

Collaboration & Collective Clout.

Jemma Roberts
Senior Project Officer

10th March 2010

CoaST – a small, independent, social enterprise founded 7 years ago. . .

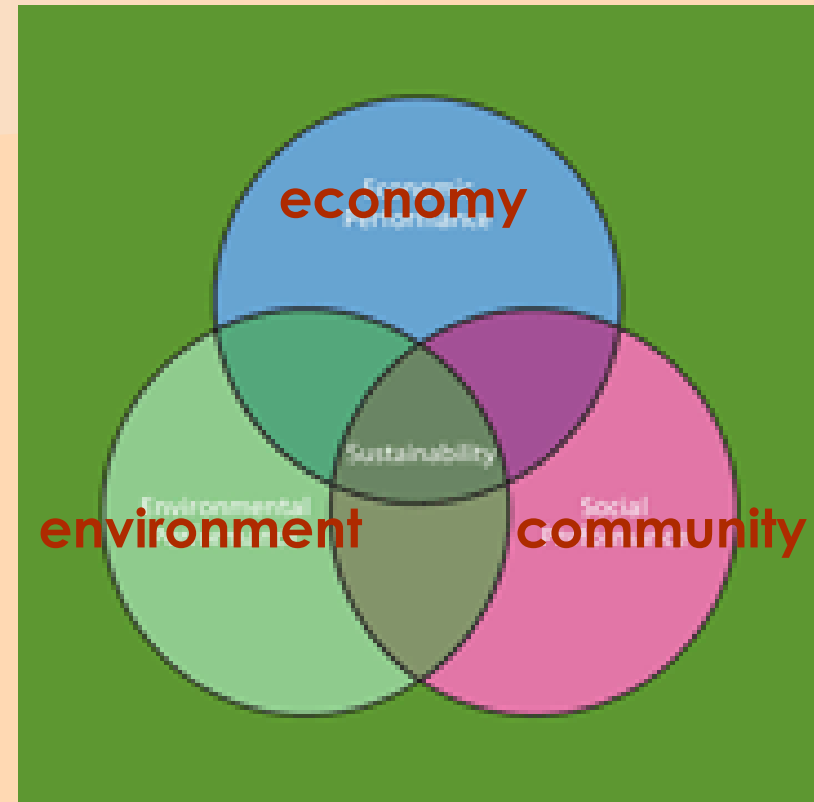


Our job: to help ensure tourism becomes a sustainable industry.

...it's about the triple bottom line...

...making sure that everything is working to the benefit of the **people**, the **environment**, and the **economy** – or you will be making money one way, and losing it another.

(hence the CoaST logo)



Tourism is a big deal in Cornwall:

- 25% of our GDP**
- employs one in five of our population**
- brings in £1.5b pa**

Important to note :

- SME and micro-heavy business sector**
- Population of just over 500,000 and rising**
(all local tourists in one shape or another!!!)

. . . and that we attract 4.5 – 5.5 million visitors per year(!)

Travel to Cornwall . . .

Cornwall attracts a very high proportion of loyal, repeat visitors (88%).

The car remains the most popular form of transport used to reach the county (72% of all visitors).

Whilst arriving by car remains the most popular choice of transport, organised coach tours have been on the increase over the last four years.

Source: Visit Cornwall Survey 2009

Cornwall Tourism Forum's Action Plan Aspirations. . .

“to encourage visitors to use alternative forms of transport to the private car”

- 20% increase year on year of proportion of accommodation and attractions providing information for non-car use within Cornwall
- 25% increase in car-free days out
- 25% increase in number of businesses deliberately encouraging other means of getting to Cornwall than by car.

Opportunities . . .

**As many as 83% of visitors come to Cornwall because of the environment . . .
...but 95% of the visits to AONB nationally are made by car...**

We know a quarter of all car journeys are less than two miles long.

A cyclist spends up to twice as much per day on food and drink as a car driver . . .

(source: Sustrans)

...spending £1 on local produce is worth £2.50 to the local economy. . .

(source: TOTW)

We help our members face the problems . . .

**climate change,
resource crunch – oil, water, land and
the credit crunch...no slack anywhere. . .**

**...then help our members to help their visitors make their impact
a positive one -**

**socially,
environmentally and
economically.**

So – how do we actually do ‘sustainable tourism’?

There are two useful rules of thumb for helping people change their behaviour. . .

One: give people the information and tools they need to become more resource canny.

Two: help them get their communication right.

**All of which can help a business
gain green accreditation**

...to gain a marketing edge...

**. . . and demonstrate sustainable
practice. . . which more and more
visitors want to see. . .**



Back

COURSE DETAIL

JOB VACANCIES

All Vacancies

Jobs at
Camborne

Jobs at
Falmouth

Jobs at
Newquay

Jobs at
Saltash

Jobs at
St Austell

Jobs at
Duchy
Rosewarne

Jobs at
Duchy
Stoke

Application procedure

Thank you for your interest in work within Cornwall College. In order to apply for this position, please download the attachments above and return the completed application

Sustainable Tourism BTEC Intermediate Award

Location: Course can be delivered in house or at a variety of locations

Who is this course for?

This course is for those working in the tourism industry and who wish to develop their sustainable business practice. The course provides a practical approach to action planning, considering your organisation's impact on the environment and the locality.



What are the entry requirements?

Candidates will need to have an understanding of the tourism industry and an appreciation of environmental concerns.

What will I be doing on the course?

Investigate global concerns for the environment, look at how the tourism industry in the South West is addressing the problems. Explore methods of embedding sustainable practice in the work place, identify means of communicating sustainable development to a wider audience.

How do I study the course?

Delivery is flexible. The course is delivered through a variety of workshops and lectures on a 1 day per week basis for 3 days supported by additional materials for distance study. Alternative methods of delivery can be arranged.

... several hundred people qualified with a BTEC in Sustainable Tourism (the first in the UK).

- 3 day course

- includes writing an environmental policy

- starts writing a green certification action plan (eg for the Green Tourism Business Scheme)