

# The World is Getting Greener

...and so are your visitors

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# What's it all about...?

- **Sustainability**

Environment, Economy, Social

- **Net-Zero Carbon**

Carbon Neutral – reducing or balancing carbon emissions to zero [www.theccc.org.uk](http://www.theccc.org.uk)

- **Declaring a Climate Emergency**

Public, commitment to reducing greenhouse gases [www.climateemergency.uk](http://www.climateemergency.uk)

- **SDG's**

United Nations Sustainable Development Goals

- **COP**

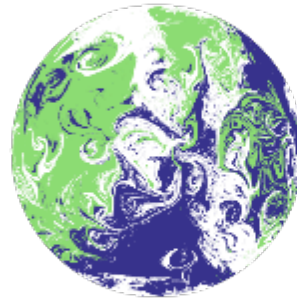
Conference of the parties (1995 – 2021)

The Paris Agreement (2016)



17 Goals to Transform our World

[www.tourism4sdgs.org](http://www.tourism4sdgs.org)



UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021

IN PARTNERSHIP WITH ITALY

Glasgow Convention Bureau

[www.glasgowconventionbureau.com](http://www.glasgowconventionbureau.com)  
People-Make-Glasgow-Greener

[www.ukcop26.org](http://www.ukcop26.org)

# What's it all about...?

- **Sustainable Tourism**

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

- **Eco-tourism**

Natural areas - conservation, communities & interpretation [www.ecotourism.org](http://www.ecotourism.org)

- **Green / Responsible Tourism**

Making better places for people to live in and better places for people to visit

- **Tourism Declares**

240+ declared a climate emergency and come together to plan a better future for tourism



ONE PLANET VISION FOR  
A RESPONSIBLE RECOVERY OF  
THE TOURISM SECTOR

ONE PLANET

[www.unwto.org/sustainable-development/one-planet](http://www.unwto.org/sustainable-development/one-planet)

#buildbackbetter



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

[www.tourismdeclares.com](http://www.tourismdeclares.com)

# Sustainable Tourism Trends

- **Euromonitor 2020**

76% + concerned about sustainability

- **UK Government 2020 survey**

Britons believe health of people and planet are inseparable - it's time for change

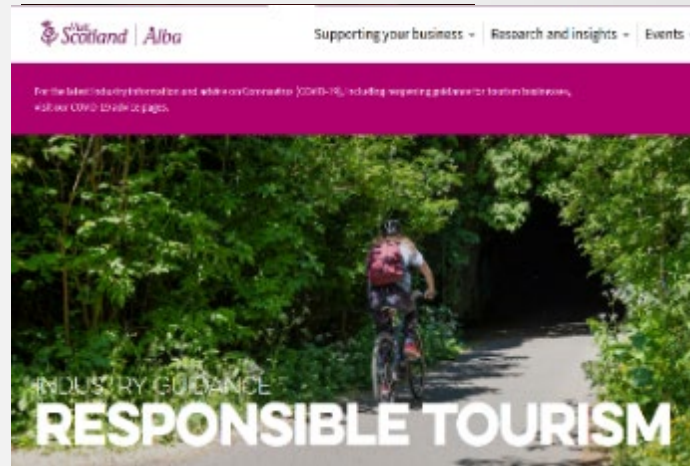
- **Virtuoso Survey 2021**

82% due to pandemic will look at more responsible travel & 76% would visit off-peak to avoid over-tourism

- **Centre for Responsible Tourism**

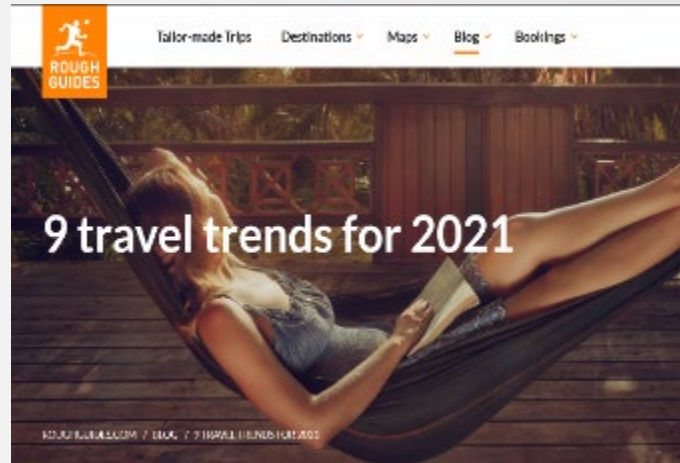
Websites of tour operators, hotels and destinations should include language about sustainability to inform travellers

[www.responsibletravel.org](http://www.responsibletravel.org)



## Scotland Outlook 2030

A Net Zero Pathway to make Scotland's tourism industry more green and sustainable



1. Surge in Sustainability
2. Increase in Female sole travellers
3. Increase in Domestic Travel

# Show them YOU Care

- **Support biodiversity / social / environmental**
- **Local & Global**
- **Promote on your website / social platforms / literature**
- **Be transparent / don't Greenwash**



**World Land Trust**  
**Toilet Twinning**



**Wildlife Surveys**  
**Conservation Projects**  
**Education**

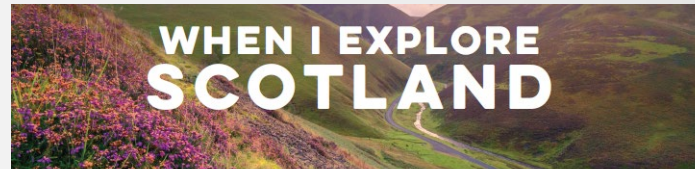
# Get VISITORS Involved

- **Set up a “Give Back” scheme / Carbon contribution or offset**
- **Ask them to reuse bags, stock / buy products made from recycled materials**
- **Promote low carbon itinerary / activities**
- **Leave no trace / Responsible Visitor Charter**



**#2minutebeachclean**

**[www.beachclean.net](http://www.beachclean.net)**



I promise to care for Scotland's nature. I will...

- Not disturb the incredible wildlife that has roamed this epic land for centuries.
- Tread lightly to protect their habitats.
- Be considerate to farmland and livestock.
- Keep my dog on a lead when needed.
- Stick to the marked roads, tracks and paths.
- Take my litter home with me.
- Take only photos and leave only footprints.
- Observe the Scottish Outdoor Access Code.

I promise to care for Scotland's communities. I will...

**Visitor Promise**

**[www.visitscotland.com/responsible-tourism-promise](http://www.visitscotland.com/responsible-tourism-promise)**

**#respectprotectenjoy**

# Share YOUR Green Story

- **Tell them why it is important to you**
- **Make it personal and specific to your business**
- **Influence don't preach**
- **Share the green things you are doing and be transparent**



**90%**  
Don't tell  
their  
Green Story



**Our Green Story:**  
Nithbank Country  
Estate

[Learn more →](#)



**Our Green Story:**  
Kirkennan Estate  
Holiday Cottages

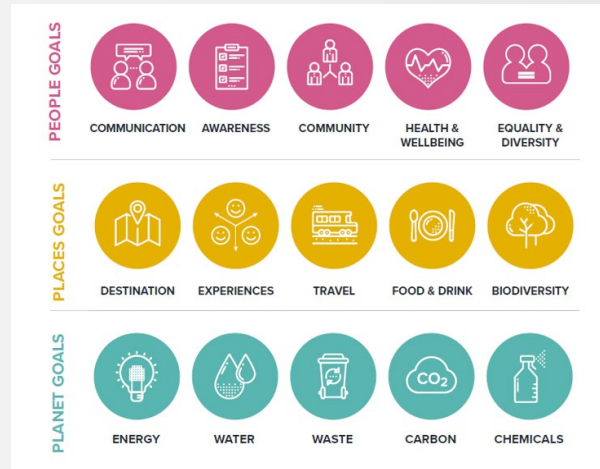
[Learn more →](#)

**Share Best  
Practice  
Celebrate Green  
Champions**



# GREEN TOURISM

- **Founded in 1997**
  - 15,000+ assessments
- **2500+ members**
  - UK, ROI & International (x20 Countries)
- **Concept**
  - 3 pillars, 15 Goals, 70 Criteria
- **Business Types**
  - Accommodation providers
  - Visitor Attractions
  - Activities / Tour Operators
  - Eateries / Retail / Offices
  - Conference / Events / Venues
  - Others



**Caring for PEOPLE**  
**Caring for PLACES**  
**Caring for OUR PLANET**



**BRONZE >40%**  
**SILVER >65%**  
**GOLD >80%**

**Green Meetings**

# GreenCheck Portal

- **Online, interactive tool**

Prepare for Assessment

- **Dashboard**

Displays Goals & Progress

- **Goals**

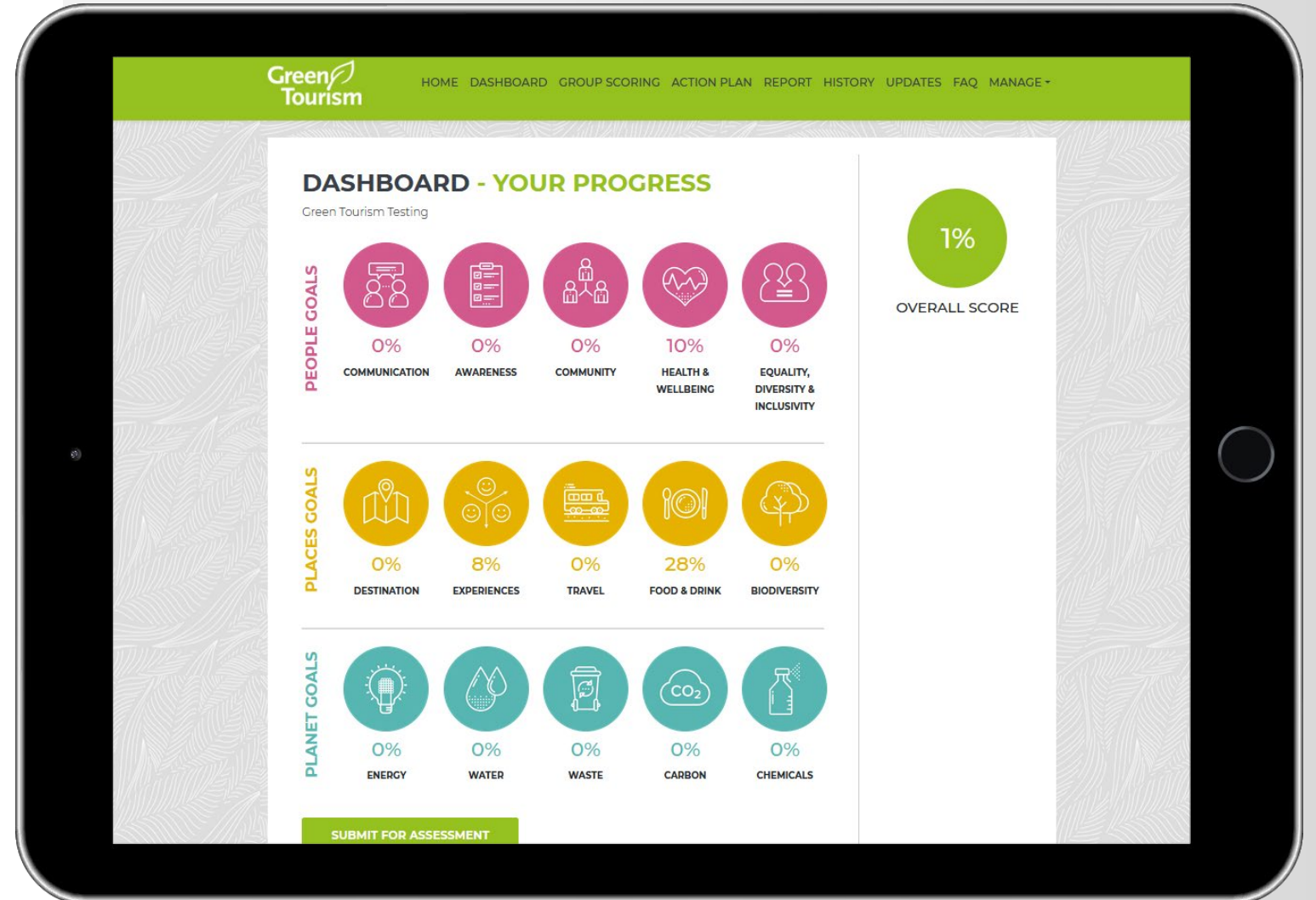
Lists criteria, SDG's

- **Criteria**

Details of measures, suggestions, evidence, weblinks

- **Assessment**

Assessor reviews website, social media & information submitted, request info, interview, site visit



# Support & Action Plan

- **I Function**

Additional information, guidance & useful weblinks

- **Help Function**

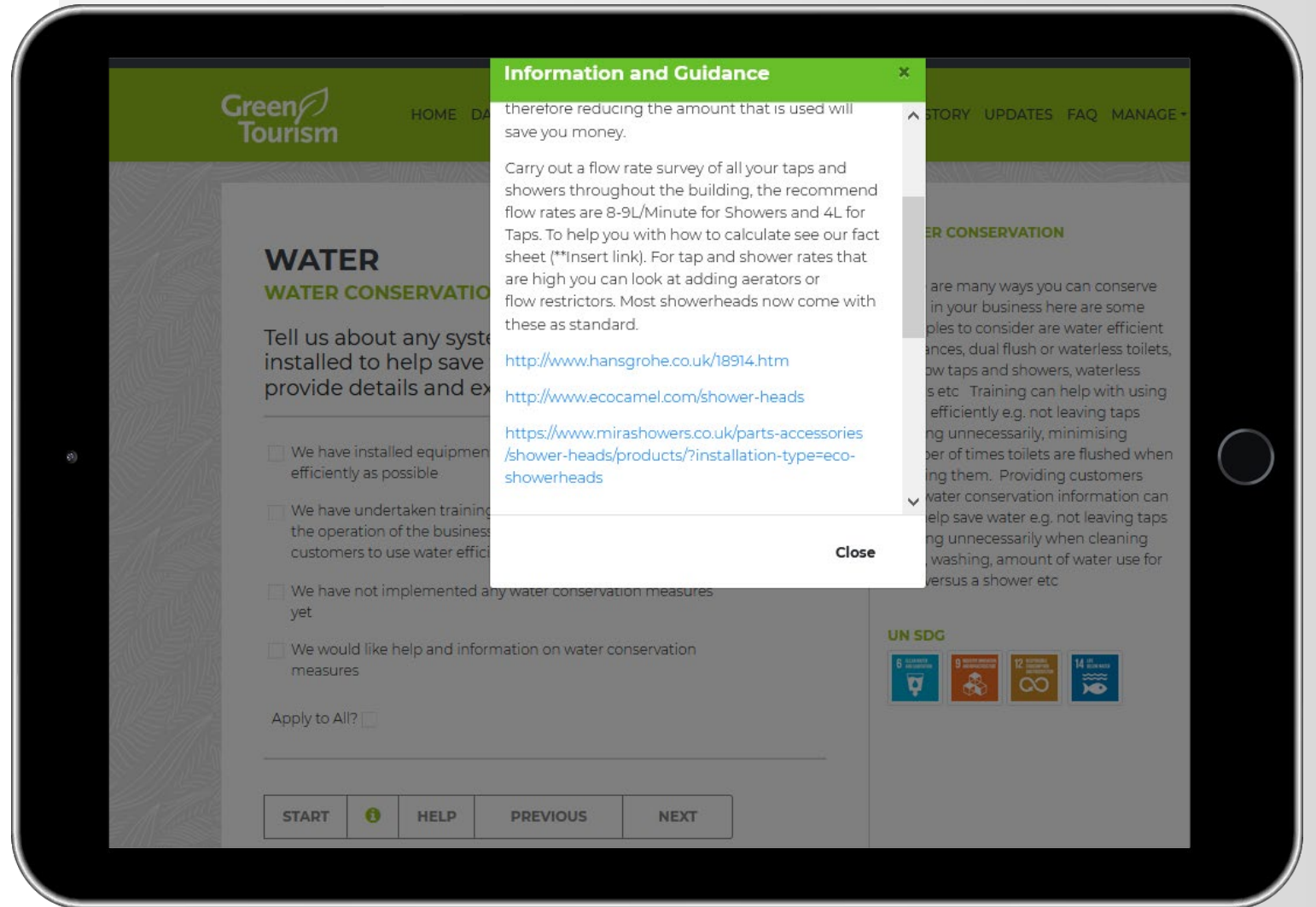
Send a Query at any time

- **Action Plan**

Pre-populated suggestions, add action, edit action

- **Progress**

Update action list, In Progress, Completed, downloaded as PDF / CSV file



# Groups & Destinations

- **Overview of all sites**

Provides list of all sites with overall scoring

- **Award level**

Lists overall award level for comparison across all sites

- **Achievements by Goals**

Lists final % score within each goal for comparison across all sites

- **Group Assessment**

Head Office / Central measures entered once and applied to all sites

GROUP SCORING			
OVERALL	PEOPLE	PLACES	PLANET
	AWARD LEVEL	SCORE	
Venue or Service	SILVER	72%	
Venue or Service	NO AWARD	0%	
Venue or Service	BRONZE	55%	
Venue or Service	BRONZE	54%	
Venue or Service	NO AWARD	0%	
Venue or Service	GOLD	85%	
Venue or Service	NO AWARD	0%	
Venue or Service	SILVER	72%	
Venue or Service	NO AWARD	0%	
Venue or Service	BRONZE	55%	
Venue or Service	BRONZE	55%	
Venue or Service	BRONZE	54%	
Venue or Service	NO AWARD	0%	

# Find Out More

- **Follow us on social media**

 @green.tourism.uk

 @GreenTourismUK

 Green Tourism

 greentourism

- **Get in Touch**

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**Green Tourism**

[www.green-tourism.com](http://www.green-tourism.com)



**GreenCheck Quiz**

**How Green Are You?**

**Thank you 😊**

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**Green**  
**Tourism**



**UKINBOUND**  
THE VOICE OF INBOUND TOURISM