



THE Green Tourism

Business Scheme



Since its inception in 1997 the Green Tourism Business Scheme has been championing sustainable tourism in the UK, and has become the largest and most successful scheme of its type in the world. Currently with around 1000 members, our aim is to build on this strong position and ensure that the UK remains at the forefront of sustainable tourism in the future

GTBS has proven its use, time and again as a powerful tool for businesses, delivering demonstrable environmental benefits, operating efficiencies and cost savings; as well as increased marketing potential, by providing consumers with a clear option to use sustainable products and services.

The Schemes flexibility reinforces our policy of inclusion and allows participation from a wide range of tourism businesses, ranging from accommodation providers to visitor attractions and many others besides. Allied to our close links with quality assurance this allows us to promote both quality and the environment, two themes at the heart of sustainable tourism.

Scheme Criteria

The scheme criteria cover over 120 measures of sustainability and businesses can choose to implement any of these measures to gain an award, although they must implement a minimum number of measures; 30 for BRONZE; 45 for SILVER and 60 for GOLD. The main technical sections are:

- **Compulsory** - compliance with environmental legislation and a commitment to continuous improvement in environmental performance...
- **Management** - demonstrates good environmental management including staff awareness; specialist training; monitoring and record keeping...
- **Communication** of environmental actions to customers i.e. green policy; email & website; education, community and social projects...
- **Energy** - efficiency of lighting, heating and appliances; insulation and renewable energy use...
- **Water** efficiency i.e. good maintenance; low-consumption appliances; flush offset; rainwater harvesting as well as using eco-cleaners...
- **Purchasing** environmentally friendly goods and services i.e. products made from recycled materials; use and promotion of local food and drink; use of FSC wood products; green energy tariff...
- **Waste** minimisation by encouraging, the “*eliminate, reduce, reuse, recycle*” principle i.e. glass, paper, card, plastic and metal recycling; supplier take-back agreements; dosing systems; composting...
- **Transport** - aims to minimise visitors car use by promoting local and national public transport services; cycle hire info; local walking and cycling options; use of alternative fuels...
- **Wildlife** - on site measures aimed at increasing biodiversity i.e. wildlife gardening; native species; nesting boxes, as well as providing information for visitors on the wildlife on and around the site...

As a result of a GTBS pilot project in the southeast of England:

70% of members have improved their energy efficiency.
60% now have formal environmental policies.
90% have changed their purchasing behaviour by buying more local food, fair-trade and eco-cleaning

Benefits of the Scheme

Last year GTBS members:

- Saved **£1.5 million** through efficiencies
- Reduced Carbon Dioxide emissions by **7000 tonnes**

GTBS is a Proven tool that:

- Reduces your environmental impact
- Identifies cost savings through efficiencies
- Improves your public image
- Offers a credible sustainable choice for consumers
- Clearly links Quality with the Environment

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The Green Tourism Business Scheme recognises businesses that are making a special effort to care for their destination