



In 2011 The Burren and Cliffs of Moher region was awarded UNESCO supported Global Geopark Status in recognition of the region's significant geological, ecological and cultural value. The principles included in the **European Geoparks Charter** served as a foundation for the **Burren & Cliffs of Moher Geopark Sustainable Tourism Code of Practice**.

The **NAME OF BUSINESS** has adopted the *Burren & Cliffs of Moher Geopark Sustainable Tourism Code of Practice* and commits itself to the implementation of the following key principles:

- ❖ To seek to minimize the impact of our business operations on the environment, by continuously improving performance in the areas of waste, water and energy management.
- ❖ To provide credible verification of our sustainable business practices and procedures by achieving and maintaining appropriate independent certification.
- ❖ To make a quantifiable financial and/or time contribution to the conservation of the Burren & Cliffs of Moher Geopark region.
- ❖ To communicate with our guests in a way that increases their awareness of behaviour appropriate to the region and related attraction sites.
- ❖ To promote the principles of ecotourism to visitors and staff through marketing materials, website, staff inductions, staff training and employee manuals.
- ❖ To engage in networking, training and marketing initiatives with other Geopark enterprises and to do so in a spirit of co-operation, sharing and contribution.
- ❖ To be in compliance at all times with relevant environmental legislation and to meet the requirements of the local authority in respect of environmental management.
- ❖ To co-operate to protect the geological values of the Burren & Cliffs of Moher Geopark.

GENERAL MANAGER

DATE

