, dramatically reducing CO2 emissions, and introduced sustainable measures to decrease plastic usage in the café. With a maintaining a commitment to source local produce and save food miles. With more sustainable plans on the horizon, the WDC Scottish Dolphin Centre has got a very green future ahead!

Read their full Green Story here

SUSTAINABILITY POLICY CHECKLIST

Does the policy provide a brief overview of your business's activities?	YES	NO
Does it acknowledge the reasons you are looking to make this commitment?	YES	NO
Does it include a commitment to legislative/regulatory compliance?	YES	NO
Does it include a commitment to continual improvement?	YES	NO
Does it include a commitment to reducing your greenhouse gas emissions?	YES	NO
Does it include a commitment to consider the impact of your supply chain?	YES	NO
Does it include a commitment to managing and reducing waste?	YES	NO
Does it include a commitment to consider the wider social, economic, and environmental impacts of your business activities?	YES	NO
Has it been communicated to all employees and stakeholders?	YES	NO
Is it available to the public e.g., on your website?	YES	NO
Is it signed and dated by senior management?	YES	NO
Will it be regularly reviewed and revised?	YES	NO
Is it realistic and achievable, and will you use it to make a serious commitment to reducing your environmental impacts?	YES	NO

SUSTAINABLE PROCUREMENT CHECKLIST

CRITERIA	QUESTIONS
Raw materials	• Are the raw materials sustainably sourced? • Does obtaining the raw materials cause pollution? • Is there any recycled content? • Does the producer have good working conditions and pay a fair wage?
Manufacture	• What resources are used during manufacturing (e.g., energy, water)? • Does the manufacturing process cause pollution? • Does the product have an ecolabel (e.g., Fairtrade, Forest Stewardship Council, or better cotton initiative)? • Are hazardous materials used? • How much packaging is used? • Does the manufacturer have good working conditions and pay a fair wage?
Distribution	• How far will your products have to travel to reach you? • Will it travel by air, road, rail, sea, or a combination? • Is additional packaging required/essential or can it be reduced or re-used? • Does the distributor have good working conditions and pay a fair wage?
Use	• Will you need to use additional resources such as energy or water to maintain and use the product? • Will the product produce any waste or pollution? • How easy will it be to repair the product? • Will you or your staff require training to use the product? • Are there any legal requirements for using the product?
End of life	• How long do you expect it to last? • Can it be reused, refurbished, or recycled? • How will you dispose of the product? • Are there any legal requirements to store or dispose of the product? • Will it produce any hazardous waste?

Thank you for your time – any Questions?

Please get in touch

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Green Tourism