

# SUSTAINABILITY AND QUALITY

## ACTIONS FOR VISITOR ATTRACTIONS

Responsible Tourism practices have become more and more important to visitors and businesses alike, especially with the increased focus on climate change and the impacts tourism can have on its communities. Our research shows us that the vast majority of businesses are already undertaking a number of basic actions contributing to the sustainability of their business and Scotland as a destination. In recognition of this VisitScotland has included sustainability actions as a minimum standard in our Quality Assurance (QA) scheme since 2015.

As part of your Quality Assurance visit the Quality & Tourism Advisor reviews which sustainability actions you are already undertaking. Up to 38 actions are reviewed covering a range of areas, such as:

- energy efficiency
- water efficiency
- waste management
- sustainable purchasing
- customer engagement
- travel and transport
- natural and cultural heritage
- sustainable management
- [inclusive tourism](#)

Please find a table with the specific actions on the next page. You can find additional information and advice on each of the topics in our 'Better Business Guides' (at the bottom of our Sustainable Tourism page at [www.visitscotland.org/supporting-your-business/quality-customer-experience/sustainable-tourism](http://www.visitscotland.org/supporting-your-business/quality-customer-experience/sustainable-tourism)), as well as our [Sustainable Fact sheets](#).

The range of sustainability actions reviewed provides you with an opportunity to pick those that are most relevant and beneficial to your business, taking into account the nature of your business and customer profile.

It is important to note that the number of sustainability actions undertaken will not affect your quality star grading. Our focus has been, and will continue to be, on providing advice and support on further activities that could be undertaken and the benefits of being more sustainable.

As a benefit of participating in our QA scheme, you will receive relevant recommendations specific to sustainability as part of your QA grading report, with appropriate advice and signposting to further information.

If you are a member of the [Green Tourism Business Scheme](#) this will be considered as automatically meeting the minimum standards. This means that your Quality & Tourism Advisor will not need to discuss sustainability actions with you but can still offer advice and support if required.

As part of your 2020 QA assessment, your business is required to undertake **15 sustainability actions**, recognising that a very high proportion of Visitor Attractions are already achieving this right now.

We would encourage you to continuously review and improve on your sustainability actions to maximise the business benefit and contribute to more responsible tourism practices.

Are you already undertaking a wide range of sustainability actions? Why not undertake Green Tourism's [free 30 minute Green Check Quiz](#) to see how your business is doing and what award you could achieve?

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No	Action	Done	Notes
<b>1. Energy</b>			
1.1	Low energy lighting		
1.2	Heating controls		
1.3	Draught Proofing and Glazing		
1.4	Switch off		
1.5	Renewable Energy		
<b>2. Water</b>			
2.1	Water efficient toilets (& urinals)		
2.2	Water saving Taps		
2.3	Water saving Showers		
<b>3. Purchasing</b>			
3.1	Local & Seasonal Food and Drink		
3.2	Local Arts and Crafts		
3.3	Fair Trade/Ethical Food and Drink		
3.4	Vegetarian & Vegan food offered/promoted		
<b>4. Transport</b>			
4.1	Pre-arrival public transport information		
4.2	Public Transport information on site		
4.3	Car-Free Activities		
4.4	Low carbon vehicles & efficient driving (VA)		
4.5	Electric Vehicle Chargepoint		
<b>5. Natural and Cultural Heritage</b>			
5.1	Promotion of Nature Attractions & Activities		
5.2	Promotion of Cultural Attractions and Events		
5.3	Info on Flora and Fauna		
5.4	Grounds Management for Wildlife (HP)		
<b>6. Sustainable Management</b>			
6.1	Environmental or green policy		
6.2	Staff Green Training & Engagement		
6.3	Monitoring energy consumption		
6.4	Monitoring water consumption		
6.5	Monitoring waste and recycling		
6.6	Seasonal Marketing and Promotion		
6.7	Adapting to Changing Climate		
<b>7. Customer Engagement and Communication</b>			
7.1	Green information for Customers		
7.2	Local Community Projects and Engagement		
7.3	Towel (& Linen) agreements (SA & SC)		
<b>8. Waste</b>			
8.1	Recycling of Packaging waste		
8.2	Reduction of Packaging waste		
8.3	Segregate/Recycle Food waste		
8.4	Reduction of Food waste (not SC)		
8.5	Reduce or reuse other items		
<b>9. Accessibility</b>			
9.1	Promotion of Accessible Facilities/Amenities		
9.2	Accessibility Customer Care Training		
9.3	Accessibility Guide		