



2004-2005  
Promoting Sustainable Tourism

# Green tourism project - a green accreditation scheme

## Green grading award scheme

The Green Tourism Business Scheme (GTBS) is an accreditation scheme in which tourism businesses operating in a manner that supports the environment and local area can obtain a gold, silver or bronze award.

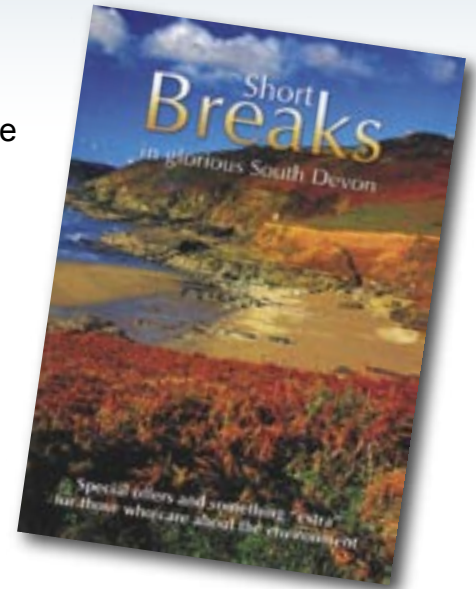
The GTBS provides practical measures to enable businesses to reduce their environmental impact, improve the way in which they manage the resources they use, such as energy and water, support the local economy and increase their marketing potential in a marketplace with an ever-growing ethical conscience.

Businesses that participate in the scheme will receive a number of benefits including:

- *Feel good factor knowing that they are doing something for the environment*
- *Potential to save 10-30% on energy, water and waste costs*
- *Increased market share – free website listing, free advertising in the green guide and associated press.*
- *Enhanced quality experience for customers*
- *On going telephone and email support*
- *Access to discounted products through bulk purchasing groups*
- *Networking opportunities through the green business club*
- *Quarterly newsletter*

In order for the business to obtain an award they must undertake a cross section of measures in the following categories:

- *Compulsory section - environmental commitment and legislation*
- *Marketing and Management*
- *Energy Saving*
- *Water Issues*
- *Purchasing*
- *Waste Minimisation*
- *Transport & Wildlife*
- *Customer Experience*
- *Bonus section – for measures a business may be undertaking but are not covered by the above sections*



There are currently 36 businesses in the South Hams who have achieved an award in the scheme:



**14 gold, 11 silver, 11 bronze, 4 going green**

Research carried out by VISIT (a joint initiative on ecolabels for tourism in Europe) in 2003, revealed that compared with other schemes in Europe, the businesses in the South Hams Green Business Scheme use:

- *less energy per visitor night*
- *less water per visitor night*

than businesses which are members of other schemes in Europe

## Case study: Beeson Farm Holiday Cottages

Beeson Farm offers 5 stone farm cottages in a recently converted Victorian barn and self-catering accommodation in a Georgian stone farmhouse. Beeson farm were awarded a gold award in the South Hams green business scheme.

## Further reading:

- *South Hams GTBS summary 2004*
- *South Hams Green Guide 2004*
- *Going for Gold Newsletters*
- *Green Audit Kit published by the English Tourism Council and the Countryside Agency ([www.greenuauditkit.org](http://www.greenuauditkit.org))*

Beeson Farm endeavours to develop and manage the impact of their business on the environment in a sustainable way. Some of the measures they have implemented include:

- *Provision of visitor information packs on local walks, public transport, wild life parks, fauna and flora indigenous to the site, coast and countryside events information.*
- *Minimising waste by recycling glass, paper, cardboard, aluminium, iron, garden waste and building materials.*
- *Provision of local menus from nearby pubs and restaurants and details of farmers and other markets providing local produce*

## Outputs and savings:

### Waste

Over the period of a year Beeson Farm recycled 40% of their overall waste. This equates to 1,180 kg of waste being recycled in one year.

### Water

At the end of May 2001 water consumption was 3.6 cubic metres for 4 out of 4 weeks occupied. Hippo bags were installed in toilet cisterns in January 2002 and this reduced water consumption to 2.8 cubic metres for 4 out of 4 weeks occupied by May 2002. Despite the addition of a further cottage in July 2002 by May 2003 consumption reduced to 2.59 cubic metres. After implementation



of measures, the addition of another cottage, and increases in water prices, annual costs are still lower than May 2001.

