

Destination Devon Sustainability Action Plan 2008 – 2010



1.0 Summary

Tourism in Devon generates nearly £2 billion per year in related spend and employs 63,000 people – whilst it is vital for the counties' economy, this dependence has serious implications on the local community and environment which need careful management.

The sustainability action plan sets out an agreed framework for the delivery of truly sustainable tourism across Devon. This holistic approach to sustainable tourism will specifically include raising the quality and competitiveness of the tourism product, encouraging responsible business practices, increasing occupancy levels and visitor spend year-round, developing a skilled and motivated workforce with quality job prospects, engaging tourism businesses with local producers, showcasing environmental best practice and communicating greener holiday choices to visitors.

2.0 Sustainable Tourism - The Strategic Context

2.1 Internationally

The United Nations World Tourism Organisation (UNWTO) plays a crucial role in promoting the development of responsible tourism. It defines sustainable tourism as:

'Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future.'

The WTO encourages use of the Global Code of Ethics for Tourism, which encourage destinations and businesses to maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing the potential social and environmental impacts.

2.2 National and Regional Policy

The national government department for Culture Media and Sport (DCMS) sets out its framework for developing and promoting sustainable tourism in its strategy document 'Tomorrow's Tourism.' On a regional level this translates into South West Tourism's vision, 'Towards 2015 – Shaping Tomorrow's Tourism, within which 'Delivering Sustainable Tourism' is one of 3 key aims:

'By 2015, the South West of England will be internationally recognised as a model tourism destination. This will be achieved by creating a unique balance between its environment, communities, industry and visitor satisfaction, while earning long-term economic, environmental and social benefit for the whole region.'

2.3 Destination Devon and Sustainable Tourism

Sustainable tourism is integral to achieving Destination Devon's vision which is:

"A thriving, profitable year-round tourism industry, which brings benefits to our communities, cares for our world-class environment and competes on the world-stage as a quality visitor destination."

Destination Devon is committed to working within the VICE model. The model identifies sustainable destination tourism as the equitable interaction between:

- Visitors
- the Industry that serves them
- the Community that hosts them, and their collective impact on, and response to
- the Environment where it all takes place

Primary and secondary research undertaken on behalf of Destination Devon has identified a set of key strategic sustainable tourism objectives for the county:

- 1: Encourage responsible business practices leading to improved performance and competitiveness of the tourism industry in Devon
2. Develop a tourism industry that cares for our world class environment – conserving our natural resources and culture for the future
3. Grow a thriving and profitable, year-round tourism industry that benefits our communities
4. Improve the quality of Devon's tourism information & infrastructure provision and public realm
5. Communicate the vision of Devon as a responsible destination to visitors, businesses and the community
6. Grow a high quality, skilled and competitive tourism industry in Devon

3.0 Methodology

This is the first dedicated sustainability plan for Devon, historically sustainable tourism actions have featured in numerous wider tourism development plans. Destination Devon sought one coherent plan that would offer an overview of existing and desired activity, one that drew on past experiences (notably Devon County Councils Discover Devon Naturally project) and avoided duplication of effort, thus maximising resources.

Primary research in the form of workshops and focus groups were held in 2007 to begin documenting issues and activities that were considered priorities for delivering truly sustainable tourism pan-Devon. The actions were categorised under four main headings:

Following the workshops the Sustainable Tourism Action Group (STAG) was re-formed (based on the existing Devon Rural Network group of the same name), to guide and support the delivery of sustainable tourism on behalf of Destination Devon. The first task of the group has been to produce this plan which considers 44 actions grouped under four main headings:

- strategic planning
- product development
- marketing & communications
- and quality & skills

The group have refined actions drawn out from the original workshops, added targets, delivery partners and budgets where possible - see section 5 for full details. Once agreed, delivery of the action plan will be led by Devon County Council on behalf of Destination Devon.

4.0 Monitoring

As well as clear and measurable outcomes for each element of the Sustainability Action Plan, Destination Devon has developed an overarching monitoring framework that contains a number of sustainability performance indicators, these have been included below.

| INDICATORS | | REGIONAL | | DEVON | | | | Notes |
|-----------------------|--|----------------|---------|---------------------|---------|---------|---------|--|
| | | Baseline | 2008 | Baseline | 2008 | 2009 | 2010 | |
| SUSTAINABILITY | | | | | | | | |
| 6 – Economy (I) | Gross Value Added per Full Time Equivalent South West Leisure and Tourism employee | 2004 = £24,400 | £24,700 | 2005 = £25,990 | £26,290 | £26,390 | £26,490 | Calculated using the Value of Tourism 2005 report. |
| 7 – Economy (II) | Real terms increase in domestic and overseas visitor spend per night | 2003 = £45.50 | £52.00 | 2005 = £43.30 | £46.21 | £48.29 | £50.37 | Calculated using the Value of Tourism 2005 report. |
| <i>Economy</i> | <i>Total Visitor Related Spend</i> | | | 2005 = £2.25b | | | | <i>Value of Tourism 2005 report</i> |
| <i>Economy</i> | <i>Total actual tourism related employment</i> | | | 2005 = 66,352 (13%) | | | | <i>Value of Tourism 2005 report</i> |
| 8 – Environment (I) | Proportion of car-free visitor days within the region | 2007 = 35% | tbc | 2007 = 35% | 37% | 39% | 42% | Calculated with The South West Visitor Survey 2007. |
| 9 – Environment (II) | Number of tourism businesses with a validated 'green accreditation' | 2005 = 198 | 500 | 2007 = 180 | 210 | 240 | 270 | GTBS and David Bellamy |
| <i>Environment</i> | <i>Proportion of tourism businesses serving Devon food & drink</i> | | | 2005 = 81% | 84% | 87% | 90% | <i>Based on DDN research</i> |
| 10 – Community | Proportion of community reporting that tourism is good for their area | 2004 = 97% | 97% | 2004 = 97% | 97% | 97% | 97% | Based on SWT Community Attitudes Survey 2004. No Devon data available yet although we can add questions to DCC's Residents |

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| | | | | | | | | Survey? |
| 11 - Seasonality | Variation in monthly visitor volumes throughout the year | 2003 = 0.43 | 0.34 | 2005/6 = 0.84 | 0.8 | 0.76 | 0.71 | Based on Tourism Trends in Devon 2006 |
| Visitor perception | Proportion of visitors / non visitors aware that Devon is promoted as a green holiday destination. | | | 2005 = 32% 2007 = 64% | 70% | 75% | 80% | Based on DDN perceptions research |
| Visitor perception | Proportion of visitors / non visitors think Devon is more of a responsible destination than others in the UK. | | | 2005 = 68% 2007 = 75% | 78% | 81% | 84% | Based on DDN perceptions research |

5.0 Delivery

| Action | Target / Outcome | Delivery Partners | Resources | Related Plans |
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| STRATEGIC PLANNING | | | | |
| 1. Encourage responsible business practices leading to improved performance and competitiveness of the tourism industry in Devon | | | | |
| 1.1 Encourage tourism businesses to participate in 'VB validated' green accreditation schemes – includes Green Tourism Business Scheme, David Bellamy and ISO 140001. Includes delivering training / one-to-one business mentoring / workshops / incentives for businesses / Action of the Year resources. | 30 new businesses to achieve recognised green accreditations by March 2009. GTBS 2007 baseline - 140 David Bellamy 2007 baseline – 40 Total Targets: 2008 = 210 / 2009 = 240 / 2010 = 270. | TSN ATP's Envision Green Business David Bellamy SWT | Sustainable Development Funds Rural Renaissance RDPE £8k DCC budget? | Devon Rural Strategy D1.1 / E2.2 Tourism Workforce Development Plan 4.1 DCC TRAP 2b.1 |
| 1.2 Encourage tourism businesses to take up resource efficiency saving training / mentoring and consider renewable energy installations via Renewable Energy 4 Devon (RE4D). | 40 new businesses to receive resource efficiency training by March 2009. 15 businesses receive support via RE4D by March 2009. | Envision TSN RE4D ATPs | RE4D budget | RE4D Strategy |
| 1.3 Develop the South Hams Green Business Advice website into a countywide resource, link to Naturally | Devon Green Business Advice website by March 2009. | SHDC GAP case studies | £5k DCC pot? | Devon Rural Strategy |

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| Devon website. Include green business case studies demonstrating financial / marketing / environmental benefits / local product sourcing directory (?) and Green Marketing Advice Kit (build on existing SHDC kit). | 20 (non South Hams) case studies – variety of business size / types by March 2010. Devon Green Marketing Advice Kit. by March 2009 | Future Footprints | Possible South Hams funding - £1k. | D1.2 / E2.1 Tourism Workforce Development Plan 4.6 |
| 1.4 Set up a green network for Devon's tourism businesses – encourage industry 'Champions' / meetings with speakers / sharing of best practice / marketing advice. Could include a virtual network/Blog on the Devon Green Business Advice website. | Devon Green Business Network – meetings held bi-annually from Autumn 2008. | ATP's SHDC SWT | £2k DCC pot | |
| 1.5 Encourage Devon's attractions and large accommodation providers to implement Green Travel Plans – links to 2.2. | 6 new tourism businesses with Green Travel Plans by March 2009 | DCC - Gina Small & Sarah Holder Sustrans | £4k DCC pot Possible LTP match funding | |
| 1.6 Mapping of green accreditation and green schemes to include, ISO 14001, Dartmoor Sustainability Charter and others? | Identify number of accredited businesses listed on Discover Devon website by March 2009. | GAP provide ISO14001 and BS8555 training | Staff time | |
| 1.7 Lobby and respond to consultations relating to sustainable tourism issues: Green accreditations (– ie. need for a SW GTBS assessor) / NQAS / Public transport network developments / Spread of school / public holidays | Respond to consultation opportunities in a timely manner - ongoing. | Destination Devon ATPs SWT TCS Visit Britain | Staff time | Devon Rural Strategy D1.2 |
| 2. Develop a tourism industry that cares for our world class environment – conserving our natural resources and culture for the future | | | | |
| 2.1 Maximise the potential from existing and new car free days out across Devon - include walking, cycling, horse riding routes, waterways (Stuartline Cruises and Canoe Tamar), bus, train and wet weather options. Ie. Dartmoor Freewheeler Bus and Canoebus projects. | 12 new car free itineraries published as pdf's on DD and ATP websites and available in TICs by March 2009. Monitor pdf downloads - ongoing. KPI - level of car free travel in Devon. 2006 baseline = 43%. Targets: 2008 = 45% / 2009 = 47% / 2010 = 50%. | ATPs Rachel Mildon / Sarah Holder FF TICs | £4k plus staff time | |
| 2.2 Encourage Devon tourism businesses to promote travel without cars - develop incentives for visitors - promote on Discover Devon, ATP and individual websites, via TICs. Links to 1.5. | Develop and promote 10 car free incentives on Discover Devon by March 2009 | ATPs DATA National Trust TICs | Staff time | |
| 2.3 Identify a set of quantitative indicators using existing baselines and research to monitor the impact | Identify set of relevant environmental quality and climatic indicators – March | CRPR Partners for England | £2k DCC pot | |

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| <p>of tourism on Devon's environmental assets and the impact of the changing climate on tourism in Devon.</p> <p>Consider Partners for England – Tourism Intelligence Partnership, regional tourism indicators, DCC's Biodiversity Monitoring Framework for site condition assessments and wider environmental organisations ie. South West Climate Change Impacts Partnership.</p> | <p>2009.</p> <p>Use indicators to monitor the impact of tourism and the changing climate, year on year – ongoing.</p> | <p>SWT SWCCIP GAP SWO Environment Agency MET Office Protected Landscapes – Braunton Burrows, Ruby Country Devon Wildlife Trust South West Forest</p> | | |
| <p>2.4 Ensure visitor management is taken into account in the Management Plan Reviews for the protected areas.</p> | <p>Map the number of visitor management plans implemented for protected landscapes across Devon by March 2009.</p> | <p>Protected Landscapes South West Observatory</p> | <p>Staff time</p> | |
| <p>2.5 Research models to identify the sustainable carrying capacity for specific sites across Devon. Eg. Jurassic Coast pilot.</p> | <p>Develop a model to measure 'Sustainable Carrying Capacity' for Devon – March 2010.</p> | <p>Ruby Country University of Exeter/Plymouth, Purbeck, Forum for Future, Natural England JCWHS</p> | <p>University / PHD Students? £3k DCC pot</p> | |
| <p>3. Grow a thriving and profitable, year-round tourism industry that benefits our communities</p> | | | | |
| <p>3.1 Promote Devon as a vibrant year round destination, highlighting activities and attractions open at different times of the year – thus reducing the variation of visitor volumes and spend across the months. Note. Carrying capacity research in 2.5.</p> <p>Includes promoting nature / geodiversity, outdoor activities, culture & history, events & festivals, family fun.</p> <p>Includes: Axe Wetlands Project proposal (4.3) ND's Surf Tourism Project and Going Wild in the Garden Project. See actions 4.5, 5.6 and 5.7.</p> | <p>Variation in monthly visitor volumes throughout the year.</p> <p>Baseline 2005/6 = 0.84 Targets: 2008 = 0.8 / 2009 = 0.76 / 2010 = 0.71</p> <p>KPI - Visitor spend per night – real term increase: Baseline 2005 = £43.30 Targets: 2008 = £46.21 / 2009 = £48.29 2010 = £50.37</p> | <p>DWT / RSPB / NT Protected Landscapes ATPs North Devon Coast & Countryside Service DD marketing sub-group Sarah Holder TICs</p> | <p>Destination Devon marketing budget? £10k DCC budget for DD mini guides</p> | <p>Devon Rural Strategy D1.2 – 4</p> |
| <p>3.2 Encourage Devon businesses to develop green themed special offers and late deal breaks year round.</p> | <p>Publish 80 out of season special offers / late deals on the Discover Devon</p> | <p>ATPs Devon businesses</p> | | <p>Devon Rural Strategy D1.3 / D1.4</p> |

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| | website by March 2009. 50% of which to be 'green' themed and linked to FF messages. | TICs Future Footprints | | |
| 3.3 Develop local food & drink experiences: * Encourage Devon businesses to source and promote more local food – use criteria to identify levels of local food use. * Support pilot food distribution project across South Hams * Link local producers through food trails | KPI - Proportion of tourism businesses serving Devon food & drink: 2005 baseline = 81% Targets: 2008 = 84% / 2009 = 87% / 2010 = 90% South Hams distribution project piloted by March 2009. Create 4 new food & drinks trails by March 2009. | South Hams Food & Drink Association DCC Future Footprints ATPs Foodiedevon.com Devon Food Magazine Green Tourism Advice website | £2k DCC pot £5k DCC pot plus staff time | |
| 3.4 Encourage visitor and industry support for local conservation - explore and identify visitor payback scheme opportunities for Destination Devon. Explore replicating Wildlife Wonders project across Devon. | Present visitor payback options to the Destination Devon board by March 2009. | ATP's Protected Landscapes Devon Wildlife Trust SHDC | £5k DCC pot plus staff time | |
| 3.5 Mitigate effects of bad weather / seasonality on the tourism industry. Promote Devon as a great all-weather, all year destination. | Develop and promote a series of 6 all weather and out of season itineraries – link to car free trails – downloadable from Discover Devon and ATP websites by March 2009. | Sarah Holder Rachel Mildon ATPs TICs Tourism Businesses | Staff time and £4k DCC pot | |
| 3.6 Roll wildlife appreciation project such as Wildlife Wonders / Wealth of Wildlife across Devon. | 25 businesses participating in wildlife appreciation project by March 2010. | SHDC DNP DWT ATPs | £5k DCC pot | |

PRODUCT DEVELOPMENT

4. Improve the quality of Devon's tourism information & infrastructure provision and public realm

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| 4.1 Support funding bids, applications and projects to develop Devon's high quality, sustainable tourism infrastructure. Includes the Cornwall and West Devon Mining Landscape World Heritage Site, Dorset and East Devon World Heritage Site Interpretation Centres, the Explore Braunton Project and ND Sustainable Surf Project. | New infrastructure investment in Devon aimed at attracting high spend visitors, and particularly out of the main tourism seasons - ongoing. | DCC WHS's AONBs ATPs North Devon Biosphere Reserve North Devon Regeneration Company | DCC corporate funding | DCC Tourism Role and Action Plan 3b.1 – 3b.3. |
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| 4.2 Support the AONBs Cultural Trails Project and Tarka Audio Trails. | Support the development and promote 20 cultural trails and 21 audio trails by March 2009 | Sarah Holder AONB's ND Biosphere Reserve ATPs / TICs | £10K DCC Culture pot ND Biosphere funding | |
| 4.3 Develop and deliver the Axe Estuary Wetlands project - a nature based initiative. | A 300 acre wetland reserve of national renown, generate 30 – 40k visitors pa spending an additional £600k, 3km of access for all and link to NCN2. | EDDC ED Countryside Service Natural England Environment Agency | EDDC, Devon Renaissance, EA, NE, possible Seaton Regeneration S106 funding HLF bid – total project cost approx £1.5m. | Seaton Regeneration / East Devon WHS Visitor Centre proposals. |
| 4.4 Support LAGs (Local Action Groups) to gain RDPE funding for sustainable tourism related projects. | 2 Devon LAGs to secure RDPE funding for sustainable tourism actions by March 2009. | LAGs DRN DCC | Staff time | |
| 4.5 Enrich Devon's green visitor information on ATP and Discover Devon websites, plus update series of Discover Devon mini guides. Embed messages into other materials and website pages as well. Links to 2.1, 3.1 and 3.5. | Promote new food trails, wet weather and car free itineraries on websites by March 2009. Discover Devon mini guides to cycling, walking, horse riding geology and wildlife revised and reprinted by March 2009. | ATPs Rachel Mildon Sarah Holder | Staff time and £10k DCC budget for DD mini guides | Devon Rural Strategy D1.1 / E2.2 |
| 4.6 Devon as a pilot for Partners for England 'Place Making Charter' which will identify and promote 'best practice' standards for the following: 1. Toilets 2. Street Cleaning – litter and dog waste 3. Beaches 4. Parks / Gardens / Open Spaces 5. Signage and Communication 6. Public Buildings 7. Access 8. Car Parks (e.g. S.Hams boards to explain investment of ££) 9. Customer Service | Devon signed up as a pilot for new 'Place Making Charter' by March 2009. Commit to sharing best practice standards with Devon local authorities and ATPs – ongoing. | Partners for England ATP's LA's GAP | Staff time | Devon Rural Strategy D1.2 / E2.1 |
| 4.7 Identify and share TIC 'best practice' using Partners for England – Tourism Intelligence Partnership: 1. TIC Standards 2. Welcome and Customer Service 3. Signage and Access | Identified set of best practice standards disseminated to TICs via ATPs and downloadable from Discover Devon Trade website by March 2009. | Partners for England ATPs TICs | Staff time | Devon Rural Strategy D1.5 |

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| 4. Charter Mark Accreditation 5. Self Financing and Funding 6. DMS 7. Management | | | | |
| 4.8 Research visitor expectations / experience / perceptions of Devon as a green destination. Refer to SW Tourism Research and Partners for England – Tourism Intelligence Partnership work. | Ensure any Devon research captures 'green' data including visitor perception KPI's - ongoing. Undertake green webpolls via Discover Devon webpolls / TICs / MORI polls as and when required. | DD ATPs TICs Partners for England SWT | £2k DCC pot | |
| MARKETING & COMMUNICATIONS | | | | |
| 5. Communicate the vision of Devon as a responsible destination to visitors, businesses and the community | | | | |
| 5.1 Use the Devon brand to instil a sense of Devon pride, cascading through all areas of business – being proud of Devon. | Launch of Devon Brand and use in all sustainable tourism communications - ongoing. | Helen Chater, DCC DD ATPs / TICs Protected Landscapes | Staff time | |
| 5.2 Enhance marketing of validated Green Accreditation schemes to visitors (GTBS, David Bellamy and ISO 14001). | Priority and free / discounted listing for all green accredited businesses on Naturally Devon website and ATP websites by March 2009. Monitor webhits to provider pages - ongoing. | DD Future Footprints Rachel Mildon ATP officer time Green accredited businesses | Staff time | Devon Rural Strategy D1.1, D1.3, D1.4, E2.2 |
| 5.3 Encourage businesses to use green accreditation logos in all communications – websites, emails, leaflets, booking confirmations etc. | Produce guidance sheet – available to download from the DD Trade and Green Tourism Advice websites by March 2009. | ATPs Tourism businesses | Staff time | |
| 5.4 Develop and promote a Devon Green Visitor Charter to include: * Buy Devon produce – food & drinks, arts & crafts * Be a responsible visitor and keep Devon special * Advantages of exploring Devon on foot / by bike / horse / public transport | Green Visitor Charter used at destination / area / business level - on websites, in brochures and other communications – available by March 2009. Numbers of businesses who download charter from DD Trade website - ongoing. | Future Footprints Rachel Mildon ATP / Industry newsletters | Staff time | |
| 5.5 Encourage tourism businesses and TICs to promote and encourage responsible visitors; through the Devon Visitor Charter and using FF resources, | Additional 100 businesses signed up to FF and actively promoting car free and buy Devon ideas – by March | FF TICs Devon businesses | Staff time | Devon Rural Strategy D1.2 |

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| promoting car free days out and buy Devon messages to visitors. | 2010. | via ATP's | | |
| 5.6 Develop local food & drink experiences by creating a 'Devon Dinner' or 'Devon Dining' campaign focussing on Devon ingredients to communicate benefits of buying Devon produce. | 100 businesses sign-ed up to support the 'Devon Dinner' campaign by March 2010. | DD Marketing sub group Future Footprints ATPs Foodiedevon.com | £3k plus staff time | |
| 5.7 Use thematic and targeted marketing campaigns to promote key green messages / offerings. ie. 'holidaying at home doesn't have to cost the earth', themed special offers & late deal breaks, outdoor activities, nature appreciation and year-round events & festivals. | Green holiday messages integral to all DD marketing campaigns - ongoing. 40 out of season special offers / late deals promoted on the Discover Devon website by March 2009. | Marketing sub-group ATPs Rachel Mildon | Destination Devon marketing budget? | Devon Rural Strategy D1.3 – 1.5 |
| 5.8 Expand the South Hams Green Marketing Pack to become a countywide resource – see action 1.2. | Green Marketing Pack available to businesses via website by March 2009. | SHDC Green Business Rachel Mildon | £1k and staff time | |
| 5.9 Encourage TIC sign up to the DMS to improve efficiency of ICT use throughout the industry. Encourage a reduction in waste and paper brochures/leaflets etc. | Online booking capabilities on destination and ATP websites with support from TICs – March 2009. | Matt Bassett / DD ATPs TICs | Staff time | |
| 5.10 Produce electronic green tourism news for Devon businesses / community – circulate via ATPs and DD. | Production of quarterly green news Commencing Summer 2008. | Rachel Mildon ATPs DD | Staff time | |
| QUALITY & SKILLS | | | | |
| 6. Grow a high quality, skilled and competitive tourism industry in Devon | | | | |
| 6.1 Support the work of the DMO Quality Sub Group in achieving local franchising arrangement to deliver NQAS across Devon. Pursue VB's promise of better integration between NQAS, Green Accreditations and Walking & Cycling Friendly Schemes. Nb: DNPA is reviewing its own Sustainable Charter and looking at it in conjunction with DTA & local inspection scheme. | Support the work of the DMO Quality Sub Group to achieve local delivery of NQAS - ongoing. | DD Quality sub group Visit Britain Green Business ATPs | £12k Quality Sub Group budget | Tourism Workforce Development Plan 4.6 |
| 6.2 Promote NQAS & Green Accreditations to visitors via websites / brochures to ensure clear understanding of 'badges'. | Produce and share an explanation of NQAS / Green Accreditation – available on ATP / DD websites, brochures, TICs etc by March 2009. | ATPs TICs | Staff time | |

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| 6.3 Work with Devon Tourism Skills Network to develop, deliver and meet all sustainable tourism training needs in Devon – leading to a high skilled industry that retains staff. | * tourism businesses engaged in training and development – March 2009. | TSN ATPs | TSN budget | Tourism Workforce Development Plan 1.1 – 1.6, 2.3 – 2.5, 2.7, 3.1, 3.2, 3.4, 3.7, 3.9 – 3.11, 3.13, 3.14, 3.17 and 4.3 |
| 6.4 Deliver training and one to one mentoring aimed at encouraging resource efficiency savings – recognised through green accreditations | 40 new businesses to receive resource efficiency training / support by March 2009. | TSN GAP / Envision | TSN budget | Tourism Workforce Development Plan 1.7 |
| 6.5 Support TSN in development of time efficient training tools including a Devon DVD with green case studies, hints and tips for going green plus contacts. | Greening Devon DVD produced and downloadable from Green Tourism Advice / DD websites – monitor usage by March 2010. | TSN Tourism businesses ATPs | TSN budget | Tourism Workforce Development Plan 1.1, 1.3, 2.3 and 3.4 |
| 6.6 Ensure DTSN training courses and materials cover key green messages where appropriate. | Ensure all training covers sustainability messages - ongoing. | TSN GAP / Envision | TSN budget | Tourism Workforce Development Plan 5.2 |
| 6.7 Encourage tourism businesses to engage with environmental and quality awards including DEBI and the South West C+ Carbon Positive Awards. | Promote award opportunities to tourism businesses via ATPs and news - ongoing. | DEBI ATPs Business in the Community | Staff Time | DCC Tourism Role and Action Plan 3a.2. |
| 6.8 As part of new Devon Awards consider introducing a category for 'Sustainable Tourism'. Ensure sustainability is a basic requirement of all the award categories in line with the SW annual awards.. | A new Devon award scheme with minimal sustainability criteria for all awards and categories by March 2010. | DD ATPs | £3k DCC pot | |

Abbreviations used:

DD – Destination Devon

ATPs – Area Tourism Partnerships

TSN – Tourism Skills Network

SWT – South West Tourism

GAP – Global Action Plan

DEBI – Devon Environmental Business Initiative

AONB – Area of Outstanding Natural Beauty

DRN – Devon Rural Network

LAG – Local Action Group

RE4D – Renewable Energy 4 Devon

SHDC – South Hams District Council

FF – Future Footprints

TIC – Tourist Information Centre

CRPR – Centre for Rural Policy Research

SWCCIP – South West Climate Change Impacts Partnership

JCWHS – Jurassic Coast World Heritage Site

DWT – Devon Wildlife Trust

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