

**Project: North West Sustainable Tourism**

**Client: NWDA**

**Date: 2006**

**Team: Project Manager, Graham Barrow**

An action orientated study for the NWDA regarding how to influence the tourism industry in the north west of England to become more sustainable.

The report deals with three interrelated matters:

1. The Framework – how tourism relates to the wider goals of sustainable development in the North West and specifically how tourism can be more environmentally, socially and economically sustainable. In particular to suggest Actions, for the NWDA, Tourist Boards and Local Authorities on how tourism development priorities in the Regional Tourism Strategy can be applied with sustainability in mind and supportive of the Regional Economic Strategy and the Regional Climate Change Action Plan
2. The Evidence – suggestions of what is required to improve our understanding about the impacts of tourism on the environment, on local communities and the economy so that future policies and actions achieve sustainable development. Essentially this is a suggested action orientated research and monitoring agenda which will be of interest to a range of organisations and businesses concerned with sustainable tourism.
3. The Action Plan – for highlighting energy saving and resource efficiencies for the visitor attraction and accommodation sectors. This chapter shows how the Development Agency, the Tourist Boards and the Business Resource and Efficiency partners can work together to assist businesses to obtain financial and marketing advantages through improved resource efficiencies. It is an Action Plan to encourage a greater take up of practical advice, achieving reductions in energy consumption, water use and waste, by tourism businesses in the NW.