



## CODE OF PRACTICE FOR SUSTAINABLE TOURISM

### PRINCIPLES, MEASURES, INDICATORS & EVIDENCE TABLE

Principle 1	Working Together		
Commitment	We collaborate with all stakeholders to collectively develop the Geopark as a sustainable tourism destination.		
	Performance Measure	Indicator	Evidence
1.1	The tourism provider is a member or partner of the Burren Ecotourism Network, which engages with other networks, organisations and public bodies on behalf of its members.	<ol style="list-style-type: none"> <li>1. Payment of fees.</li> <li>2. Declaration of Adoption of Code of Practice.</li> </ol>	Confirmation of payment received. Code of Practice Submission
1.2	The tourism provider participates in training and networking opportunities made available through the Burren Ecotourism Network.	<ol style="list-style-type: none"> <li>1. <i>Participation in at least 50% of the annual training provided by the B.E.N. to build capacity within the network (this cannot be applied for 2017).</i></li> <li>2. Participation in at least one BEN Networking &amp; Referrals event per year.</li> </ol>	Event Registers  Event Registers
1.3	The tourism provider participates in at least one of the B.E.N. sub-groups, committees or project teams.	<ol style="list-style-type: none"> <li>1. Active membership of a B.E.N. sub-group, committee or project team.</li> </ol>	Confirmation of participation by leader of relevant group, committee or project team.
Principle 2	A cared-for Landscape		
Commitment	We actively participate in conserving our natural and cultural heritage.		
	Performance Measure	Indicator	Evidence
2.1	The tourism provider actively communicates and promotes the Geopark Leave No Trace	<ol style="list-style-type: none"> <li>1. A representative of the business has completed Leave No Trace awareness</li> </ol>	Leave No Trace Certificate.

	principles.	training in the last 5 years. 2. Principles are promoted on the business website and through displays/documents as appropriate.	Website URL Written documents/displays
2.2	Where experiences involve hosting guests in the landscape, the tourism provider observes the Geopark Leave No Trace principles at all times, and also promotes them to guests.	1. Principles are promoted verbally during delivery of the visitor experience. 2. Principles are observed during delivery of the visitor experience.	Interpretive Plan for visitor experience.
2.3	The tourism provider can demonstrate current, direct and ongoing contribution towards the conservation of the biodiversity and cultural heritage of the Geopark region.	1. A representative of the business participates each year in at least 2 BEN/Geopark conservation activities i.e. Adopt-a-Hedgerow, Meitheal, or Burren Food Fayre.	Register of Event or verification by event organisers.
<b>Principle 3</b>	<b>A Well-understood Heritage</b>		
<b>Commitment</b>	<b>We offer quality information and interpretation to communicate our stories and the unique character of our place to guests.</b>		
	<b>Performance Measure</b>	<b>Indicator</b>	<b>Evidence</b>
3.1	The tourism provider and its team have a strong understanding of the unique character of the Geopark Region.	1. Tourism provider engages in continuous professional development. 2. Appropriate team members have participated in relevant heritage training.	Tickets, Photographs, Register of participation at at least one annual relevant training or networking event within B.E.N. and/or evidence of attendance at independent seminars, conferences and educational talks related to the region. This may include in-house training of team members.
3.2	The tourism provider provides relevant and accurate interpretive information on the region to visitors.	1. Information given to the visitor <b>before</b> the visit is relevant and accurate. 2. Information given to the visitor <b>during</b> the visit is relevant and accurate. 3. Information covers natural heritage. 4. Information covers cultural heritage.	Website URL. Email correspondence. List of library material or copies of any print/noticeboard information made available to visitors. Copies of all relevant business materials. List of information resources used to

		5. Information covers built heritage.  6. Staff induction/training materials include relevant and accurate resources to enable them to provide information to guests.  7. Information is designed and presented with the needs of the widest possible audience in mind, considering factors such as age, ability and mobility.	train team members. Copies of staff induction materials and registers of staff training.  Website audit or review reports User testing reports
3.3	Where outdoor activities are offered, visitors are provided with detailed interpretive information during the activity that can significantly enhance their understanding and appreciation of the natural, cultural and built heritage of the Geopark region.	1. The visitor experience includes local stories, cultural characteristics and heritage references.  2. The visitor experience includes appropriate information on Burren geology, archaeology, botany/agricultural history.	Detailed Interpretive Plan for Activity  Customer testimonials or reviews
<b>Principle 4</b>	<b>Vibrant Communities</b>		
<b>Commitment</b>	<b>We work to ensure that tourism makes a positive social contribution so that it benefits our community as well as our guests. We aim to make our services available to the widest possible audience.</b>		
	<b>Performance Measure</b>	<b>Indicator</b>	<b>Evidence</b>
4.1	The tourism provider actively engages with the local community fostering social benefits for all.	1. The business/tourism provider leverages its assets or expertise for the benefit of at least one community-based project/initiative/event per year.	Documented list and description of community involvement, and benefit delivered by the business to the project. Photographs of activity. Testimonials or feedback from event/project organisers.
4.2	The tourism provider aims to reach the widest possible audience by encouraging universal access, including <ul style="list-style-type: none"> <li>- ensuring all communications are easily understood.</li> </ul>	1. A review of literature, website and verbal communication is built into the Action plan 2. A review of the actions taken to allow access to premises/activities to include as many diverse groups as possible is built into the	Review reports and catalogue of actions taken. External advisor reviews. Staff induction and staff training materials.

	<ul style="list-style-type: none"> <li>- Ensuring that access to premises and involvement in activities is open to as many diverse groups of individuals as possible.</li> <li>- Including people with disabilities and older people in marketing and outreach activities</li> </ul>	<p>Action Plan.</p> <ol style="list-style-type: none"> <li>3. Appropriate staff are made aware of Universal access principles</li> <li>4. Appropriate team members are trained in dealing with people with disabilities, older people and others.</li> </ol>	Records of in-house training.
<b>Principle 5</b>	<b>Strengthened Livelihoods</b>		
<b>Commitment</b>	<b>We contribute to the local economy by maintaining and supporting local employment, by sourcing services and produce locally wherever possible, and by engaging with other businesses in promoting our region as a sustainable tourism destination.</b>		
	<b>Performance Measure</b>	<b>Indicator</b>	<b>Evidence</b>
5.1	The tourism provider contributes to the local economy by providing and/or supporting employment in the region.	<ol style="list-style-type: none"> <li>1. Jobs within the business are maintained and/or new jobs are created.</li> <li>2. Jobs in other businesses are supported by buying produce and services locally.</li> <li>3. The tourism provider networks with other local businesses and promotes local products/services/ attractions/activities to guests.</li> </ol>	<p>Details of numbers employed and any changes year-on-year.</p> <p>List of suppliers (providers, producers and/or retailers).</p> <p>Information displayed on website/ premises – url or photo.</p>
5.2	The tourism provider actively participates in the Geopark destination marketing strategy and collaborates with other sustainable tourism providers in order to achieve overall destination marketing objectives (i.e. to increase the average spend and average length of stay of visitors).	<p>The tourism provider shows active involvement in the destination marketing strategy by doing all of the following:</p> <ol style="list-style-type: none"> <li>1. Displaying the B.E.N. logo and</li> <li>2. Information about B.E.N. on its website.</li> <li>3. Displaying Geopark logo and</li> <li>4. Information about the Geopark on its website.</li> <li>5. By providing up-to-date content for burren.ie.</li> <li>6. By actively engaging in at least two BEN marketing activities (see list of current activities determine where this is available)</li> </ol>	<p>Website URL</p> <p>Leaflets</p> <p>Burren .ie page (may be verified by B.E.N. marketing co-ordinator)</p> <p>Minutes of subgroup meetings (may be verified by marketing committee chairperson or marketing co-ordinator).</p>

<b>Principle 6A</b>	<b>Sustainable Environmental Management - Policy &amp; Planning</b>		
<b>Commitment</b>	<b>We are guided by our Environmental Policy and we work to an Environmental Action Plan, which includes actions and targets for improvement that are reviewed annually.</b>		
	<b>Performance Measure</b>	<b>Indicator</b>	<b>Evidence</b>
6.1	The tourism provider demonstrates its commitment to environmental sustainability through a formal Environmental Policy (EP) which is communicated to staff and visitors/customers/clients.	<ol style="list-style-type: none"> <li>1. The tourism provider has an EP.</li> <li>2. The EP has objectives.</li> <li>3. The EP is communicated online.</li> <li>4. Where there is a premises, the EP is visible and communicated to guests onsite.</li> <li>5. Where there is staff, the EP is visible and communicated to team members.</li> </ol>	Environmental Policy document Environmental Policy document Website URL Photograph  Copy of staff information materials, training record and/or photograph.
6.2	The EP is supported by an Environmental Action Plan (EAP) which includes actions and targets for improvement that are reviewed annually.	<ol style="list-style-type: none"> <li>1. The Tourism Provider has an EAP.</li> <li>2. The EAP has actions and targets relating to all Code of Practice principles.</li> <li>3. The actions and targets are specific, evidence-based, realistic and time-bound.</li> <li>4. The targets are reviewed periodically (annually at a minimum)</li> </ol>	Environmental Action Plan Document. Online Code of Practice Submission.
<b>Principle 6B</b>	<b>Sustainable Environmental Management - Use of Resources</b>		
<b>Commitment</b>	<b>We have effective systems for monitoring and adequately managing our waste, water, wastewater, energy, travel impact and purchases.</b>		
	<b>Performance Measure</b>	<b>Indicator</b>	<b>Evidence</b>
6.3	The tourism provider actively encourages sustainable transport to visitors and provides detailed and relevant information to visitors before and during their visit.	<ol style="list-style-type: none"> <li>1. Up-to-date information is provided to visitors about their sustainable transportation options <b>prior</b> to their visit.</li> <li>2. Up-to-date information is provided to visitors on their sustainable transportation options <b>during</b> their visit.</li> <li>3. Staff are aware of information about</li> </ol>	Website URL showing sustainable transport options. Geopark App is included in website detail. Copies of information provided to guests. Staff Induction Materials. Photograph of a general information area, if relevant. Photograph or description of how

		sustainable transport options.  4. Visitors are made aware of opportunities to offset their carbon footprint	information is made accessible.  Information on Carbon Offset opportunities and description of how this is communicated to guests.
6.4	The tourism provider aims to optimise the amount of locally-sourced, fair-trade, organic, recycled and eco-friendly products purchased annually.	<ol style="list-style-type: none"> <li>1. The percentage of purchases that are locally sourced, fair-trade, organic, recycled and/or eco-friendly is monitored and reviewed.</li> <li>2. EAP includes clear targets in relation to optimising the amount of locally-grown, locally-sourced, fair-trade, organic, recycled and eco-friendly products purchased annually.</li> </ol>	<p>Green Purchasing Policy or Environmental Policy (where relevant).</p> <p>Environmental Action Plan.</p> <p>Online Code of Practice Submission.</p> <p>List of suppliers (categorised into local, fair-trade, organic, recycled and eco-friendly)</p>
6.5	<p>Where a building/boat/vehicle or temporary structure is used for the business, the tourism provider:-</p> <ul style="list-style-type: none"> <li>• has an effective system for monitoring and managing its energy and water consumption</li> <li>• has an effective system for monitoring and managing its waste</li> <li>• has an effective system for managing and maintaining its waste water adequately and has a documented management/maintenance schedule as part of its Environmental Action Plan.</li> <li>• Sets targets for improvement in relation</li> </ul>	<ol style="list-style-type: none"> <li>1. Energy consumption is measured, recorded and reviewed annually and</li> <li>2. Energy targets for improvement are recorded in the EAP</li> <li>3. Water consumption is measured, recorded and reviewed annually and</li> <li>4. Water targets for improvement are set.</li> <li>5. Waste generation is recorded and reviewed annually.</li> <li>6. EAP includes a commitment to reducing recycling and reusing waste items.</li> <li>7. Waste water is managed and systems maintained on a regular basis.</li> </ol>	<p>Online Consumption Data Tables</p> <p>Environmental Action Plan</p> <p>Online Code of Practice submission</p> <p>Wastewater management and maintenance schedule showing adherence to area guidelines (include in submission).</p>

	to water and energy consumption, and waste and wastewater management, that are reviewed annually.		
6.6	<p>Where a vehicle is used as part of the business activities the tourism provider:-</p> <ol style="list-style-type: none"> <li>1. monitors their fuel usage and takes steps to reduce their carbon footprint</li> <li>2. monitors their emissions and takes steps to reduce pollution</li> <li>3. places environmentally friendly credentials as key criteria when replacing its fleet (natural thing to do for the business?)</li> </ol>	<ol style="list-style-type: none"> <li>1. Fuel usage is measured, recorded and reviewed periodically.</li> <li>2. Emissions are monitored and managed.</li> <li>3. Targets for improved vehicle efficiencies are set within the EAP.</li> <li>4. Targets are reviewed annually</li> </ol>	Online Consumption Data Table Environmental Action Plan.