

Promoting sustainable tourism to build back better

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Learning outcomes

- Understand sustainable tourism
- Understand how visitor attitudes have changed towards travelling
- Identify ways of promoting sustainable travel to a leisure audience



Discussion points

- World Tourism Organisation – the bigger picture of sustainable tourism
- Researching visitor trends
- Working with partners including TOCs
- Social media for tourism
- Key points checklist
- How Community Rail Network can help



Sustainable tourism

According to the World Tourism Organization, sustainable tourism is:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”



ONE PLANET VISION FOR
A RESPONSIBLE RECOVERY OF
THE TOURISM SECTOR



One planet
travel with care



unwto.org/covid-19-oneplanet-responsible-recovery



Sustainable tourism

A sustainable future for tourism places local and community support at its heart

71%

of GB consumers say they are **consciously trying to minimise their use of plastic** to help the environment (2020)

Source: ForesightFactory via VisitEngland

Green
Tourism

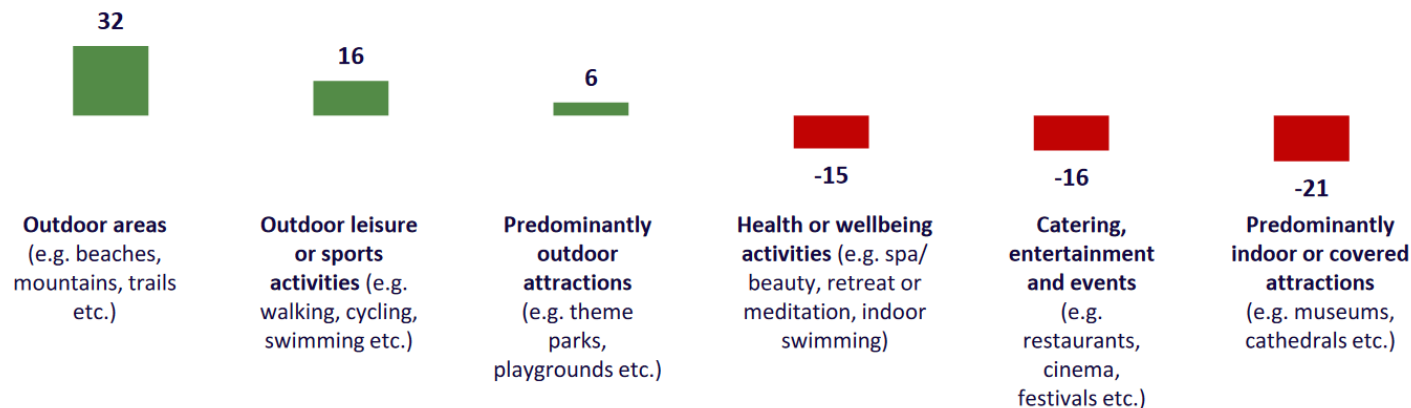
The logo for Green Tourism, with the word "Green" in a bold green font and "Tourism" in a lighter green font below it. A stylized green leaf icon is positioned to the right of the word "Green".

green-tourism.com/campaigns/sustainability-post-lockdown

VisitBritain.org/covid-19-consumer-sentiment-tracker



Figure 36. Leisure venues and activities more or less likely to visit/do as lockdown restrictions are lifted, Net: 'more likely' minus 'less likely' Wave 14, UK



Research visitor trends

Visit Britain tourism research

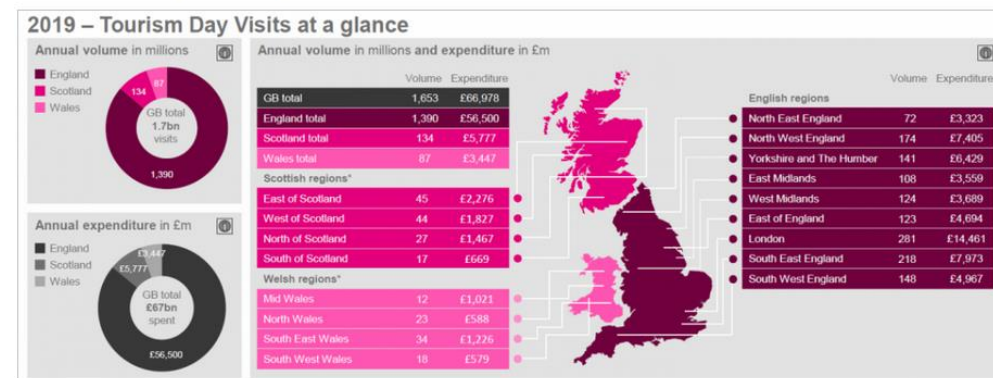
visitbritain.org

Transport Focus passenger research

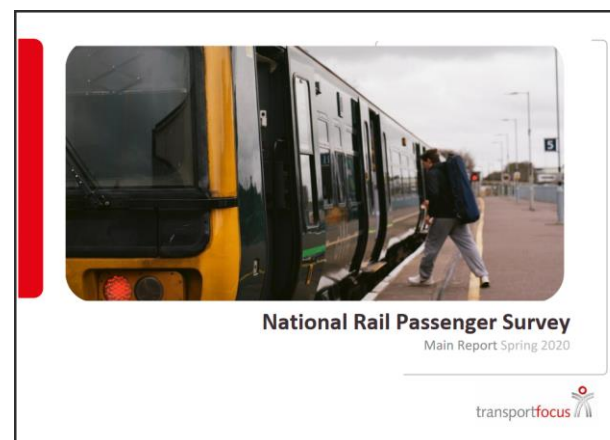
transportfocus.org.uk

GBDVS 2019 Annual Report

2019 – Tourism Day Visits at a glance



The GB Day Visitor Survey 2019 (PDF, 4.6MB | PPT, 3.7MB) is the latest annual report for the survey. This provides a detailed overview of survey findings, broken down by regions, demographics and other key variables.



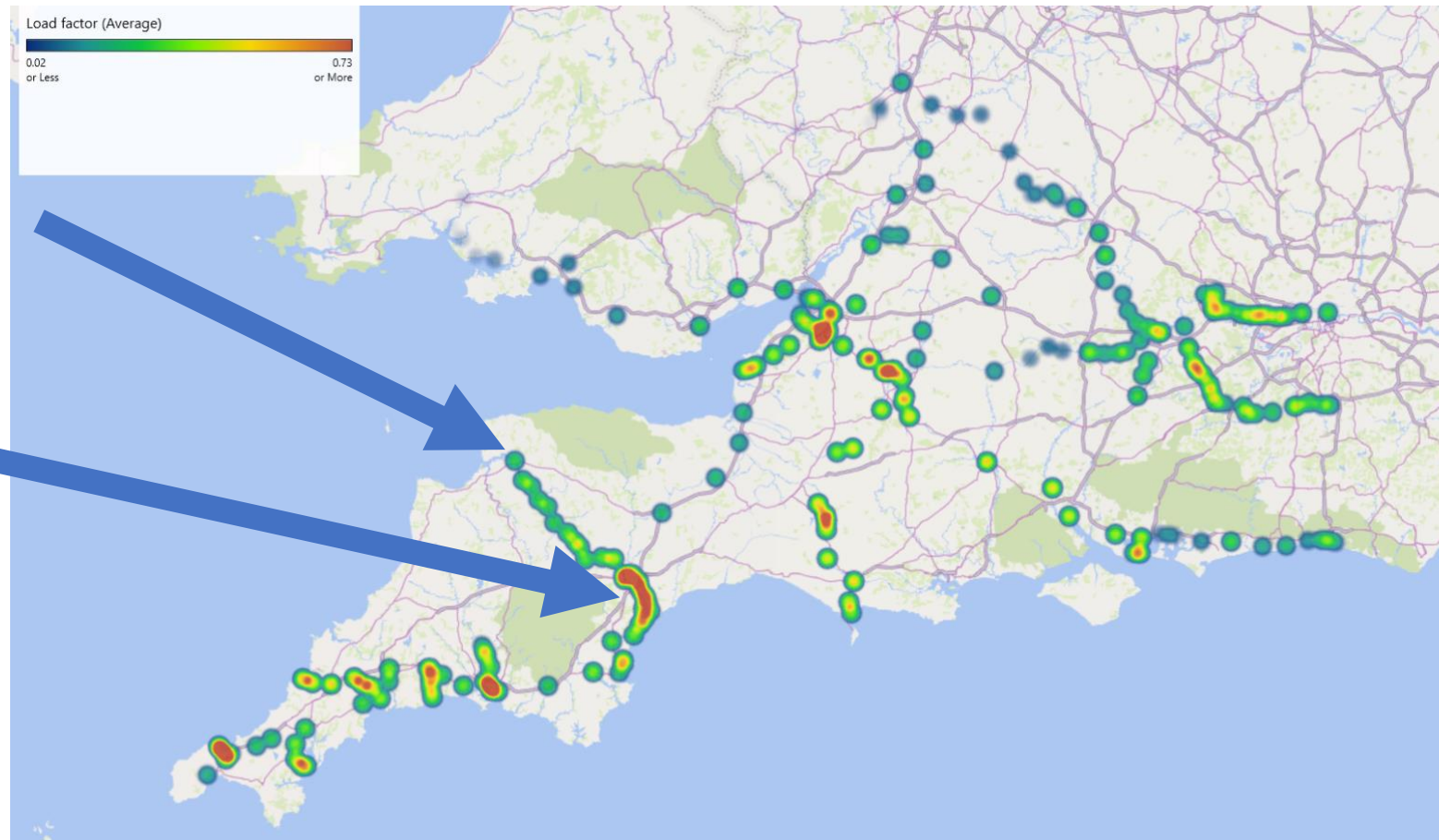
Working with partners

- Develop transport info on tourism websites
- Improve poor walking and cycling routes
- Deliver a joint online campaign to influence greener travel for leisure
- Join together in 'real world' events such as Community Rail in the City
- Create a tourism information hub
- Consider other non-tourism partnerships

<http://bit.ly/PartnershipsGuidance>

Working with your train operating company(s)

- Barnstaple Line
- St Ives Line



GWR

**Devon & Cornwall
RAIL PARTNERSHIP**


Social media

- Link back to your website's tourism information or use your page on Scenic Rail Britain
- Follow national, regional and local tourism accounts such as Visit Britain, Welcome to Yorkshire & Visit Leeds
- Tag partner accounts in your posts
- Highlight interesting facts about your line/station & showcase your favourite photographs




Social media



 1s42photography • Follow ...

 scenicrailbritain Hi 
@1s42photography we love this photo and would love to feature it on our ScenicRailBritain social media accounts.
Would you be happy for us to use your photo? We would of course give you full credit. Please reply to our comment to give us permission, as we need explicit consent. Thank you so much!






 Liked by railwaytrainphotographs and 152 others

2 DAYS AGO

Add a comment...

Post


 1s42photography • Follow ...

 1s42photography 
@scenicrailbritain by all means crack on!

1d 1 like Reply

 scenicrailbritain 
@1s42photography
That's great, thank you so much!



 Liked by railwaytrainphotographs and 152 others

2 DAYS AGO

Add a comment...

Post

Social media

 **The Cambrian Line**
@CambrianLine

We hope you're all keeping safe during these times.

To help brighten the mood and your day we thought we would share with you some of the wonderful photos of the Cambrian Coast that were taken last year.

Who can tell us where this picture is?
No prizes, just for fun! 🇬🇧🚂☀️




 The Cambrian Line 

12:04 PM · Apr 22, 2020 · Twitter for iPhone


5 Retweets 1 Quote Tweet 28 Likes



 scenicrailbritain ...

 scenicrailbritain Explore quaint English towns and villages by rail. This beautiful station is Great Malvern along the charming Cotswolds Line. Learn more about this line & search for Cotswold Line on ScenicRailBritain.com.

#TravelSafe #Oxford #Hereward
#VisitEngland #LoveGreatBritain
#travel #traveloic #travelloram

 Liked by haslemere_ihub and 31 others

7 DAYS AGO



 **Devon & Cornwall's Great Scenic Railways** ...
Published by Mike Parker-Bray (7)
· April 1 · 🌐

Did you know? Calstock Viaduct is made from 11,148 concrete blocks.

Built between 1904 and 1907, it stands 120 feet tall, the same as eight double decker buses stacked on top of one another.

 Tag Photo  Add Location  Edit

   1.9K

143 Comments
249 Shares

 Like  Comment  Share 

Newest ▾

 How did they lift the buses to stack them?
Like · Reply · Message · 13w   17

↳ 2 Replies

 Impressive
Like · Reply · Message · 11w

 Lovely
Like · Reply · Message · 12w



 Comment as Devon & Cor...    

Key points checklist

- Research visitor trends
- Reconnect with your partners/develop new relationships
- Liaise closely with your train operating company
- Making the most out of social media
- Hidden gems may not stay hidden if over-promoted
- Work with nearby CRPs / station groups & engage the community
- Reassure, be helpful & give confidence



How can Community Rail Network help?

- Resources available to download through communityrail.org.uk
- Look out for our future webinars and events & book early to get your space
- Re-watch our previous webinars
- Book your own zoom surgery

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Useful links

- **Community Rail Network resources**

<https://communityrail.org.uk/resources-ideas/>

- **9 Things the Travel Industry Can Actually Do To Build Back Better**

<https://rootedstorytelling.com/rethinking-tourism/build-back-better-travel-tourism/>

- **Sustainable advice from Visit Britain**

<https://www.visitbritain.org/business-advice/make-your-business-sustainable>

