

# Green Advantage

Environmental or 'green' issues are becoming increasingly important for the tourism industry. Green Advantage is a one-day training programme designed to help participants to increase their understanding of environmental and sustainable tourism issues, and plan practical action to boost business performance.

## The benefits to your organisation

Green Advantage can help your organisation to:

- reduce business costs
- improve business performance
- add value to the customer experience
- gain a competitive edge by capitalising on interest in green issues.

## The benefits to participants

The Green Advantage training programme is designed to assist owners, managers, employees and volunteers in any sector of the tourism industry, including those operating in rural, urban and coastal areas. It aims to help participants to increase their understanding of key environmental issues, and plan practical actions for their organisation.

After successfully completing the programme, participants will be able to:

- appreciate the benefits of sustainable tourism development
- save money by reducing use of energy, water and materials
- help to improve the environment in their area
- benefit from using local products, services and facilities
- develop an environmental policy and put it into practice
- adapt their marketing to gain a green advantage.



## High quality skill development

Open and in-house training programmes are delivered by experienced trainers using high-quality participant and trainer support materials. The programme includes a variety of training activities to ensure an interesting and enjoyable day – trainer and PowerPoint presentations, discussion and brainstorming sessions, review of case studies and practical examples, and group exercises. Successful participants each receive a Green Advantage certificate.

## Green Advantage training programme

### Introduction

- The Green Advantage training programme
- Why are we here?

### Gaining a green advantage

- What is sustainable tourism?
- The benefits of sustainable tourism

### Reducing, reusing and recycling

- The principles of sustainability
- Saving energy
- Using less water
- Making purchasing decisions
- Reducing car use
- Reducing and recycling waste

### Using local products, services and facilities

- Creating a sense of place
- The benefits of using local products
- Sourcing, preparing and serving local food and drink
- Promoting local crafts
- Promoting natural and wildlife attractions
- Working with other local businesses



### Identifying customer expectations

- Customer expectations
- How green are your customers?
- Adding value to the customer experience

### Developing an environmental policy

- Consulting your team
- Looking for innovative ideas
- Making environmental choices
- Preparing your environmental policy

### Adapting your marketing

- Building relationships
- Making your marketing more effective
- Adapting your marketing literature and website

### Sustaining your green advantage

- Continuous improvement
- The next steps