



Help the environment
and grow your profits

Sustainable Tourism

FOR

DUMMIES®

Limited Edition

Save the planet
and save money

A Reference
for the
Rest of Us!®

FREE eTips at dummies.com®



TOURISM SOUTH EAST

The tourism industry needs to do more to act sustainably. Tourism South East, South West Tourism, and West Sussex County Council have collaborated to produce this guide, aimed at helping all those businesses who'd like to get involved but aren't sure where to start. We hope that everyone, from small B&Bs to larger hotel chains, activities providers, pubs, restaurants, visitor attractions and even taxi companies, will find it a useful starting point for 'doing their bit' for the good of the environment while improving their profits at the same time!

Tourism South East, the regional tourist board for South East England, is committed to creating a truly sustainable product to enable businesses and local communities to prosper and visitors to our region to enjoy. We hope you find this guide useful. For more information visit **www.industry.visitsoutheastengland.com** and click on 'Business Advice'.

Robert Collier

Managing Director

Tourism South East

***Sustainable
Tourism***
FOR
DUMMIES®

**By Tourism South East,
South West Tourism, and
West Sussex County Council**



JOHN WILEY & SONS, LTD

Sustainable Tourism For Dummies®

Published by
John Wiley & Sons, Ltd
The Atrium
Southern Gate
Chichester
West Sussex
PO19 8SQ
England

E-mail (for orders and customer service enquires): cs-books@wiley.co.uk

Visit our Home Page on www.wiley.com

Copyright © 2008 by John Wiley & Sons Ltd, Chichester, West Sussex, England
All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except under the terms of the Copyright, Designs and Patents Act 1988 or under the terms of a licence issued by the Copyright Licensing Agency Ltd, 90 Tottenham Court Road, London, W1T 4LP, UK, without the permission in writing of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, England, or emailed to permreq@wiley.co.uk, or faxed to (44) 1243 770620.

Trademarks: Wiley, the Wiley Publishing logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER, THE AUTHOR, AND ANYONE ELSE INVOLVED IN PREPARING THIS WORK MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 800-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

ISBN: 978-0-470-72783-6

Printed and bound in Great Britain by TJ International, Padstow, Cornwall

10 9 8 7 6 5 4 3 2 1



Introduction

Welcome to *Sustainable Tourism For Dummies*, your guide to attracting customers, saving money, and doing your bit to save the planet – by following the simple steps in this book.

Why get involved?

- ✔ **Sustainable tourism is nothing to do with me.** *WRONG!* An attractive environment is the main motivation for guests to visit and return – the future of tourism relies on keeping it special.
- ✔ **It's expensive.** *WRONG!* Many measures, especially those relating to saving energy and reducing waste, actually *save* you money.
- ✔ **It means sacrificing guest comfort and satisfaction.** *WRONG!* It *can* mean the opposite. Many actions, such as providing information on local walks or serving local food, *add* value to the visitor experience.
- ✔ **It's too complicated.** *WRONG!* It needn't be! This guide is here to help you with ideas and initiatives to make getting involved in good practice as easy as possible.

Recent research by South West Tourism shows 11 per cent of consumers saying that they'd actively look for an attraction or place to stay that was part of a green accreditation scheme, with a further 67 per cent stating that they'd be happy to visit a 'green accredited' business, using it as a 'deciding factor' when making their choice.

About This Book

This book is small but powerful – packed with ideas and information to enable you to reduce the environmental impact of your business or service. By doing so, you'll not only improve the financial performance of your business but find yourself attracting and keeping customers too.

Foolish Assumptions

In writing this book, we've assumed that you fall into these categories:

- ✓ You work in the tourism and hospitality industry.
- ✓ You want to make your business greener and save money at the same time by reducing your running costs.
- ✓ You've seen that sustainability or 'going green' is making waves in the tourism industry and you don't want to miss the boat.

Icons Used in This Book

We've highlighted crucial text for you with the following little icons:



The target highlights particularly useful advice.



The knotted string reminds you to bear these points in mind.



This icon draws your attention to examples of how you can save money and resources and gain marketing advantage by benefiting from sustainable tourism.

Where to Go from Here

You can take the traditional route and read this book straight through. Or you can skip between sections, using the section headings as your guide to pinpoint the information you need. Whichever way you choose, you can't go wrong. Both paths lead to the same outcome – a stronger understanding of sustainable tourism and its benefits to you – and the planet.

Part I

Going Greener: Simple Steps to Sustainable Tourism

.....

In This Part

- ▶ Reducing your energy and water use
 - ▶ Considering green transport options
 - ▶ Recycling and composting
-

Going green – and hopefully saving money and increasing business at the same time – is a winning strategy for tourism organisations of all sizes. A 20 per cent saving in energy consumption, which is realistic for tourism businesses, can have the same impact as a 5 per cent increase in sales. Taking action now can help to ensure that you are ready for the challenges of the future.

This part explains some simple yet effective steps to making your business more sustainable.



Consider appointing someone from within your organisation to act as a green ‘champion’ to monitor and ensure progress. Make sure that all other staff feel able to contribute to the process by coming up with new suggestions about how they can carry out their tasks in a more environmentally friendly way.

Improving Energy and Water Efficiency

Steps to save energy and water not only save you money but will also, in their small way, help to minimise the impact of your use of the world's resources. For example, burning fossil fuels (coal, gas, and oil) to create electricity is the biggest man-made contributor to global warming and air pollution.

- ✔ **Measure to manage.** You can't manage what you haven't measured! Check your energy consumption by simply recording from meters the number of units used each month. Make a note of the outside temperature and occupancy levels, so that you can spot any odd results. You can even buy 'plug in' meters, allowing you to measure the power consumption that each appliance uses.
- ✔ **When you come to replace appliances, compare their energy use as well as their price.** Look for the official government energy label and always choose an 'A' rated model.
- ✔ **Experiment with a lower temperature setting, resetting your thermostat at a higher level as and when necessary.** Many people find hotels, shops, and restaurants much too hot. Set bedroom and radiator thermostats at a modest level, permitting guests to raise them if they want to. Avoid blocking radiators with furniture. If you manage a shop, remember that when it's cold outside, many customers enter wearing warm clothing and may find the heat uncomfortable, thereby shortening their visit.

Review your energy supplier

Consider changing to an energy supplier who supplies energy from renewable sources such as hydro-electricity, wind, or solar power. Doing so gives you an added advantage towards decreasing your environmental impact and being able to advertise your green credentials to your visitors.

You can save 20 per cent of heating costs by installing more effective insulation. Ensure that your loft insulation is sufficiently deep – the minimum efficient depth is 15 centimetres, and the recommended depth is 27 centimetres.

- ✔ **Consider installing double-glazing and wall insulation.** Properly lined curtains can provide very effective insulation. On cold days, ensure that all curtains are closed early to keep rooms warm. Finally, insulate all hot water tanks, boilers, valves, and pipework, and service your boiler once a year.
- ✔ **Install low energy light bulbs, readily available from supermarkets and DIY shops.** These bulbs use around 80 per cent less energy than traditional ones – enough to make a real saving in your electricity bills. Low energy bulbs are particularly practical in places where the lights are on for more than an hour at a time – landings, the bar, restaurant, and overnight security lights. Use timers to turn lights off automatically after a set period in suitable areas, such as storage rooms, or movement detectors that switch lights on when they detect movement.

For external bulbs, consider daylight sensing light apparatus. These can save a great deal of wasted light, while maintaining safety levels.

Reflecting on water

By conserving water you can:

- ✓ Preserve natural water resources
- ✓ Make cost savings
- ✓ Reduce water pollution
- ✓ Reduce carbon – collecting, cleaning, pumping, and treating water consumes large amounts of energy!



Monitor how much water you use with the help of some easy-to-use spreadsheets at www.envirowise.gov.uk/page.aspx?o=monitoringwater.

Water UK estimates that:

- ✓ Toilet flush uses 7 to 10 litres (1.5 to 3 gallons)
- ✓ Shower uses 35 litres (8 gallons)
- ✓ Bath uses 80 litres (18 gallons)
- ✓ Non-commercial washing machine uses 80 litres (18 gallons)
- ✓ Non-commercial dishwasher uses 22 litres (5 gallons).

A waterproof notice in bathrooms or a note in a welcome pack can remind customers about how much water they can save by taking a quick shower rather than a bath.

Cleaning chemicals and detergents

Change to biodegradable, phosphate-free detergents to prevent atmospheric and watercourse pollution, damage to wildlife and the environment, and to enable you to reuse your grey water. Avoid cleaners that contain chlorine, such as bleaches. See www.ma-enviro.co.uk, www.ecover.com/gb, or www.biodegradable.biz for a range of phosphate-free, plant-based domestic and commercial cleaners.

Mixing two parts vinegar with one part baking soda makes a very effective general purpose cleaner, or use micro-fibre cloths and eco washing balls that clean without any chemicals.

If you use contract cleaners and laundry services, check that they also use environmentally friendly products before you sign the contract.



A filled plastic bottle in the toilet cistern saves approximately half a gallon of water on each flush – practical and cheap!

Choose a water efficient dishwasher that only uses 15 litres (3 gallons) per cycle. Make sure that you always have a full load before running, and don't rinse the plates under the tap first – just scrape the leftovers into your compost bin if it takes cooked food waste. Use coloured linen so you can wash it at a lower temperature than sheets that need to be 'whiter than white'. See if you can recycle the washing water (known as *grey water*) for flushing toilets or watering plants.

Fitting a simple aerating spray insert to your kitchen tap reduces the flow of water by up to 50 per cent. A trigger-operated spray gun also provides an effective way to reduce water use and maintain effective cleaning. Wash vegetables and salad in a bowl of water.



Cool jugs of water in the fridge so you don't have to run the tap for ages to serve your visitors, and only fill the kettle with enough water for your needs; this reduces your fuel bills too.

Whenever you replace kitchen equipment, make sure that you choose the most water- and energy-efficient models that allow you to adjust cycle times and temperatures – look for the official government rating label.

Using water outside

Here are some tips for maintaining a beautiful garden or grounds by using less water:

- ✓ Collect rainwater in a water butt. All the regional water companies have offers on water butts, or visit www.evingreener.com.
- ✓ Fit any hosepipes with trigger spray guns, stop valves, and timers.
- ✓ Install drip irrigation systems to water hanging baskets and tubs to save up to 75 per cent on water use. You can buy a simple system from most garden centres for around £15.
- ✓ Water plants at their base in the early morning or the evening, to benefit the plants and avoid loss by evaporation in sunlight.

- ✓ In dry periods increase the height of your lawn mower blades and cut grass less frequently. Lawns usually recover well after even a prolonged period of drought.
- ✓ Improve your soil in beds and borders by adding organic matter to help the soil to retain more water.
- ✓ Choose plants that tolerate dry spells. The Royal Horticultural Society has more detailed advice about gardening for water shortage and what plants to choose: www.rhs.org.uk/advice/profiles0406/water.asp#conservation.

Considering green transport options

Car use, by you and your visitors, has one of the most significant environmental impacts. However, for most businesses, a car or van is essential for collecting stock, staff, and supplies, and most visitors travel to their destination by car. Limiting use and encouraging car-free days out helps to cut costs and reduces emissions and traffic congestion.

Make a list of the frequency, length, and destination of regular (daily, weekly, monthly) car journeys and their purpose and see where you can cut down or combine them.

Electric and compressed natural gas fuels combine efficiency and low emissions. Unleaded petrol in a car with a catalytic converter decreases your car's pollution.

Diesel engines offer higher fuel economy, but emit smoke that is carcinogenic and toxic. A way around this is to use a *biofuel*, or converted oil fuel, which can run in diesel engines and is increasingly available.

Encouraging visitors to ditch the car

Encourage visitors to travel to and from their destination by walking, cycling, or by using public transport by offering a discount, and marketing this accordingly. You can even arrange to collect guests from the bus or train station.

Show your guests what they can do within walking distance and provide them with 'Top Ten Itineraries'.

Find out about local bike hire facilities to encourage your guests to consider a car-free day. If you have your own bicycles or facilities for secure cycle parking, make sure it's a feature of your marketing material.

Ensure that your car is serviced regularly, because a poor-running engine is fuel inefficient and creates more emissions.

The Environmental Transport Association website lists cars by their environmental credentials and has some useful tips for fuel efficient driving. See www.eta.co.uk.



Where possible, order goods by telephone or the Internet and enjoy free delivery from suppliers.

Incentives to encourage staff to walk, cycle, use public transport, or car-share to and from work, also reduce car usage.

Managing Waste

Ever increasing amounts of waste are going into landfill sites, or into the sea. You can help by reducing the amount you throw away and save on trade waste collection costs.

The three Rs are an invaluable principle to base your behaviour around: **R**educe first; then **R**euse; last of all, **R**ecycle.

As a first step, measure the amount of waste you put out for collection. You can then set a target to reduce the waste that leaves your premises by, say, 5 per cent per year. Staff often find this an interesting challenge and generate many good ideas. You can use prepaid refuse sacks and bins for trade waste collections, so making visible savings.

You can avoid packaged items, such as individually wrapped soaps and portions of butter to demonstrate your environmental credentials.



Where you receive items regularly from the same supplier, use a container that you can return to them and reuse when they make their next delivery.

Recycle, recycle, recycle

Question whether or not you can reuse some items rather than throwing them away. Consider giving household items to a local charity shop, so that they can continue to be used. Make sure that recycling information for your customers is prominently displayed or included in a welcome pack, with clear instructions about what you would like them to do.

Here are more recycling tips:

- ✔ **Glass:** Ensure that you reuse as many glass items as you can. Separate them by colour for disposal at a bottle bank or for collection; clear glass is the best for recycling but blue glass can rarely be recycled.
- ✔ **Paper:** Before sending your newspapers, magazines, and paper for recycling, consider whether they can be reused as scrap paper or stapled to make memo or jotter pads. Reuse envelopes with adhesive labels over the old address. Can you print a document on both sides, or not print it at all?
- ✔ **Metal:** Invest in a can crusher to keep the bulk of cans to a minimum.
- ✔ **Plastic:** Compress plastic bottles to reduce their volume before disposal.
- ✔ **Lightbulbs:** Over 1 million tonnes of lightbulbs go to landfill every year. Under new Waste Electrical and Electronic Equipment (WEEE) Directive regulations, low energy lightbulbs, which contain mercury, must be properly recycled and not sent to landfill. For more info visit www.reuze.co.uk, www.rabbittrecycling.co.uk, and www.recycleworld.co.uk.

Going back to nature: Composting

Vegetable matter or garden cuttings can be composted rather than thrown away. Properly compacted organic waste provides free and useful garden compost and cuts the volume of your rubbish.



Several types of composter are available. Properly run composters don't attract vermin or smell unpleasant. Your local authority may provide composters or have lists of suppliers. Here's a handy guide to composters available:

- ✓ **Digesters** use solar heat to help compost organic waste directly into the soil. Very simple to set up and maintain, they take most organic waste except paper. Their capacity is limited to approximately two kilos per day, so a large business might need several. They're especially useful to place next to caravan or camping pitches, so waste can be dropped right where it's created. Take a look at www.greencone.com.
- ✓ **Intensive composters** usually need some garden waste, regular feeding, and proper maintenance. They have lids or doors that shut off access, which is most important if you're composting food wastes.
- ✓ **Traditional compost heaps** are fine for most domestic volumes of vegetable waste but, because they're usually easily accessible, don't use them for cooked food waste.
- ✓ **Wormeries** are enclosed bins that have their own worms to digest vegetable waste. They make a good choice for a self-catering site where youngsters can 'help feed the worms'. They're not suitable for more than two kilos of waste per day.

Part II

Wielding Your Purchasing Power

In This Part

- ▶ Reducing packaging
 - ▶ Choosing ‘green’ paper
 - ▶ Finding local suppliers
-

Sustainable tourism is about more than composting waste and turning off the lights. You can wield a lot of clout by spending your money with suppliers who share the same commitment to sustainability as you. You can also exert your influence for change by persuading other suppliers to look for better practice, and withdraw your custom if you aren't satisfied.

Power to the Purse

Actions speak louder than words. Where you spend and don't spend your money sends a clear signal to vendors and suppliers about how important environmental factors are to you.



Compile a list of your regular business purchases. For each item ask yourself, or your supplier, the following questions and write down the answers. Ensure that the item is:

- ✓ **Energy efficient.** Will you save on running costs?
- ✓ **Appropriately packaged.** Will you have to pay to dispose of unnecessary packaging? Is the item available in bulk at a lower cost? Can you return the containers?
- ✓ **Not damaging to the environment.** Where will you dispose of it? Is it made from recycled or renewable materials? Is it fairly traded? Does it carry the Forest Stewardship Council (FSC) logo? Are goods produced with minimal environmental damage?
- ✓ **Available locally.** Can you contribute more to the local economy? Does the item reduce food / supply chain miles? Does it demonstrate local distinctiveness?
- ✓ **Enhancing your professional image.** Does it add value to your service?

If you're not satisfied, look for other suppliers who can provide you with what you want. Regularly monitor and review your product list against environmental criteria.

Cutting down on packaging

Packaging is one of the biggest contributors to waste. Plastics are particularly damaging because they're not normally biodegradable and are mainly derived from non-renewable resources, such as oil. You can cut down on packaging through your purchasing decisions.

Consider both how you receive items from suppliers, and how you present them to your customers.



Avoid small plastic packages and containers. Buying items in bulk means making good cost and waste savings and you can enhance your image by dispensing them in attractive refillable containers.

If you sell directly to visitors, try to cut down on wrapping or carrier bags. Use paper rather than plastic where possible. Many customers appreciate being asked whether they actually want a bag.

Choosing environmentally friendly paper

Your business needs paper for a variety of uses: headed notepaper, brochures, invoices, and menu cards to name a few. In each case, try to choose the most environmentally friendly option available for the quality you need. Remember that many visitors will applaud you for using recycled paper and this is one of your most visible actions.

If you choose new paper, look for one from a properly managed source that is totally chlorine free (TCF).



A wide range of recycled paper is available. When making your choice, check on its previous use and grade:

- ✓ **'Pre-consumer waste'** refers to paper made largely from off-cuts from the paper mill, recycled during the papermaking process. Using this has little effect on the amount of paper being dumped.
- ✓ **'Post-consumer waste'** means the paper has been used before for something. Using this makes the biggest difference to the amount of paper actually dumped.

Inks based on soya or vegetable oils are now available for commercial printing. Mineral oil-based inks require the use of harmful solvents, which can contaminate water courses and produce large quantities of greenhouse gases when incinerated.

When creating letterheads, brochures, and other quality printed items, select a printer who's aware of environmental issues and eco-labelling schemes and can help you to make your choice. Check whether the printers have their own environmental policy.

Using local suppliers

Using local services, craft-makers, and food producers to supply your business has many advantages:

- ✓ Adding to the local distinctiveness of your business
- ✓ Helping the local economy in your area
- ✓ Encouraging reciprocal trading
- ✓ Cutting down on unnecessary transport in delivery

Sourcing local food and drink

Take the opportunity to build a reputation for offering good local food and distinctive products. If your establishment is in the countryside, you have a direct link between the farming community and your business. Beautiful countryside is often your visitors' main reason for choosing your location.

Farming activities shape the scenery your visitors enjoy. By buying local or regional farm products you can help the viability of those farms and, in so doing, help secure the working future of the countryside.

Going loco for local

Customers' concern about 'food miles' provides caterers with opportunities to gain a competitive advantage by offering local food and drink. This is more environmentally responsible than buying food from outside the area, and adds a local distinctiveness that customers respond positively to.

If possible, go organic too. Local support for organic farming methods has a direct effect on the quality of your local environment and may also encourage new interest from other growers in your area.

Where there's no locally produced foodstuff, such as coffee or chocolate, search out products that carry the Fairtrade logo. Fairtrade ensures that disadvantaged producers in the developing world get a better deal.

Part III

Communicating Green and Getting to Market

In This Part

- ▶ Penning an environmental policy
 - ▶ Displaying your environmental credentials
 - ▶ Involving your customers
-

You can reap the rewards of sustainable tourism by marketing your environmental credentials to your customers.

Writing Your Environmental Policy

Knowing your own environmental objectives, and why you have them, is important. It helps to reinforce your commitment, and a written environmental policy can act as a regular checklist for you and your staff.



Getting your staff on board and fully engaged with your initiatives is one of the key steps to successfully implementing green actions.

For example, your business can commit itself to:

- ✔ Changing all lighting to energy efficient lightbulbs
- ✔ Placing water-saving devices in toilets, such as a filled plastic bottle or 'hippo' (www.hippo-the-watersaver.co.uk)
- ✔ Using local food and drink wherever possible
- ✔ Providing guests with public transport information
- ✔ Supporting a local nature project

You may need to write two versions of your environmental policy: a more technical one for using internally, and a 'user-friendly' one for your visitors to read. Display your environmental policy where your visitors are most likely to see it; this communicates your objectives and enables your customers to get involved as well. You can also incorporate your policy into your wider marketing messages.

Proving Your Green Credentials

A very important part of going green is working towards an independent, proven, and credible accreditation scheme for businesses who want to take that extra step. Examples of accreditation schemes include the Green Tourism Business Scheme (GTBS), which is available to any tourism business, or the David Bellamy Conservation Award for caravan parks and camping sites.

The GTBS, which has more members than any other global 'green' tourism label, is a marketing and

advisory tool for tourism businesses that support the local area and environment. Businesses receive credit for measures taken in relation to:

- ✓ Energy
- ✓ Water
- ✓ Waste
- ✓ Support of the local economy
- ✓ Wildlife
- ✓ Involving and informing customers
- ✓ Transport
- ✓ Management and marketing

For contact details and to find out more about the scheme, call 01738 632162 or visit www.green-business.co.uk.

The David Bellamy scheme looks at virtually every aspect of park management from the protection of plant and animal habitats to efficient energy use and recycling. To find out more call 01452 526911 or visit www.ukparks.com/bellamy.asp.



After you've been accredited, display the logo in a prominent place and use it in all your marketing and promotional material.

When you're confident that your business has strong environmental credentials that appeal to potential customers, publicise the fact in your promotional material.

Communicating with Your Visitors

In order to be a successful marketing tool, your advertising and other promotional material needs to show the quality and attractiveness of both your business and its environment.

Staying guests are most likely to choose the area they wish to visit first, and then go on to select their accommodation. Customers to pubs and restaurants look for a mix of good food and attractive surroundings. Many visitors seek distinctive local products that aren't available at home.

- ✔ **Let your visitors know what you've done.** Tell them about the actions you've implemented that are important for the environment and important for you. Tell them when you started to take action, any exciting plans for the future, and any awards you've achieved.
- ✔ **Make your communications work.** Use the art of gentle persuasion rather than the preachers' lectern. Many visitors will respond well to your story – a short, personal account of what you've done, including the mistakes. Make it positive and, above all, focus on the 'feel good' factor – feeling good is for *everyone*.
- ✔ **Involve your customers.** Highlight opportunities for careful enjoyment of the environment, such as where they can buy and enjoy local produce, help recycle, and have fun car-free days out.

You can encourage guests to get involved via your visitor-based environmental policy by encouraging them to:

- Explore what's on your doorstep by providing information on nearby attractions and itineraries for car-free days
- Get a flavour of the area by enjoying the local food, drink, and other local products
- Look out for the 'leaf' and visit places displaying the Green Tourism Business Scheme logo, awarded to businesses caring for the local area and environment

Knowing your local area inside and out

Visitors to your area benefit from what you and your staff know about your locality. Free local information available from tourist information centres can improve your basic knowledge of the area. You can get to know your area better by playing the part of the visitor, especially in parts of the area that you don't know so well.



Make sure that your staff are proud of where they work and know about the area. Consider opportunities for attending relevant courses such as Green Advantage, Welcoming Walkers and Cyclists, local distinctiveness workshops, or Welcome Host, which are run by regional tourist boards.

Using the Internet

Tourism businesses use the Internet to attract visitors, enable them to make online bookings, and to sell goods and services. Your regional tourist board offers

Becoming a year-round destination

Make use of the seasons to encourage guests to visit all through the year – for flowers and gardens in the spring, butterflies in the summer, fungi in the autumn, and birds in the winter.

Consider targeting specialist markets, such as walking and cycling groups. A growing sector of 'green' tourists consciously seeks to purchase from committed tourism businesses.

specialist advice about how you can best use the Internet as a marketing tool.

Subscribe to a service that enables you to use e-mail, so that you can deal with enquiries and bookings from customers online. Most regional tourist boards, some local authorities, Farm Stay UK, and other tourist associations have their own websites that you can advertise on. Before committing yourself to one or more of them, make a comparison by logging on as if you were a visitor. You can also consider the potential for links from your webpage to complementary sustainable tourism or local interest webpages.

Networking and the Environment

A number of successful tourism businesses focus on the local environment, and the opportunities it provides for tourism and leisure activities, by forming local networks. Many of these use the environmental

status of their location to theme their product. National Parks, Areas of Outstanding Natural Beauty, national and regional trails, and Sustrans cycle routes provide good opportunities. Getting together in this way to pool ideas and resources enables members to generate more marketing clout and a more cohesive product than you can achieve individually.



If you offer short-stay accommodation and your area has a good network of footpaths and bridleways or quiet roads, consider linking up with another provider who's a day's walk or cycle from you. By working with five or six other businesses on a linear or circular route, visitors can follow a trail knowing that accommodation is waiting for them each evening. You can also offer a luggage carrying service, so that walkers and cyclists only take the minimum with them and their main luggage is delivered to their accommodation.

Events and activities that are mainly for local people can also provide opportunities for visitors to participate and contribute. This helps to overcome possible conflict between visitors and the local community who don't always recognise the benefits that tourism spending brings to their area.

You can also make a donation to a local conservation or heritage trust, or sponsor a project, as a way of putting something back into your local area. This is an investment in your future, as well as good PR. If you want to find out more about current activity in your area, your county wildlife trust, a local Groundwork Trust, Natural England, or the environment department of your local authority can help (their contact details are available through your regional tourist board).

Other helpful resources

Take a look at these websites for loads more information, guidance, and inspiration to help you do more for sustainable tourism.

- ✓ **Big Barn.** A postcode-based search tool and national guide to where to buy local food. www.bigbarn.co.uk
- ✓ **Business Link.** Regional business advice, including relating to sustainability. 0845 600 9006, www.businesslink.gov.uk
- ✓ **Carbon Calculator.** This is primarily designed for businesses that have fewer than 100 employees, and have a maximum of five sites. www.carbonneutral.com/sbc/index2.asp
- ✓ **Carbon Trust.** Independent company offering practical solutions to help businesses cut their emissions. 0800 085 2005, www.carbontrust.co.uk/energy
- ✓ **Energy Linx.** This independent company provides an impartial overview of each of the major suppliers of renewable power and advice on how to switch. www.energylinx.co.uk/renewable_energy.htm
- ✓ **Energy Saving Trust.** Promotes efficient use of energy and has Energy Efficiency Advice Centres. Freephone 0800 512012, www.est.org.uk
- ✓ **Enhanced Capital Allowances (ECAs).** Enables businesses to claim 100 per cent first year capital allowances on appliances and machinery. www.eca.gov.uk

- ✓ **Envirowise.** Helps businesses to increase profitability and reduce environmental impact. 0800 585794, www.envirowise.co.uk
- ✓ **Fairtrade.** Better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. 020 7405 5942, www.fairtrade.org.uk
- ✓ **Freecycle.** Freecycle is all about re-use and keeping useable materials out of landfill. www.freecycle.org
- ✓ **Green Business.** Information about the Green Tourism Business Scheme and how to join. www.green-business.co.uk
- ✓ **Hospitable Climates.** Free energy saving advice programme. 020 8661 4900, www.hospitableclimates.org.uk
- ✓ **Transport Direct.** A site that helps to plan journeys and compares CO₂ emissions. www.transportdirect.info

Part IV

Top Energy Saving Tips



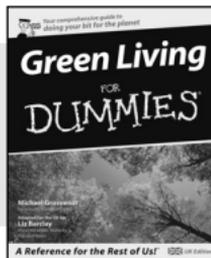
- ✔ Install thermostats to control heating levels in different areas of your business.
- ✔ Ensure radiators aren't obstructed. Consider installing shelves above radiators to direct heat out at waist level, rather than rising to the ceiling.
- ✔ Keep the heat in at night with lined curtains.
- ✔ Fit all external doors with self-closers.
- ✔ Maximise daylight in your property – it's free and most people prefer it!
- ✔ Keep to light-coloured walls for lighter space.
- ✔ Use fitted shades over external light fittings and divert light downwards to ground level, reducing light pollution and bringing out the stars for all to enjoy.
- ✔ Consider movement sensors in corridors, function rooms, and toilets.
- ✔ Put a time switch on the photocopier to ensure that it switches off at the end of the day.
- ✔ Encourage staff and guests to avoid using the standby function on appliances.



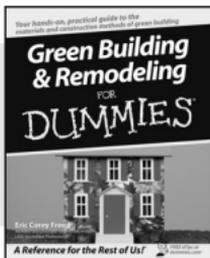
FOR DUMMIES[®]

A Reference for the Rest of Us![™]

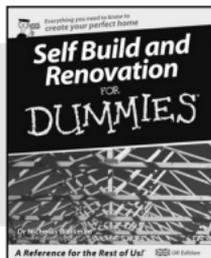
ECO LIVING



978-0-470-06038-4

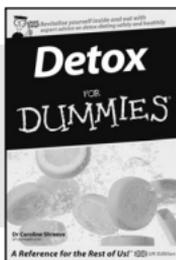


978-0-470-17559-0

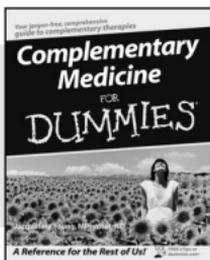


978-0-470-02586-4

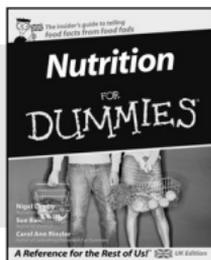
HEALTH



978-0-470-01908-5

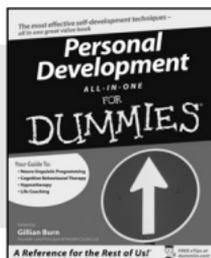


978-0-470-02625-0

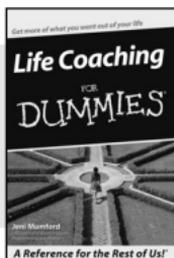


978-0-471-79868-2

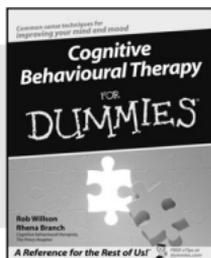
PERSONAL DEVELOPMENT



978-0-470-51501-3



978-0-470-03135-3



978-0-470-01838-5

Available wherever books are sold

 **WILEY**

West Sussex – Coast to Countryside



West Sussex is extremely rich in heritage, culture, and tourist attractions, including world-renowned gardens. Over half the county is protected countryside offering some of the finest walking, cycling, and horse-riding routes in Britain.

By following the numerous tips in this guide you can help keep this attractive county special for visitors, and it will help you attract and retain customers. West Sussex County Council is pleased to support it.

Councillor Louise Goldsmith,
Cabinet Member for Environment & Economy
West Sussex County Council

West Sussex County Council Tourism offers information and advice on sustainable tourism products in the county. Call 01243 382240, or visit www.westsussex.gov.uk/tourism

West Sussex Sustainable Business Partnership promotes and helps West Sussex businesses to implement sustainable business practices. Call 01243 756869, or visit www.westsussexsbp.org.uk

With more protected landscapes and more members of the Green Tourism Business Scheme than anywhere else in England, the South West has strong credentials as a 'green' destination. South West Tourism's mission is to continue to help tourism businesses across the region adopt sustainable practices. This guide complements the initiatives that are already in place in the region, in particular 'Action of the Year', highlighting a number of easy, low cost actions. Visit **www.swtourism.co.uk** and click on 'Green' to find out more.

Tourism South East and South West Tourism welcome the support of South East England Development Agency and South West Regional Development Agency in the production of this guide.

Malcolm Bell

Chief Executive

South West Tourism



Get in the know to make
your business
more sustainable

Helpful hints for becoming more environmentally friendly

Reducing the environmental impact of your business or service can lower your costs, as well as help you to attract and retain customers. This friendly guide is packed with straight-talking tips on how to make the most of the benefits that a sustainable approach to tourism can bring.

Explanations in plain English

THE DUMMIES WAY

'Get in, get out' information

Icons and other navigational aids

A dash of humour and fun

ISBN: 978-0-470-72783-6
Not for resale



Discover how to:

Reduce your energy and water usage

Make your local environment work for you

Prove and market your environmental credentials

Involve your customers

Get smart! @www.dummies.com

- ✓ Find listings of all our books
- ✓ Choose from many different subject categories
- ✓ Browse our free articles

For Dummies®
A Branded Imprint of

