



BRECON BEACONS
NATIONAL PARK

Green Tourism



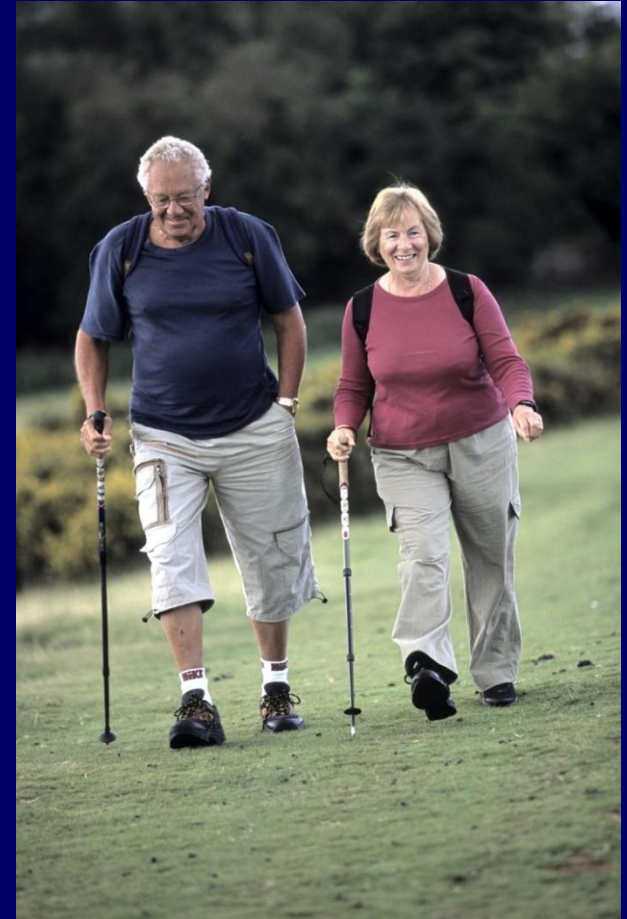
Richard Tyler

Sustainable Tourism Manager



Introduction

- Sustainable Tourism is vital to sustainable rural development
- What else is going to keep our services going?
- ST is core to Destination Management
- PA's are key part of Destination Management



Sustainable Tourism Strategy

- Effective Marketing
- Coordinated Information & Interpretation
- Product Diversity
- Communities & Place making
- **Environmental Responsibility**
- **Supporting Businesses**





Good business sense

One Wales: One Planet

Wales Sustainability Week

Renewable Energy: A Gentle Introduction

Date: 17 May 2011, 10am – 2.30pm

At: The Barn at Brynich
Brecon, LD3 7SH

For tourism related businesses. Ever wondered about the potential of renewable energy for your business? Come and find out about more about the technologies and practicalities including grants and subsidies. Places limited, to book your place:

Good Business Sense

- 6 training days
- Partnership working with agencies:
 - waste (WRAP)
 - energy (Carbon Trust)
 - lighting (Carbon Trust)
 - water (Dwr Cymru/Welsh Water)



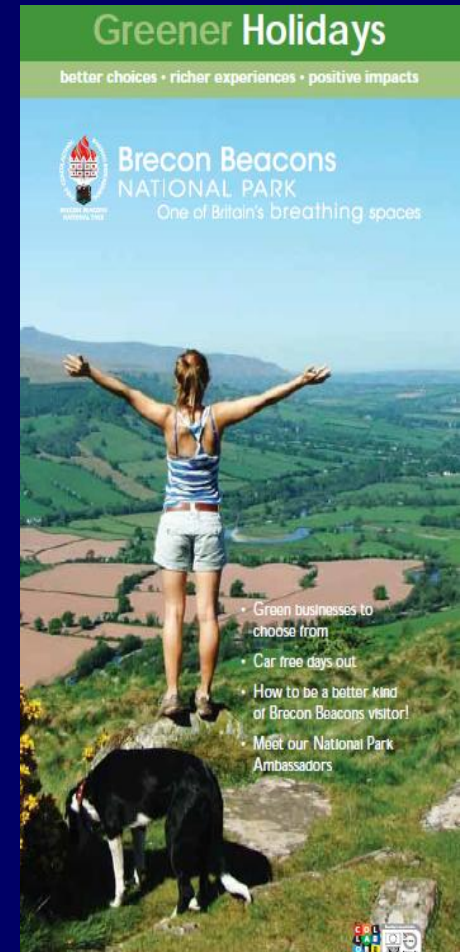
Green Certification

- Green Tourism Business Scheme
- Local Advisor
- Ning social media
- 43 awards of which 12 are Gold
- Seen as a core part of DM – Charter Pt2



Marketing

- Printed Guide – not a success
- Work with Green Traveller
- London Journalist event
- PR Contract currently





Key Challenges

- Need to identify businesses we can work with for Charter and destination purposes
- BUT businesses take advice but then hit limits to change – not a practical problem but politics...
- Payment always a problem
- Visitor survey results not always reliable
- Do destinations need certification more than businesses do....

Key Challenges

- Grading – what is the future?
- User Generated Content as replacement?
- Green certification – similar problems but UGC doesn't work
- Increasingly a hard sell – need to work with GTBS to increase benefits
- No solutions at present so keep going with present model but explore options

