

Starting your Sustainability Journey

Date: 12.11.2025



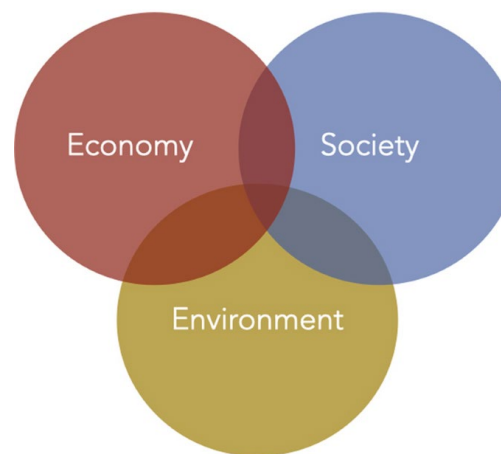
The session will cover the following areas:

- Introduction to Sustainable Tourism and Trends
- Why go Green?
- Where to Start / Baseline Review
- Setting up Action Plan / Targets
- Top Tips



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
- **UNSDG's** - UN Sustainable Development Goals
- **Declaring a Climate Emergency**
Public, commitment to reducing greenhouse gases www.climateemergency.uk
- **Tourism Declares a Climate Emergency**
- **World Travel & Tourism Council** – 6.5% of overall global GHG emissions



17 Goals to Transform our World
www.tourism4sdgs.org

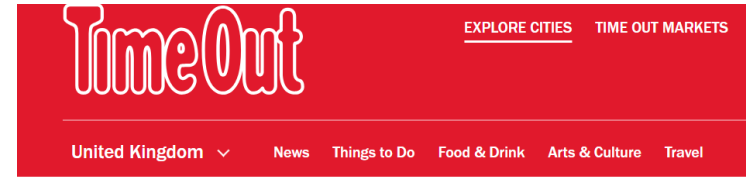


- Develop Climate Action Plan
- Share your commitment
- Cut carbon emissions
- Work together
- Advocate for change

www.tourismdeclares.com

Sustainable Tourism Trends

- **Sustainable Tourism in Scotland** – total exports in 2021 £600 million (0.8% of exports); 2023, turnover for the Sustainable Tourism sector was £10.8 billion
- **Edinburgh ‘best sustainable tourism destination’ World Travel Awards 2023** – based on climate impact, EV charging, green spaces and vegetarian/vegan options
- **Visit Scotland’s 2025 Travel Trends** – shift to experience-led travel and authentic local experiences – ‘Gigtripping’, ‘Outdoor therapy’, ‘Hobbidays’, ‘Set jetting’
- **‘Responsibility’ key consumer drivers in Scottish tourism** – next generation of traveller conscious of impact on communities and environment



News

This Scottish city has been named Europe’s best sustainable tourism destination

It was crowned the most planet-friendly place on the continent by the World Travel Awards 2023



Written by Amy Houghton
Contributing writer
Tuesday 10 October 2023



Power to Change

A new generation of travellers are increasingly eager to access responsible and meaningful experiences and events. Businesses will need to continue to adapt and embrace to fulfil this consumer desire



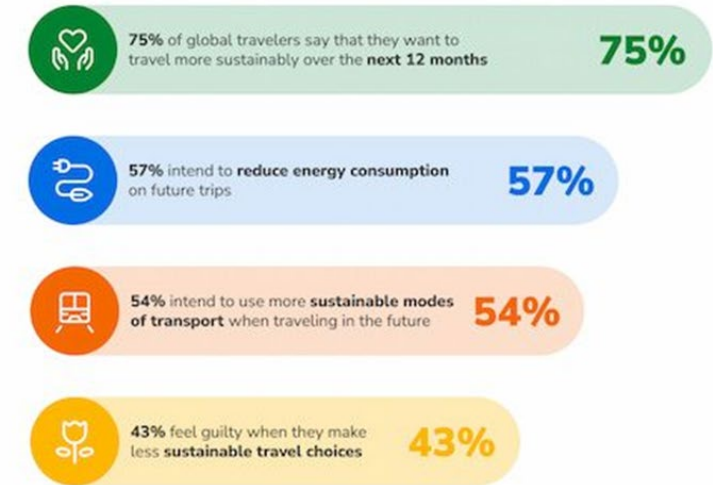
Why evidence your commitment?

Booking.com Sustainable Tourism Report 2025

- When asked...
- **Over half** of travellers conscious of impact of tourism on **local communities and environment**
- **73%** of travelers want to spend money in **local community**
- Traveling **more sustainably the most important** for travelers (**84%**)

Booking.com Sustainable Tourism Report 2023

- When asked...
- **43%** are willing to **pay more** for a property with a sustainable certification
- **59%** want to filter their options for those with a **sustainable certification next time they book**



Booking.com 4



Baseline Review

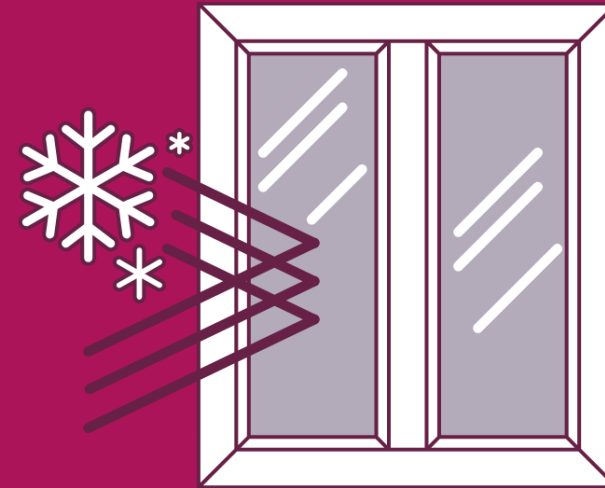
Utilities & Consumables

- 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

Funding for window upgrades – all you need to know

Free webinar

22 January, 10:00am - 10:45am



Book your place here: <https://bit.ly/4oCm8zq>

Examples

Cambo Country House & Estate

Added a heat pump for (which draws its heat from the Cambo Burn) to replace the old oil boiler and hosted new Off Grid accommodation units powered by solar panels.

DoubleTree by Hilton Edinburgh Queensferry Crossing

Signed up to 'Too Good To Go' to reduce food waste, buy selling bags from Breakfast.



Too Good To Go

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 help look after wildlife?
- Do you help with increasing biodiversity?
- Can you easily do any of these?



<https://www.accessable.co.uk/>

Examples

Kirkcaldy Galleries

Have worked with AccessAble re accessibility

Abbot House

Shop has variety of local craft, arts etc.

Kirkcaldy Galleries

War Memorial Gardens, Kirkcaldy, KY1 1YG

01592 583 206

Send email

Visit website

View Accessibility Symbols



View photos

View on a map

Access Guide

Show Easy Read

Print/Save as PDF

Something changed?

Search Access Guide

Enter your search term...

Summary

Parking

Public Transport

Entrance

Reception (Main)

Getting Around

Summary

- For information about the opening hours please [click here](#).
- Amenities at this site include: a reception, a café, exhibition rooms, a museum and a shop.
- There is onsite parking available here with designated Blue Badge parking.
- The most accessible entrance has automatic doors and a slight ramp/slope.
- The entrance surveyed is the main entrance on the south side of the building.
- The building has 3 floors once inside.



Baseline Review

Customer Engagement

- Where / How / When do you communicate with your Customers?
- Can you include green messages / information
 - Local culture / wildlife
 - Community initiatives
 - Local products / produce
 - Active travel options
 - Recycling
 - Energy / Water conservation
- Do you have information about your Green commitment's



Examples

Pitbauchlie House Hotel

Have a Sustainability Page on their website

<https://www.pitbauchlie.com/green-tourism/sustainability-and-biodiversity>

St Andrews Links

Have a Sustainability Strategy Website

https://standrews.com/page/sustainability_strategy



Action Plan

Your action plan should:

- Record key information
- Be accessible to everyone in Green Team / relevant people
- Be used for business planning
- Be reviewed regularly
- Track progress / impacts
- Be revised to reflect results (good and bad)



Focus Areas

- **Identify areas you want to improve**
 - Reducing energy
 - Reducing greenhouse gas emissions
 - Creating a sustainability policy
- **Set targets**
 - Specific, Measurable, Attainable, Relevant, Time-based
- **Assign task**
 - Most appropriate person
 - Someone who will drive the initiative forward
 - Member of the green team / YOU!!



Up to 40% of a business's energy can go on lighting.



Net-zero emissions of all greenhouse gases by 2045

Climate Action Plan

Commit to

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



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

Visit Scotland Climate Action Plan -
<https://support.visitscotland.org/advice-support/sustainability/climate-action-plan>

Top Tip 1

Awareness

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



Want to help your workmates save energy, reduce waste and recycle better? Become your organisation's CPD-certified Green Champion at this free training session on 27 November.

Book your place here:
<https://bit.ly/3JvenMF>

Become a CPD-certified Green Champion for free at @BusinessEnergyScotland's upcoming #GreenChampions training webinar.

Enhance your CV and help your business plan for a greener, low carbon future: <https://bit.ly/3JvenMF>

Top Tip 2

Environmental 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



Top Tip 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

Encourage responsible visitor behaviour with practical tips

Businesses can influence visitors to adopt responsible travel habits that reduce environmental impact and enhance their experience with practical advice and offers.



Encourage longer stays

- Offer discounts or special packages for extended stays, such as longer accommodation deals or multi-day activity passes.
- Suggest itineraries that allow visitors to explore the area more deeply without needing to travel to multiple destinations.
- Highlight attractions and activities that encourage visitors to stay longer, such as local cultural experiences, nature tours, or heritage sites that require time to fully appreciate.



Promote off-season visits

- Offer promotions or deals during the off-season to attract visitors, such as discounted rates or exclusive packages.
- Share content on your website or social media about the benefits of visiting in quieter months, like fewer crowds and more intimate experiences.
- Provide information on off-season activities that are still accessible and enjoyable, such as winter walks, seasonal festivals, or local indoor attractions.



Encourage visitors to reduce their carbon footprint

- Create itineraries that focus on local or regional attractions, allowing visitors to explore without long journeys.
- Promote eco-friendly transport options like cycling, walking tours, or public transport to reduce the need for private cars.
- Suggest day trips or local experiences that limit travel, such as local food tours, nearby nature hikes, or cultural visits within walking distance.

<https://support.visitscotland.org/advice-support/sustainability/promoting-responsible-tourism>

Top Tip 4

Sharing your 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



Top Tip 5 Campaigns

19th November – Oceans of Plastic

26th November – World Sustainable Transport Day

5th December – International Volunteers Day & World Soil day

11th December – Christmas Jumper Day

January 2026 – Veganuary

<https://www.green-tourism.com/2025/10/30/awareness-days-autumn-2025/>



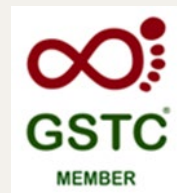
**We Need Volunteers!
Help Us Make The
Beach A Clean And
Safe Beauty Spot**

19th November is Oceans of Plastic Day. In line with this we are organising a group to clean up the local beach.



Green Tourism Certification

- Internationally Recognised
- 28+ years experience of best practice in sustainability
- 18,000+ assessments
- 2,900+ / 56+ Countries
- All types and sectors
- 50% Micro-Small Business
- 50% Medium-Extra Large Businesses



- Independently Certified
- Third Party Assessment
- Continuous Improvement
- Regularly Reassessed



Funded Membership Offer

- Fully funded year-one Green Tourism or Green Meetings memberships available for the first 15 businesses to apply successfully
- Then 50% and 25% discounts in years 2 and 3 respectively
- No Registration Fee
- Deadline for sign up is 31/12/2025
- Significant savings: standard membership is £165 - £705 + VAT depending on business size

Fife Council

Funded Green Tourism membership offer for businesses within the Fife Council area

Are you a hospitality business or in the meetings and events sector in the Fife Council area?
This is your chance to gain a globally recognised sustainability certification for Free.

What's the deal?

Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively.*

Membership allows businesses to achieve certification in Green Tourism or Green Meetings at Bronze, Silver, or Gold level.

- Terms and conditions apply - see below
- Standard membership typically ranges from £157.50 to £682.50 (+ VAT) depending on business size, plus a £75 registration fee (+VAT). This means you'll save anywhere between £232.50 to £757.50 in your first year alone.

Join Green Tourism and earn a world-leading sustainability certification

Benefits to joining Green Tourism

- Evidence your sustainability commitment to customers and buyers
- Identify areas for sustainability improvement, potentially saving you resources and reducing costs
- Get expert sustainability support
- Access marketing resources to help promote your achievements
- And feel good about contributing to a better future for the Fife Tourism Economy.

Fife

Green Tourism

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.

Apply now

Click below to complete the online form, selecting 'submit' to receive your invoice for £0.

[Apply online ->](#)

Free GreenCheck Call

- FastTrack Pre-Assessment
- 30 Key Sustainability points
- Potential to achieve Bronze based on information provided
- 12 months to complete full assessment



Fast Track GreenCheck™

Are you ready for a Green Tourism Award?


Having a Green Tourism Certification means you can evidence your businesses sustainability credentials, so you can be confident in talking about sustainability to promote your business and show that you are working to care for People, Places and our Planet.

And by completing Fast Track to Green Tourism you could be on track to achieve at least a Bronze Award.

Simply answer all the criteria measures that apply to the things you do in your business and use the additional information boxes to provide more evidence of your actions and activities. The more detail you give us the better.

Let's get going today!

[Get started](#)



Take me back to Green Tourism

01 Green / Sustainability Policy

Tell us about your Green / Sustainability Policy, where is it on display?
(tick all that apply)

- Our policy is on our website
- Our policy is on display in our business for customers to see

03 Awareness / Training

Tell us what you have done to increase green awareness in your business.
(tick all that apply)

- All our team are aware of green issues / have had green awareness training
- We ensure we keep the team up to date with green issues and have regular communication / meetings to review our progress

Please provide details in the text box and if applicable include any relevant weblinks.

additional information

[Back](#)

[Next - Maintenance Regime](#)

Upcoming Sessions

Tuesday 25th November - 2.00pm

Webinar 2 - Customer Expectations and Communication

Wednesday 10th December - 2:00 pm

Webinar 3 - Implement Practical Changes

Thursday 29th January – 11:00am

Webinar 5 – Biodiversity



Thank you for your time

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Green
Tourism

Green
Meetings