dcms

department for
**culture, media
and sport**

# Sustainable Tourism in England:
# A framework for action

## Meeting the key challenges

March 2009

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

# Contents

# Foreword

Dealing with the impact of climate change is one of the biggest challenges facing today's world. Never has it been so important to make sure that everything we do is as sustainable as possible and tourism is no exception.

That is why, in its tourism strategy for 2012, the British Government stressed the importance of building a more sustainable industry that works within environmental limits. It is also why we made a commitment to address the key sustainability challenges facing the industry and why we are determined to do so.

The fact is that, although some tourism businesses have made great strides in tackling the green agenda, more need to do so and soon. This, I know, will not be easy in the difficult economic times we are going through. But, if we value the future of our world we have to take sustainability seriously and stop seeing it as an add-on luxury.

Sustainability makes good business sense. Adopting a more environmentally friendly approach to the management of resources will help our tourism industry emerge from the downturn in good shape, ready to take advantage of the recovery when it comes.

This framework is a good starting point but it is just that. Our approach will need to evolve as the challenges evolve. The Government will monitor progress regularly using the indicators identified and will undertake a formal review in three years' time.

Finally, many thanks to everyone who helped us to develop this framework, their support and candid advice was invaluable. Now we have to put it into action to secure our unique and beautiful tourism offer for future generations.

*Barbara Follett*

**Barbara Follett**
Minister for Culture, Creative Industries and Tourism

# Executive Summary

Tourism is vital to our economy. It provides nearly one and a half million jobs directly and even more employment indirectly. In 2007, the quality of the UK tourist experience attracted 32.8 million overseas visitors spending £16 billion, as well as tempting UK residents into over 120 million trips away from their homes for one night or more and to spend £20 billion.

This success comes at a price, which we must contain if tourism in England is to be sustainable and to thrive. Our framework sets out the environmental and social challenges that the tourist industry currently faces, as well as ways in which we can meet them. We aim to create truly sustainable tourism in England, and to help all the individuals, businesses and authorities involved in the industry to meet this goal.

There have been many wide-ranging surveys and reports, both national and international, on strategies for sustainable tourism in a time of climate change. We looked at their findings, and consulted major stakeholders in English tourism to arrive at six key challenges that we must address.

We need to:

- **Minimise environmental impact and resource use**
- **Address the impact of tourism transport**
- **Improve quality and make holidays accessible to all**
- **Improve the quality of tourism jobs**
- **Maintain and enhance community prosperity and quality of life**
- **Reduce the seasonality of demand**

Our framework takes these challenges and expands on them, as well as proposing flexible responses and ideal potential outcomes.

It also suggests ways that the Department for Culture, Media and Sport (DCMS) and people involved locally can measure progress towards sustainability in a vibrant and expanding English tourist industry.

## Minimising environmental impact and resource use

The figures explain why this is a priority. The hotel and catering industry used 15% of all energy produced in the UK in 2008.[i] It also produced four million tonnes of waste in 2002 to 2003, emitted 2,687,000 tonnes of greenhouse gases in 2006, and consumed 140 million cubic gallons of water in 1997 to 1998.

This may not be huge in comparison with other industries but attractive, rewarding solutions are available. Managing waste, recycling, reducing energy consumption, saving water and taking advantage of technological improvements in buildings and equipment can help reduce costs for businesses, and cut environmental impact for everyone.

We need to make everyone working in the tourism industry, as well as their customers, aware of these solutions. The choices for sustainability should be totally visible.

## Addressing the impact of tourism transport

In the UK in 2007, 75% of holiday trips were made by car compared to 19% by public transport and 3% by air. UK residents made 69 million trips abroad, mainly by air.

Convenience and cost account for the amount of car and air travel, but well-targeted advertising, special offers, and appeals to environmental awareness could help reduce their use.

Technological advances are helping to reduce cars and plane emissions, and many tourism developments now encourage increased use of public transport, walking and cycling. Again, making people aware of the alternatives is key to a change in attitudes and behaviour.

## Improving quality and making holidays accessible to all

Everyone prefers high quality holidays. And a beautiful, easily accessible natural environment is a major part of that quality. The message is getting through to some extent, and 47% of tourism businesses took part in the quality assessment scheme in 2008. However, only 1.86% of these businesses were members of the National Accessible Scheme for disabled people and only 1,500 businesses are part of an environmental accreditation scheme.

We need to increase these numbers significantly. Tourism businesses should be encouraged to develop and promote high quality holidays by participating in the quality assessment schemes, with easy access for all, including disabled people and black and minority ethnic groups. When they do, they will increase enquiries, growth and success.

## Improving the quality of tourism jobs

Pay, hours, training and career opportunities must be right to attract people into the tourism industry.

Nearly 2.7 million people are employed directly or indirectly by the industry.[ii] Restaurants, pubs, bars, nightclubs and hotels provide jobs for a mainly young workforce, almost evenly split between full and part-time workers. Work can be seasonal, 23% of workers in England are from overseas, and 14% are from ethnic minorities.

We need to improve perceptions of the tourism industry to make it attractive to new and more diverse, talented and skilled people. We also need to improve the skills of those already in tourism jobs and help them to develop their careers. This will result in more people staying in the industry.

In March 2007, DCMS and People 1st launched a National Skills Strategy for hospitality, leisure, travel and tourism which aims to improve skills and careers opportunities in just this way. It will be important that new and existing staff are trained to make the industry sustainable.

## Maintaining and enhancing community prosperity and quality of life

A healthy, sustainable tourism industry can improve the environment and prosperity of an area. It can bring more employment, better quality services, well-being and a sense of place.

The key to success is involvement of the local community. They should be consulted at every stage of development, as laid out in the *Good Practice Guide on Planning for Tourism,* for example.

Local, high quality jobs should be available and businesses should source local food which visitors should be encouraged to buy.

## Reducing the seasonality of demand

Because most UK holidays are taken during the summer months, tourist facilities and local services can sometimes come under enormous strain for a short periods and it can also affect the ability of businesses to offer year-round employment.

We need to increase occupancy in the shoulder seasons, encourage off-peak short breaks and promote non-seasonal events, attractions and entertainment. Pricing, special deals and promotions should all encourage the use of facilities in the time between high and low season.

## Creating sustainable tourism: everyone can play a part

Climate change is a real and pressing concern. The movement towards sustainability in all its forms is gathering strength. Tourism in England, not least because of the 2012 Olympic and Paralympic Games as well as other expected growth, is no exception.

Unwelcoming environments and unsatisfactory visitor experiences are guaranteed to put off prospective tourists, with all the financial implications that could hold for the industry.

The government, regional development agencies, tourist boards, local authorities, other tourism related organisations and the tourism industry itself must move towards a common goal. So our framework includes activities that everyone can engage in to help develop sustainable tourism.

These include quality and environmental accreditation schemes, publicity campaigns to encourage visitors to choose greener and better holidays, and simple recommendations on sourcing local food and products.

## Measuring the effectiveness of our actions

We need to measure how successfully we are moving towards sustainable tourism. This framework sets out a number of statistical indicators that cover the six key challenges – environment, transport, quality, employment, community, and seasonality – which can be compared against current figures in 2012.

DCMS will publish the results, and work with stakeholders on developing responses to new sustainability concerns. We will also consider the progress we've made in the challenges already targeted, and work out ways to improve our response.

The tourist industry offers a real chance for us to showcase England as an exciting, welcoming destination. And by responding creatively to the challenge of sustainability, we can make sure others still see us, now and in the future, as a leading sustainable destination.

# Introduction

*"Public understanding and debate about climate change has never been so widespread. And yet we – together – still have a struggle convincing people that we all need to fundamentally change the way we work and live …*

*"Getting across what sustainable development is, making it mean something, showing its relevance to people's lives, and telling the truth that involves making choices – all of those things are a real challenge."*

*Extract from a speech by Hilary Benn, Secretary of State for Environment, Food and Rural Affairs to the Sustainable UK Conference 2008*

## Sustainability and tourism

Holidays and outings are central to people's lives.

In 2007 over 120 million people in the UK took a trip away from home for one night or more and 32.8 million visitors came here from overseas.[iii] It is estimated that there will be 1.6 billion international tourists by 2020.[iv] Our aim is to reconcile this desire to travel, and the opportunity it brings for growth, with the need to reduce and minimise the adverse impact that tourism can have on the environment.

We need to create a new framework for action to achieve a sustainable future for tourism – a future where tourism brings economic and social advantages to host destinations, without damaging social or environmental well-being.

## The context for a new framework

Following the Rio Earth Summit in 1992 the UK Government made a commitment to the concept of sustainable development. Since then a variety of organisations and government departments have taken a wide range of action to advance Rio's Agenda 21 for sustainability

In 1999 the Department for Culture, Media and Sport (DCMS) published *Tomorrow's Tourism*. This set out a number of national, regional and local objectives to meet Agenda 21. This was followed in 2001 with the publication of *Time for Action – A strategy for sustainable tourism in England* by the former English Tourism Council (ETC), which featured a set of sustainable tourism indicators. After reviewing them in 2006, DCMS published new results.

Further impetus resulted from the sub group of the Tourism Reform and Implementation Group (TRIG), set up in 2004 to consider the adequacy of the sustainability agenda at that time.

One of the Group's key recommendations was that sustainability work based on the VICE model of sustainable tourism should be at the centre of tourism strategy at all levels.

## The VICE model

The VICE model for tourism illustrates the interaction between visitors, the tourist industry that serves them, the community that hosts them and the environment. For sustainable tourism to succeed, certain conditions must be met. They include:

- **Visitor satisfaction** – visitors must be satisfied with all aspects of the tourism product
- **Industry profitability** – returns in the tourism industry must allow for reinvestment and growth
- **Community acceptance** – the host community's present character and future aspirations must be accounted for
- **Environmental protection** – tourism must be developed and operated within environmental limits
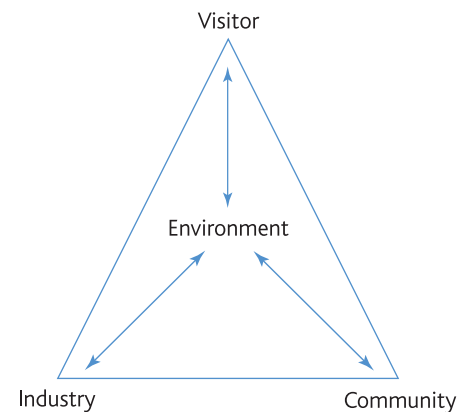


The promotion of sustainability at a national level was discussed in detail in the supplementary consultation issued by DCMS in September 2006.[v] This accompanied the wider tourism strategy consultation *Welcome>Legacy: Tourism Strategy for the 2012 Games*.

This explored whether the strategic framework developed by the ETC in *Time for Action* was still relevant in a rapidly changing world, as well as which framework should be considered for the future.

The consensus was that the delivery mechanisms for ensuring a sustainable approach to tourism had changed, and that we needed a revised national policy statement, based around the VICE model but also addressing climate change.

This led to our promise to develop a new framework in conjunction with our stakeholders in *Winning: A tourism strategy for 2012 and beyond* published in September 2007.

## Sustainable tourism – a new focus

With an increasing focus on sustainability and climate change, tourism is now taking a much higher profile than in the past. The Government's sustainable strategy *Securing the Future* (Department for Environment, Food and Rural Affairs (DEFRA), March 2005) seeks a tourism sector which grows and thrives by actively embracing sustainable development principles through regional, economic and other strategies.

Other reports and strategies such as the *Stern Review on the Economics of Climate Change*, DEFRA's *Adapting to Climate Change Framework*, the Climate Change Act – to name but a few – have all raised issues that need to be addressed by the tourism industry.

At international level the *Davos Declaration on Climate Change and Tourism* – developed by the United Nations World Tourism Organisation (UNWTO) in conjunction with the United Nations Environment Programme (UNEP), the World Economic Forum, the World

Meteorological Organisation and international stakeholders – was presented and accepted at the UN Climate Change Conference in Bali in 2007.

The EU Commission has also been active in seeking to improve the competitiveness and growth of the EU tourism industry by using a sustainable approach in Europe and globally (COM 621) and in particular through the report of the EU Tourism Sustainability Group *Action for a More Sustainable European Tourism*.

Appendix B includes a more comprehensive list of policies that are supported by this framework.

## The impact of air travel

There is a growing debate surrounding air travel and the impact it has on the environment.

Air travel is currently very important to tourism – overseas visitors spent over £16 billion during their stay here in 2007, and most arrived by air – but we also need to encourage lower carbon forms of travel where possible.

The Government's commitment to a low carbon economy means that aviation is included in the emissions trading scheme from 2012 onwards. Net aviation emissions in the EU cannot increase above 97% of average 2004-06 levels in 2012 and 95% of average 2004-06 levels in 2013.

Where attractive alternatives to flying are available this should be encouraged. *Delivering a Sustainable Transport System* (DaSTS) sets out the Government's aim of building up a transport system which both supports the economy and reduces greenhouse gas emissions.

It reports for example that: "experience since the completion of the modernisation of the West Coast Main Line between London and Manchester shows that improvements in rail services can contribute to reduced demand for domestic air services."

Developments like these will have a direct impact on the tourism industry. We aim to ensure that the industry takes advantage of the opportunities they offer.

## The key challenges

The challenges facing tourism are wide ranging. They also vary from region to region. But there are a number of key areas of common concern where a coordinated approach will help. To meet wider Government and international strategies on sustainability and climate change, stakeholders in the tourism industry need to start developing solutions, now.

The key challenges are to:
- **Minimise resource use**
- **Address the impact of tourism transport**
- **Improve quality and make holidays accessible to all**
- **Improve the quality of tourism jobs**
- **Maintain and enhance community prosperity and quality of life**
- **Reduce the seasonality of demand**

We discuss these challenges, and their potential solutions in greater detail in Chapter 1.

## Consultation and comments

We consulted a wide range of people[vi] when we developed this framework and we are grateful for their constructive comments about its coverage and presentation. Most respondents were largely supportive of the challenges identified although some commented that:

• we should set targets to be able to track progress;

• we should provide guidance on solutions;

• data sources for some of the indicators were lacking and should be developed;

• there were concerns about the extra burdens that the framework might create.

After careful consideration, we decided on a voluntary rather than regulatory approach. We also concluded that solutions to the key challenges should be flexible and able to reflect local concerns and conditions. This framework is very much a first step, designed to be refined over time.

## Roles and responsibilities

To make progress towards achieving these six key challenges, a number of stakeholders have to be actively engaged in the approach set out in this framework. These include:

• Government departments and agencies including DCMS, DEFRA, Department of Energy and Climate Change (DECC), Department for Transport (DfT);

• local authorities;

• destination management organisations;

• the third sector;[vii] and

• tourism businesses.

**DCMS**, for instance, will monitor progress at a national level, set the framework for action and work with other Government departments on policies that affect the sustainability of tourism.

**Regional Development Agencies, Local Authorities and Destination Management Organisations** can ensure that businesses in their areas are engaged and motivated by spreading the word on sustainable tourism.

**Employers** could make sure that their staff have appropriate training, for example in disability and environmental awareness and customer care.

**Businesses** can consider joining quality and green accreditation schemes, provide information and seek customer feedback.

**Tourist Boards, Tourism Information Centres, Business Link** and the **third sector** also have roles to play.

We consider this in greater depth in Chapter 3.

## Checking and monitoring progress

We have devised 18 indicators to measure progress at national level. These are set out in our summary below, and explained in more detail in Chapter 4.

Data sources are available for all of these indicators and data will be collected and published centrally by DCMS. We recognise that there are some gaps and that some of the indicators could be improved and developed. We will consider how this can be

achieved as resources allow. We have decided against setting targets as the challenges will be of different magnitudes in different locations, but rather have set out what we see as overall desirable outcomes.

It will be important to monitor progress against meeting the challenges. We will therefore undertake a full review in 2012 working with stakeholders to measure progress, look for solutions to outstanding concerns and to identify and consider how new emerging challenges should be met.

When we make these comparisons we will look for, and acknowledge, events over which the tourism industry has no control.

We would, for instance, have to factor in the growth of the sector in indicator 3 – greenhouse gas emissions – and existing data limitations mean that the results are not representative of the whole of the hospitality industry.

These are areas where further work is needed. We will also publish data annually on the DCMS website so that comparisons can be made on how we are meeting the challenges year on year.

We encourage those who are responsible for delivering sustainable tourism policies to have their own systems in place to monitor progress and if possible, to publish results, as national results will only give an overview. We recognise this will be a decision for local managers to take within available resources and current agreements. We will consider ways to publish or coordinate these results nationally.

## A sustainable tourism legacy for the 2012 Olympic Games

We need a sustainable tourism industry if we are to meet the Government's strategy for the Olympic and Paralympic Games.

The framework reflects the aims of *Winning: A tourism strategy for 2012 and beyond*[viii] which seeks to maximise the financial benefits of the Games by improving international perceptions of Britain, delivering a first class welcome, developing the tourism workforce's skills and driving up quality.

This framework will also help to build a lasting legacy from the Games: by increasing tourism's value to the economy, demonstrating the UK is creative and inclusive, and by moving towards a more sustainable way of doing business.

The Government's vision of a lasting legacy is set out in *Before, during and after: making the most of the London 2012 Games*.[ix]

# 1. Key Challenges

This section takes the six key challenges, expands on how they affect tourism in England, and sets out ways of meeting them. Each challenge concludes with ideal successful outcomes.

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**CHALLENGE 1**

**To minimise environmental impact and resource use**

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Tourism uses a large amount of environmental resources and there is potential to reduce this. New tourism policies and strategies should be designed so that they have minimum impact on the environment and we should examine existing practices to ensure that they place as little pressure on the environment as possible.

The environmental impact of tourism can be minimised by:

• reducing, reusing and recycling materials,

• improving air quality,

• reducing energy and water consumption,

• looking for technological improvements,

• careful planning and design of new buildings,[x]

• influencing visitors travel patterns and

• local sourcing of goods

Indeed, as the following chart shows, some impact has already been made on carbon emissions from hotels and restaurants:[xi]

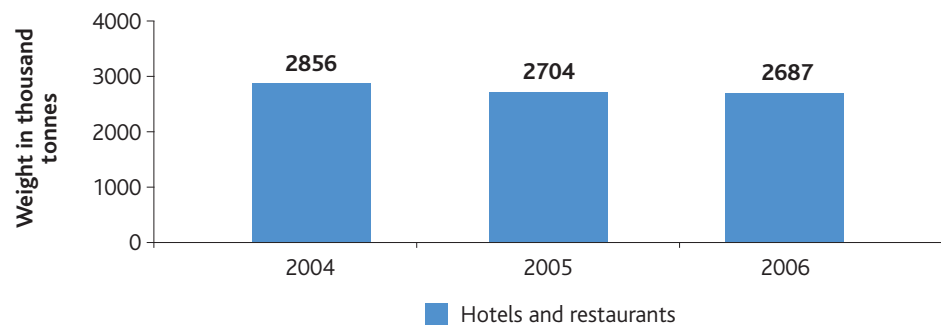**Greenhouse gas emissions from hotels and restaurants**



Table 1 Source: ONS Environmental Accounts

A green business can have a marketing edge over non-green competitors as it can enhance the image of a business and lead to more bookings. It can also be run more cost effectively if resource consumption is reduced. The cost savings are primarily in energy, waste and water management but others could include transport or general operational efficiencies.

Participation in well recognised schemes and advisory services such as the Green Tourism Business Scheme, the David Bellamy Conservation Awards, those run by the Carbon Trust, and the use of the environmental standard ISO 14001 by larger companies, can lead to savings for businesses, reduce their carbon footprint, and raise awareness of environmental issues.

Business Link can also help businesses save time and money and offers advice on environmental efficiency and sustainable practices.

## CASE STUDY

*Theatre Royal Plymouth* – the first performance venue to receive the Carbon Trust's Energy Efficiency Award – has saved nearly £50,000 on utility bills after making environmentally friendly changes to its maintenance system.

Figures provided by the venue reveal that since 2002 it has cut its electricity usage by 19%, saving £20,300 under today's prices, lowered gas consumption by 46%, cutting bills by £19,054, and reduced water use by 33%, saving £10,000. It also cut carbon emissions by 270 tonnes each year.

VisitBritain's Green Start programme plays an important part in making sustainability a mainstream issue by providing a starting point for sustainable practices and a stepping-stone for businesses into full green certification.

Their validation scheme also helps to eradicate the confusion that consumers face when considering which of the many sustainable tourism certification schemes to use. Each green scheme that VisitBritian markets has gone through a rigorous process to ensure that they truly represent sustainable businesses.

Activities like these, together with wider initiatives to embed sustainability into initiatives that business already value (such as the quality assessment schemes and annual excellence awards), can bring about significant and lasting changes.

As tourism has the potential to actively engage with a large number of visitors, it is ideally placed to encourage them to act in a more sustainable way. Gaining knowledge about people's awareness and understanding and what motivates them to act in the interests of the environment is important if high quality, low environmental impact holidays and pro-environmental attitudes are to be promoted.

Visitors might therefore be encouraged by businesses to participate in recycling schemes, use water wisely and be given information about where local products can be bought. If businesses and their staff have a good knowledge of sustainable principles, lead by example and make responsible choices easy and attractive, they will also have a strong influence on visitors and help them to play their part.

> A research report for DEFRA conducted by the University of Surrey in 2007 shows that there is a growing environmental awareness among consumers about environmental issues and that this will become increasingly important in the future. But people's attitudes towards the environment and holiday taking are complex and their understanding of the impacts of tourism is low. Being responsible is seen as something of an effort and expensive and is not something people would go away and do on their own. They are more likely to change other aspects of their everyday behaviour than tourism behaviour and are only more likely to choose holidays with less of an environmental impact if they are given information in a form they understand and where a sustainable option requires little or no sacrifice in terms of cost, time or quality of experience.
>
> *Public Understanding of Sustainable Leisure and Tourism:*
> *Report to DEFRA by the University of Surrey*

Tourism's impact on the environment can, in fact, be positive. It can have beneficial environmental effects by providing resources for conservation, and acting as a driving force for improvement to beaches and natural environments. Improvements like this help to enrich and bring money into the local economy.

Reference sources and details of schemes that can help to reduce carbon footprints are contained in Appendix D and information about mitigating and adapting to the effects of climate change can be found in Chapter 2.

### Successful outcomes

- A better educated workforce that understands the impacts of tourism on the environment and can help customers to make informed choices on the environmental impact of those choices

- An increase in tourism businesses that are members of a recognised environmental certification scheme, or who have taken steps to reduce their environmental footprint, and an increase in visitors using the facilities of those businesses

- A reduction in the use of electricity, fossil fuels, water and waste through efficiency measures and customer engagement

- Businesses leading by example (e.g. recycling) and making responsible choices easy and attractive for their customers

## CHALLENGE 2
### To address the impact of tourism transport

The impact of transport on climate change makes this a high profile issue for tourism planning as it affects the economic viability of the tourism industry and the quality of life for local communities.

The car is the most popular method of transport for domestic holidays. 75% of holiday trips in England were made by car in 2007 compared to 19%[xii] by public transport – a pattern that has remained unaltered over the years (see table 2). Use of internal flights is low – 3% of trips in 2007 – but some 69 million trips were made by UK residents for holidays or to visit friends and relatives abroad by air.

The Department for Transport (DfT) set out five broad goals for transport in October 2007 (revised 2008) in *Delivering a Sustainable Transport System* (DaSTS). These are to:

- **Support** national **economic** competitiveness and **growth** by delivering reliable and efficient transport networks;
- Reduce transport's emissions of carbon dioxide and other greenhouse gases with the desired outcome of **tackling climate change**;
- **Contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health;
- **Promote** greater **equality of opportunity** for all citizens with the desired outcome of achieving a fairer society;
- **Improve quality of lif**e for transport users and non-transport users, and to promote a **healthy natural environment**.

Global figures produced by UNWTO suggests that total $CO_2$ emissions from international and domestic tourism transport are estimated to be in the order of 980 megatonnes of $CO_2$, 52% of these are caused by air travel, 43% by car and 5% by other means of transport.

UNWTO recognises that estimating these figures is difficult but the figures suggest that encouraging tourists to use trains and coaches where feasible could – depending on capacity – reduce $CO_2$ emissions (see Table 3). The same conclusions can be reached from DEFRA's Company Reporting Guidelines (CRG) published in June 2008 that enables the $CO_2$ emissions per passenger kilometre of the various modes of travel to be compared.

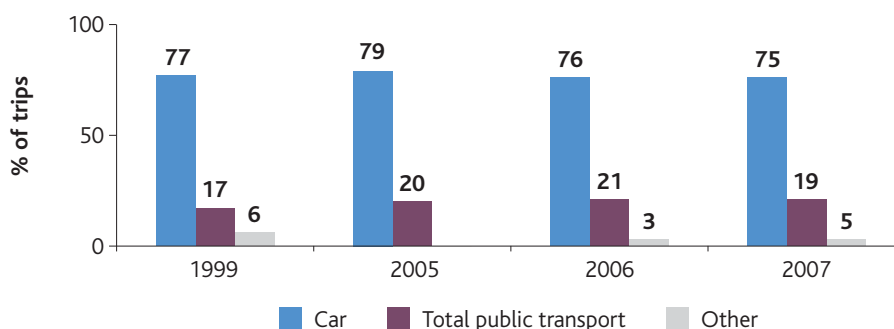**Transport used on holiday trips**



Table 2 Source: United Kingdom Tourism Survey (UKTS)

Cars are still the mode of choice for most domestic visitors. For families it is probably the most convenient means of travel, and for many attractions in rural areas there is often no option but to encourage visitors to come by car.

Holiday destinations in rural and seaside areas are also often less well served by public transport and for many disabled people the car offers far more flexibility, comfort and convenience.

Balancing the needs of reducing emissions and the realities of travelling in areas less well served by public transport and with large families is therefore not easy.

## Transport and tourism – current research

Recent research[xiii] suggests that most people reward themselves through leisure and travel. They do not want to feel constrained in their enjoyment for the sake of the environment and they would be more willing to change aspects of their everyday behaviour than leisure and tourism behaviour. Some however were open to taking shorter break UK holidays, especially if costs came down. The global impacts of leisure and tourism are not however well understood and there was general misunderstanding from where the greatest impact stems.

Participants were reluctant to give up flying. Frequent flyers felt that they had earned their holidays, that visiting friends and family was "not up for negotiation", that a main holiday was to relax in areas with reliable weather and that shorter breaks were for seeking activity (with higher prices in the UK as contributory factor for going abroad where they were cheaper).

People were open to the use of public transport (train and coach) but it was often seen as time consuming with unexpected delays and convoluted journeys, inconvenient, and undesirable for reasons of health, safety and comfort. Costs, particularly for families, were an added barrier.

## Changing people's travel habits

Faced with this reality, what can tourism businesses and destinations do to reduce the transport carbon footprint while at the same time delivering strong economic growth?

The way that marketing messages are presented could influence visitors' choices and travel behaviour. Messages might include encouraging visitors to consider:

• the climate, economic, social and environmental impacts of their options when choosing a holiday;

• how they travel to their chosen destination and move around when they get there;

• the value of pro-environmental behaviour and a means to calculate carbon costs in language they can understand.

Then, having reached their destination, visitors could be encouraged to:

• look at one place in more depth rather than looking at several in one day;

• explore what is on the doorstep of their accommodation;

• take up incentives to use public transport and/or bikes.

There are also opportunities to encourage visitors to contribute to environmental schemes that counteract the emissions from their activities. Visitor gifting schemes for instance can be quite successful in terms of practical impact and visitor and business engagement.

The Lake District National Park has run a visitor payback scheme for a number of years which has raised over £1m to invest back into the National Park. The scheme includes Ullswater Steamers who raised over £20,000 for footpath improvements since 2000 by contributing 10p from each ticket sold and a hotel on Windermere which raised £78,500 in voluntary payback contributions in a single year.

Tourism businesses could introduce travel planning measures (e.g. by engaging with the Highway Agency's *Influencing Travel Behaviour* programme), pick up guests from arrival/departure points and use supply companies that are environmentally aware and

who themselves source locally to reduce the supply chain and distribution impacts. Where it is necessary to hire a car the use of low emission vehicles could be encouraged for example by supporting hybrid car-hire companies.

## Improvements in travel technology

Technological advances that are helping to reduce greenhouse gas emissions are an important contributor to change. The Intergovernmental Panel on Climate Change (IPCC) expects future emission reduction potentials in aviation from combined improved engine and airframe technology in the order of 20% between 1997 and 2015 and 30-50% between 1997 and 2050.[xiv]

Over the past ten years, greenhouse gases from passenger cars have stayed relatively constant despite an increase in the number of kilometres travelled.[xv] This is due to an improvement in the efficiency of new cars: $CO_2$ emissions from a new car bought today are on average around 13% lower than a car bought ten years ago. $CO_2$ emissions from cars are set to fall further with the introduction of mandatory $CO_2$ targets for new cars from 2012 onwards.

As well as advances in technology, measures to reduce greenhouse gas emissions should also include carbon pricing and encouraging behavioural change, in line with the essential elements of climate change policy identified by the Stern Review of the Economics of Climate Change.[xvi]

**Table 3: Relative carbon dioxide emissions for tourism transport modes at average seat occupation and different stage lengths**[xvii]

**Tourism transport emission factors**
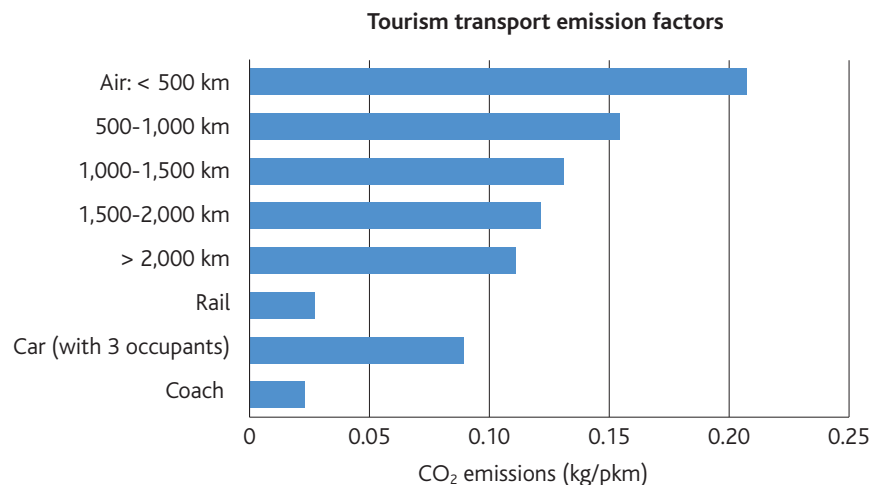


Based on Peeters, P. et al. (2004)

## Successful outcomes

• An increase in tourism businesses that make visitors aware of local transport options through promotional material

• Messages embedded in national and regional marketing campaigns on responsible travel

• Tourism developments planned to reduce the $CO_2$ impacts from transport, with the best possible use of public transport and other alternative means of travel, such as walking and cycling

## CHALLENGE 3
### To improve quality and make holidays accessible for all

Good quality facilities and excellent services that are readily available for everyone to enjoy are key requirements for an economically viable, sustainable and inclusive tourism industry.

In particular there must be a strong focus on providing equal access to all tourism facilities including for people with disabilities (and not just wheelchair users) and under-represented groups (e.g. black and ethnic minorities). Providing the right visitor facilities and a warm welcome will go a long way to help to achieve this aim.

The Government gave a commitment in the Rural White Paper 2000 to draw up an action plan aimed at increasing the number of people from four under-represented groups who access the natural environment. These groups were identified as black and minority ethnic groups, disabled people, the young and residents of inner cities. *Outdoors for All?* sets out a detailed action plan for a wide range of stakeholders to achieve this aim including better provision of information and detailed planning.

The quality of facilities and services should be at a level that meets or exceeds visitor expectations, reliable and accurate information should be available in a variety of formats (not everyone for instance has access to the internet), there must be a good welcome, an excellent level of customer service skills and with staff able to provide the support that visitors expect. It is important the right language is used to prevent barriers to participation and visitors should also feel safe and secure.

Quality assessment schemes have a crucial role to play in raising standards and providing consumers with clear guidance as to what they might expect.[xviii] Schemes such as the National Quality Assessment Scheme (NQAS), the National Accessible Scheme (NAS) the Visitor Attraction Quality Assessment Scheme (VAQAS) can all help businesses achieve quality. In addition green schemes validated through VisitBritain can ensure that the certification bodies are operating to the highest standards[xix] and membership of green schemes such as the Green Tourism Business Scheme and VisitBritain's entry level initiative, Green Start can improve and enhance services to visitors.

### Successful outcomes

- An increase in the number of tourism businesses participating in the quality assessment schemes
- An increase in the number of tourism businesses participating in green assessment schemes
- Integrating minimum sustainable practices into the accommodation and attractions quality assessment schemes
- An increase in the number of employees undergoing customer service training
- A consistently high percentage of visitors indicating they are satisfied with the facilities provided
- A consistently high proportion of businesses providing readily available access statements and an increase in National Accessible Scheme membership
- Visitor experiences made accessible for all social and under-represented groups

## CHALLENGE 4
### To improve the quality of tourism jobs

The people working within tourism are key to improving its sustainability. They can act as the principal source of competitive advantage if they see better long-term employment prospects and rewards flowing from a growing and sustainable tourist industry. This is unlikely to be achieved, however, if there are unfavourable working conditions in tourism such as long and irregular hours, a high degree of fixed term, part-time or seasonal work (although this will suit some people), below average salary levels, low levels of qualification, a lack of career opportunities and high rates of undeclared work.
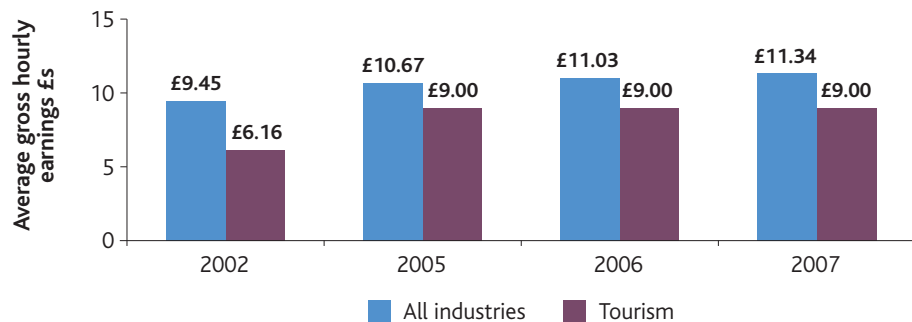


Table 4 Source: ONS Labour Force Survey for 2002-2004; Annual Survey of Homes and Earnings (ASHE) for 2005-2007.

Perceptions of the industry as a career are still low, there are high staff turnover rates and the average gross hourly earnings is below the average for all industries (£9 compared to £11.34 in 2007[xx]). This, together with low expectations of the industry, could deter people from seeking a career in tourism and reduce the pool of skills and talent. Improving terms and conditions, paying a fair and reasonable wage based on skills and experience and improving skills and job satisfaction is therefore a major challenge.

The National Skills Strategy for hospitality, leisure, travel and tourism – launched by DCMS and People 1st in March 2007 – outlines a Ten Point Plan to improve management and leadership, chefs and customer service skills as well as staff retention. It is an industry-led strategy, produced by People1st and based on extensive research with over 5,000 businesses, and has been signed up to by all key partners (Government, industry, education and funding agencies).

Recommendations from the World Class Customer Service research being taken forward by People 1st will enhance staff skills through the development of customer service qualifications for front line staff and managers. The Customer Service and Careers element of the Welcome to Britain strategy is also working to change the perceptions of a career in tourism through *Great Places 2 Work* (www.greatplaces2work.co.uk) which will be taken forward with Jobcentre Plus and the RDAs.

Sustainable business practices can be an effective employee motivator and appropriate training and recruitment can attract and retain high quality staff who will be keen to promote sustainable practices within the business. This will not only benefit staff but also the business and visitors too.

Sourcing labour from local communities – especially where there are few local employment options – can help to retain people in the area and maintain social cohesion. This goes hand in hand with improved perceptions of the industry and better rates of pay.

Ensuring equal access to employment and training for women, black and minority ethnic (BME) and disabled people will also meet equality requirements.

### Successful outcomes

- More people in year-round tourism employment
- Payment of a fair wage commensurate with the job
- A better motivated, skilled and qualified workforce
- Staff and managers encouraged to participate in sustainable business practices

## CHALLENGE 5
### To maintain and enhance community prosperity and quality of life

Tourism has the power to change the character and prosperity of places. The challenge is to reflect changing interests and enhance community well-being. This might include providing critical support to ensure the viability of local services, local employment, and encouraging local residents' use of tourism facilities and sourcing local goods and services.

The challenge is also to ensure that tourism achieves an appropriate balance with what the community wants and what businesses wish to achieve. Local residents should not be disadvantaged because they live in an area that is attractive to tourism, and the community as a whole should be able to benefit from the advantages tourism brings.

This mirrors the Government's vision for creating sustainable communities, and a fairer world[xxi] which is:

- **Active, inclusive and safe** – fair, tolerant and cohesive with a strong local culture and other shared community activities;
- **Well run** – with effective and inclusive participation, representation and leadership;
- **Environmentally sensitive** – providing places for people to live that are considerate of the environment;
- **Well designed and built** – featuring a quality built and natural environment;
- **Well connected** – with good transport services and communication linking people to jobs, schools, health and other services;
- **Thriving** – with a flourishing diverse and local economy;
- **Well served** – with public, private, community and voluntary services that are appropriate to people's needs and accessible to all
- **Fair for everyone**

The important role of local authorities and other key partners at local, sub-regional and national level in place making and the need for engagement at all levels is set out in *Place Making a Charter for destination management* (Partners for England).

This sets out a core set of principles to be championed by stakeholders in a destination and recognises that a thriving and sustainable visitor economy has far reaching impacts on the economic and social well-being of local people and their environment. This well-being is integral to creating a sense of place.

Raising the profile of tourism jobs in the area, providing job opportunities for local people (including disabled people and BME) where possible and enabling local people to use the activities used by visitors, will help maintain a good age mix and retain money in the local economy.

This is particularly important in rural areas where young people tend to drift towards employment and recreational opportunities in the towns. It should also be possible to maximise the proportion of income that is retained locally through strengthening local supply chains e.g. by tourism business purchasing locally produced food, and promoting the use of local produce, shops and other services to visitors.

It is important to involve local communities when developing and improving tourism in areas that will affect them so that they can have a say in decisions, which will ensure that community prosperity and quality of life are enhanced by the results.

**South West Visitor Survey**

South West Tourism conducted a survey of approximately 1,000 on-street face-to-face interviews with visitors to the South West in 2007. The aims of the survey were to:

- establish visitor satisfaction levels with various aspects of their visit,

- to measure the level of car-free travel to the region and other modes of transport and opinions on using public transport and to explore attitudes, behaviour and awareness of  sustainable tourism practices and initiatives,

- investigate information requirement prior to their visit and explore the appeal of staying on a working farm and compare results from their 2006 survey (see www.swtourism.co.uk)

## Consultation

There is currently no reliable data on the number of times that local people have been consulted about tourism developments in their area but evidence from the 2007 Citizenship Survey[xxii] suggests that only 38% of people in local areas felt that they were able to influence decisions affecting their local area. Although this is not indicative of tourism, it does suggest that local people generally have low expectations when it comes to seeking their views.

This highlights the importance of advice set out in the *Good Practice Guide on Planning for Tourism* for local authority planners. The Guide requires planners to make sure that they have adequately canvassed and considered all of the views of groups and individuals affected by tourism strategies and proposals, to have understood their views and to ensure that they engage with a sufficiently wide range of tourism interests. Techniques include focus groups, public meetings and exhibitions.

## Successful outcomes

- Regular contact with the local community and local businesses to gauge satisfaction and acceptability of existing and planned tourism e.g. through focus groups and residents attitude surveys

- A high percentage of spend by visitors on local products

- Tourism businesses buying and using locally produced food

- Job vacancies in tourism filled by local people where appropriate

## CHALLENGE 6
## To reduce the seasonality of demand

72% of UK holidays are taken during the summer months. This concentration of tourism trips at certain times of the year can reduce the viability of enterprises and their ability to offer year-round employment. It also places pressure on communities, the environment, and natural resources – particularly at 'hotspots' – and leaves surplus capacity at other times. Understanding and managing the load will help to address this.

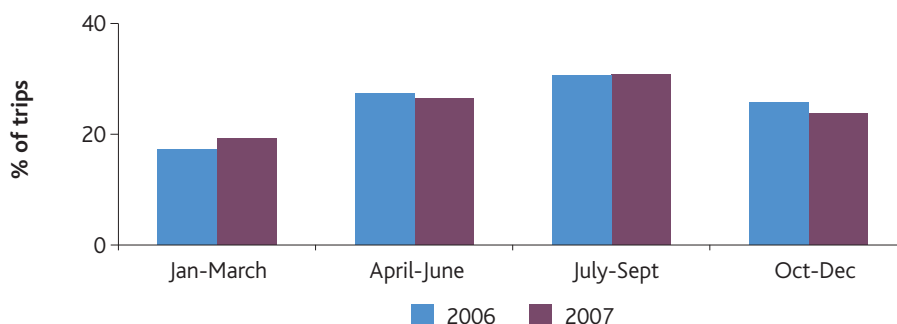**Percentage of trips made by UK residents 2006-2007**



Table 5 Source: UKTS

Initiatives to build demand during the shoulder season (i.e. period between high and low season) and promote off-season usage can generally help put enterprises on a firmer economic footing and manage their impact. Some places will however benefit from seasonality, and some communities, historic sites or popular landscapes may actually welcome quieter periods and need the time rest and recover if they are to be sustainable.

Targeting non-seasonal markets such as business tourism and off-season promotion of events and variable pricing strategies during the shoulder season can help to address the seasonal imbalance (although we must accept that school holiday term times often dictate when families are able to take a holiday).

A large number of visitors at peak periods can also place strains on local services such as waste disposal, water provision and the transport system and put pressure on sites and communities. This can also undermine the quality of the experience for a visitor. Easing this pressure over a longer period and encouraging visitors to go to less popular areas where appropriate, can reduce pressures on local services at peak times and allow communities to adapt and respond, and enable better landscape and habitat conservation and recovery.

In the longer term the effects of climate change may influence seasonality. Unpredictable weather patterns, hotter drier summers, wetter winters and an increased frequency of extreme weather events are predicted. Understanding the impacts of climate change and the effects of these on visitor behaviour must be considered in any equation for managing the load. Climate change is covered in more detail in Chapter 2.

### Successful outcomes

• Increased occupancy in the shoulder seasons

• Increased range of off-season activities and experiences

# 2. Climate Change and Tourism

The tourism industry worldwide is estimated to contribute 5-14% to overall global warming caused by human emissions of greenhouse gases. Of this, 75% is from tourism transport.[xxiii] Although the total figure is small by comparison to other sectors that does not mean that we can be complacent. As tourism grows, so these figures will rise. As indicted in earlier chapters, tourism also holds the potential to be a driver for other pro-environmental behaviours.

Margaret Hodge, the then Minister for Tourism, said at the UNWTO Ministers summit on Tourism and Climate Change at the 2007 World Travel Market:

*"There are very strong grounds to be optimistic that we can tackle climate change. Practical solutions and technologies already exist to help.*

*"Of course it's a huge challenge. But it is also a huge opportunity for the tourism industry. It's an opportunity to create new jobs: to address energy security; for our economy to become more productive as it becomes more energy efficient; and to improve quality of life as we find less polluting ways of getting around.*

*"I am convinced that a low carbon economy means a better society for this generation as well as for our children and grandchildren."*

Compelling evidence indicates that the global climate has changed compared to the pre-industrial era and is anticipated to continue to change over the 21st century and beyond. In the UK all the ten warmest years on record have occurred since 1990, and extreme rainfall led to wide spread flooding in 2007 with overall costs in excess of £3 billion.[xxiv]

The IPCC has said that the pace of climate change is very likely to accelerate with continued greenhouse gas emissions at or above current rates and that average surface temperatures could rise by as much as 4°C by the end of the 21st century. Hot extremes, heat waves, more intense storms and heavier downpours will become more frequent. Even if we act now to reduce greenhouse gas emissions the Earth will continue to warm as a result of past emissions and this would continue for several centuries.

The Stern Review on the Economics of Climate Change estimated that without acting, the overall global costs of climate change would be the equivalent to losing 5%-20% of global GDP each year now and in the future.

The Government is committed to addressing both the causes and consequences of climate change. By introducing the Climate Change Act, the UK is the first country in the world to have a legally binding long-term framework to cut greenhouse gas emissions and adapt to climate change with clear and regular accountability to Parliament. The Act puts into statute the UK's targets to reduce greenhouse gas emissions through domestic and international action by at least 80% by 2050 and carbon dioxide emissions by at least 26% by 2020, against a 1990 baseline. Five-year carbon budgets will set binding limits on emissions, beginning with the period 2008-2022.

The Committee on Climate Change has also been established as an independent body under the Act to advise the Government on potential abatement opportunities across the economy, on the levels of carbon budgets, and on the trajectory to 2050 and beyond. They published their first report *Building a low-carbon economy – the UK's contribution to tackling climate change* on 1 December 2008. Following this, the Government will announce the levels of budgets which must be set in law by 1 June 2009.

Meeting the carbon budgets will require a variety of different actions. An increase in renewable energy, improvements in building standards and energy, using product design and better fuel efficiency of road vehicles, will all be crucial to reducing emissions. Behavioural change – for example more efficient driving by reducing unnecessary journeys, and energy conservation through turning off unnecessary lights and fitting insulation – will also play an important role.

The Carbon Reduction Commitment scheme (CRC) will support the delivery of carbon budgets and will set caps based on advice from the committee on climate change. The scheme will cover large businesses and public sector organisations, including hotel chains, whose annual half hourly metered electricity use is above 6,000 Mega Watt hours (MWh). The CRC will have a significant impact of reducing UK carbon dioxide emissions and offers participating organisations the potential to save money through energy savings.

## Climate's effect on tourism

Climate plays a major role in destination choice and tourism spending. In many destinations tourism is linked closely to the natural environment and its attractiveness. Changes in water availability, biodiversity loss, reduced appeal of landscapes affected by drought, coastal erosion, flooding and inundation and depleted resources, will all impact on tourism in varying degrees from place to place and over time. Climate also has an important influence on operating costs such as heating, cooling, food and water supply and insurance.

Tourism must mitigate climate change as well as adapt to the changes that climate change will bring. An inevitable level of uncertainty makes the challenge difficult. Any scenarios for potential future changes cannot be certain: they will show a range of plausible futures but cannot predict exactly what will happen. It is however vital that climatic changes are taken into account when planning for the future and those risks are identified and integrated into everyday decision making. This should go hand in hand with sustainable tourism policies and practices. If we fail to do this then we risk being forced to act suddenly to damaging climatic events and escalating maintenance costs.

## Mitigation

Mitigation works to reduce greenhouse gas sources and emissions and enhance greenhouse gas sinks. A good deal of work has already started to mitigate the risks of climate in the tourism industry and to encourage both businesses and tourists to play their part. This framework builds on the work already undertaken and encourages greater involvement.

Examples of these activities are:

• VisitBritain's Green Start programme;

• Membership of the Green Tourism Business Scheme and the David Bellamy Conservation Awards;

- Participation in other environmental schemes such as those provided by the Carbon Trust;
- Publication of tools and techniques such as the Destination Managers Handbook and the Sustainable Tourism for Dummies guide;
- Training courses such as Regional Tourist Board Partnership's 'Green Advantage' for tourism businesses;
- The promotion of low impact and responsible travel and travel planning schemes;
- Good destination management and planning for tourism with the environment and host community in mind.

South West Tourism (SWT) and the Stockholm Environmental Institute have developed an ecological footprint and scenario planning tool for tourism. They have calculated a resource flow and footprint analysis of tourism for the South West region (i.e. quantify tourism's resource consumption, carbon footprint and broader ecological impact) and are now using the model to plot the likely outcome of a series of scenarios aimed at reducing or altering resource use and the ecological footprint of the area. Further details can be obtained from SWT (Emma Whittlesea, ewhittlesea@swtourism.co.uk).

### Adaption

The Government has set up an Adapting to Climate Change (ACC) Programme to bring together the work already being led by Government and the wider public sector on adaptation in England and to coordinate and drive forward the development of the Government's work on adapting to climate change in the future.[xxv] It encourages every sector of society to play its part in ensuring that the country is adapting well to the risks posed by climate change and will provide information, tools, capacity building and a regulatory structure to help all organisations consider the risks that a changing climate might impose on their activities, plan what actions should be taken to increase resilience and reduce those risks and take the necessary action in the most sustainable way.

The South West Climate Change Impacts Partnership, together with the South East Climate Change Partnership, have created an Adaptation Checklist and Leaflet for Tourism Businesses, to explain to tourism business owners how climate change affects their business. The electronic version of the checklist can be downloaded here: www.oursouthwest.com

The UK Climate Impacts Programme (UKCIP) has produced a number of tools to help organisations and businesses assess impacts and adapt. These are available free on the UKCIP website www.ukcip.org.uk

Details of information sources, tools and techniques can be found in Appendix C.

# 3. Playing Your Part

Individual organisations can decide how best to meet the six key challenges and how to deal with climate change. But the list below sets out suggested high-level activities that might help to take this forward.

| Challenge | Government | RDA, local authorities, DMOs, tourist boards | Third sector organisations | Tourism businesses |
|---|---|---|---|---|
| 1. To minimise environmental impact and resource use | Encourage businesses to become sustainable and engage in green schemes (VB)<br><br>DCMS to represent tourism interests with DEFRA & DECC on environmental & sustainable policies<br><br>Encourage visitors to make responsible decisions regarding their behaviour and choices through business and leisure marketing messages | Work with local businesses to improve practice, provide information and advice, identify and address barriers, encourage participation in VB validated green schemes<br><br>Encourage visitors to make responsible decisions regarding their behaviour and choices through business and leisure marketing messages | Continue and build on success in delivering trusted proactive independent support to businesses towards sustainable business practice and resource efficiency | Establish environmental management systems, participate in training and green accreditation schemes, encourage guests to play their part<br><br>Encourage visitors to make responsible decisions regarding their behaviour and choices through business and leisure marketing messages |
| 2. To address the impact of tourism transport | DCMS to represent tourism interests with DfT, DEFRA & DECC and other departments on environmental policies relating to transport<br><br>Encourage visitors to make responsible decisions through business and leisure marketing messages | Ensure the needs of the visitor economy are taken into account in the development of new integrated regional strategies<br><br>Encourage visitors to make responsible decisions through business and leisure marketing messages | Support businesses to accelerate their engagement with low carbon transport issues and promote via high quality visitor engagement<br><br>Encourage destination managers to engage with the challenge of developing low carbon transport options as a priority | Promote alternative transport options to car and airplane where appropriate, use cleaner fuels and look for greener travel alternatives, source local products to reduce transport miles, provide information for guests about public transport options in the area |

| Challenge | Government | RDA, local authorities, DMOs, tourist boards | Third sector organisations | Tourism businesses |
|---|---|---|---|---|
| 3. To improve quality and making holidays accessible for all | Encourage participation in accreditation schemes (e.g. NAS & NQAS) and facilitate improvements to services for disabled people through stakeholder engagement (DCMS & VB) | Encourage tourism businesses to participate in accreditation schemes (e.g. NQAS NAS and VisitBritain's validation scheme)<br><br>Provide comprehensive visitor information. Ensure destinations are accessible and that excellent services and facilities are available for visitors | Promote cross-sector (private/state/third) and sub-sector (farming/tourism/transport etc) collaboration<br><br>Provide independent and trusted support to businesses towards sustainable business practice, including networking, peer support and 'ambassador' programmes | Consider joining NAS/NQAS, provide facilities and information for disabled people, get customer feedback and act on findings, train staff in customer care<br><br>Those businesses with green accreditation schemes to consider using VisitBritain's validation scheme |
| 4. To improve the quality of tourism jobs | Raise demand in investment and skills through the National Skills Strategy (NSS Monitoring and Implementation Group) | Improving skills and retention through support of the National Skills Strategy and working with local businesses to identify training needs and improve the profile of tourism | Incorporate sustainable tourism practice into existing skills frameworks, and promote bespoke destination specific sustainable tourism qualifications | Work to identify and remedy skills and training needs |
| 5. To maintain and enhance community prosperity and quality of life | Raise awareness of the value of the visitor economy and promote and support the adoption of the Partners for England Place Making Charter at a local level | Engage with local communities so they can have a say about tourism in their area, encourage tourism businesses to source products locally, encourage retention of tourism spending<br><br>Support the Partners for England Place Making Charter | Support the efforts of business and communities to collaborate<br><br>Use good practice (e.g. via 'ambassador programmes') to clarify how businesses can deliver benefits to their local community networks | Recruit locally, source local supplies where possible (e.g. locally produced food) and encourage visitors to buy locally.<br><br>Support the Partners for England Place Making Charter |
| 6. To reduce the seasonality of demand | Promote out of season and shoulder month holidays in national marketing (VEVB) | Market/ encourage/ work with other organisations to promote off-seasonal events, activities or attractions | Work with partners to improve collaboration between e.g. food producers, landscape managers etc to ensure successful and sustainable management of the natural and managed (farmed) landscape throughout the extended season | Develop creative products and price differentials to appeal to visitors outside of the main season wherever possible |

| Challenge | Government | RDA, local authorities, DMOs, tourist boards | Third sector organisations | Tourism businesses |
|---|---|---|---|---|
| Climate change | Represent tourism's interests in Government and international policies and strategies on climate change (DCMS)<br><br>Work with representatives of the visitor economy to ensure appropriate industry engagement in climate change incentives (VB/VE)<br><br>Encourage visitors to make responsible decisions through business and leisure marketing messages | Consider the impacts of climate change for tourism, the risks and benefits and how to adapt. Raise awareness and draw up plans in conjunction with local businesses and other stakeholders<br><br>Promote green schemes to help mitigate the impact of tourism businesses on the environment<br><br>Use effective marketing messages to help influence visitors' behaviour towards the environment.<br><br>Encourage visitors to make responsible decisions through business and leisure marketing messages | Deliberate acceleration of engagement with climate change issues to businesses and destination managers and other stakeholders via proactive outreach<br><br>Input into strategy development with destination managers to incorporate climate change and resource depletion issues<br><br>Provide appropriate and targeted support to businesses via their role in the business support simplification agenda to ensure accelerated engagement and behaviour change | Consider how climate change will impact on the businesses and draw up contingency plans (mitigation and adaptation)<br><br>Use effective marketing messages to help influence visitors' behaviour towards the environment |

# 4. National Indicators

The following indicators will be used to gauge progress against the national framework. We will use the latest available figures as the baseline against which comparisons will be made. A number of the indicators have been used in the past to measure sustainable tourism (those marked *) and it may be possible to give longer trend lines in those cases.

As mentioned in the introduction we recognise that there are some gaps in data and we have not been able to find suitable existing data to measure all the 'successful outcomes'. We believe however that the available indicators give a reasonable spread of information that will enable trends to be monitored across the six key challenges. We will consider how the gaps can be plugged as resources allow. We have also set out in the introduction how we will monitor the indicators and what information we will take into account in doing so.

We have not set specific targets to achieve, but we would expect to see positive trends over the three-year period that this framework covers. We will consider targets (or a range of them) if necessary in conjunction with stakeholders when the results of work against the challenges are analysed in 2012.

The data collected will relate to the following Standard Industrial Classification (SIC) codes that represent tourism:

- Hotels, camping sites and other short stay accommodation, restaurants, bars, canteens and catering (SIC 55)
- Travel agencies and tour operators (SIC 63.3)
- Fair and amusement parks (SIC 92.33)
- Gambling and betting (SIC 92.7)

## Indicators for challenge 1: To minimise environmental impact and resource use

Most green schemes encourage businesses to look at and reduce their resource use. Monitoring the number of businesses that have taken steps to join these schemes will give an indication of the industry commitment to sustainable tourism. The successes of tourism businesses in reducing their emissions and energy use can be judged through the amount of greenhouse emissions per year, energy consumption and waste disposal (although available statistics narrows this down to only hotels and restaurants).

1. The percentage of businesses participating in VisitBritain's Green Start programme – *VisitBritain*

2. The number of businesses that have green accreditation in the Green Tourism Business Scheme and the David Bellamy Conservation Awards – *Green Business Scheme and BHHPA*

3. Greenhouse gas emissions by hotels and restaurants – *ONS Environmental Accounts* (the results of this indicator will need to take account of growth in the sector and resulting levels of emissions)

4. Amount of electricity, fossil fuels and water used by, and waste disposal from, hotel and catering establishments – *ONS Environmental Accounts*

## Indicators for challenge 2: To address the impact of tourism transport

The number of cars used for holiday purposes and trips set against public transport use (including air), and the number of miles travelled by car and other modes of transport for leisure trips and related activities give an indication of the success of working with local transport planners, targeted marketing and provision of better information about transport options etc.

5. The percentage of transport used on holiday trips – *UKTS\**

6. Distance travelled by car for leisure purposes compared to other modes of transport – *National Travel Survey DfT*

## Indicators for challenge 3: To improve quality and make holidays accessible to all

Year on year measurements on the numbers of businesses in the quality assessment schemes and the National Accessible Scheme, analysis of visitor satisfaction surveys, numbers of businesses that have published information about accessible facilities and employees undertaking customer service training as part of the World Class customer service campaign (still under development by People 1st) will give an indication of the commitment by businesses to the quality of tourism services offered to visitors. Figures from the DCMS Taking Part Survey measuring activities by priority groups will show participation in tourism activities by BME and disabled people. Indicators for green scheme membership can be found under those for Challenge 1 and serve a dual purpose.

7. The percentage of tourism businesses participating in the quality assessment schemes – *VB year on year figures\**

8. Number of employees undertaking Gold Standard Customer Service training – *People 1st*

9. Number of international visitors indicating they are satisfied with their experience of a holiday in England – *International Travel Satisfaction Study. Approximately a two-year cycle\**

10. The percentage of quality assured businesses that have provided information about their accessible facilities – *Annual Data Base Questionnaire VB*

11. The percentage of tourism businesses in the NAS – *VB statistics on membership as a proportion of known quality accommodation stock\**

12. Holidays taken in England by BME and those with a limiting disability – *DCMS Taking Part Survey*

## Indicators for challenge 4: To improve the quality of tourism jobs

Wage comparisons with other sectors will show how attractive tourism is compared to other sectors in terms of pay; the number of seasonal workers compared to permanent workers will show if tourism is offering longer term opportunities and job stability, and the numbers of vacancies will give an indication about the attractiveness of the sector. The spread of employment opportunities for men, women, disabled people and ethnic minorities will show how well the industry meets equal opportunity challenges.

13. Numbers of people in full-time employment in the tourism industry compared with those undertaking part-time, seasonal work and other work that is not permanent – *Labour Force Survey*

14. Tourism sector average earnings versus all industries gross earnings – *Labour Force Survey* *

15. The percentage of unfilled vacancies as a proportion of vacancies – *National Employers Skill Survey*

16. The percentage and type of workers in the hospitality sector – *Labour Force Survey*

## Indicators for challenge 5: To maintain and enhance community prosperity and quality of life

There are few data sources available that will give useful information at a national level about local quality of life issues. By its very nature this sort of information is best collected and published locally. The number of local authorities that have made a commitment to the Partners for England Place Making Charter will give an indication of the level of engagement at a local level but we will consider if there are other meaningful ways to monitor this at a national level.

Indicators for other challenges in this document do however give an indication of the impact of tourism on jobs (13 &15) and on the environment (3-4) all of which have a direct correlation to local prosperity and quality of life.

17. The percentage of local authorities promising commitment to the Place Making Charter – *Visit England*

## Indicators for challenge 6: To reduce the seasonality of demand

Comparisons over time and occupancy levels of serviced accommodation will show how successful initiatives to even the load have been. The United Kingdom Occupancy Survey looks at bed and room occupancy of hotels, guest houses and private houses offering bed and breakfast to visitors.

18. The percentage of serviced accommodation in use by quarter (room occupancy) – *UK Occupancy Survey*

# Appendix A: Baseline data for indicators

### Key Challenge Indicators

(Baseline statistics for indicators 1, 8, 10, 15 and 17 are not yet available)

### Challenge 1: Minimise environmental impact and resource use

1.  The percentage of businesses participating in VisitBritain's Green Start programme – *VisitBritain*

    Desirable outcome: A steady rise in numbers over the next five years leading to increased membership in the VisitBritain validated green schemes.

2.  The number of businesses with green accreditation to the GTBS and David Bellamy Conservation Awards – *Green Business Scheme and BHHPA*.



Desirable outcome: A steady rise in numbers
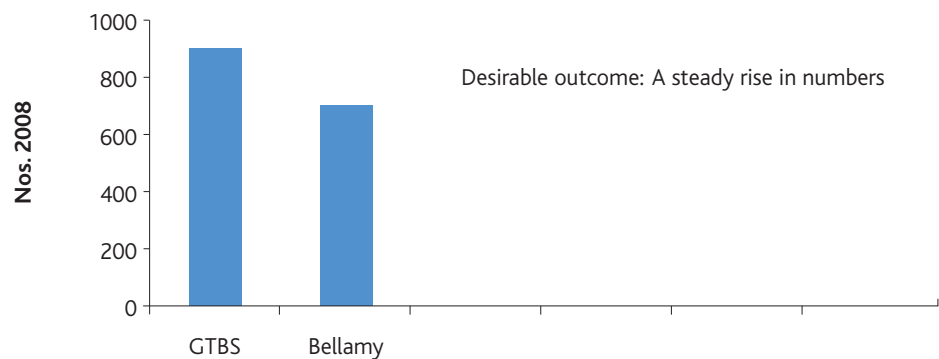
Total quality rated businesses = 22,690
Total holiday park businesses = 3,500

3.  Greenhouse gas emissions by hotels and restaurants – *ONS Environmental accounts*



Desirable outcome: A reduction in greenhouse gas emissions
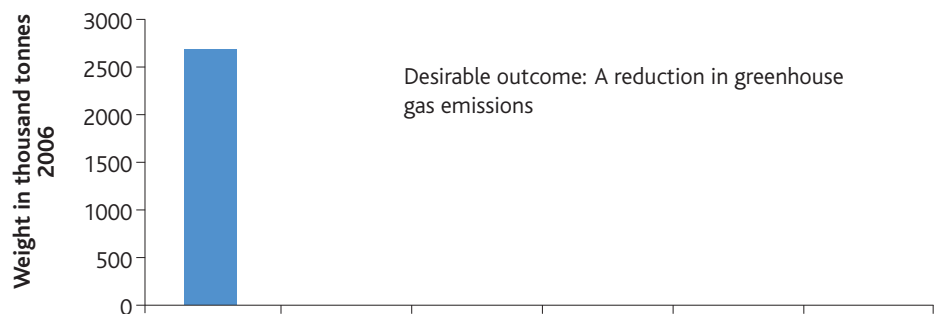
4. The amount of energy used by, and waste disposal from, hotel and catering establishments – *BRE and ONS*

| | |
|---|---|
| Waste | 4 million tonnes (2002/03) |
| Electricity | 694 thousand tonnes of oil equivalent (2005) |
| Fossil Fuels | 4,610 thousand tonnes of oil equivalent (2005) |
| Water | 140 million cubic gallons (1997/98 includes wholesale) |

Desirable outcome: A reduction in all areas.

### Challenge 2: Address the impact of tourism transport

5. The percentage of transport used on holiday trips – *UKTS\**

Desirable outcome: An increase in the use of trains, buses and coaches
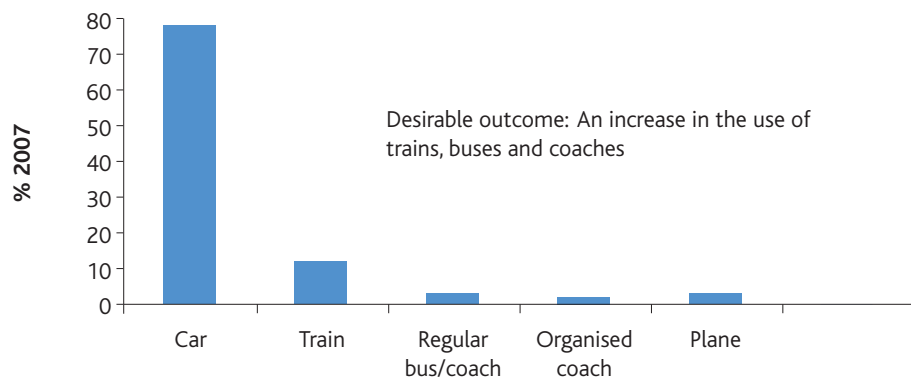
Total trips = 100.17 million

6. The distance travelled by car for leisure purposes compared to other modes of transport – *National Travel Survey ONS*

Desirable outcome: Decrease in car mileage and shifts to other forms of transport
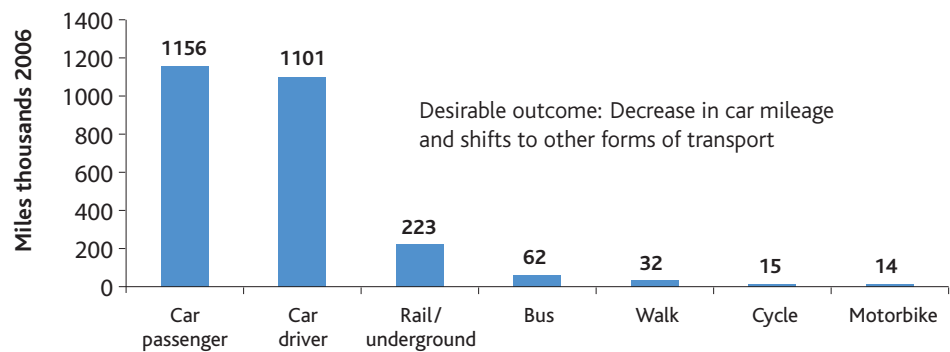
## Challenge 3: Ensuring quality and making holidays accessible to all

7. The percentage of businesses participating in the quality assessment scheme – *VisitBritain*



Desirable outcome: Increase in numbers. Target is to reach 75% England by 2012 and 85% England by 2016[1]
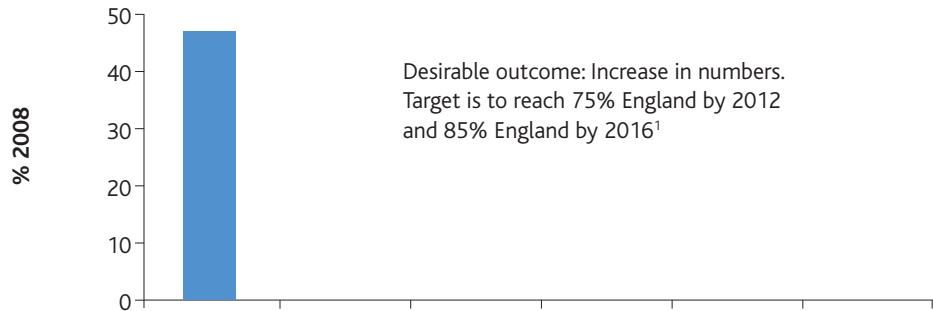
Known accommodation stock = 56,023          [1]*Winning A Tourism Strategy for 2012 and beyond*

8. Number of employees undertaking World Class Customer Service training – *People 1st*

   Desirable outcome: steady rise in numbers once the programme has been established.

9. The number of British and international visitors indicating that they are satisfied with their experience of a holiday in England (*International Travel Satisfaction Study*)



Desirable outcome: Satisfaction ratings to rise
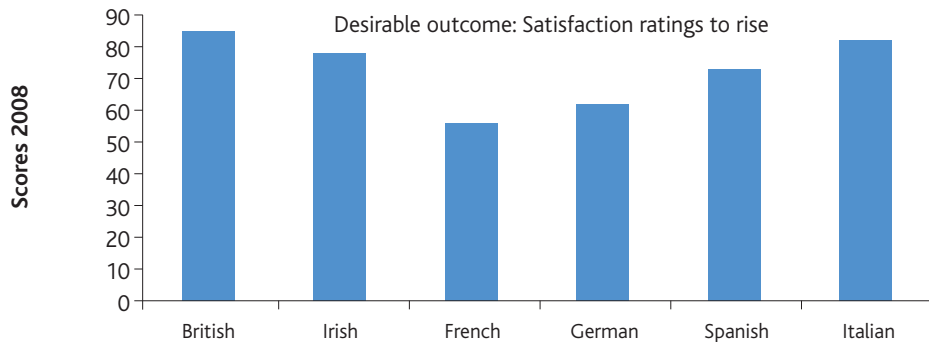
*These are single number scores to measure visitor experience (British respondents were asked about Britain as a whole).*
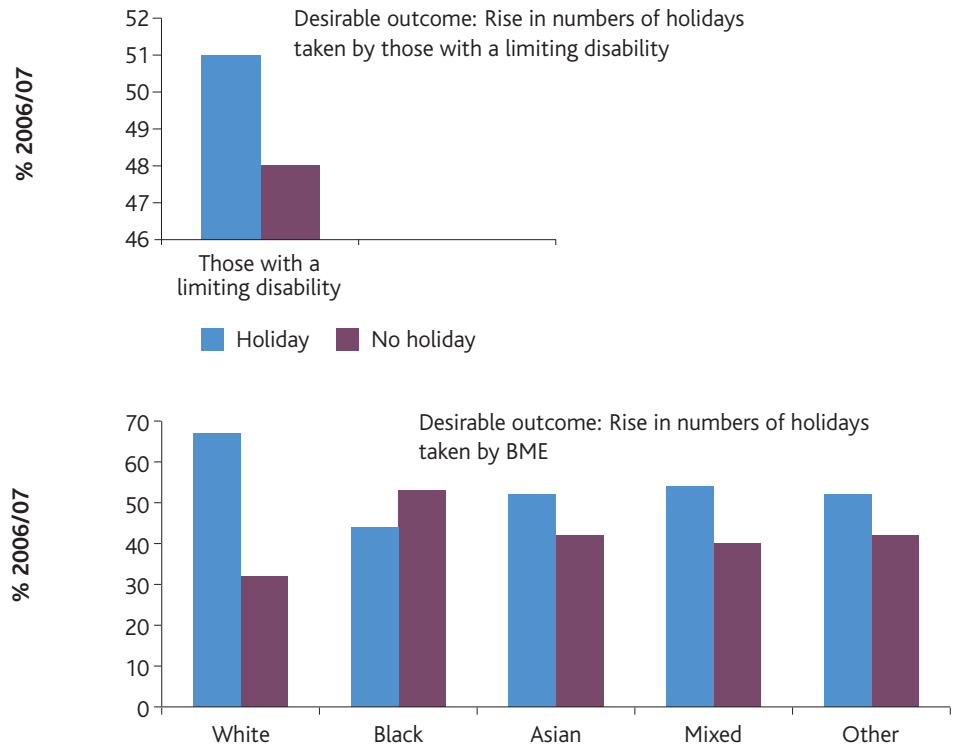
10. The percentage of quality assured businesses that have provided information about their accessible facilities – *Annual Data Base Questionnaire VB*

    Desirable outcome: A rise in the number of establishments providing information.

11. The percentage of tourism businesses in the NAS – *VB stats on membership as a proportion of known quality accommodation stock\**



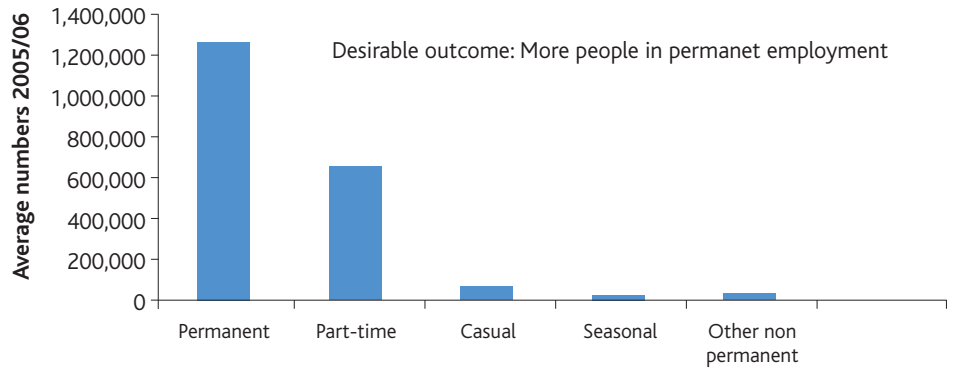Desirable outcome: Dramatic rise in numbers
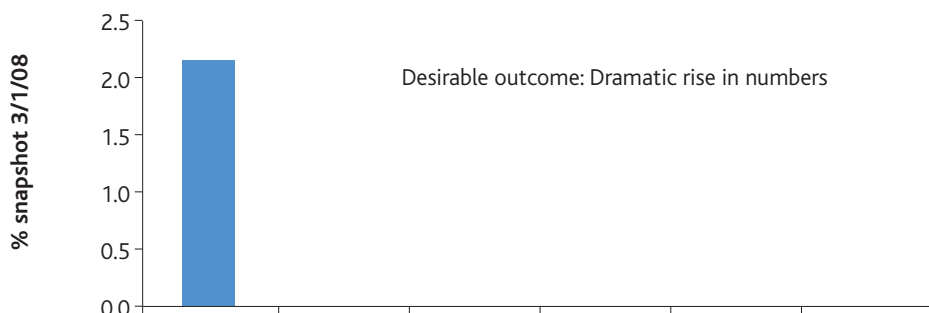
12. Holidays taken in England by BME and those with a limiting disability that had taken place in the last 12 months that lasted at least one week – *DCMS Taking Part Survey*

**Desirable outcome: Rise in numbers of holidays taken by those with a limiting disability**

Y-axis: % 2006/07 (46 to 52)

X-axis category: Those with a limiting disability

Legend: ■ Holiday ■ No holiday

**Desirable outcome: Rise in numbers of holidays taken by BME**

Y-axis: % 2006/07 (0 to 70)

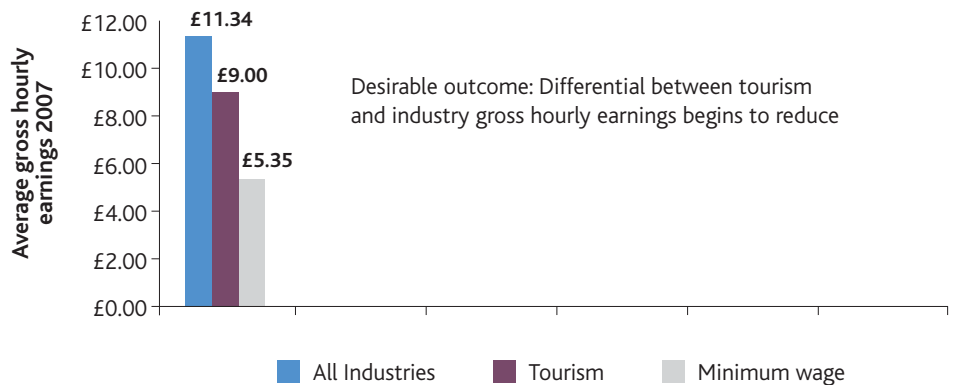X-axis categories: White, Black, Asian, Mixed, Other

## Challenge 4: Improve the quality of tourism jobs

13. Number of people in permanent employment compared with those undertaking seasonal and casual work and other work that is not permanent – *Labour Force Survey*

**Desirable outcome: More people in permanet employment**

Y-axis: Average numbers 2005/06 (0 to 1,400,000)

X-axis categories: Permanent, Part-time, Casual, Seasonal, Other non permanent

14. Tourism sector average earnings versus all industries gross earnings – *Labour Force Survey* (GB-wide figures)*

**Desirable outcome: Differential between tourism and industry gross hourly earnings begins to reduce**

Y-axis: Average gross hourly earnings 2007 (£0.00 to £12.00)

Values: £11.34, £9.00, £5.35

Legend: ■ All Industries ■ Tourism ■ Minimum wage

15. Percentage of unfilled vacancies as a proportion of vacancies – *National Employment Skills Survey*

    Desirable outcome: A fall in unfilled vacancies.

16. The percentage and type of workers in the hospitality sector – *Labour Force Survey* (UK-wide)



Desirable outcome: Equal access to employment

% 2004/05

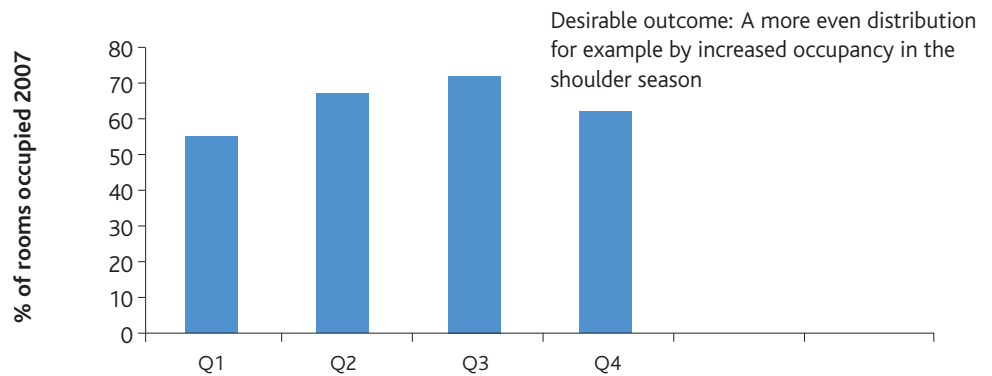UK  Women  Men  Disabled  Ethnic minority
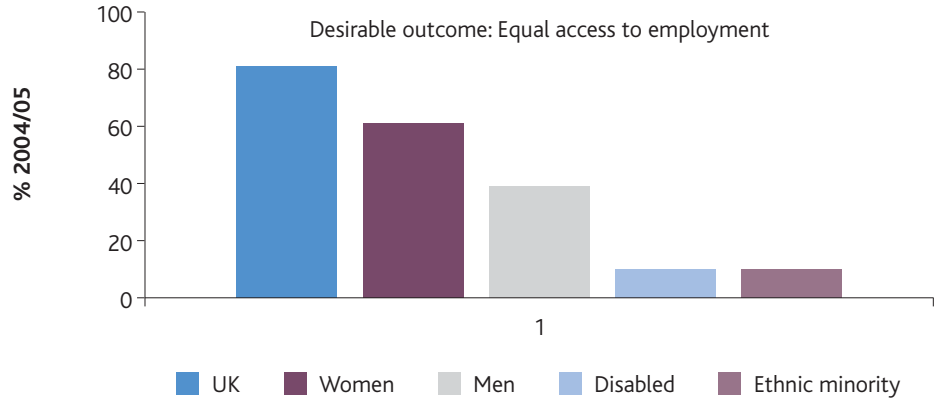
## Challenge 5: Maintain and enhance community prosperity and quality of life

17. The percentage of local authorities promising commitment to the Place Making Charter – *Visit England*

    Desirable outcome: A steady rise in numbers.

## Challenge 6: Reduce the seasonality of demand

18. Percentage of serviced accommodation in use by quarter – *UK Occupancy Survey*



Desirable outcome: A more even distribution for example by increased occupancy in the shoulder season

% of rooms occupied 2007

Q1  Q2  Q3  Q4

# Appendix B: A summary of the key challenges and indicators, and how they support policy and legislation

| Challenges | Detail | Indicators of progress | Policies/legislation this challenge helps to support |
|---|---|---|---|
| 1. To minimise environmental impact and resource use | Tourism policies and strategies should be designed so that they have a minimum impact on the environment<br><br>Ensuring visitor satisfaction, industry profitability and community acceptance should all be developed within environmental limits<br><br>How resources are managed and used therefore has an important part to play in meeting these objectives | 1. The percentage of businesses participating in VisitBritain's Green Start programme – *VisitBritain*<br><br>2. The percentage of businesses that have green accreditation in the Green Tourism Business Scheme and the David Bellamy Conservation Awards – *Green Business Scheme and BHHPA*<br><br>3. Greenhouse gas emissions by hotels and restaurants – *ONS Environmental Accounts*<br><br>4. Amount of electricity, fossil fuels and water used by, and waste disposal from, hotel and catering establishments –*ONS Environmental Accounts* | 1. Tourism 2012 Strategy<br><br>2. *Before, during and after: making the most of the London 2012 Games*<br><br>3. Action for a more sustainable European Tourism (EU)<br><br>4. Making Tourism More sustainable (UNEP/UNWTO)<br><br>5. Securing the Future (DEFRA)<br><br>6. Davos Declaration on tourism and climate change (UNWTO)<br><br>7. Adapting to Climate Change in England: A framework for action (DEFRA)<br><br>8. Climate Change Act (DEFRA)<br><br>9. Waste Strategy for England 2007 (DEFRA)<br><br>10. Stern Review: The economics of climate change (Treasury)<br><br>11. *A Framework for pro-environmental behaviours*(DEFRA) |

| Challenges | Detail | Indicators of progress | Policies/legislation this challenge helps to support |
|---|---|---|---|
| 2. To address the impact of tourism transport | The impact of transport on climate change makes this a high profile issue for tourism planning as it affects the economic viability of the tourism industry and the quality of life of local communities | 1. The percentage of transport used on holiday trips – *UKTS* *<br><br>2. Distance travelled by car for leisure purposes compared to other modes of transport – *National Travel Survey DfT* | 1 – 4 (as in challenge 1)<br><br>5 – 6 (as in challenge 5)<br><br>7. Towards a Sustainable Transport system (DfT)<br><br>8. *A Framework for pro-environmental behaviours*(DEFRA)<br><br>9. *Place Making; A Charter for destination management* (Partners for England) |
| 3. To improve quality and make holidays accessible for all | Providing good quality facilities that are available for all to enjoy (including people with disabilities and black and minority ethnic communities) through membership of the quality award schemes, customer service training, and customer feedback are key requirements for an economically viable, sustainable and inclusive tourism industry | 1. The percentage of tourism businesses participating in the quality assessment schemes – *VB stats year on year figures**<br><br>2. Number of employees undertaking World Class Customer Service training – *People 1st stats*<br><br>3. Number of international visitors indicating they are satisfied with their experience of a holiday in England – *International Travel Satisfaction Study.*<br><br>4. The percentage of quality assured businesses that have provided information about their accessible facilities – *Annual Data Base Questionnaire VB*<br><br>5. The percentage of tourism businesses in the NAS – *VB stats on membership as a proportion of known quality accommodation stock**<br><br>6. Holidays taken in England by BME, those with a limiting disability– *DCMS Taking Part Survey* | 1 – 4 (as in challenge 1)<br><br>5. Outdoors for All[xxvi] (DEFRA/Natural England)<br><br>6. The Disability Discrimination Act (DDA)<br><br>7. Disability Equality Duty (for public bodies) |

| Challenges | Detail | Indicators of progress | Policies/legislation this challenge helps to support |
|---|---|---|---|
| 4. To improve the quality of tourism jobs | The people working within the tourism industry provide it with a principal source of competitive advantage and contribute to economic stability which is important for sustainability– conditions, salary and career opportunities are therefore important | 1. Numbers of people in full time employment in the tourism industry compared with those undertaking part time, seasonal work and other work that is not permanent – *Labour Force Survey*<br><br>2. Tourism sector average earnings versus all industries gross earnings – *Labour Force Survey* \*<br><br>3. The percentage of unfilled vacancies as a proportion of vacancies – *National Employers Skill Survey*<br><br>4. The percentage and type of workers in the hospitality sector – *Labour Force Survey* | 1 – 4 (as in challenge 1)<br><br>5. National Skills Strategy |
| 5. To maintain and enhance community prosperity and quality if life | Tourism should maintain and strengthen the quality of life in local communities where opportunities should exist for people to have a say about the management and future development of tourism in their area, and to benefit from jobs and tourism amenities. | 1. The percentage of local authorities promising commitment to the Place Making Charter – *Visit England* | 1 – 4 (as in challenge 1)<br><br>5. Securing the Future (DEFRA)<br><br>6. Good Practice Guide for Planning and Tourism (DCLG)<br><br>7. Place Making: A Charter for Destination Management (Partners for England) |
| 6. To reduce the seasonality of demand | Increasing demand in the shoulder periods can help to alleviate pressure of the environment and bring year round employment | 1. The percentage of serviced accommodation in use by quarter (room occupancy) – *UK Occupancy Survey* | 1 – 4 (as in challenge 1). |

# Appendix C: The 12 aims for sustainable tourism

UNEP and the UNWTO have identified 12 aims for sustainable tourism:

1. **Economic Viability**
   To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term

2. **Local Prosperity**
   To maximise the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally

3. **Employment Quality**
   To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways

4. **Social Equity**
   To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor

5. **Visitor Fulfilment**
   To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways

6. **Local Control**
   To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders

7. **Community Well-being**
   To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation

8. **Cultural Richness**
   To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities

9. **Physical Integrity**
   To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

10. **Biological Diversity**

   To support the conservation of natural areas, habitats and wildlife, and minimise damage to them

11. **Resource Efficiency**

   To minimise the use of scarce and non-renewable resources in the development and operation of tourism facilities and services

12. **Environmental Purity**

   To minimise the pollution of air, water and land and generation of waste by tourism enterprises and visitors

# Appendix D: Information sources for policy makers and businesses

### Policy Guides & Background

**Agenda for a Sustainable and Competitive European Tourism**
This sets out general background to EU sustainability, and outlines the key challenges for the sustainability of European tourism, mechanisms for implementation, responsibilities for action and some suggested indicators.

http://ec.europa.eu/enterprise/tourism/docs/communications/com2007_062101_en.pdf

**Davos Declaration on Climate Change and Tourism**
This sets out actions that governments and international organisations, tourism industry and destinations, consumers and research and communications networks could take to respond to climate change. The Declaration has widespread international support.

http://www.unwto.org/pdf/pr071046.pdf

**Destination Managers Guide/Tourism Insights**
Destination Managers have an important role to play in ensuring a sustainable approach to tourism. The Destination Managers Guide provides guidance on a range of sustainable tourism issues, for example on developing sustainable visitor transport, sustainability schemes, and setting up visitor payback schemes. The Guide is contained in *Insights* which is a web-based tool for the tourism industry, sharing best practice and articles on recent development affecting tourism.

http://www.Insights.org.uk

**Indicators of Sustainable Development for Tourism Destinations (UNWTO)**
This sets out a range of measurement tools that can be developed to monitor progress. This is a large tome of over 500 pages.

ISBN 92-844-0726-5

**Good Practice Guide on Planning for Tourism (DCLG)**
The Government policy document recognises the diversity and breadth of the contribution of domestic tourism. In particular Chapter 5 considers design and sustainability and contributing to the environment (*Communities and Local Government May 2006*)

http://www.communities.gov.uk/publications/planningandbuilding/goodpracticeguide

**Making Tourism more Sustainable: A Guide for Policy Makers (UNEP)**
This sets out the general background to tourism and sustainability, the policy implications of a sustainable tourism agenda, structures and strategies, shaping sustainable tourism and measurement instruments.

http://www.unep.fr/shared/publications/pdf/DTIx0592xPA-TourismPolicyEN.pdf

**Paradise Found: guiding principles for a sustainable tourism development (Forum for the Future 2008)**
The report discusses five areas for sustainable development – environment, people, community, infrastructure and finance.

http://www.forumforthefuture.org/projects/paradise-found

**Place Making: A Charter for destination management (Partners for England)**
This aims to raise aspirations and foster positive collaboration with key organisations and stakeholders in a local area to make these aspirations a reality and sets out a core set of principles – Integrate, Inform, Innovate, Invest and Improve – that all relevant stakeholders can sign up to and which can help identify where principle delivery responsibilities lie in their areas.

http://www.enjoyengland.com

## Research

**A Framework for pro-environmental behaviours (DEFRA 2008)**
This report pulls together evidence on public understanding, attitudes and behaviours: identifies behaviour goals; and draws conclusions on the potential for change across a range of behaviour groups.

http://www.defra.gov.uk/evidence/social/behaviour/pdf/behaviours-jan08-report.pdf

**Climate Change and Tourism: Responding to Global Challenges (UNWTO 2008)**
A report commissioned by the UNWTO, UNEP and the World Meteorological Organisation setting out likely impacts of climate change on destinations around the world, possible implications for tourist demand, current levels and trend in greenhouse gas emissions from the tourism sector and an overview of policy and management responses.

http://esa.un.org/marrakechprocess/pdf/davos_rep_advan_summ_26_09.pdf

**Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices (UNEP, Oxford University, WTO, WMO)**
This publication sets out a number of tools and techniques that can be used to adapt to, and mitigate, climate change.

http://www.geog.ox.ac.uk/news/events/ccamts/ccamts.pdf

**I Will if You Will – Towards Sustainable Consumption (Sustainable Development Commission 2006)**
The report sets out how a significant shift towards more sustainable lifestyles is possible. It sets out some useful insights into people's attitudes towards sustainability.

http://www.sd-commission.org.uk/publications.php?id=368

**NESTA: Selling Sustainability (2008)**
Seven lessons from advertising and marketing to sell low-carbon living

http://www.nesta.org.uk/selling_sustainability_report_pubs

**New rules: new game**
This publication by Futerra sets out some useful tips on how to communicate climate change messages and influence people's behaviour.

http://www.futerra.co.uk/downloads/NewRules:NewGame.pdf

**Public understanding of Sustainable Leisure and Tourism (DEFRA/University of Surrey 2007)**
This report sets out the findings from research conducted by the University of Surrey into the public's response to sustainable leisure and tourism. It provides a useful insight into individuals' attitudes towards sustainable tourism which may help when devising sustainable tourism policies and strategies.

http://www.defra.gov.uk/environment/business/scp/research/themes/theme3/sustain-consump0607.htm

**Review of public understanding of sustainable consumption (DEFRA)**
This research sets out the results of five independent, qualitative research projects investigating the public understanding of sustainable behaviour across five consumption areas of food, domestic energy use, transport, finance and leisure and tourism.

http://www.defra.gov.uk/science/news/science projects/2007/12.htm

**Securing the Future – UK Government sustainable development strategy**
The UK Government launched its new strategy for sustainable development, Securing the Future, in conjunction with a Strategic Framework on 7 March, 2005.

http://www.defra.gov.uk/sustainable/government/publications/uk-strategy/

**The Greenwash Guide**
This publication by Futerra sets out how to communicate green messages in marketing.

http://www.futerra.co.uk/services/greenwash-guide

**Weathercocks & Signposts (WWF 2008)**
This report critically reassesses current approaches to motivate environmentally friendly behaviour.

http://www.wwf.org.uk/search_results.cfm?uNewsID=2224

## Organisations offering help and advice

### Carbon Trust
The Carbon Trust offers products and services to businesses to help reduce their carbon emissions and accelerate the move to a future low carbon economy. They also provide a wide range of services and support for low carbon technology development.

www.carbontrust.co.uk

### DEFRA: Adapt to Climate Change
DEFRA have a website dedicated to adaptation which provides up to date information about the Government's Adaptation Programme and acts as a hub for information for individuals and organisations.

www.defra.gov.uk

### Energy Saving Trust
Provides a range of resources to help your organisation reduce carbon dioxide emissions.

www.energysavingtrust.org.uk

### Envirowise
Offers free advice to businesses, helping to increase profitability and reduce environmental impact.

http://www.envirowise.gov.uk/

### NetRegs
Provides **free environmental guidance** for small and medium-sized businesses in the UK.

www.netregs.gov.uk

### United Kingdom Climate Impacts Programme (UKCIP)
The UK Climate Impacts Programme (UKCIP) has produced a number of tools to help organisations assess impacts and adapt. These are available free on the UKCIP website. Their adaptation wizard helps organisations to determine vulnerability to climate change, identify key climatic risks and develop a climate change adaptation strategy; the business assessment tool helps explore the implications of climate change for a particular business sector; the local climate impacts profile is a resource that local authorities can use to understand better their exposure to weather and climate.

http://www.envirowise.gov.uk/

### WRAP (Waste & Resources Action Programme)
Helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

www.wrap.org.uk

### Business Link
Business Link is a free business advice and support service available online and through local advisors. Information includes *Environment and your business, Sustainability and your business* and *Waste and pollution*

http://www.businesslink.gov.uk/

# Endnotes

i BERR energy consumption tables 2008

ii Deloitte 2009

iii UKTS and IPS

iv UNWTO

v *Making Tourism in England Sustainable* September 2006

vi A draft of the Framework document was sent to the following for comment. VisitBritain*; Regional Development Agencies*; South West Tourism*; Tourism South East*; People 1st*; New Forest District Council; Oxford Brookes University*; University of Surrey*; The Tourism Company*; Eureka Tourism Consultancy*; Cornwall Sustainable Tourism Project (CoaST)*, Department for the Environment, Food and Rural Affairs (DEFRA)*; Department for Transport (DfT)*; Department for Energy and Climate Change (DECC)* Tourism Alliance*; British Holiday and Home Park Association (BHHPA)*; Local Government Association (LGA)*; British Hospitality Association (BHA); Association of Leading Visitor Attractions (ALVA)*; British Resorts and Destinations Association (BRADA)*; British Beer and Pub Association (BHPA); Business in Sport and Leisure (BISL); The Caravan Club*; Visit London*; Yorkshire Tourist Board*; Highways Agency*; English National Parks association (ENPAA)*. A final version of the draft was also shared with the Institute of Hospitality* (*those who responded)

vii Social enterprises, voluntary organisations, charities, not for profit organisations and NGOs dealing with tourism

viii DCMS September 2007

ix DCMS June 2008

x See the Good Practice Guide on Planning for Tourism (CLG). BREEAM and the Green Council Codes are also useful benchmarks.

xi This may be attributable to a number of factors but many tourism businesses have taken practical steps to reduce greenhouse gas emissions. A full assessment of causes and effects will be made when the framework is monitored through the national indicators.

xii UKTS

xiii Flying in the face of climate change: exploring the paradox of climate change – concerned frequent flyers (2008) & Public Understanding of sustainable leisure and tourism (DEFRA 2007)

xiv Aviation and the the GLOBAL atmosphere: A Special Report on IPCC Working Groups 1 and III (1999)

xv Transport statistics Great Britain (2007) tables 3.8 and 7.2

xvi Available at http://www.occ.gov.uk/activities/stern.htm.

[xvii] Climate Change and Tourism: Responding to Global Challenges (UNWTO, World Meteorological Organisation; UNEP 2008)

[xviii] VisitBritain have published advice that will help businesses in areas that could cause confusion with principles of sustainability and are working to integrate sustainability into the National Quality Assessment Standards

[xix] The Green Tourism Business Scheme has been validated and others are in the process of validation. Details can be found on http://www.visitbritain.com/en/campaigns/green/index.aspx

[xx] Labour Force Survey

[xxi] *Sustainable Communities: People Places and Prosperity* (DCLG Jan 2005)

[xxii] Citizenship Survey, April – September 2007 England and Wales

[xxiii] UNWTO-UNEP-WMO (2008)

[xxiv] Your Home in a Changing Climate, Retrofiting Existing Homes for Climate Change Impacts. Three Regions Climate Change Group (GLA) February 2008

[xxv] Adapting to climate change in England: A framework for action. DEFRA July 2008

[xxvi] Government action plan for getting people into the countryside and green spaces with particular reference to disabled people, people from ethnic minorities, people from inner cities and young people