

Nordplus Adult 2018 (07/2018 - 06/2020) (NPAD-2018/10114)

Project „Sustainability know-how for SMEs in rural tourism strengthening the link between adult learning and working life in rural SME sector”.

HANDBOOK for “Design of eco-friendly rural tourism services by SMEs”

Content and general structure:

1. What does it mean – to be a sustainable rural tourism business

Introduction. A bit of history of sustainability in tourism. Sustainable development and eco-friendly rural tourism.

2. Sustainable rural tourism business types. Good examples

What are the most risky areas for each player? What makes each player more sustainable? Where is the largest part of resources (waste, light, food production etc) consumed?

2.1. Accommodation/Festivity rooms

2.2. Food and catering services (local food, biological food)

2.3. Tour operator services (active tourism products incl., equipment rental (SUPs, snowshoes, bikes etc.), nature and wildlife tours)

2.4. Open farms

2.5. Camping and caravan parks

3. Sustainable use of resources. Good practice and examples

Concrete examples, very practical advice, schemes, links in each chapter.

3.1. Energy saving and production

3.2. Water saving and consumption

3.3. Waste management

3.4. Eco - friendly detergents and cleaning agents

3.5. Management of hazardous substances and materials

3.6. Use of public transport and eco - friendly vehicles

3.7. Food and catering services

3.8. Use of environmental friendly materials in building, interior etc.

3.9. Use of biodiversity and ecosystem services

4. How to build local knowledge and cooperation. Good examples

Practical advice from each country.

5. Marketing and communication. Good examples

How to communicate that you are responsible and eco friendly business.

5.1. Sides involved

5.2. Marketing channels (social medias, web, maps, brochures, ...)

5.3. Target groups

5.4. Environmental communication

6. Economy - how to get financially sustainable being green business. Good examples

7. Useful tools and assistance for sustainable rural development. Good examples

Benefits of each tool, how to use it?

7.1. Eco labels

7.2. Protected nature areas (national parks, natura parks etc)

7.3. UNESCO status

7.4. Sustainable destinations

7.5. Others

8. Code of ethics

Global Code of Ethics for Tourism and others

9. Conclusions

Main conclusions, literature, authors, photo authors etc.